



Dear Colleague:

On April 27th, national advertising experts will gather in New York City for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers***, a half-day “back to basics” workshop about complying with truth-in-advertising laws. Sponsored by the Federal Trade Commission, the Better Business Bureau Serving Metropolitan New York, and the Consumer Affairs Committee of the New York City Bar, ***Green Lights & Red Flags*** will feature knowledgeable speakers discussing what advertising professionals need to know about:

- ***The Basics of FTC and BBB Advertising Standards*** – The rules of the road for marketers
- ***Avoiding a Promotion Commotion*** – Best practices for “free” offers, rebates, commercial email, and telemarketing
- ***The Secure Entrepreneur*** – Data security and consumer privacy
- ***When Your Competitor Crosses the Line*** – Self-Regulation or litigation?
- ***The Science of Compliance*** – Substantiating health and safety claims
- ***If the Law Enforcers Come to Call*** – The inside story on FTC, State Attorney General, and Department of Consumer Affairs investigations

Green Lights & Red Flags is presented in partnership with the American Association of Advertising Agencies, the Advertising Club of New York, Asian Women in Business, the Direct Marketing Association, the Electronic Retailing Association, the Manhattan Chamber of Commerce, the Manhattan Hispanic Chamber, and the Promotional Marketing Association. ***Green Lights & Red Flags*** runs from 8:15 AM to 1:00 PM at the New York City Bar Building, 42 West 44th Street, in New York. The admission fee of \$20 (\$15 for members of participating organizations) includes continental breakfast and a CD-ROM of all workshop materials. Seating is limited, so please register early by using the attached form or following the link at ftc.gov/nyadseminar.

We look forward to seeing you on April 27th.

Barbara Anthony
Director, Northeast Region
Federal Trade Commission

Ronna Brown
President, Better Business Bureau
Serving Metropolitan New York

Randi Singer
Secretary, Consumer Affairs
Committee, New York City Bar





8:15 *Registration*

8:45 *Welcome*

Barbara Anthony
Director, FTC Northeast Region

9:00 *FTC Rules of the Road*

Lesley Fair, FTC

9:35 *BBB Advertising Standards*

Ronna Brown
President
BBB Serving Metropolitan New York

9:50 *Avoiding a Promotion Commotion*

Moderator: Rhonda McLean
AOL/Time Warner

Panelists: Thomas Cohn
Assistant Director
FTC Northeast Region

Lisa Dubrow
Dubrow & Charne

10:45 *The Secure Entrepreneur*

Moderator: Barbara Anthony

Panelists: Steve Salter, BBBOnLine

John B. Kennedy
LeBoeuf Lamb Green & MacRae

11:45 *When Your Competitor Crosses the Line*

Moderator: Jeff Greenbaum
Frankfurt Kurnit Klein & Selz

Panelists: Andrea Levine
Director, National Advertising Division

Ron Urbach, Davis & Gilbert

Breakout Sessions

12:15 *The Science of Compliance*

Moderator: Brendan O'Rourke, Proskauer Rose

Panelists: Donald D'Amato
Assistant Director, FTC Northeast Region

Liz Forminard
Pfizer Consumer Healthcare

If Law Enforcement Comes to Call...

Moderator: Bruce Colbath
Weil Gotshal & Manges

Panelists: Ronald Waldman
FTC Northeast Region

Thomas Conway
Chief, Consumer Frauds Bureau
New York Attorney General's Office

Susan Kassapian
Assistant Commissioner for Litigation
& Mediation
New York City Department of
Consumer Affairs

Name _____

Firm/Agency _____

Address _____

City/State/ZIP _____

Phone _____

Email _____

Enclosed is a check to the New York City Bar.

Amex MasterCard Visa Exp. Date _____

Number _____

Signature _____

General Admission: \$20

Member of Participating Organization: \$15
_____ (Specify group.)

To register: For online registration, follow the link at ftc.gov/nyadseminar. By mail: New York City Bar, 42 West 44th Street, New York, NY 10036. By fax: (212) 869-4451.

Questions? Call (212) 607-2829.

Cancellations & Refunds: Cancellations must be in writing and faxed to the City Bar at (212) 869-4451. To get a refund, you must contact the City Bar no later than April 25th.

Seating is limited. Early registration is advised.