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CLERK U S DISTRICT COURT
DISTRICT OF ARIZONA
BY DEPUTY

FEDERAL TRADE COMMISSION,

Plaintiff.

v.

LEON SAJA, individually and doing business as SOUTHWEST PUBLISHING; DONALD L. RITTA, individually and as an officer of Stealth Publications, Inc.; and STEALTH PUBLICATIONS, INC.,

Defendants.

Civ. No. CIV-97-0666 PHX SMM

STIPULATED FINAL
JUDGMENT AND ORDER FOR
PERMANENT INJUNCTION
AS TO DEFENDANTS LEON
SAJA AND STEALTH
PUBLICATIONS, INC.

X970042

Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), has filed a complaint for a permanent injunction and other relief, pursuant to Section 13(b) of the Federal Trade Commission Act ("FTC Act"), 15 U.S.C. § 53(b), charging defendants Leon Saja, doing business as Southwest Publishing, and Stealth Publications, Inc., with violations of Section 5 of the FTC Act, 15 U.S.C. § 45.

Defendants, Leon Saja, doing business as Southwest Publishing, and Stealth Publications, Inc., and the Commission, by and through its counsel, have agreed to entry of this Order by this Court to resolve all matters in dispute in this action. The defendants and the Commission have consented to the entry of this Order without trial or adjudication of any issue of law or fact herein.

NOW, THEREFORE, defendants Leon Saja, doing business as Southwest Publishing, and Stealth Publications, Inc., and the Commission having requested the Court to enter this Order, IT IS HEREBY ORDERED, ADJUDGED AND DECREED as follows:

FEDERAL TRADE COMMISSION 915 Second Ave., Suite 2896 Seattle, Washington 98174 (206) 220-6350

FINDINGS

- A. This Court has jurisdiction of the subject matter of this action and the parties consenting hereto;
- B. The complaint states a claim upon which relief may be granted against defendants Leon Saja, doing business as Southwest Publishing, and Stealth Publications, Inc., under Sections 5 and 13(b) of the FTC Act, 15 U.S.C. §§ 45 and 53(b);
 - C. Entry of this Order is in the public interest, and
- D. Defendants have waived all rights to seek judicial review or otherwise challenge or contest the validity of this Stipulated Final Judgment and Order for Permanent Injunction.

DEFINITIONS

For purposes of this Order the following definitions shall apply:

- A. "Affiliated fundraiser" means any person that defendants arrange for or authorize to solicit contributions in the name of or on behalf of any nonprofit organization;
- B. "Defendants" or "each defendant" means Leon Saja, individually and doing business as Southwest Publishing, and Stealth Publications, Inc., as well as their officers, agents, servants, employees, attorneys, salespersons, independent contractors, affiliated fundraisers, corporations, subsidiaries, affiliates, and those persons directly or indirectly under their control or in active concert or participation with them who receive actual notice of this Order by personal service, facsimile or otherwise, whether acting directly or through any corporation, subsidiary, division or other device;
- C. "Donation" or "contribution" means money or any item of value provided in response to a solicitation made on behalf of or in the name of any nonprofit organization, including any payment made in exchange for advertising or any listing in any magazine, journal or other publication produced by or on behalf or in the name of any nonprofit organization;
- D. "Donor" or "consumer" means any person or business solicited for a donation or contribution;

- E. "Material" means likely to affect a person's decision to make, or conduct regarding, a donation or contribution;
- F. "Nonprofit organization" means any person that is, or is represented to be, a nonprofit entity or that has, or is represented to have, a charitable purpose, specifically including any entity that purports to benefit, either in whole or in part, purported law enforcement, firefighting, or veterans' organizations, personnel, or programs;
- G. "Person" means a natural person, organization or other legal entity, including a corporation, partnership, proprietorship, association, cooperative, government agency, or any other group or combination acting as an entity; and
 - H. "Solicitor" means any person who solicits donations or contributions.

