



2018 CONSUMER PROTECTION SPRING CONFERENCE AGENDA
Renaissance Washington, D.C. Downtown Hotel
Washington, D.C.

Public Agenda

Monday, May 21, 2018

All sessions will be in Grand Ballroom South unless otherwise stated.

11:45 a.m. – 1:00 p.m.

Welcome Lunch – Congressional Ballroom

1:05 p.m. – 1:15 p.m.

Welcome Remarks

Abigail Stempson, *Director, NAGTRI Center for Consumer Protection, National Association of Attorneys General*

Natalie Ludaway, *Chief Deputy Attorney General, District of Columbia Attorney General's Office*

1:15 p.m. – 2:00 p.m.

Seniors and Consumer Protection

Description: Consumer protection staff in attorney general offices often hear that not enough information about consumer protection issues reaches seniors or isn't packaged in a meaningful way for them. This session will focus on improving public education for seniors on consumer protection issues, both from a prevention standpoint of avoiding scams and an active assistance standpoint after a senior has been victimized. Discussion will address how attorney general offices and other public officials and actors (and even other stakeholders), can best package or frame senior consumer protection issues and outreach to make the information more accessible to the target audiences—not only seniors themselves, but also individuals in frequent contact with them, like family members and caregivers.

Moderator: **Rich Goldberg**, *Senior Counsel for Complex Litigation, Consumer Protection Branch*

Panelists: **Kristin Judge**, *President, Cybercrime Support Network*
Amy Nofziger, *Director, Regional Operations, AARP Foundation*

Emily Anderson, *Government Affairs Manager, Home Instead Senior Care*

2:00 p.m. – 2:45 p.m.

Independent Monitors

Description: This session will focus on what attorney general offices and companies should be thinking about when they consider using an independent monitor as part of a settlement.

Moderator: **Alissa Gardenswartz**, *Deputy Attorney General, Consumer Protection Section, Colorado Attorney General's Office*

Panelists: **Clark Ervin**, *Partner, Squire Patton Boggs*

Todd Leatherman, *Special Attorney, Kentucky Attorney General's Office*

Patrick Madigan, *Assistant Attorney General, Iowa Attorney General's Office*

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. – 4:00 p.m.

Online Influencers: Sponsored Ads on Social Media

Description: Facebook, Snapchat, Instagram, YouTube – social media has become part of the fabric of our everyday life. It is a popular forum for product and service endorsements by celebrities and others – many of which are actually paid advertisements. This session will focus on the potential harm of social media marketing, individual social influencers, disclosure issues, and updated FTC guidelines addressing sponsored content on social media platforms.

Moderators: **Travis Brown**, *Assistant Attorney General, Consumer Protection Division, Tennessee Attorney General's Office*
JoAnn Gibbs, *Chief Deputy Attorney General, Bureau of Consumer Protection, Nevada Attorney General's Office*

Panelists: **Mary Engle**, *Associate Director, Division of Advertising Practices, FTC*

Amy Mudge, *Partner, Venable LLP*

Bonnie Patten, *Executive Director, Truthinadvertising.org*

4:00 p.m. – 4:15 p.m.

Break

4:15 p.m. – 5:15 p.m.

The Progression of Data Breach Notification and Data Security Laws

Description: This session will focus on the history of breach notification and data security laws and how those laws have progressed in response to high-profile cases such as TJX, Target, Equifax, Uber, and Facebook.

Moderator: **Esther Chavez**, *Senior Assistant Attorney General, Consumer Protection Division, Texas Attorney General's Office*

Panelists: **Melissa Froelich**, *Chief Counsel, Digital Commerce & Consumer Protection, Committee on Energy and Commerce*

Jim Halpert, *Partner, DLA Piper US LLP*

Max Weinstein, *Chief, Consumer Protection Division, Massachusetts Attorney General's Office*

5:15 p.m. – 5:30 p.m.

Private Sector Issues – Open Discussion

5:30 p.m. – 7:30 p.m.

Public Reception – Congressional Ballroom

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