

GREEN LIGHTS AND RED FLAGS: PROGRAM AGENDA

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| 8:30 a.m. | Registration & Continental Breakfast |
| 9:00 a.m. | Welcome From Sponsoring Groups <i>Presented by Jan Charter, FTC, and Gary Abrams, CBA-CLE</i> |
| 9:05 a.m. | The Basics of FTC Advertising Law <ul style="list-style-type: none"> ■ Ad meaning ■ Express vs. implied claims ■ Endorsements ■ Demonstrations ■ Disclosures <i>Presented by Lesley Fair</i> |
| 10:00 a.m. | Online Hot Topics <ul style="list-style-type: none"> ■ CAN SPAM ■ Protecting consumer privacy online ■ COPPA ■ Dot.Com Disclosures <i>Presented by Matthew Gold</i> |
| 10:30 a.m. | Break |
| 10:45 a.m. | Promotional Issues <ul style="list-style-type: none"> ■ "Free" offers ■ Rebates ■ Continuity plans ■ Mail Order Rule <i>Presented by Reilly Dolan</i> |
| 11:15 a.m. | Telemarketing & Do Not Call <i>Presented by Jan Charter and Jan Zavislan</i> |
| 12:00 p.m. | Substantiating Health & Safety Claims <i>Presented by Lesley Fair</i> |
| 12:30 p.m. | Lunch Break - On Your Own |
| 1:45 p.m. | Panel Discussion <ul style="list-style-type: none"> ■ If the FTC or State AG Comes to Call... ■ "Best practices" advice from practitioners ■ Procedures for FTC, State AG, and multi-state investigations ■ Complying with access letters and CIDs ■ Negotiating with the FTC and state AGs <i>Moderator: Lesley Fair, Attorney</i> <i>Panelists: Reilly Dolan, Jan Zavislan and Claude C. Wild III</i> |
| 2:30 p.m. | Protecting Small Businesses from Fraud <ul style="list-style-type: none"> ■ Website cramming ■ Identity theft ■ Office supply and yellow pages scams ■ Charity fraud <i>Presented by Jan Charter and Susan Liehe</i> |
| 3:00 p.m. | Voluntary Self-Regulation <i>Presented by Peter Marinello and John Villafranco</i> |
| 4:00 p.m. | Adjourn |

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