

Etail dEtails: A Special Seminar on Internet Marketing

Tuesday, January 30, 2001

A G E N D A

8:00 AM – 8:30 AM REGISTRATION/CONTINENTAL BREAKFAST

8:30 AM – 9:00 AM WELCOME REMARKS

Featuring: Jodie Bernstein, Director, FTC Bureau of Consumer Protection

ERA Chair: Jeff Giordano, President, Media Solution Services–Bounty SCA Worldwide

Co-chairs: Elaine D. Kolish, Associate Director, FTC Division of Enforcement
Elissa Matulis Myers, CAE, President & CEO, Electronic Retailing Association

9:00 AM – 10:15 AM TRUTH IN ADVERTISING: STAYING ON THE RIGHT SIDE OF THE LAW

Speaker: Lesley Anne Fair, Senior Attorney, FTC Division of Advertising Practices

10:15 AM – 10:30 AM REFRESHMENT & STRETCH BREAK

10:30 AM – 12:00 PM CASE STUDIES & DOT-COM DISCLOSURES

Speakers: Pablo Zylberglait, Attorney, FTC Division of Enforcement
Lem Dowdy, Attorney, FTC Division of Enforcement
Phyllis Marcus, Attorney, FTC Division of Enforcement

12:00 PM – 1:30 PM INDUSTRY KEYNOTE LUNCHEON

Introduction: The Honorable Orson Swindle, Commissioner, Federal Trade Commission

Address: The Honorable Donald W. Upton, Secretary of Technology, Commonwealth of Virginia

**1:45 PM – 2:45 PM ONLINE ORDER FULFILLMENT: MEETING EXPECTATIONS AND
COMPLYING WITH THE LAW**

Speaker: Heather Hipsley, Deputy Director, FTC Division of Enforcement

2:45 PM – 3:00 PM REFRESHMENT & STRETCH BREAK

3:00 PM – 4:15 PM PRIMER ON PRIVACY ISSUES: HOW TO AVOID A "PRIVACY STORM"

Speakers: Ari Schwartz, Senior Policy Analyst, Center for Democracy and Technology
Dana Rosenfeld, Assistant Director, FTC Bureau of Consumer Protection

4:15 PM – 4:45 PM HOT TOPICS & OPEN FORUM

Speakers: Dave Thomas, Director, FTC Congressional Relations
Michael J. Ferrell, Partner, Venable Baetjer Howard & Civiletti LLP
Rick Lane, Director of eCommerce and Internet Technology, U.S. Chamber of Commerce

4:45 PM – 5:00 PM CLOSING REMARKS

Co-chairs: Elaine D. Kolish, Associate Director, FTC Division of Enforcement
Elissa Matulis Myers, CAE, President & CEO, Electronic Retailing Association

5:00 PM – 6:30 PM MARKETPLACE RECEPTION

The views expressed by the FTC staff represent their own views and are not necessarily the views of the Commission or any individual Commissioner.