



# Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers and Marketers

Dear Colleague:

On Thursday, December 7th, national experts will gather in Cleveland for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers and Marketers***, a half-day “back to basics” workshop about complying with federal and state consumer laws. Sponsored by the Better Business Bureau Serving Greater Cleveland 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 basics for marketers about the FTC’s approach to advertising claims
- ***Avoiding a Promotion Commotion*** – Complying with new laws for commercial email, telemarketing, and other promotional practices
- ***The Secure Entrepreneur*** – Best practices to avoid, assess, and address a data security breach
- ***Complying with State Consumer Protection Laws*** – “Hot button” issues at the Ohio AG’s Office
- ***When Your Competitor Crosses the Line*** – Ad wars: Self-regulation or litigation?
- ***Ethics and Advertising: Higher Standards, Better Business*** – A special one-hour CLE segment for attorneys

***Green Lights & Red Flags*** is presented in partnership with the Cleveland Advertising Association, the Northeast Ohio Direct Marketing Association, Sales & Marketing Executives of Cleveland, the Cleveland Chapter of the American Marketing Association, and the Better Business Bureaus serving the Youngstown and Canton areas. ***Green Lights & Red Flags*** runs from 8:30 AM to 12:30 PM at Cuyahoga Community College’s Corporate College East, located at 4400 Richmond Road in Warrensville Heights. (A special ethics segment for attorneys runs from 1:30 PM to 2:30 PM. The sponsors have applied for 4.25 hours Ohio CLE credit, including one hour of ethics.) The admission fee of \$69 per person for BBB members and members of sponsoring groups (\$109 general admission) includes continental breakfast and a CD of all workshop materials. Seating is limited, so 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 December 7th.

David Weiss  
President, Better Business Bureau  
Serving Greater Cleveland



John Mendenhall  
Director, East Central Region  
Federal Trade Commission



# AGENDA

**8:00** *Registration*

**8:30** *Welcome*

David Weiss                      John Mendenhall  
President, BBB                  Director, East Central Region  
Serving Greater Cleveland    Federal Trade Commission

**8:45** *FTC Advertising Law: Understanding the “Rules of the Road”*

What you need to know about the FTC’s approach to advertising claims, disclosures, endorsements, and substantiation

Lesley Fair  
Federal Trade Commission

**9:20** *Avoiding a Promotion Commotion*

Do Not Call, telemarketing, and CAN-SPAM: What does a marketer need to do to comply with the law?

Jonathan L. Kessler  
Federal Trade Commission

**9:45** *The Secure Entrepreneur: Data Security & Consumer Privacy*

Best practices to avoid, assess, and address a data security breach

Michele Shuster                  John Mendenhall  
Kegler Brown Hill & Ritter      Federal Trade Commission

**10:30** *Break*

**10:45** *Complying with State Consumer Protection Laws*

“Hot button” issues at the Ohio AG’s Office

Paula Armentrout  
Office of the Ohio Attorney General

**11:05** *Keeping Your Client Compliant: A Pre-Dissemination Checklist*

A “dotting the i’s and crossing the t’s” compliance checklist

Lori Krafte  
Greenebaum, Doll & McDonald

**11:30** *When Your Competitor Crosses the Line: Self-Regulation or Litigation?*

Ad wars – Weighing the legal options when a competitor’s ads are deceptive

David Weiss                  Jennifer Fried  
Better Business Bureau      National Advertising Division

Jeremy Gilman  
Benesch, Friedlander, Coplan & Aronoff

**12:30** *Adjourn (lunch on your own)*

**1:30** *Special Seminar for Attorneys -- Ethics and Advertising: Higher Standards, Better Business*

Mary L. Cibella

NAME(S) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

COMPANY \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

Enclosed is a check payable to the Better Business Bureau Serving Greater Cleveland.

Visa       MasterCard       Amex

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

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

Signature \_\_\_\_\_

**Member of BBB or sponsoring group:** \$69

**General Admission:** \$109

**To register:** *By mail:* Better Business Bureau, 2217 East 9th Street – Suite 200, Cleveland OH 44115-1299. *By fax:* 216-861-6365

**Questions?** Contact Sue McConnell, sue@ClevelandBBB.org, 216-623-8964 ext. 109.

**Cancellations & Refunds:** Cancellations must be received by the BBB by December 3rd in order to get a refund.

