

AGENDA

9:30 The FTC's Consumer Protection Mission: Resource Deployment and Effectiveness

This panel will focus on the deployment of the agency's resources in the consumer protection area, including the use of enforcement and other tools, such as consumer education, as well as the effectiveness of such deployment. Among the topics to be covered are: (1) the most effective means for developing consumer protection policy; (2) the optimal use of the agency's enforcement, research, advocacy, and education tools; (3) the use of industry self-regulation as a complement to enforcement; (4) setting a consumer protection research agenda; and (5) evaluation of the effectiveness of the FTC's enforcement and other efforts in the consumer protection area.

Moderator: C. Steven Baker
Director, FTC Midwest Region

Paul H. Luehr

Former Assistant Director, Division of Marketing Practices,
Bureau of Consumer Protection

Managing Director and Deputy General Counsel,
Stroz Friedberg, LLC

Teresa M. Schwartz

Former Deputy Director, Bureau of Consumer Protection;
Attorney Advisor to Commissioner Mary Gardiner Jones

Professor Emeritus of Public Interest Law,
George Washington University Law School

11:30

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2:45