



Green Lights & Red Flags:

FTC/BBB Rules of the Road
for Advertisers

Dear Colleague:

On Thursday, May 31st, national advertising experts will gather in St. Louis 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 St. Louis Better Business Bureau and the Federal Trade Commission, ***Green Lights & Red Flags*** will feature knowledgeable speakers discussing what you need to know about:

- ***Advertising Law: Understanding the Rules of the Road*** — The FTC’s approach to ad claims, disclosures, and substantiation
- ***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
- ***“Hot Button” Law Enforcement Issues*** — Consumer protection priorities for the Missouri Attorney General, the U.S. Postal Inspection Service, and the U.S. Attorney’s Office
- ***Keeping Your Client Compliant*** — A pre-dissemination checklist for advertisers
- ***When Your Competitor Crosses the Line: Self-regulation or Litigation?*** — Weighing the legal options when a competitor’s ads are deceptive

Green Lights & Red Flags is presented in partnership with AdClub St. Louis, the Missouri Retailers Association, the Patent, Trademark, and Copyright Section of the Bar Association of St. Louis, the St. Louis Chapter of the American Marketing Association, and the St. Louis Auto Dealers Association. The workshop runs from 8:30 AM to 3:30 PM in the Crystal Ballroom of the Crowne Plaza Hotel, 7750 Carondelet Avenue, in Clayton, Missouri. ***Green Lights & Red Flags*** has been approved for 5.00 hours of Missouri CLE credit. The admission fee of \$65 (\$55 for BBB members) includes continental breakfast, lunch, and a CD of all workshop materials. Seating is limited, so please register early by sending in the form on the back. For more information, visit www.ftc.gov/greenlights.

We look forward to seeing you on May 31st.

Michelle A. Corey
President & CEO
St. Louis Better Business Bureau

Steven Baker
Director, Midwest Region
Federal Trade Commission





8:30 *Registration*

9:00 *Welcome*

Michelle L. Corey Steve Baker
President & CEO Director, Midwest Region
St. Louis BBB FTC

9:15 *FTC Advertising Law: Understanding the Rules of the Road* — The FTC’s approach to ad claims, disclosures, and substantiation

Lesley Fair, FTC

10:00 *Avoiding a Promotion Commotion* — Do Not Call, telemarketing, and CAN-SPAM: How does a marketer comply with the law?

Moderator: Warren Colter
Brown Shoe Company

Panelists: Steve Baker, FTC

Belinda May
Sonnenschein Nath & Rosenthal

10:45 *Break*

11:00 *The Secure Entrepreneur: Data Security & Consumer Privacy* — Best practices to avoid, assess, and address a data security breach

Moderator: Thomas P. Johnson
A.G. Edwards

Panelists: Steve Salter
BBBOnLine

Rolando Berrelez, FTC

12:00 *Lunch*

1:00 *“Hot Button” Law Enforcement Issues*
— State and federal consumer protection priorities

Moderator: Michelle L. Corey
St. Louis BBB

Panelists: Rex Burlison
Missouri Attorney General’s Office

Terry McKeown
U.S. Postal Inspection Service

Bruce Reppert
Assistant United States Attorney

1:45 *Keeping Your Client Compliant* — A pre-dissemination checklist for advertisers

Robert Kochan Dana Rosenfeld
Kochan & Company Bryan Cave

2:30 *When Your Competitor Crosses the Line: Self-Regulation or Litigation?*
Weighing the legal options when a competitor’s ads are deceptive

Moderator: Mark Hostetler
Blackwell Sanders

Panelists: Jennifer E. Fried
National Advertising Division
Council of Better Business Bureaus

Lisa Joley
Anheuser-Busch Companies, Inc.

3:30 *Adjourn*

Name _____

Company _____

Phone _____

Enclosed is a check payable to the
St. Louis Better Business Bureau.

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

General Admission: \$65

BBB Member: \$55

To register: *By mail:* St. Louis Better Business Bureau, 15 Sunnen Drive – Suite 107, St. Louis, MO 63143-1400. *By phone:* (314) 584-6737

Questions? Call GeGe Mix, (314) 645-4636.

Cancellations & Refunds: To receive a refund, you must contact the St. Louis BBB by Friday, May 25th.

Parking: Validated parking is available at the Crowne Plaza.

