

# agenda

green packaging claims 

**wednesday, april 30, 2008**

**9:00am Welcoming Remarks:** James Kohm, Associate Director,  
Division of Enforcement, FTC

**9:10am Opening Remarks:** William E. Kovacic, Chairman, FTC

**9:25am Session 1: Opening the Package — Overview of Trends in Packaging Claims**

**Panelists:**

- [John Kalkowski](#), Packaging Digest
- [Amy Zettlemyer](#)-Lazar, Wal-Mart Stores, Inc.
- [Michelle Harvey](#), Environmental Defense Fund
- [David Mallen](#), National Advertising Division, CBBB

**Moderator:** Robert Kaye, Assistant Director, Division of Enforcement, FTC

**10:25am Break**

**10:40am Session 2: Parceling Out the Green Guides — Do They Need Rewrapping?**

**Panelists:**

- [Kate Krebs](#), National Recycling Coalition
- [Sara Hartwell](#), Environmental Protection Agency
- [Steve Mojo](#), Biodegradable Products Institute

**Moderator:** Janice Frankle, Division of Enforcement, FTC

**11:45pm Lunch**

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**1:00pm**     **Session 3: Unpacking the New Green Claims — Should They Be Covered?**

**Panelists:**

- [Kelly Tullier](#), Grocery Manufacturers Association
- [Kathy Abusow](#), Sustainable Forestry Initiative
- [Anne Johnson](#), Sustainable Packaging Coalition
- [Brenda Platt](#), Institute for Local Self-Reliance

**Moderator:** [Laura Koss](#), Division of Enforcement, FTC

**2:00pm**     **Break**

**2:15pm**     **Session 4: Substantiating Green Packaging Claims — Life Cycle Analysis, Third-Party Certification, Logos and Seals**

**Panelists:**

- [Susan Selke](#), Michigan State University
- [Cheryl Baldwin](#), Green Seal
- [Urvashi Rangan](#), Consumers Union
- [John Delfausse](#), Estée Lauder Companies

**Moderator:** [Anne McCormick](#), Division of Enforcement, FTC

**3:15pm**     **Break**

**3:25pm**     **Wrapping it Up: Roundtable on Consumer Protection Challenges and the Need for FTC Guidance**

**Panelists:**

- [Victor Bell](#), Environmental Packaging International
- [Scot Case](#), TerraChoice
- [Joseph Cattaneo](#), Glass Packaging Institute
- [Keith Christman](#), American Chemistry Council
- [Snehal Desai](#), NatureWorks LLC
- [David Duncan](#), Unilever
- [Jim Hanna](#), Starbucks Coffee Company
- [Cassie Phillips](#), Weyerhaeuser Company

**Moderator:** [James Kohm](#), Associate Director, Division of Enforcement, FTC

**4:55pm**     **Brief Closing Remarks: James Kohm, Associate Director, Division of Enforcement, FTC**

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