



Green Lights & Red Flags: Rules of the Road for Advertisers and Businesses

Dear Colleague:

On Tuesday, May 13th, national advertising experts will gather in Nashville for ***Green Lights & Red Flags: Rules of the Road for Advertisers and Businesses***, a “back to basics” workshop about complying with federal and state truth-in-advertising standards. Sponsored by the Office of the Tennessee Attorney General 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
- ***An Ounce of Prevention*** – Improving the lines of communication between attorneys and business clients so you can spot red flag issues before they raise law enforcement concerns
- ***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 the Tennessee Bar Association, the Better Business Bureau of Middle Tennessee, Inc., and the National Association of Consumer Agency Administrators.

Green Lights & Red Flags runs from 8:45 a.m. to 3:30 p.m. at the Tennessee Bar Association, 221 Fourth Avenue North, Suite 400, in Nashville. The sponsors have applied for 3.5 hours of general Tennessee CLE credit and one hour of ethics and professionalism credit. The admission fee of \$100 includes continental breakfast, lunch and a CD of all workshop materials. Seating is limited, so please register early by sending in the attached form. For more information, visit www.ftc.gov/greenlights or www.tba.org.

We look forward to seeing you on May 13th.

Robert E. Cooper, Jr.
Attorney General and Reporter

Brad Elbein
Director, Southeast Region
Federal Trade Commission





8:45 Registration

9:15 Welcome
Therese Byrne, Director of Continuing Legal Education and Meetings, Tennessee Bar Association

9:30 Keynote Comments
Honorable Robert E. Cooper, Jr.
Tennessee Attorney General and Reporter

9:45 Advertising Law: Understanding the Rules of the Road
Lesley Fair, Attorney, Federal Trade Commission

10:15 An Ounce of Prevention
Moderator: John R. Tarpley, Lewis, King, Krieg & Waldrop, PC
Panelists: David Bohan, Chairman & Chief Executive Officer, BOHAN Advertising
W.J. Michael Cody, Burch Porter & Johnson
William Farmer, Farmer & Luna PLLC
John Smith, Assistant Attorney General, Office of the Tennessee Attorney General
David Levy, President, Levy's

11:15 Break

11:30 Avoiding a Promotion Commotion
Moderator: Elizabeth Owen, Executive Director, National Association of Consumer Agency Administrators
Panelists: James W. Cameron, III, Cameron Worley Fordham, PC
Olha N. M. Rybakoff, Assistant Attorney General, Office of the Tennessee Attorney General
Bobby Williams, President, A-3 Marketing
Dama Brown, Attorney, Federal Trade Commission

12:30 Box Lunch

1:15 The Secure Entrepreneur: Data Security & Consumer Privacy
Moderator: John Knox Walkup, Wyatt, Tarrant and Combs, LLP
Panelists: Brant Harrell, Assistant Attorney General, Office of the Tennessee Attorney General
Cindy Liebes, Assistant Director, Southeast Region, Federal Trade Commission

2:00 Break

2:15 If the Government Comes to Call: An Inside Look at State and Federal Investigations
Moderator: Cynthia E. Kinser (Mills), Deputy Attorney General, Office of the Tennessee Attorney General
Panelists: Jeffrey L. Hill, Senior Counsel, Office of the Tennessee Attorney General
Paul G. Summers, Waller, Lansden, Dortch & Davis, LLP
Brad Elbein, Director, Southeast Region, Federal Trade Commission

2:45 When Your Competitor Crosses the Line: Self-Regulation or Litigation?
Moderator: Mary Clement, Director, Tennessee Division of Consumer Affairs
Panelists: Kathleen Calligan, President & CEO, Better Business Bureau of Middle Tennessee, Inc.
Daniel Van Horne, Butler Snow

Martin Zwerling, National Advertising Division, Council of Better Business Bureaus, Inc.

3:30 Adjourn

Green Lights & Red Flags ● Nashville, TN ► 5/13/08

Registration: \$100
By mail: Tennessee Bar Association, 221 Fourth Avenue North, Suite 400, Nashville, TN 37219 **By phone:** 800-899-6993 or 615-383-7421
By fax: 615-297-8058 **Online:** www.tennbaru.com.
Prepaid CLE: TBA members receive 3 hours of TennBarU CLE programming beginning with their 2007-2008 membership. Call 615-383-7421 or visit www.tba.org/members/member_central1.php.
Parking: Free validated parking available at CMT Garage, at the intersection of Commerce Street and 3rd Avenue.

NAME(S) _____

COMPANY _____

EMAIL _____

PHONE _____

Check payable to: *The Tennessee Bar Association*

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

Cancellations: If you can't attend, please consider sending someone in your place. To receive a refund (minus a \$25 administrative fee), you must contact the TBA by 4:00PM, Tuesday May 6th. There will be no refunds for cancellations received after that date. However, you may request a voucher for a future TBA seminar that may be used within six months. The voucher will be for the value of the seminar, less a \$25 administrative fee. To be redeemable, the voucher must be attached to the registration for the future seminar.