

# AGENDA

Fordham University School of Law  
New York, NY  
October 24, 2008



**9:00 Opening Remarks by Maureen K. Ohlhausen, Director,  
FTC Office of Policy Planning**

**9:15 The FTC's Competition Mission: Resource Deployment and Effectiveness**

This panel will focus on the deployment of the agency's resources in the competition area, including the use of enforcement and other tools, such as competition advocacy, as well as the effectiveness of such deployment. Among the topics to be covered are: (1) the optimal use of the agency's enforcement, research, advocacy, and education tools; (2) case generation and selection; (3) burdens imposed by the agency's enforcement efforts; (4) setting a competition research agenda; and (5) evaluation of the effectiveness of the FTC's enforcement and other efforts in the competition area.

Moderator: Leonard L. Gordon  
Director, FTC Northeast Region

Panelists: Joseph Angland  
Partner, Heller Ehrman LLP

Molly S. Boast  
Former Director, Bureau of Competition  
Partner, Debevoise & Plimpton LLP

Harry First  
Professor of Law; Director, Trade Regulation Program,  
New York University School of Law

David T. Scheffman  
Former Director, Bureau of Economics  
Director, LECG  
Adjunct Professor, Owen Graduate School of Management,  
Vanderbilt University

**10:45 Break**

## 11:00 The FTC's International Competition Mission

This panel will address various international competition issues, including: (1) the FTC's international outreach efforts; (2) intellectual leadership in the international arena; and (3) other lessons to be learned from the administrative and regulatory structures of competition authorities worldwide.

Moderator: Cynthia L. Lagdameo  
Counsel for International Antitrust, Office of International Affairs

Panelists: Michael D. Blechman  
Partner, Kaye Scholer LLP

Eleanor M. Fox  
Professor of Trade Regulation, New York University School of Law

Georges G. Korsun  
Director of Economic and Statistical Consulting,  
Deloitte Financial Advisory Services LLP

Andreas P. Reindl  
Adjunct Professor of Law; Executive Director,  
Fordham Competition Law Institute, Fordham University School of Law

## 12:30 Lunch Break

## 1:30 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: Lois C. Greisman  
Associate Director, Bureau of Consumer Protection

Panelists: Jerry Cerasale  
Former Attorney Advisor to Chairman Janet Steiger  
Senior Vice President, Government Affairs, Direct Marketing Association

Joy Feigenbaum  
Chief, Bureau of Consumer Frauds and Protection,  
New York Attorney General's Office

Jeffrey A. Greenbaum  
Partner, Frankfurt Kurnit Klein & Selz PC

Andrea C. Levine  
Director, National Advertising Division;  
Senior Vice President, Council of Better Business Bureaus

Peter P. Swire  
Senior Fellow, Center for American Progress  
Professor of Law, Ohio State University Moritz College of Law

**3:15 Break**

**3:30 The Agency's External Relationships**

This panel will address the agency's external relations and relationships with key stakeholders, including consumers, consumer groups, industry, and the media. Topics to be covered include: (1) identification of the agency's core constituencies; (2) effective communication of the agency's goals and outcomes to its stakeholders; and (3) advancement of the agency's mission via its external relationships.

Moderator: Maureen K. Ohlhausen  
Director, Office of Policy Planning

Panelists: Beau Brendler  
Director, Consumer Reports WebWatch, Consumers Union

Daniel Brenner  
Senior Vice President, Law and Regulatory Policy,  
National Cable & Telecommunications Association

Kevin G. DeMarrais  
Senior Business Writer/Columnist, *The Record* (Bergen County, NJ)

Michael Kaiser  
Executive Director, National Cyber Security Alliance

**5:00 End of Roundtable**