ORDER

I. MONETARY RELIEF

IT IS THEREFORE ORDERED that:

- A. Judgment in the amount of \$500,000 is hereby entered in favor of the Commission against defendant Saja for equitable monetary relief including, but not limited to, consumer redress and payment of any attendant expenses of administering any redress fund. If the Commission determines, in its sole discretion, that redress to donors is wholly or partially impracticable, any funds not so used shall be deposited into the United States Treasury as disgorgement or be used by the Commission to educate donors affected by the defendant's deceptive practices. Defendant Saja shall cooperate fully with the Commission in identifying donors for any education program. No portion of the payments as herein provided shall be deemed a payment of any fine, penalty or punitive assessment;
- B. The Commission shall file a satisfaction of judgment in the event defendant Saja, pays to the Commission a total of seventy-five thousand dollars (\$75,000). This amount shall be paid in monthly installments of \$3,000 or more. The first payment shall be made within ten (10) days of the date of entry of this Order, and subsequent payments shall be made on the first day of each month thereafter, until the total of \$75,000 has been paid. The payments shall be made by

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wire transfer to an account designated by the Commission or by certified check made payable to the Federal Trade Commission and delivered to the Regional Director, Federal Trade Commission, 915 Second Avenue, Suite 2896, Seattle, Washington 98174. In the event of any default in the above payment schedule continuing for ten (10) days beyond the due date of payment, unless the defendant cures the default within thirty (30) days of receiving written notice of default from the Commission, the entire judgment of \$500,000 shall become immediately due and owing, less any amounts already paid, and the Commission shall have no obligation under this Order to file a satisfaction of judgment.

- C. Notwithstanding any other provision of this Order, defendant Saja waives any right to contest any of the allegations in the Complaint filed in this matter in any subsequent litigation filed by the Commission to enforce its rights pursuant to this Order including, but not limited to, a non-dischargeability complaint pursuant to Section 523(a)(2)(A) of the Bankruptcy Code, 11 U.S.C. § 523(a)(2)(A), in any subsequent bankruptcy proceeding; and
- Defendant Saja agrees to fully cooperate with the Commission and its agents in all D. attempts to collect amounts pursuant to this Order. Should defendant Saja fail to satisfy the judgment pursuant to Paragraph I.B. of this Order, he agrees to provide the Commission with his federal and state income tax returns for the preceding two (2) years, and with full financial disclosure, in a form specified by the Commission, waiving all objections, within ten (10) business days of receiving a request from the Commission to do so. Defendant Saja further authorizes the Commission to verify all information provided on the financial disclosure form with all appropriate third parties including, but not limited to, financial institutions.

II. **RIGHT TO REOPEN**

IT IS FURTHER ORDERED that, by agreeing to this Order, defendant Saja reaffirms and attests to the truthfulness, accuracy, and completeness of his financial statement that was executed on January 26, 1998 (designated the "Financial Statement"). The Commission's agreement to this Order is expressly premised upon the truthfulness, accuracy, and completeness of defendant's financial condition as represented in the Financial Statement referenced above,

which contains material information upon which the Commission relied in negotiating and agreeing to the terms of this Order, including the monetary redress and the satisfaction of judgment amounts provided for by this Order. If, upon motion by the Commission, this Court finds that defendant Saja failed to disclose any material asset, or materially misrepresented the value of any asset, or made any other material misrepresentation in or omission from the Financial Statement, the Court may reopen the judgment for the purpose of requiring additional monetary consumer redress in an amount approximately equivalent to any resulting understatement of assets, overstatement of liabilities, or understatement of net worth, provided that the total redress awarded not exceed the judgment amount of \$500,000, less any payments already made; provided, however, that in all other respects, this Order shall remain in full force and effect unless otherwise ordered by this Court; and provided further that proceedings instituted under this Paragraph are in addition to, and not in lieu of, any other civil or criminal remedies as may be provided by law, including any other proceedings the Commission may initiate to enforce this Order.

