



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

8:00 **Registration and Continental Breakfast**

8:45 **Introductory Comments from Sponsoring Organizations**

Erika Wodinsky
Assistant Director, Western Region
Federal Trade Commission

Francis Toldi
President, San Francisco Bay Area Chapter
American Corporate Counsel Association

Elizabeth Enyati Powers
Assistant Dean for Law & Technology
Santa Clara University School of Law

9:00 **The Basics of Advertising Law:
Substantiating Your Claims Under the FTC Act**

Lesley Fair
Federal Trade Commission

10:00 **Product Promotion: Rebates, "Free" Offers, and the Mail and Telephone
Order Merchandise Rule**

Michael Dershowitz
Federal Trade Commission

Matthew Gold
Federal Trade Commission

Brian Hatch
General Counsel, Continental Promotion Group, Inc.

11:00 **Break**

- 11:15** **DOT.COMpliance:
Special Considerations When Doing Business Online**
- Heather Hipsley
Federal Trade Commission
Allen Hammond
Professor, Santa Clara University School of Law
- Eric Goldman
General Counsel, Epinions
- 12:30** **Luncheon and Keynote Address
"The Emerging Role of the Federal Trade Commission in Privacy"**
- Commissioner Sheila F. Anthony
Federal Trade Commission
- 2:00** **Counseling Clients About Advertising Issues: The Most Common
Advertising Mistakes . . . and How Experienced Practitioners Prevent
Them**
- Moderator: Dean Graybill
Federal Trade Commission
- Panelists: John Anderson
Heller EhrmanWhite & McAuliffe
- D. John Hendrickson
Hall Dickler Kent Goldstein & Wood
- Scott Shipman
Corporate Counsel/Privacy Manager, eBay
- 3:15** **Break**
- 3:30** **The Role of Self-Regulation:
Resolving Advertising Disputes Without Litigation**
- Wayne Keeley
National Advertising Division
Council of Better Business Bureaus, Inc.
- Robert Mison
The Clorox Company
- 4:30** **Open Mike Q&A and Wrap-Up**