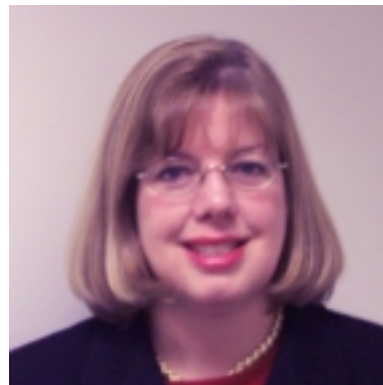

Elaine D. Kolish
Associate Director for Enforcement
Bureau of Consumer Protection
Federal Trade Commission



Associate Director Elaine Kolish directs the Division of Enforcement's rule and order enforcement programs. Ms. Kolish oversees compliance with more than a dozen statutes, regulations and guides as well as thousands of administrative and district court orders in consumer protection matters. In addition, Ms. Kolish is overseeing the Internet Policy Statement project, regarding the applicability of the FTC's rules and guides to electronic commerce, and the Bureau of Consumer Protection's regulatory review and reform project.

Some of Ms. Kolish's specific responsibilities include enforcing the Commission's Mail or Telephone Order Merchandise Rule, the policy for "Made in USA" advertising claims, the Textile, Wool and Fur Acts, and the Care Labeling Rule. She also enforces the Guides for the Use of Environmental Marketing Claims, the Telemarketing Sales Rule as it applies to nondurable office and cleaning supplies, the Negative Option Rule, Amplifier Rule, Energy Conservation Acts, Fuel Rating Rule, Unordered Merchandise Statute, Home Insulation Rule, and the Jewelry Guides. She also handles consumer protection issues related to electricity deregulation.

During Ms. Kolish's 20 years at the FTC she has held a number of positions. Prior to becoming the Associate Director, Ms. Kolish served as Assistant Director in the Division of Enforcement for eight years, overseeing the rule enforcement program. She also has served as an Assistant to the Director of the Bureau of Consumer Protection. She started her career at the FTC in the Division of Advertising Practices, where she was a staff attorney working on national advertising cases.

Ms. Kolish is the 1993 recipient of the Federal Trade Commission's Outstanding Supervisor Award. In 1991, she received the Federal Trade Commission's "Paul Rand Dixon Award," for her contributions to the FTC's consumer protection mission. She is a 1980 *magna cum laude* graduate of the Western New England College School of Law in Massachusetts, and a 1976 *summa cum laude* graduate of the University of Massachusetts.

Ms. Kolish, 45, is married to attorney David M. FitzGerald. They reside in Alexandria, Virginia.

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