



# AGENDA

SEPTEMBER 27, 2006

FEDERAL TRADE COMMISSION  
UNITED STATES POSTAL INSPECTION SERVICE  
U.S. ATTORNEY'S OFFICE, S. DISTRICT OF NEW YORK  
MANHATTAN HISPANIC CHAMBER OF COMMERCE

8:30–9:00 **Registration and Continental Breakfast**

9:00–9:45 **Welcoming Remarks and Introductions**

- *Deborah Platt Majoras*, Chairman, Federal Trade Commission
- *Ron Walker*, Inspector in Charge, United States Postal Inspection Service
- *Michael J. Garcia*, U.S. Attorney, Southern District of New York

9:45–10:00 **Keynote Speaker:** *Teresa A. Santiago*, Chairperson and Executive Director, New York State Consumer Protection Board

10:00–10:15 **Break**

10:15–10:30 **USPIS Movie** – Work@Home Scams: They Just Don't Pay!

10:30–10:45 **Presentation on FTC's Hispanic Law Enforcement Initiative**, *Laura Koss*, Senior Attorney, Coordinator of FTC's Hispanic Law Enforcement Initiative, FTC

10:45–11:45 **Panel 1: Consumer Protection Issues Affecting Hispanic Groups:  
Using the Law to Address Consumer Fraud Targeting Hispanic Consumers**

**Panelists**

- *Diane Peress*, Economic Crimes Bureau Chief, Nassau County District Attorney's Office
- *Steve Barrientos, Jr.*, Postal Inspector, United States Postal Inspection Service
- *José Perez*, Deputy Bureau Chief, Consumer Frauds and Protection Bureau, Office of the New York Attorney General
- *Anika Singh*, Staff Attorney, Financial Fairness Initiative, Community Development Center, Urban Justice Center

**Moderator:** *Tom Cohn*, Assistant Director, FTC, Northeast Regional Office

11:45–12:00 **FTC's National ID Theft Awareness Campaign:** *Rosario Méndez*, Hispanic Outreach Coordinator, FTC

12:00–1:00 **Networking Lunch**

1:00–2:00 **Panel 2: Effective Consumer and Business Education with Hispanic Audiences**

**Panelists**

- *Alba Pico*, Deputy Commissioner for Operations, New York City Department of Consumer Affairs
- *Luana Lewis*, Senior Vice President, New York Better Business Bureau
- *Maria Alvarez Castro*, President and CEO, Manhattan Hispanic Chamber of Commerce
- *Yvette Martinez*, Associate State Director, AARP New York State
- *Sonia Rodriguez*, Assistant Commissioner, NYC Department for the Aging

**Moderator:** *Rosario Méndez*, Hispanic Outreach Coordinator, FTC

2:00–2:15 **Community-Based Organizations: Reaching out to the Hispanic Community: Featuring Neighborhood Economic Development Advocacy Project**  
*Sarah Ludwig and Deyanira Del Rio*

2:15–3:00 **Panel 3: Working With the Media to Spread the Word**

**Panelists**

- *Norma Morato*, News Executive Producer, Univision, WXTV
- *Alberto Vourvoulias*, Executive Editor, El Diario/La Prensa
- *Fernando Almanzar*, Editor, Univision Online “Dinero” channel
- Hispanic Information and Telecommunications Network, Inc.

**Moderator:** *Alvaro Puig*, Hispanic Outreach Coordinator, FTC

3:00–3:15 **Creative Consumer Education: Nuestro Barrio:** A Spanish-language mini-series about Hispanic life in the United States, *Dilsey M. Davis*, Producer/Director

3:15–3:30 **Closing Remarks**

3:30 **Networking and Refreshments**