

**Remarks of Maureen K. Ohlhausen
On the Occasion of her Swearing-in as
Commissioner, Federal Trade Commission
April 16, 2012**

Thank you all for coming. It is wonderful to see so many friends and colleagues here today.

I'd like to thank Chairman Leibowitz, my fellow Commissioners, and

My siblings and I were fortunate to grow up in a family that valued education and hard work and it gave us all

what subjects any future report cards ought to include. This self-assessment is a document which I hope and trust will be an important part of Bill's enduring legacy for the Commission.

Every organization is something of a country unto itself, with its own unique language, history, and sometimes confusing terrain. I am fortunate to have returned to the FTC world already speaking the local dialect and armed with a really good map.

The FTC at 100 self assessment offers several guiding principles that I will strive to follow during my tenure as a Commissioner:

- I see the FTC's mission as preventing business practices that are anticompetitive or deceptive or unfair to consumers, enhancing informed consumer choice and public understanding of the competitive process, and accomplishing these goals without unduly burdening legitimate business. I will work to ensure that the agency continues to further all of these important goals.
- I will encourage the agency to use all of its tools to achieve these goals and to carefully evaluate what tool is appropriate to any given problem. It may be cases, it may be studies, it may be rules, it may be consumer or business education, and sometimes it may be a decision that the FTC is not the right actor to address an issue and that the market or another institution or part of government is better suited.
- I will encourage the Commission to pay close attention to outcomes and to examine whether agency activity is actually improving consumer welfare and whether it can be done more effectively.
- I will help the Commission continue to build and maintain support for the FTC's mission throughout the administration, Congress, the

states, industry, and the public at large. I will do this through outreach to other institutions and groups and through careful explanations of what the agency is doing and why.

The FTC is a great institution with a strong history of bipartisan cooperation to protect consumers. I am proud to join with my colleagues to carry out this important work for our country. I will do everything I can to help this agency maintain its position globally as the preeminent competition and consumer protection agency.

Thank you all for coming.