III. PERFORMANCE BOND

- A. IT IS FURTHER ORDERED that defendant Saja, whether acting directly or through any business, entity, corporation, subsidiary, division or other device, is permanently enjoined from soliciting, or providing others the means and instrumentalities to solicit, contributions unless he first obtains a performance bond in the principal amount of one hundred thousand dollars (\$100,000) and maintains the bond in that principal sum so long as he solicits, or provides others the means and instrumentalities to solicit contributions.
- B. The bond shall be conditioned upon compliance by Leon Saja with Section 5 of the FTC Act, 15 U.S.C. § 45 ("Section 5"), and with the provisions of this Order. The bond shall be deemed continuous and remain in full force and effect as long as Leon Saja continues to solicit, or provide others the means and instrumentalities to solicit, contributions, and for at least one (1) year after he has ceased to engage in any such activity. The bond shall cite this Order as the subject matter of the bond, and shall provide surety thereunder against financial loss due, in

whole or in part, to any violation of Section 5 of the FTC Act, or to any violation of the provisions of this Order.

- C. The bond shall be an insurance agreement providing surety for financial loss issued by a surety company that holds a Federal Certificate of Authority As Acceptable Surety On Federal Bonding and Reinsuring. Such bond shall inure to the FTC for use as consumer redress or disgorgement owed as a result of any violation of Section 5 of the FTC Act or this Order. Said performance bond shall be executed in favor of the FTC if the FTC demonstrates to this Court, or to a Magistrate thereof, by a preponderance of the evidence, that Leon Saja violated any condition of the bond;
- D. Defendant Saja shall not disclose the existence of the performance bond to any donor without also disclosing clearly and prominently at the same time: "THIS BOND IS REQUIRED BY ORDER OF THE U.S. DISTRICT COURT IN SETTLEMENT OF CHARGES THAT DEFENDANT ENGAGED IN A PATTERN AND PRACTICE OF MAKING FALSE AND MISLEADING REPRESENTATIONS IN CONNECTION WITH SOLICITING DONATIONS." If triggered by a written representation, the required disclosure shall be set forth in a clear and conspicuous manner, separated from all other text in 100% black ink against a light background, in print at least as large as the main text of the sales material or document, and enclosed in a box containing only the required disclosure;
- E. Defendant Saja shall provide a copy of any bond required by this Paragraph to the Regional Director, Federal Trade Commission, 915 Second Avenue, Suite 2896, Seattle, Washington, 98174, at least ten (10) days prior to the commencement of any activity or business for which the bond is required;
- F. The bond required by this Paragraph shall be in addition to, and not in lieu of, any other bond required by law;
- G. Proceedings instituted under this section are in addition to, and not in lieu of, any other civil or criminal remedies as may be provided by law, including any other proceedings the FTC may initiate to enforce this Order; and

H. Defendant Saja has sixty (60) days from the entry of this Order to obtain any bond required by this Paragraph.

IV. PROHIBITED PRACTICES - REPRESENTATIONS AND OMISSIONS

IT IS FURTHER ORDERED that defendants, in connection with soliciting contributions from any donor, and in connection with providing the means and instrumentalities to solicit contributions, are hereby permanently restrained and enjoined from:

- A. Making, or assisting others to make, expressly or by implication, orally or in writing, any statement or representation of material fact that is false or misleading including, but not limited to, any false representation about:
 - (1) the solicitor's affiliation with any law enforcement, fire fighting, veterans' or other nonprofit organization;
 - (2) the organization on whose behalf a contribution is solicited;
 - (3) whether the donor's contribution will be used to support a local program or organization;
 - (4) the program or organization that the donor's contribution will support;
 - (5) the tax-exempt status of the organization for which the contribution is sought;
 - (6) the tax deductibility of the donor's contribution;
 - (7) the obligation of the donor to make any contribution;
 - (8) any person's approval, authorization or obligation to make a contribution, or to make any payment for any advertisement, publication, program, service, or product;
 - (9) the printing, publishing, or distribution of any journal, advertisement, publication, program, service, or product; or
 - (10) the prior approval, authorization or sponsorship of any advertisement, publication, program, service, or product by any person.

