



bios

green packaging claims

Kathy Abusow is President and Chief Executive Officer of the Sustainable Forestry Initiative (SFI, Inc.), the fully independent, non-profit organization responsible for the Sustainable Forestry Initiative Program. Before joining SFI, Inc., Ms. Abusow operated Abusow International Ltd., a successful forest certification and market acceptance consultancy, for almost 15 years. With technical expertise on certification standards (SFI, CSA, FSC, PEFC) and related marketplace issues, such as procurement policy design and green building rating tools, Ms. Abusow has worked with government and corporate agencies around the world and authored numerous publications related to forest certification, green building, and responsible procurement. Ms. Abusow obtained her undergraduate degree from McGill University and her M.A. from Harvard University with a concentration in sustainable development of natural resources.

Cheryl Baldwin is the Vice President of Science and Standards for Green Seal, where she oversees the development of new — and the revision of current

Janice Frankle is an attorney in the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. Her primary responsibilities include the Guides for the Use of Environmental Marketing Claims (Green Guides), the Fair Packaging and Labeling Rules, and various other FTC Rules, Guides, and orders. Ms. Frankle received her B.A. from Indiana University, her M.A. from the American University, and her J.D. from the University of Miami.

Jim Hanna joined Starbucks Coffee Company in November 2005 as Corporate Manager of Environmental Affairs, lending his expertise to the company's initiatives to minimize its environmental footprint through green building, energy conservation, international procurement, waste minimization, and collaboration with partner corporations and NGOs. Mr. Hanna previously served as Director of Environmental Affairs for Xanterra Parks & Resorts at Yellowstone National Park, overseeing many environmental initiatives in its concessionaire operations, including an ISO 14001-certified Environmental Management System. Before escaping to Yellowstone, Mr. Hanna worked as Director of Operations for Teris Environmental, managing the company's seven regional offices in North America. Mr. Hanna obtained his B.S. in Environmental Sciences from Washington State University, and is a U.S. Green Building Council LEED-accredited professional.

Sara Hartwell

John Kalkowski is the Editorial Director of Packaging Digest and Converting magazines, two magazines for the packaging industry and part of the Reed Business Information group. Mr. Kalkowski's previous experience includes serving as an editor and a reporter for magazines and newspapers in Arizona, Florida, New York, Nebraska, and Hong Kong. Earlier in his career, he was production manager for major media organizations including Knight-Ridder and Scripps-Howard, where he handled printing and distribution operations. He also worked with Sun Chemical, where, as North American Marketing Manager, he led the marketing efforts of a major supplier to the packaging industry. Mr. Kalkowski received his B.A. in journalism from the University of Nebraska, his M.B.A. from the Thunderbird School of International Management, and a graduate certificate in e-Business strategy from the University of Chicago.

Robert Kaye is an Assistant Director in the Division of Enforcement. Previously, he was an attorney in the Division of Marketing Practices, where he was lead counsel on several cases, including in which the FTC obtained a \$100 million judgment. Prior to joining the Division of Marketing Practices, he was in the Division of Financial Practices where he worked on the subprime lending matter,

Before joining the FTC in October 2001, Mr. Kaye worked for eight years in the Office of the Public Defender for Montgomery County, Maryland, where he was a felony trial attorney. Mr. Kaye also worked previously in the litigation section of the law firm of Baker & Hostetler in Washington, DC. He is a graduate of Duke University and Georgetown University Law Center.

James Kohm is the Associate Director for the Enforcement Division of the Federal Trade Commission's Bureau of Consumer Protection. In that capacity, he oversees enforcement of all consumer protection orders, the Commission's Hispanic Initiative and Bankruptcy program, the Criminal Liaison Unit, and a myriad of FTC Rules and Guides. Prior to joining the Enforcement Division, Mr. Kohm served as the Bureau's Chief of Staff with responsibility for the Commission's seven regional offices, and as both the Acting Associate Director and an Assistant Director in the FTC's Division of Marketing Practices. Mr. Kohm received his undergraduate degree from the University of Michigan in 1984 and his J.D. from the Georgetown University Law Center in 1989.

Laura Koss is an attorney in the FTC's Division of Enforcement. In addition to her work on the Green Guides, Ms. Koss has worked on a variety of matters, including investigations involving the advertising and promotion of dietary supplement products and country-of-origin claims. She is the Coordinator of the Commission's Hispanic Law Enforcement Initiative, which has included systematic monitoring of Spanish-language advertising and increased law enforcement against companies targeting Hispanic consumers. Prior to working at the FTC, Ms. Koss was an Associate at Crowell & Moring in Washington, DC. Ms. Koss holds a bachelor's degree from Cornell University and a J.D. from Harvard Law School.

