



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

Dear Colleague:

On Wednesday, June 7th, advertising professionals, business executives, and attorneys from Ohio and across the country will gather in Cincinnati for ***Green Lights & Red Flags: FTC-BBB Rules of the Road for Advertisers***, a one-day “back to basics” workshop about complying with federal and state truth-in-advertising standards. Sponsored by the Cincinnati Better Business Bureau and the Federal Trade Commission in cooperation with the Advertising Club of Cincinnati, ***Green Lights & Red Flags*** will feature knowledgeable speakers discussing what you need to know about:

- ***Basics of FTC Advertising Law*** – Understanding the legal aspects of ad meaning, endorsements, disclosures, substantiation, and other FTC “rules of the road”
- ***Avoiding a Promotion Commotion*** – Practical advice on complying with the CAN SPAM Act and the Telemarketing Sales Rule, the do’s and don’ts of Do Not Call, and best practices for advertising rebates and “free” offers
- ***The Secure Entrepreneur: Data Security & Consumer Privacy*** – Best practices for avoiding, assessing, and addressing a data security breach
- ***Complying with State Consumer Protection Laws*** – What your clients need to know about the Attorney General’s consumer protection priorities and procedures in AG investigations
- ***Keeping Your Client Compliant: A Pre-Dissemination Checklist*** – A “dotting the i’s and crossing the t’s” compliance checklist before rolling out a new advertising campaign
- ***When Your Competitor Crosses the Line*** – Self-regulation through the National Advertising Division or Lanham Act litigation? How you can help your client assess the options

***Green Lights & Red Flags*** runs from 9 AM to 3 PM in Conference Rooms 1 & 2 at the Cintas Center, 1624 Herald Avenue, Cincinnati, Ohio. The admission fee of \$115 (\$90 for Better Business Bureau members) includes lunch and a CD-ROM of all workshop materials. The sponsors have applied for 4.5 hours Ohio CLE. Seating is limited, so register early by using the form on the back. We look forward to seeing you in Cincinnati on June 7th.

John Mendenhall  
Director, East Central Region  
Federal Trade Commission



Jocile Ehrlich  
President & CEO  
Cincinnati Better Business Bureau



# AGENDA

**8:30** *Registration*

**9:00** *Welcome*

Jocile Ehrlich  
President & CEO, Cincinnati BBB  
John Mendenhall  
Director, FTC East Central Region

**9:15** *Basics of FTC Advertising Law*

Lesley Fair  
Federal Trade Commission

**10:00** *Avoiding a Promotion Commotion*

Jonathan L. Kessler  
Federal Trade Commission  
Michelle Shuster  
Kegler Brown Hill & Ritter

**11:00** *The Secure Entrepreneur: Data Security & Consumer Privacy*

John Mendenhall  
Federal Trade Commission  
Jane Hils Shea  
Frost Brown Todd

**12:00** *Lunch*

**1:00** *Complying with State Consumer Protection Laws*

Paula Armentrout  
Office of the Ohio Attorney General

**1:30** *Keeping Your Client Compliant: A Pre-Dissemination Checklist*

Tom Zych  
Thompson Hine

**2:00** *When Your Competitor Crosses the Line: Self-Regulation or Litigation?*

Wayne Keeley  
National Advertising Division of the Council of Better Business Bureaus

Gary Hagopian  
The Procter & Gamble Company

**3:00** *Adjourn*



**Name** \_\_\_\_\_

**Company** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/ZIP** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**Enclosed is a check payable to the Cincinnati Better Business Bureau.**

**Amex**     **MasterCard**     **Visa**

**Expiration Date** \_\_\_\_\_

**Number** \_\_\_\_\_

**Signature** \_\_\_\_\_

**BBB Member: \$90**

**General Admission: \$115**

**To register:** By mail: Cincinnati Better Business Bureau, ATTN: Jason McGlone, 7 West Seventh Street, Suite 1600, Cincinnati, OH 45202. By fax: 513-621-0907.

**Questions?** Call 513-639-9114 or email [jmcglone@cinbbb.org](mailto:jmcglone@cinbbb.org).

**Cancellations & Refunds:** Cancellations must be in writing and faxed to the Cincinnati BBB at 513-621-0907. To get a refund, you must contact the BBB by Monday, June 5th.

**Parking:** Parking validation is available.