- B. Failing to disclose, during the initial telephone contact with any donor and in any follow-up contact, that the solicitor is, or is employed by, a professional fundraiser;
- C. Failing to disclose, if asked by any donor, the percentage or regularly distributed amount of donations that is or will be paid to the nonprofit organization on whose behalf the solicitor seeks contributions;
- D. Soliciting or accepting contributions made in the name of or on behalf of any nonprofit organization from whom the defendants do not have written authorization to solicit at the time the solicitation is made;
- E. Failing to disclose clearly and conspicuously on the front of each receipt or invoice that any defendant or any affiliated fundraiser sends to any consumer, in black ink against a light background, in print at least as large as that of any other text on the page and in no event smaller than eight (8) points, that:
 - (1) the solicitation was made by a paid fundraiser; and
 - (2) the donor's contribution is not tax deductible, if that is the case.

V. PROHIBITED PRACTICES - TRAINING, MONITORING, AND VERIFICATION

IT IS FURTHER ORDERED that defendants, in connection with soliciting contributions from any donor, are hereby permanently restrained and enjoined from:

- A. Failing to provide, prior to soliciting donations, initial and rebuttal scripts authorized by the respective nonprofit organization to each solicitor directly compensated by defendants who will solicit donations on behalf of that nonprofit organization;
- B. Failing to take steps sufficient to train and monitor each solicitor directly compensated by defendants so that the solicitor follows the authorized scripts and complies with the requirements of Paragraph IV of this Order. Such steps shall include, but not be limited to, daily random tape-recording of solicitation calls made by each solicitor and randomly monitoring all other solicitation calls. Those employees conducting the monitoring shall maintain a log listing the solicitors and calls monitored and noting any material misrepresentations or omissions;

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- C. Failing to take steps sufficient to verify, prior to sending an invoice, bill, or C.O.D. package to any donor called by each solicitor directly compensated by defendants or to any commercial donor called by one of defendants' affiliated fundraisers, that each donor agreed to make the donation and that the bill or invoice will be sent to the donor C.O.D., if that is the case. Such steps shall include, but not be limited to, using non-commissioned employees to make verification calls to donors; the verifier shall either maintain a daily log listing the name and telephone number of each donor called and the date called, or tape-record each verification call-back; and
- D. Failing to provide a written reprimand to each solicitor directly compensated by defendants who makes any representation in violation of Paragraph IV of this Order, and to terminate any solicitor directly compensated by defendants who makes more than one material representation in violation of Paragraph IV of this Order in any consecutive twelve month period.

VI. PROHIBITED PRACTICES - AFFILIATED FUNDRAISERS

IT IS FURTHER ORDERED that defendants, in connection with arranging for affiliated fundraisers to solicit contributions from any donor, are hereby permanently restrained and enjoined from:

- Failing to ensure that, prior to soliciting donations, each affiliated fundraiser has A. initial and rebuttal scripts authorized by the respective nonprofit organization for which solicitations will be made. Defendants shall require each such affiliated fundraiser to provide these authorized scripts to, and require their use by, each solicitor employed by the affiliated fundraiser;
- В. Failing to require that each affiliated fundraiser train, monitor, and discipline its solicitors, and verify all donations in a manner consistent with Paragraph V of this Order; and
- C. Failing to evaluate the training, monitoring, and verification processes of each affiliated fundraiser on a regular basis.

VII. PROHIBITED PRACTICES - NONPROFIT ORGANIZATIONS

IT IS FURTHER ORDERED that defendants are hereby permanently restrained and enjoined from failing to obtain from each nonprofit organization for whom defendants solicit or arrange for solicitation of contributions, directly or through any corporation, subsidiary, division, or other device, prior to any solicitation on behalf of any such nonprofit organization, and again every six months until defendants' contractual arrangement with the nonprofit organization terminates:

- A. Written certification that all sales, verification, rebuttal, and other telephone solicitation scripts used in connection with any solicitation do not misrepresent:
 - (1) The identity or occupation of the solicitor;
 - (2) The programs or services benefitted by the solicited contributions;
 - (3) The geographic area or areas within which those programs or services are provided; or
 - (4) The tax-exempt status of the organization or the tax deductibility of any contributions; and
- B. A written report detailing the programs or services provided by the nonprofit organization in support of each affirmative representation contained in each script used in connection with soliciting contributions on its behalf.