William E. Kovacic was designated to serve as Chairman of the Federal Trade Commission on March 30, 2008, by President George W. Bush. Mr. Kovacic was previously sworn in as a Commissioner in January 2006, following his nomination by the President and confirmation by the U.S. Senate. Prior to his appointment as FTC Commissioner, Mr. Kovacic was the E.K. Gubin Professor of Government Contracts Law at George Washington University Law School, where he began to teach in 1999. He was the FTC's General Counsel from 2001 through the end of 2004. He earlier worked at the Commission from 1979 to 1983, first with the Bureau of Competition's Planning Office and later as an attorney advisor to former Commissioner

George W. Douglas. After leaving the FTC in 1983, Mr. Kovacic was an associate with the Washington, DC, office of Bryan Cave, where he practiced in the firm's antitrust and government contracts departments, until joining the George Mason University School of Law in 1986. Earlier in his career, he spent one year on the majority staff of the Subcommittee on Antitrust and Monopoly of the U.S. Senate Committee on the Judiciary, which was chaired by Senator Philip A. Hart. Since 1992, Mr. Kovacic has served as an adviser on antitrust and consumer protection issues to the governments of Armenia, Benin, Egypt, El Salvador, Georgia, Guyana, Indonesia, Kazakhstan, Mongolia, Morocco, Nepal, Panama, Russia, Ukraine, Vietnam, and Zimbabwe. Mr. Kovacic graduated with a bachelor's degree from Princeton University in 1974, and received his J.D. from Columbia University in 1978.

Kate Krebs is the Executive Director of National Recycling Coalition, Inc. (NRC), a not-for-profit organization dedicated to the advancement and improvement of recycling. As executive director since 2001, Ms. Krebs has built relationships with and between all coalition sectors to develop and implement strategies that strengthen the changing infrastructure of recycling while opening communication between sectors to strategically advance recycling. A recycling advocate for 30 years, Ms. Krebs has played a role in all aspects of building recycling. Prior to NRC, she worked in northern California designing and implementing community-based solutions for residential, commercial, and industrial recycling and composting. She served for a decade as president of the board of Californians Against Waste, and was twice honored as Grassroots Advocate of the Year for her work in the California State Legislature.

David G. Mallen is the Associate Director of the CBBB's National Advertising Division (NAD), the investigative arm of the advertising industry's self-regulatory group. Mr. Mallen joined NAD in March 1999 and has since reviewed hundreds of national advertising campaigns, analyzed complex claim substantiation issues, and resolved a wide variety of advertising disputes. Before joining NAD, he practiced law at Kensington & Ressler LLC in New York City. Mr. Mallen is a graduate of Cornell University, where he majored in Biology and Society, and of the Albany Law School of Union University.

Steve Mojo is the Executive Director of the Biodegradable Products Institute, which has represented the leading manufacturers and users of biodegradable plastics in the U.S. and Canada since 1999. He has been instrumental in the BPI's labeling efforts as well as in the harmonization of biodegradability and compostability standards in Europe, Asia, and North America. Mr. Mojo started in the field of biodegradable plastics more than 15 years ago and has worked and consulted for some of the leading biodegradable plastic manufacturers, including Cargill, Cereplast, and Warner-Lambert's Novon Products Group. Mr. Mojo participated in the Advisory Board for the California Integrated Waste Management Board's project on compostable materials and has served on the Board of Directors for the U.S. Composting Council.

Anne M. McCormick is an attorney in the Enforcement Division of the Federal Trade Commission, where she works on a variety of environmental, enforcement, and bankruptcy matters. She joined the Federal Trade Commission in January 2001, after nine years at the Department of Justice Civil Division, Commercial Litigation Branch, and four years of private commercial practice with the law firm of Shutts & Bowen in Miami, Florida. Ms. McCormick received her B.A. from the College of the Holy Cross, and her J.D. from the George Washington University Law School.

Cassie Phillips is Vice President of Sustainable Forests and Products at Weyerhaeuser Company, where she directs strategies for forest stewardship, issue management, and forest certification, and fosters relationship building with governments, environmental groups and other stakeholders. Ms. Phillips joined Weyerhaeuser in 1991 from the Seattle law firm Perkins Coie. Before that, she was legislative assistant to U.S. Senator Slade Gorton and chief counsel to the Senate Commerce Committee's sub-committee on Science, Technology, and Space. Ms. Phillips began her career as a forester and local manager for the Washington Department of Natural Resources, and is a graduate, with honors, from the University of Washington with degrees in forestry and law. Ms. Phillips was editor-in-chief of the Washington Law Review.

Brenda Platt is the co-director of the nonprofit Institute for Local Self-Reliance (ILSR), based in Washington, DC. In her 22 years with the Institute

Amy Zettlemoyer-Lazar is the Director of Packaging for Sam's Club and the Co-manager of the Sustainable Value Network for Wal-Mart. She previously worked at Kraft Foods and Clorox and has worked at Wal-Mart Stores, Inc. for the last three years. Amy has direct responsibility for House Brands Packaging and Direct Import Packaging, and also provides guidance to National Brand Suppliers for Sam's Club. Ms. Zettlemoyer-Lazar provides guidance, leadership, and direction — along with a team of other packaging professionals — to the Wal-Mart Packaging Sustainable Value Network. She received her B.S. in Packaging Technology from Rochester Institute of Technology.