



# Green Lights & Red Flags:

FTC Rules of the Road  
for Advertisers

Dear Colleague:

On Wednesday, May 16th, national advertising experts will gather in Atlanta for ***Green Lights & Red Flags: FTC Rules of the Road for Advertisers***, a “back to basics” workshop about complying with federal and state truth-in-advertising standards. Sponsored by the Atlanta Bar Association 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*** — The FTC’s approach to ad claims, disclosures, and endorsements
- ***The Science of Compliance*** — The “competent and reliable evidence” standard and special considerations for health and safety claims
- ***Avoiding a Promotion Commotion*** — How to comply with the law and avoid the pitfalls of promotion
- ***The Secure Entrepreneur*** — Best practices to avoid, assess, and address a data security breach
- ***If the Government Comes to Call*** — The inside story on state and federal consumer protection investigations
- ***When Your Competitor Crosses the Line: Self-regulation or Litigation?*** — Weighing the legal options when a competitor’s ads are deceptive

***Green Lights & Red Flags*** is presented in partnership with the Better Business Bureau Serving Metro Atlanta. The workshop runs from 8:30 AM to 1:00 PM at the State Bar of Georgia, 104 Marietta Street NW in Atlanta. This program has been approved for 3.50 hours of Georgia CLE credit. The general admission of \$149 (\$119 for Atlanta Bar Association members and \$99 for non-lawyers) includes continental breakfast 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](http://www.ftc.gov/greenlights).

We look forward to seeing you on May 16th.

Michael B. Terry  
Chair, Board of Trustees  
Atlanta Bar Association CLE

Brad Elbein  
Director, Southeast Region  
Federal Trade Commission





**8:30** *Registration*

**9:00** *Welcome*

Mary Lynne Johnson    Brad Elbein  
CLE Director            Director, Southeast Region  
Atlanta Bar Association    FTC

**9:15** *FTC Advertising Law: Understanding the Rules of the Road* — The FTC’s approach to ad claims, disclosures, and endorsements

Lesley Fair  
Federal Trade Commission

**9:45** *The Science of Compliance* — The “competent and reliable evidence” standard and special considerations for health and safety claims

Brad Elbein  
Federal Trade Commission

Jennifer Moore  
Greenberg Traurig

**10:15** *The Secure Entrepreneur: Data Security & Consumer Privacy* — Best practices to avoid, assess, and address a data security breach

Cindy Liebes  
Federal Trade Commission

David Keating  
Alston & Bird

**10:45** *Break*

**11:00** *Avoiding a Promotion Commotion* — How to comply with the law and avoid the pitfalls of promotion

Valerie Verduce  
Federal Trade Commission

Jim Dudukovich  
Coca Cola North America

**11:30** *If the Government Comes to Call* — The inside story on state and federal consumer protection investigations

Sidney R. Barrett  
Office of the Attorney General

Tashia Zeigler  
Governor’s Office of Consumer Affairs

Brad Elbein  
Federal Trade Commission

**12:10** *When Your Competitor Crosses the Line: Self-Regulation or Litigation?* — Weighing the legal options when a competitor’s ads are deceptive

Martin Zwerling  
National Advertising Division  
Council of Better Business Bureaus

Jerre Swann  
Kilpatrick Stockton

**1:00** *Adjourn*

Name \_\_\_\_\_

Georgia Bar # \_\_\_\_\_

Firm \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Enclosed is a check payable to the Atlanta Bar Association.

Visa     MasterCard     Amex

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

- General Admission:** \$149
- Atlanta Bar Association member:** \$119
- Non-Lawyer:** \$99

**To register:** *By mail:* Return this form to the Atlanta Bar Association, 229 Peachtree Street NE, Atlanta, GA 30303-1601. *By phone:* (404) 832-6203. *By fax:* (404) 522-0269.

**CLE Credit:** Georgia attorneys’ attendance will be reported to the State Bar of Georgia.

**Cancellations & Refunds:** If you can’t attend, please consider sending a substitute in your place. If you want a refund, notice of cancellation must be received before 5:00 PM on May 14th.

**Parking:** Parking is free for Georgia Bar Members.