VIII. ASSISTANCE TO OTHER PERSONS

IT IS FURTHER ORDERED that defendants are hereby permanently restrained and enjoined from assisting or facilitating any person who defendants know or should know makes false or misleading representations, including but not limited to those set forth in Paragraph IV of this Order. "Assisting" includes, but is not limited to:

- A. Formulating or providing, or arranging to formulate or provide, any script or other marketing material;
- B. Formulating or mailing, or arranging to formulate or mail, any solicitation, receipt, invoice or any other materials sent to donors;

- C. Providing or arranging to provide the names of donors ("leads");
- D. Arranging for affiliation between any person and any purported nonprofit organization for the purpose of soliciting donations;
- E. Providing or arranging customer service functions including, but not limited to, receiving or responding to donor questions or complaints, or accepting or handling any refund requests; and
 - F. Providing consultation services to any person soliciting contributions.

IX. MAINTENANCE OF RECORDS

IT IS FURTHER ORDERED that defendants, for a period of ten (10) years from the date of entry of this Order, in connection with soliciting contributions from any donor or in connection with assisting or facilitating any person who solicits contributions from any donor as described in Paragraph VIII of this Order, are hereby permanently restrained and enjoined from failing to create, and from failing to retain for a period of three (3) years following the date of such creation unless otherwise specified:

- Records of any contract or agreement utilized in any fundraising venture Α. undertaken by defendants, as well as copies of any advertisement, script or promotional material relating to such fundraising venture;
- Books, records, and accounts which, in reasonable detail, accurately and fairly reflect the cost of conducting any fundraising venture and the income, disbursements, transactions, and use of monies by defendants;
- C. Records accurately reflecting the name, address, and telephone number of each person employed by defendants in any capacity, that person's job title or position, the date upon which the employee commenced work, and the date and reason for the employee's termination, if applicable.
- D. Records containing the name, address, and telephone number of each donor solicited by defendants, or by any solicitor directly compensated by defendants;

- E. Records of every consumer inquiry, complaint, or refund request, whether received directly or indirectly, that reflect:
 - (1) the consumer's name, address, telephone number, and the dollar amount paid by the consumer;
 - (2) the written inquiry, if any, or the telephone log describing the nature and the date of the inquiry, complaint, or refund request;
 - (3) the basis of the inquiry, complaint, or refund request, and the nature and result of any investigation conducted relating to any inquiry or complaint;
 - (4) each response by defendants and the date of the response;
 - (5) any final resolution and the date of resolution; and
 - (6) in the event of a denial by defendants of a refund request, the reason for such denial or, if cured, the basis for determining that such complaint has been cured;
 - F. All notices and reports required by this Order;
- G. All tape recordings required by this Order together with all documents detailing the locations at which defendants conduct such taping, to be kept by defendants for a period of one (1) year;
- H. All records maintained or created by defendants' training, monitoring, and verification pursuant to Paragraph V of this Order;
- I. All records of violations of Paragraph IV of this Order that defendants discover as a result of their monitoring, taping, verifying, or other compliance efforts made pursuant to Paragraphs V and VI of this Order, or otherwise, including the date of the violation, the name of the employee or affiliated fundraiser, the name of the consumer solicited, the misrepresentation, the number of times the employee or affiliated fundraiser has violated Paragraph IV of this Order in the preceding twelve months, and a copy of the written warning or termination notice resulting from such violation;

- J. All statements, certifications, reports and acknowledgments required to be obtained by this Order; and
- K. A record of each person for whom defendants are assisting, as that term is defined in Paragraph VIII of this Order, including all affiliated fundraisers, which record shall include:
 - (1) the person's legal name, any business name used, its address, and telephone number;
 - (2) the individual(s) to be contacted and their position(s) or job title(s);
 - (3) all accounting or bookkeeping records generated by any defendant for such person;
 - (4) the date of initiation of any agreement or business relationship between such person and any defendant, and, if applicable, the date and reasons for the termination of such agreement or business relationship; and
 - (5) each inquiry or complaint received by defendants as a result of fundraising by such person, together with a description of the investigation and/or resolution of each such inquiry or complaint.

