Sponsored by the Federal Trade Commission's East Central Region
Office of the Ohio Attorney General
Better Business Bureau Serving Greater Cleveland
Cuyahoga County Department of Consumer Affairs

AGENDA

12:30 PM	**Registration**
1:00 PM	Welcome remarks from Jon Miller Steiger, Director, FTC East Central Region.
1:05 PM	**Protecting Small Business From Scams.** How we help protect your company from business-to-business fraud, and steps you can take to protect yourself. *Speakers:* • Andrew Smith, Director, FTC Bureau of Consumer Protection • Rebecca F. Schlag, Senior Assistant Attorney General, Consumer Protection Section, Office of the Ohio Attorney General
1:40 PM	**The Truth About False Advertising.** An introduction to truth-in-advertising law. *Speaker:* • Lesley Fair, Attorney, FTC Bureau of Consumer Protection
2:05 PM	**Avoiding a Promotion Commotion.** Social media marketing, consumer reviews, children's online privacy, email marketing, and other timely topics. *Panelists:* • Sue McConnell, President & CEO, Better Business Bureau Serving Greater Cleveland • Thomas F. Zych, Chair, Emerging Technologies Practice, Thompson Hine, Cleveland • David Loomis, President, Loomis Marketing, Chagrin Falls, Ohio • Fil M. de Banate, Attorney, FTC East Central Region *Moderator:* • Larissa Bungo, Assistant Regional Director, FTC East Central Region
2:50 PM	

3:00 PM	**The Secure Entrepreneur**. Data security basics and practical tips on responding to a cyberattack. *Panelists:* • Melissa S. Smith, Assistant Section Chief, Consumer Protection Section, Office of the Ohio Attorney General • Cary M. Root, President, Root-InfoTech, Solon, Ohio • Michael P. Brian, Supervisory Special Agent, Cyber Criminal Squad, Federal Bureau of Investigation, Cleveland *Moderator:* • Jon Miller Steiger, Director, FTC East Central Region
3:45 PM	**Adjourn**