



Green Lights & Red Flags:

FTC/BBB Rules of the Road
for Advertisers

Dear Colleague:

On Thursday, October 25th, national advertising experts will gather in Houston for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers***, a “back to basics” workshop about complying with federal and state truth-in-advertising standards. Sponsored by the Better Business Bureau of Metropolitan Houston, Inc. 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
- ***Avoiding a Promotion Commotion*** — Complying with new laws for rebates, commercial email, and other promotional practices
- ***The Secure Entrepreneur: Data Security & Consumer Privacy*** — Best practices to avoid, assess, and address a data security breach
- ***Keeping Your Client Compliant*** — How advertisers and ad agencies can work together to make ads effective — and compliant
- ***If the Government Comes to Call*** — An inside look at federal, state, and local consumer protection investigations
- ***When Your Competitor Crosses the Line*** — Weighing the options when a competitor’s ads are deceptive

Green Lights & Red Flags is presented in partnership with the Houston Bar Association and the American Advertising Federation Houston. The workshop runs from 8:30 AM to 12:45 PM at the Houston Club, 811 Rusk Avenue, 10th Floor, Houston, TX 77002. ***Green Lights & Red Flags*** has been approved for 3.75 hours of Texas CLE credit. The admission fee of \$70 includes full breakfast, lunch, and a CD of all workshop materials. The registration deadline is October 19, 2007, and no walk-in registrations will be accepted. So register early using the form on the back. For more information, visit www.bbbhou.org or www.ftc.gov/greenlights.

We look forward to seeing you on October 25th.

Dan Parsons
President, Better Business Bureau
of Metropolitan Houston, Inc.



Deanya T. Kueckelhan
Director, Southwest Region
Federal Trade Commission





8:00 *Full Breakfast and Registration*

8:30 *Welcome*

Dan Parsons
President, Houston BBB

Deanya T. Kueckelhan
Director, Southwest Region, FTC

8:45 *FTC Advertising Law: Understanding the Rules of the Road* — The FTC’s approach to ad claims, disclosures, and substantiation

Lesley Fair
Attorney, FTC

9:15 *Avoiding a Promotion Commotion* — Complying with new laws for rebates, commercial email, and other promotional practices

Moderator: Jeff Ehling
ABC-13

Panelists: Honorable Scott Hochberg
State Representative

Scot Clinton
Assistant Attorney General
Office of the Attorney General

Tom Carter
Attorney, Southwest Region, FTC

10:00 *Break*

10:15 *The Secure Entrepreneur: Data Security & Consumer Privacy* — Best practices to avoid, assess, and address a data security breach

Brandi Gregg
Senior Vice President & Director of Compliance
Sterling Bank

James Golder
Assistant Director, Southwest Region, FTC

11:00 *Keeping Your Client Compliant* — How advertisers and ad agencies can work together to make ads effective – and compliant

Wendy Buskop
Buskop Law Group, P.C.

Bill Fogarty
Principal, Founder and Co-CEO, FKM

11:30 *“Hot Button” Law Enforcement Issues* — State and federal consumer protection priorities

Moderator: Richard Tomlinson
Law Office of Richard Tomlinson

Panelists: John Owens
Deputy Chief
Consumer Protection Division
Office of the Attorney General

Russel M. Turbeville
Chief, Consumer Fraud Division
Harris County District Attorney’s
Office

Deanya T. Kueckelhan
Director, Southwest Region, FTC

12:00 *When Your Competitor Crosses the Line* — Weighing the options when a competitor’s ads are deceptive

Dan Parsons
President, Houston BBB

Mark Aschermann
Attorney-at-Law

12:45 *Lunch*

NAME(S) _____

COMPANY _____

EMAIL _____

PHONE _____

Enclosed is a check payable to the
Better Business Bureau Education Foundation.

Visa MasterCard Amex

Card Number _____

Expiration Date _____

Signature _____

Admission: \$70

Deadline: The registration deadline is October 19, 2007.
No walk-in registrations will be accepted.

To register: *By mail:* Better Business Bureau Education Foundation, 1333 West Loop South, Suite 1200, Houston, TX 77027. *By phone:* 713-341-6147 *By fax:* 713-341-6192

Questions? Call 713-341-6147 or email greenlights@bbbhou.org.

Cancellations & Refunds: If you can’t attend, please consider sending a substitute in your place. To apply for a refund, notice of cancellation must be received by the BBB before 5:00 PM on October 22, 2007.

Parking: Valet parking will be available for \$7 with validation sticker.