



Tuesday, April 30, 2002  
Meeting Hall of The Association of the Bar of the City of New York  
42 West 44<sup>th</sup> Street, New York, NY

## AGENDA

- 8:30**            **Registration**
- 9:00**            **Welcome from sponsoring groups**
- Barbara Anthony  
                    Director, Northeast Region  
                    Federal Trade Commission
- Ronna Brown  
                    President, Better Business Bureau Serving Metropolitan New York
- Jeffrey A. Greenbaum  
                    Chair, Consumer Affairs Committee  
                    Association of the Bar of the City of New York
- 9:15**            **Basics of FTC Advertising Law** (including deception standards, interpretation of advertising claims, substantiation, and clear and conspicuous disclosures)
- Lesley Fair  
                    Federal Trade Commission
- 10:00**           **Product Promotion** (including rebates, "free" offers, and the Mail Order Rule)
- Michael Dershowitz  
                    Federal Trade Commission
- Donald D'Amato  
                    Federal Trade Commission
- 10:30**           **Break**
- 10:45**           **Special Considerations When Doing Business Online** (including *Dot.Com Disclosures*, the Children's Online Privacy Protection Act, self-regulatory seal programs, and related issues)
- Elaine Kolish  
                    Federal Trade Commission
- Thomas Cohn  
                    Federal Trade Commission
- Elizabeth Blumenfeld  
                    Director, Policy and Business Strategy  
                    BBBOnline, Council of Better Business Bureaus, Inc.
- 12:00**           **Lunch (on your own)**

**1:00**            **Counseling Clients on Advertising Issues** (a roundtable discussion about the most common advertising mistakes and how experienced practitioners avoid them)

*Moderator:*     Barbara Anthony  
Federal Trade Commission

*Panelists:*       Linda Goldstein  
Hall Dickler Kent Goldstein & Wood

Rhonda Joy McLean  
Time, Inc.

Judith Oldham  
Collier Shannon Scott

Jill Samuels  
General Motors Corporation

Ronald Urbach  
Davis & Gilbert

**2:00**            **Keynote Comments by FTC Commissioner Mozelle Thompson**

**2:45**            **Break**

**3:00**            **The Role of Network Clearance**

Harvey Dzodin  
Vice President, Commercial Standards  
Broadcast Standards & Practices  
ABC Network

Richard A. Kurnit  
Frankfurt Garbus  
Kurnit Klein & Selz

**3:30**            **Industry Self-Regulation – The Role of the National Advertising Division  
of the Better Business Bureau**

Andrea C. Levine  
Director, National Advertising Division  
Vice President, Council of Better Business Bureaus, Inc.

David Bernstein  
Debevoise & Plimpton

**4:30**            **Open Mike Q&A and Wrap-Up**

Sponsored by the Federal Trade Commission  
Better Business Bureau Serving Metropolitan New York  
Consumer Affairs Committee of the Association of the Bar of the City of New York

