

Green Lights & Red Flags: FTC/BBB Rules of the Road for Advertisers

Dear Colleague:

On Thursday, April 24th, national advertising experts will gather in Minneapolis for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers***, a “back to basics” event providing details on how to comply with federal and state truth-in-advertising standards. Sponsored by the Better Business Bureau of Minnesota and North Dakota and the Federal Trade Commission, ***Green Lights & Red Flags*** will feature a roster of 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, endorsements, and substantiation
- ***Avoiding a Promotion Commotion*** – Complying with new standards for rebates, gift cards, commercial email, and other promotional practices
- ***The Secure Entrepreneur: Data Security & Consumer Privacy*** – Best practices to avoid, assess, and address a data security breach
- ***If the Government Comes to Call*** – An inside look at federal and state consumer protection investigations
- ***When Your Competitor Crosses the Line*** – Self-regulation or litigation? Weighing the options when a competitor’s practices violate the law

Green Lights & Red Flags is presented in partnership with:

Advertising Federation of Minnesota
American Association of Advertising Agencies
Department of Ethics and Business Law
Opus College of Business
University of St. Thomas
Greater Metropolitan Automobile Dealers
Association
Metropolitan Independent Business Alliance

Minneapolis Chamber of Commerce
Minnesota Automobile Dealers Association
Minnesota Broadcasters Association
Minnesota Journalism Center
University of Minnesota
Sales and Marketing Executives
Association of Minneapolis/St. Paul

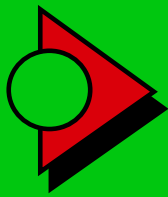
Green Lights & Red Flags runs from 8:00 a.m. to 3:00 p.m. at the Metropolitan Ballroom & Clubroom, 5418 Wayzata Boulevard, Golden Valley, MN 55416. The admission fee of \$130 (\$100 for BBB members) includes breakfast and lunch and a CD of all workshop materials. The sponsors have applied for 4.5 hours of Minnesota CLE credit. Pre-registration is required, so sign up early using the form on the back. For more information, visit www.thefirstbbb.org or www.ftc.gov/greenlights.

We look forward to seeing you on April 24th.

Bert Hubbell
President & CEO, Better Business Bureau
of Minnesota and North Dakota

C. Steven Baker
Director, Midwest Region
Federal Trade Commission





● Metropolitan Ballroom & Clubroom, 5418 Wayzata Boulevard, Golden Valley, MN ▶ 4/24/08 ▶ 8am-3pm ●

8:00 *Registration and Breakfast*

9:00 *Welcome*

Bert Hubbell
President & CEO, Better Business Bureau
of Minnesota and North Dakota

C. Steven Baker
Director, Midwest Region, Federal Trade
Commission

9:15 *Opening Remarks*

Honorable Lori Swanson
Minnesota Attorney General

9:45 *FTC Advertising Law: Understanding
the Rules of the Road* – The FTC’s
approach to ad claims, disclosures,
endorsements, and substantiation

Lesley Fair
Attorney, Federal Trade Commission

10:15 *Avoiding a Promotion Commotion* –
Complying with new standards for rebates,
gift cards, commercial email, and other
promotional practices

Moderator: **Jim du Bois**
President & CEO, Minnesota Broadcasters
Association

Panelists: **Charles Weier**
Corporate Counsel, Best Buy Enterprise
Services, Inc.

Maureen English Carroll
Advertising Attorney, ShopNBC

C. Steven Baker
Director, Midwest Region, Federal Trade
Commission

11:15 *Break*

11:30 *The Secure Entrepreneur* – Best practices to
avoid, assess, and address a data security breach

Paul Luehr
Managing Director & Deputy General Counsel,
Stroz Friedberg, LLC

Rolando Berrelez
Deputy Director, Midwest Region, Federal Trade
Commission

12:30 *Lunch*

1:30 *If the Government Comes to Call* – An inside
look at state and federal consumer protection
investigations

Moderator: **Prentiss Cox**
Associate Clinical Professor, University of Minnesota
School of Law

Panelists: **Karen Olson**
Deputy Attorney General, Minnesota Attorney
General’s Office

Rachel Williams
United States Postal Inspector

Steven Wernikoff
Attorney, Midwest Region, Federal Trade Commission

2:15 *When Your Competitor Crosses the Line:
Self-Regulation or Litigation* – Weighing the
options when a competitor’s practices are deceptive

Lisa Jemtrud
Advertising Review and Trade Practices Manager,
Better Business Bureau of Minnesota and
North Dakota

David Mallen
Associate Director, National Advertising Division,
Council of Better Business Bureaus, Inc.

Stephen R. Bergerson
Attorney, Fredrikson & Byron, P.A.

3:00 *Adjourn*

Green Lights & Red Flags – Better Business Bureau of Minnesota & North Dakota and the Federal Trade Commission, 4/24/08

NAME(S) _____

COMPANY _____

EMAIL _____

PHONE _____

Enclosed is a check payable to:
Better Business Bureau of Minnesota and North Dakota

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

BBB Member: \$100

General Admission: \$130

To register: *By mail:* Better Business Bureau,
2706 Gannon Road, St. Paul, MN 55116 ATTN: GL&RF.
By phone: 651-695-2491. ***By fax:*** 651-699-7665.
Online: www.thefirstbbb.org and click Green Lights
& Red Flags.

Questions? Call Tony Smith at 651-695-2491, or email
tsmith@thefirstbbb.org.

Cancellations & Refunds: If you can’t attend, please
consider sending a substitute in your place. To apply for a
refund, you must contact the BBB by April 17th.

Parking: Ample free parking is available.