



Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers

Dear Colleague:

On Friday, December 8th, national advertising experts will gather in Columbus for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers***, a “back to basics” workshop about complying with federal and state truth-in-advertising standards. Sponsored by the Central Ohio Better Business Bureau and the Federal Trade Commission, ***Green Lights & Red Flags*** will feature knowledgeable speakers discussing what you need to know about:

- ***FTC Advertising Law: Understanding the Rules of the Road*** – What marketers need to know about the FTC’s approach to advertising claims
- ***Avoiding a Promotion Commotion*** – Complying with new laws for commercial email, telemarketing, and other promotional practices
- ***The Secure Entrepreneur*** – Best practices to avoid, assess, and address a data security breach
- ***Complying with State Consumer Protection Laws*** – “Hot button” issues at the Ohio AG’s Office
- ***When Your Competitor Crosses the Line*** – Self-regulation or litigation?
- ***Ethics and Advertising: Higher Standards, Better Business*** – A special one-hour CLE segment for attorneys

Green Lights & Red Flags is presented in partnership with the Advertising Federation of Columbus and runs from 8:30 AM to 2:15 PM at the Columbus Athenaeum, 32 North Fourth Street in Columbus. (A special ethics segment for attorneys runs from 2:30 PM to 3:30 PM. The sponsors have applied for 4.75 hours Ohio CLE credit, including one hour of ethics.) The admission fee of \$50 for BBB members and members of sponsoring organizations (\$70 general admission) includes lunch and a CD of all workshop materials. Seating is limited, so please register early by sending in the form on the back. For more information, visit www.ftc.gov/greenlights.

We look forward to seeing you on December 8th.

Kip Morse
President & General Manager
Central Ohio Better Business Bureau

John Mendenhall
Director, East Central Region
Federal Trade Commission



AGENDA

8:30 **Registration**

9:00 **Welcome**

Kip Morse John Mendenhall
President Director, East Central Region
Central Ohio BBB Federal Trade Commission

9:15 **FTC Advertising Law: Understanding the "Rules of the Road"**
What you need to know about the FTC's approach to advertising claims, disclosures, endorsements, and substantiation

Lesley Fair
Federal Trade Commission

10:00 **Avoiding a Promotion Commotion**
Do Not Call, telemarketing, and CAN-SPAM: What does a marketer need to do to comply with the law?

Jonathan L. Kessler
Federal Trade Commission

10:30 **Break**

10:45 **The Secure Entrepreneur: Data Security & Consumer Privacy**
Best practices to avoid, assess, and address a data security breach

John Mendenhall
Federal Trade Commission

Michele Shuster
Kegler Brown Hill & Ritter

11:45 **Lunch**

12:45 **Complying with State Consumer Protection Laws**
"Hot button" issues at the Ohio AG's Office

Paula Armentrout
Office of the Ohio Attorney General

1:15 **When Your Competitor Crosses the Line: Self-Regulation or Litigation?**
Weighing the legal options when a competitor's ads are deceptive

Kip Morse Ross Weisman
Central Ohio BBB Kirkland & Ellis

Jennifer E. Fried
National Advertising Division

2:15 **Adjourn**

2:30 **Special Seminar for Attorneys – The New Ohio Rules of Professional Conduct**

Geoffrey Stern
Kegler Brown Hill & Ritter



NAME(S) _____

COMPANY _____

EMAIL _____

PHONE _____

Enclosed is a check payable to the Central Ohio Better Business Bureau.

Visa Mastercard Amex

Card Number _____

Expiration Date _____

Signature _____

- Member of BBB or sponsoring group:** \$50
- General Admission:** \$70

To register: *By mail:* Central Ohio Better Business Bureau, ATTN: Lee Anne Carroll, 1335 Dublin Road #30A, Columbus, OH 43215. *By fax:* (614) 486-6631

Questions? Contact Lee Anne Carroll, (614) 486-6531, lcarroll@columbus-ohbbb.org.

Cancellations & Refunds: Cancellations must be in writing and faxed to the Central Ohio BBB at (614) 486-6631 by December 4th.

Parking: Vouchers will be available for the Buckeye Garage at 55 East Long Street.