



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

September 9, 2003  
Frazier Hall – Bellarmine University  
2001 Newberg Road  
Louisville, Kentucky

**8:00 Registration and continental breakfast**

**9:00 Welcome from sponsoring groups**

*Speakers:* Charles B. Mattingly  
President/CEO  
BBB Serving Louisville, Southern Indiana, and Western Kentucky

C. Steven Baker  
Director, Federal Trade Commission Midwest Region

Todd Leatherman  
Director, Consumer Protection Division  
Kentucky Attorney General's Office

**9:15 The Basics of FTC Advertising Law:** Federal truth-in-advertising standards, how the FTC interprets advertising claims, ensuring that disclosures are "clear and conspicuous"

*Speaker:* Lesley Fair  
Attorney, Division of Advertising Practices  
Federal Trade Commission

**10:00 Hot Topics in Advertising & Marketing:** The National Do-Not-Call Rule and telemarketing, rebates and "free" offers, continuity programs, sweepstakes, how companies can protect themselves from fraud against small businesses

*Speakers:* C. Steven Baker  
Director, Federal Trade Commission Midwest Region

Todd Leatherman  
Director, Consumer Protection Division  
Kentucky Attorney General's Office



**10:45 Break**

**11:00 Online Issues:** Protecting consumer privacy online, complying with the Children's Online Privacy Protection Act (COPPA), *Dot.Com Disclosures*, BBBOnLine's Reliability and Privacy Seal Programs, unsolicited commercial e-mail

*Speakers:* Steve Wernikoff  
Attorney, Federal Trade Commission Midwest Region

Steve Salter  
Director, BBBOnLine

**11:45 Voluntary Self-Regulation and Ethical Considerations:** Resolving disputes through the local BBB, voluntary competitor challenges through the National Advertising Division, ethical issues in client counseling

*Speakers:* Charles B. Mattingly  
President/CEO  
BBB Serving Louisville, Southern Indiana, and Western Kentucky

Andrea Levine  
Director, National Advertising Division  
Council of Better Business Bureaus

Lee Thomason  
Counsel, Frost Brown Todd, L.L.C.

**12:45 Luncheon Remarks**

*Host:* Milton Metz

*Speaker:* James Guthrie  
President, National Advertising Review Council  
New York, New York

**2:00 Breakout Sessions**

Panel #1 Substantiating Health, Safety, and Performance Claims

Speakers: Michelle Rusk  
Attorney, Division of Advertising Practices  
Federal Trade Commission

Todd Leatherman  
Director, Consumer Protection Division  
Kentucky Attorney General's Office

Panel #2 Automobile Advertising

Speakers: Carrie Lincks  
Vice-President  
BBB Serving Louisville, Southern Indiana, and Western Kentucky

David Garnett  
Executive Director, Kentucky Motor Vehicle Commission

James Shackelford  
Attorney, Consumer Protection Division  
Kentucky Attorney General's Office

John Hallerud  
Attorney, Federal Trade Commission Midwest Region

Panel #3 Home Improvement and Services

Speakers: Charles B. Mattingly  
President/CEO  
BBB Serving Louisville, Southern Indiana, and Western Kentucky

Harold Turner  
Kentucky Attorney General's Office

**3:00 Adjourn**

