



Green Lights & Red Flags:

FTC Rules of the Road
for Advertisers and Direct Marketers

Dear Colleague:

On Friday, June 15th, national experts will gather in Boston for ***Green Lights & Red Flags: FTC Rules of the Road for Advertisers***, a “back to basics” workshop about complying with federal and state consumer laws. Sponsored by the Direct Marketing Association 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 FTC’s approach to ad claims, disclosures, endorsements, and substantiation
- ***Secure Entrepreneur*** — Best practices to avoid, assess, and address a data security breach
- ***Avoiding a Promotion Commotion*** — Commercial email, telemarketing, and continuity offers: How does a marketer comply with the law?
- ***Keeping Your Client Compliant*** — Your responsibilities to your business partners, clients and customers, and affiliates
- ***If the Government Comes to Call*** — The inside story on state and federal consumer protection investigations
- ***DMA’s Self-Regulatory Guidelines and Compliance Monitoring Program*** — Industry programs to assist members in “Doing the Right Thing” for consumers and their bottom line

Green Lights & Red Flags runs from 9:30 AM to 3:15 PM in the Georgian Room on the Mezzanine Level of the Park Plaza Hotel, 50 Park Plaza at Arlington Street, in Boston, Massachusetts, 617-426-2000. The admission fee of \$109 (\$79 for DMA members) includes lunch and a CD of all workshop materials. Seating is limited, so please register early at www.the-dma.org/greenlights. For more information, call the DMA at 212-790-1500 or contact customerservice@the-dma.org.

We look forward to seeing you on June 15th.

Patricia Kachura
Senior Vice President, Ethics & Consumer Affairs
Direct Marketing Association

Barbara Anthony
Director, Northeast Region
Federal Trade Commission





9:30 *Registration*

10:00 *Welcome*

Patricia Kachura
 Senior VP, Ethics & Consumer Affairs
 Direct Marketing Association

Barbara Anthony
 Director, Northeast Region
 Federal Trade Commission

10:30 *FTC Advertising Law: Understanding the Rules of the Road* — The FTC’s approach to ad claims, disclosures, and substantiation

Lesley Fair
 Federal Trade Commission

11:15 *The Secure Entrepreneur: Data Security & Consumer Privacy* — Best practices to avoid, assess, and address a data security breach

Len Gordon
 Federal Trade Commission

Michele Shuster
 MacMurray, Cook, Peterson & Shuster

12:00 *Buffet Lunch*

12:30 *Avoiding a Promotion Commotion* — Commercial email, telemarketing, and continuity offers: How does a marketer comply with the law?

Thomas Cohn
 Federal Trade Commission

1:15 *Keeping Your Client Compliant* — Your responsibilities to your business partners, clients and customers, and affiliates

Len Gordon
 Federal Trade Commission

Andrew Reiskind
 Harte Hanks, Inc.

2:00 *If the Government Comes to Call* — The inside story on state and federal consumer protection investigations

Thomas Cohn
 Federal Trade Commission

Chris Barry-Smith
 Office of the Massachusetts Attorney General

2:45 *DMA’s Self-Regulatory Guidelines and Compliance Monitoring Program* — Industry programs to assist members in “Doing the Right Thing” for consumers and their bottom line

Patricia Kachura
 Direct Marketing Association

3:15 *Adjourn*

NAME(S) _____

COMPANY _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____

PHONE _____

Enclosed is a check payable to the Direct Marketing Association.

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

General Admission: \$109

DMA members: \$79

To register: Visit www.the-dma.org/greenlights or send registration form with credit card information or check to Direct Marketing Association, 1120 Avenue of the Americas, 13th Floor, New York, NY 10036
 Attn: Accounting (FTC/DMA Green Lights Workshop)

Questions? Contact customerservice@the-dma.org or call the DMA at 212-790-1500

Cancellations & Refunds: To receive a refund, you must contact the DMA by June 8th.

Parking: The Motor Mart Garage across the street from the Park Plaza Hotel offers daily parking for a fee.