



# Green Lights & Red Flags:

FTC Rules of the Road  
for Advertisers

## Agenda

**8:00 Registration opens**

**9:00 Welcome from sponsoring groups**

*Speakers:*

C. Steven Baker, Director, Midwest Region, Federal Trade Commission  
Elissa Matulis Myers, C.A.E., President and CEO, Electronic Retailing Association  
Claire Rosenzweig, C.A.E., President and COO, Promotion Marketing Association  
James Baumhart, President and CEO, Better Business Bureau of Chicago and Northern Illinois

**9:15 The Basics of FTC Advertising Law**

How the FTC interprets advertising claims, the net impression standard, ensuring that disclosures are “clear and conspicuous”

*Speaker:*

Lesley Fair, Federal Trade Commission

**9:50 Substantiating Health and Safety Claims**

How the FTC applies the “competent and reliable scientific evidence” standard to claims for dietary supplements, weight loss products, and other health-related merchandise

*Speakers:*

Matthew Daynard, Federal Trade Commission  
Jeffrey Knowles, Venable, L.L.P.

**10:30 Break**

**10:45 Online Hot Topics**

Protecting consumer privacy online, complying with the Children’s Online Privacy Protection Act (COPPA), Dot.Com Disclosures, BBBO nLine’s Reliability and Privacy Seal Programs, unsolicited commercial e-mail

*Speakers:*

Steven Wernikoff, Federal Trade Commission  
Steven Salter, *BBBO nLine*  
David Maher, Sonnenschein Nath & Rosenthal



---

**11:45 The FTC, the State AG, and You**

Procedures for FTC, state AG and multistate investigations; complying with access letters and CIDs; negotiating with the FTC and state AGs

*Moderator:*

Linda Goldstein, Hall Dickler Kent Goldstein and Wood, L.L.P.

*Panelists:*

C. Steven Baker, Federal Trade Commission  
James Jeffries, Office of the Attorney General, State of Wisconsin  
Steven Durchslag, Winston & Strawn

**12:45 Luncheon Remarks**

FTC Consumer Protection Priorities for 2003

Lee Peeler, Deputy Director, Bureau of Consumer Protection, Federal Trade Commission

**2:15 Product Promotion**

Rebates, trial offers, continuity programs, “free” offers, the Mail or Telephone Order Merchandise Rule, sweepstakes

*Speakers:*

Michael Dershowitz, Federal Trade Commission  
Elaine Kolish, Federal Trade Commission  
James Jeffries, Office of the Attorney General, State of Wisconsin  
Sandra Leib, Element 79 Partners, L.L.C.

**3:15 Break**

**3:30 Voluntary Self-Regulation**

How the NAD process works, an NAD case history from the participant’s point of view, resolving disputes through the local BBB, the ERA’s self-regulatory program

*Speakers:*

Andrea Levine, National Advertising Division of the Council of Better Business Bureaus  
Andrew Sacks, Dell Computer Corporation  
James Baumhart, Better Business Bureau of Chicago and Northern Illinois  
Elissa Matulis Myers, Electronic Retailing Association

**4:30 Adjourn**