X. DETERMINING COMPLIANCE

IT IS FURTHER ORDERED that defendants, for a period of ten (10) years after the date of entry of this Order, for purposes of determining compliance with this Order, shall permit representatives of the Federal Trade Commission, upon reasonable written notice to defendants:

- A. Access during normal office hours to any office or facility in which documents relating to compliance with the terms of this Order are stored or held, to inspect and copy any documents retained pursuant to Paragraph IX or otherwise relating to the subject of this Order;
- B. To interview, subject to the reasonable convenience of defendants and without restraint or interference from them, at a location reasonably convenient to defendants and the Federal Trade Commission, the officers, directors, and employees of any company or other

business entity owned, managed or controlled, in whole or in part, by any defendant, relating to compliance with the terms of this Order. The person interviewed may have counsel present.

XI. NOTICE TO RELATED PERSONS AND ENTITIES

IT IS FURTHER ORDERED that defendants, for a period of five (5) years after the date of entry of this Order, in connection with soliciting contributions from any donor, shall:

- A. Provide a copy of this Order to, and obtain a signed and dated acknowledgment of receipt of the same from, each of defendants' officers, directors, managing agents, employees, independent contractors or affiliated fundraisers, nonprofit organizations with whom they contract to do business, and from each person whom defendants assist, as that term is defined in Paragraph VIII of this Order; and
- B. Maintain, and upon reasonable notice make available to representatives of the Commission, the original acknowledgments of the receipts required by Paragraph XI.A. of this Order.

XII. CHANGES IN EMPLOYMENT

IT IS FURTHER ORDERED that defendant Saja, for a period of ten years after entry of this Order, shall give written notice to the FTC of his affiliation or employment with any new business that is related to the solicitation of donations or is engaged in telemarketing any product or service within twenty-one days of the commencement of such affiliation. Such notice shall include the new business' name and address, a statement of the nature of the business, and a statement of defendant's duties and responsibilities in connection with the business.

XIII. CHANGES IN CORPORATE STRUCTURE

IT IS FURTHER ORDERED that defendant Stealth Publications, Inc., shall notify the FTC at least thirty (30) days prior to the effective date of any proposed change in its corporate structure, such as dissolution, assignment or sale resulting in the emergence of any successor corporation, the creation or dissolution of any subsidiary, or any other changes in the corporation that may affect compliance obligations arising out of this Order.

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XIV. COMPLIANCE REPORT

IT IS FURTHER ORDERED that defendants, within one-hundred-eighty (180) days after the date of entry of this Order, annually thereafter for a period of three (3) years, and upon 30 days' notice by the FTC at any time for a period of ten (10) years following entry of this Order, shall file a report, in writing, setting forth in detail the manner and form in which they have complied with this Order.

XV. **NOTICES**

IT IS FURTHER ORDERED that all notices and reports required of defendants by this Order shall be made to the following address:

> Regional Director Federal Trade Commission 915 Second Avenue, Suite 2896 Seattle, Washington 98174

XVI. RETENTION OF JURISDICTION

IT IS FURTHER ORDERED that this Court shall retain jurisdiction of this matter for the purpose of enabling either of the parties to this Order to apply to the Court at any time for such further orders or directives as may be necessary or appropriate for the interpretation or modification of this Order, for the enforcement of compliance therewith or for the punishment of violations thereof. This Permanent Injunction supersedes the Preliminary Injunction and the Stipulated Settlement of Contempt previously entered in this matter.

SO ORDERED, this 3/ day of 4, 1998.

Stephen M. McNamee

United States District Judge