

agenda

green building & textiles 

tuesday, july 15, 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: Weaving Green Textile Claims — Cotton, Organic Cotton, & Bamboo

Panelists:

- [LaRhea Pepper](#), Organic Exchange
- [Dr. Patricia F. O'Leary](#), Cotton Incorporated
- [Dr. Peter J. Hauser](#), North Carolina State University
- [Dr. Janice R. Gerde](#), US Customs & Border Protection

Moderator: Janice Podoll Frankle, Division of Enforcement, FTC

10:25am Break

10:40am Session 2: Tying-Up Loose Ends — Substantiating Green Textile Claims & the Need for FTC Guidance

Panelists:

- [Grace Gershuny](#), Organic Trade Association
- [Todd Copeland](#), Patagonia, Inc.
- Kathleen Huddy, The Good Housekeeping Research Institute
- [Pat Slaven](#), Consumer Reports

Moderator: Elsie Kappler, Division of Enforcement, FTC

11:40pm Lunch Break

1:00pm **Session 3: Shades of Green — Overview of Green Claims for Building Products**

Panelists:

- [Kirsten Ritchie](#), Gensler
- [Corey Brinkema](#), Forest Stewardship Council — US
- [Rick L. Cantrell](#), Sustainable Forestry Initiative, Inc.
- [Stephen Richard Sides](#), National Paint and Coatings Association, Inc.
- [Frank Hurd](#), Carpet and Rug Institute

Moderator: [Robert Frisby](#), Assistant Director, Division of Enforcement, FTC

2:15pm **Break**

2:30pm **Session 4: Framing It Up — Consumer Protection Issues Regarding Green Building Certifications**

