

agenda



wednesday, april 30, 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: Opening the Package — Overview of Trends in Packaging
Claims**

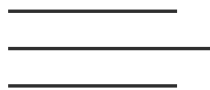
Panelists:

- **John Kalkowski**, Packaging Digest
- **Amy Zettlemyer-Lazar**, Wal-Mart Stores, Inc.
- **Michelle Harvey**, Environmental Defense Fund
- **David Mallen**, National Advertising Division, CBBB

Moderator: Robert Kaye, Assistant Director, Division of Enforcement, FTC

10:25am Break

**10:40am Session 2: Parceling Out the Green Guides — Do They Need
Rewrapping?**



1:00pm **Session 3: Unpacking the New Green Claims — Should They Be Covered?**

Panelists:

- [Kelly Tullier](#), Grocery Manufacturers Association

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