



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

Dear Colleague:

On Thursday, May 29th, national advertising experts will gather in Dallas 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 Better Business Bureau of Metropolitan Dallas and the Federal Trade Commission, **Green Lights & Red Flags** will feature a roster of knowledgeable speakers discussing what you need to know about:

- **Advertising Law: Understanding the Rules of the Road** – Complying with truth-in-advertising law and the BBB Code of Advertising
- **Avoiding a Promotion Commotion** – Complying with new standards for rebates, commercial email, telemarketing, and other promotional practices
- **The Secure Entrepreneur: Data Security & Consumer Privacy** – Practical advice on safeguarding your customers’ personal information and honoring your privacy promises
- **If the Government Comes to Call** – An inside look at county, state and federal law enforcement investigations
- **The ABCs of IP** – What advertisers need to know about copyrights and trademarks
- **When Your Competitor Crosses the Line** – Self-regulation or litigation? Weighing the options when a competitor’s practices are deceptive

Green Lights & Red Flags is presented in partnership with Southern Methodist University’s Temerlin Advertising Institute and Dedman School of Law, and the Dallas Bar Association’s Franchise & Distribution Law Section.

Green Lights & Red Flags runs from 8:00 a.m. to 3:30 p.m. at the Cityplace Conference Center Amphitheater, 2711 North Haskell Avenue, in Dallas. The sponsors have applied for 5.5 hours of Texas CLE credit. The admission fee of \$90 (\$100 for walk-in registration and \$45 for students) includes continental breakfast, lunch and a CD of all workshop materials. Seating is limited, so please register early by sending in the attached form or visiting www.dallas.bbb.org/greenlights.

We look forward to seeing you on May 29th.



Jay Newman
President & CEO
Better Business Bureau of
Metropolitan Dallas, Inc



Deanya T. Kueckelhan
Director, Southwest Region
Federal Trade Commission



8:00 Registration

8:30 Welcome

Jay Newman, President & CEO
 Better Business Bureau of Metropolitan Dallas

Deanya T. Kueckelhan, Director
 Southwest Region, Federal Trade Commission

8:45 Understanding the Rules of the Road

Lesley Fair, Attorney, Federal Trade Commission

David Beasley, Director of Ad Review, Better Business Bureau of Metropolitan Dallas

10:00 Avoiding a Promotion Commotion

Moderator: **Bennett Cunningham**, Investigative Reporter
 CBS-11

Panelists: **Belinda May**, Attorney, Sonnenschein Nath & Rosenthal

Pat Stein, Assistant Attorney General
 Consumer Protection Division, Dallas Office,
 Office of the Attorney General

Mary Spector, Associate Professor of Law
 Dedman School of Law
 Southern Methodist University

Tom Carter, Attorney, Southwest Region
 Federal Trade Commission

11:00 Break

11:15 The Secure Entrepreneur

Moderator: **Pamela Yip**, Dallas Morning News

Panelists: **Christopher J. Volkmer**, Volkmer Law Firm LLC

James Golder, Assistant Director
 Southwest Region, Federal Trade Commission

12:15 Lunch

1:15 If the Government Comes to Call

Moderator: **Tony Pederson**, Belo Distinguished Chair of Journalism, Southern Methodist University

Panelists: **Andrew Leonie**, Regional Managing Attorney, Consumer Protection Division, Dallas Office, Office of the Texas Attorney General

Dick Zadina, Chief Prosecutor
 Specialized Crime Division
 Dallas County District Attorney's Office

Gary Kennedy, Attorney, Southwest Region, Federal Trade Commission

2:00 The ABCs of IP

Charles Hosch, Attorney
 Strasburger Price

2:30 When Your Competitor Crosses the Line

Moderator: **Patricia Alvey**, Distinguished Chair & Director, Temerlin Advertising Institute, Southern Methodist University

Panelists: **Jeannette Kopko**, Senior Vice President Communications, Better Business Bureau of Metropolitan Dallas

Annie Ugurlayan, Attorney, National Advertising Division, Council of Better Business Bureaus

Earsa Jackson, Attorney, Strasburger Price, Chair, Franchise & Distribution Law Section, Dallas Bar Association

3:30 Adjourn

Green Lights & Red Flags ● Dallas, TX ▶ 5/29/08

NAME(S) _____

COMPANY _____

EMAIL _____

PHONE _____

Enclosed is a check payable to: **BBB of Metropolitan Dallas**

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

General Admission: \$90

Student: \$45

To register: By mail: BBB of Metropolitan Dallas, 1601 Elm Street #3838, Dallas, TX 75201 **By fax:** 214-871-7290

Online: www.dallas.bbb.org/greenlights

Questions? Call 214-740-0306 or email greenlights@dallas.bbb.org.

Registration deadline: May 27, 2008

For **directions** to Cityplace Conference Center, visit www.chgcityplace.com/directions.php. Free parking is available. Cityplace is accessible by the Red and Blue DART rail lines.

Cancellations/Refunds: To apply for a refund, notice of cancellation must be received by the BBB by 5:00pm on May 27th.