

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

Wednesday, September 21, 2005

9:00 a.m. - 4:00 p.m.

**ASU Downtown Center
502 E. Monroe, Building C
Phoenix, Arizona**

(Validated parking located at the S.E. corner of 5th Street & Monroe)

May qualify for 5.25 hours MCLE

AGENDA:

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| 9:00 a.m. Welcome Remarks
<i>Thomas Syta, Assistant Director, Western Region, Federal Trade Commission</i>
<i>Elaine Hugunin, President & CEO, Better Business Bureau Serving Central and Northern Arizona</i> | 12:15 p.m. Lunch (on your own) |
| 9:15 a.m. Advertising Law: The Rules of the Road
<i>Substantiating advertising claims, endorsements and testimonials, fine-print disclosures</i>
<i>Lesley Fair, Attorney, Bureau of Consumer Protection, Federal Trade Commission</i> | 1:30 p.m. Hot Topics at the AG's Office
<i>State enforcement of consumer protection laws</i>
Honorable Terry Goddard, Attorney General, State of Arizona |
| 10:00 a.m. Special Issues for Online Advertisers: Is Your Client DOT.COMpliant?
<i>CAN-SPAM Act, online disclosures, data security and consumer privacy</i>
<i>Jennifer Brennan, Attorney, Western Region, Federal Trade Commission</i>
<i>Paul Burns, Attorney, Steptoe & Johnson</i> | 2:00 p.m. How to Keep Your Client Off the Law Enforcement Radar Screen
<i>A pre-dissemination checklist for counsel</i>
D. John Hendrickson, Attorney, Manhattan Advertising & Media Law |
| 11:00 a.m. Break | 2:30 p.m. Break |
| 11:15 a.m. Promotional Issues
<i>"Free" offers, rebates, continuity plans, telemarketing, and the National Do Not Call Registry</i>
<i>Matthew Gold, Attorney, Western Region, Federal Trade Commission</i>
<i>Elaine Kolish, Attorney, Sonnenschein Nath & Rosenthal LLP</i> | 2:45 p.m. What to do When Your Competitor Crosses the Line
<i>Self-regulation vs. litigation</i>
Martin Zwerling, Attorney, National Advertising Division of the Council of Better Business Bureaus, Inc.
John Villafranco, Attorney, Collier Shannon Scott LLP |
| | 4:00 p.m. Adjourn |

Co-Sponsored by the Federal Trade Commission

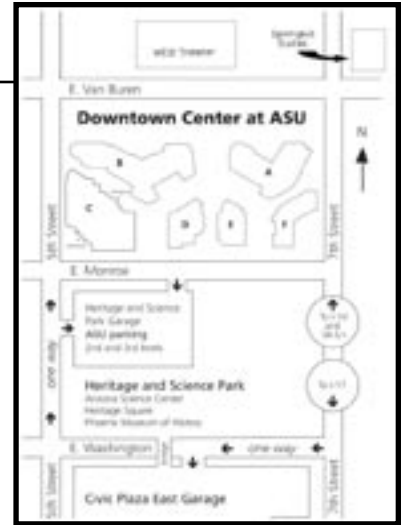
➔ YES, I WANT TO REGISTER

REGISTRATION RATES	
Event #05215B-408	
<input type="checkbox"/> State Bar Member	\$100
<input type="checkbox"/> New Attorney (admitted after 5/03)	\$ 90
<input type="checkbox"/> Non Member	\$120
<input type="checkbox"/> At the Door	\$120
Registration must be received by noon the day before. All others will be charged the at-the-door rate	

MCLE	This program may qualify for 5.25 hours of MCLE.
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REGISTRATION INFORMATION	
NAME _____	BAR NO. _____
FIRM NAME _____	
ADDRESS _____	
CITY, STATE, ZIP _____	
PHONE _____	
E-MAIL _____	

BILLING INFORMATION	
Make checks payable to: State Bar of Arizona <i>There will be a \$25 charge for returned checks.</i>	
<input type="checkbox"/> MASTERCARD <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER	
_____ ACCOUNT NUMBER (Please submit only once either by fax, mail or online)	
_____ EXPIRATION DATE	_____ CCVV/CVC/CIN#: (3 or 4 digit number on the back/front of your card)
_____ BILLING ADDRESS CARDHOLDER'S NAME	
_____ ADDRESS	
_____ CITY/STATE/ZIP	
_____ DAY PHONE	
_____ CARDHOLDER'S SIGNATURE	



It's Easy to Register! Here's How:

ONLINE www.myazbar.org/CLE

MAIL State Bar of Arizona
P.O. Box 53099, Phoenix, AZ 85072

For Tucson Programs:
State Bar of Arizona
320 S. Convent, Tucson, AZ 85701-2215
(Always send a copy of the registration form with your check.)

PHONE 602-340-7322 Phoenix
520-623-9944 Tucson

FAX 602-271-4930 Phoenix
520-623-9974 Tucson

HOTLINE 602-340-7339
After business hours leave a message with your name; Arizona bar number; phone and fax numbers; title of seminar; seminar event number; fee category; credit card number and expiration date (government employees may substitute P.O. or warrant number).

CLE PROGRAM POLICIES

Cancellations may be faxed to the CLE department at least 48 hours prior to the seminar. You may choose to receive (1) a voucher in the amount of 100% of the seminar fee paid, good at any upcoming State Bar of Arizona CLE seminar; OR (2) a refund of the seminar fee paid, minus a \$15 administrative fee. No refunds will be given for cancellations less than 48 hours prior to the seminar.

Last-minute registrations will only be accepted by telephone up until 24 hours prior to the program. Payment must be made in advance or at seminar check-in (Except government registrations, see below).

At-the-door registrations will be accepted if space and materials are available. Seminar dates and locations are subject to change. Please consult website (www.myazbar.org/CLE) or call (602) 340-7322 or (520) 623-9944 to verify seminar site and time.

Government registrations should be accompanied by a copy of the purchase order or warrant which begins the payment process. If registering by phone, the purchase order or warrant must be brought to the seminar.

If you have a disability, please call ahead to let us know how we may accommodate your needs.

QUESTIONS ON THIS OR ANY STATE BAR OF ARIZONA CLE SEMINAR?
Call (602) 340-7322 in Phoenix, or (520) 623-9944 in Tucson or visit our Web site at www.myazbar.org/CLE