

Green Lights & Red Flags

FTC Rules of the Road for Business

October 29, 2020
Cleveland, Ohio
Online Workshop

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	<u>Protecting Small Business From Scams.</u> How we help protect your company from business-to-business fraud, and steps you can take to protect yourself. Speakers: <ul style="list-style-type: none">• Andrew Smith, Director, FTC Bureau of Consumer Protection• Rebecca F. Schlag, Senior Assistant Attorney General, Consumer Protection Section, Office of the Ohio Attorney General• Sue McConnell, President & CEO, Better Business Bureau Serving Greater Cleveland• Sheryl Harris, Director, Cuyahoga County Department of Consumer Affairs
1:40 PM	<u>The Truth About False Advertising.</u> An introduction to truth-in-advertising law. Speaker: <ul style="list-style-type: none">• Lesley Fair, Attorney, FTC Bureau of Consumer Protection
2:05 PM	<u>Avoiding a Promotion Commotion.</u> Social media marketing, consumer reviews, children's online privacy, email marketing, and other timely topics. Panelists: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Larissa Bungo, Assistant Regional Director, FTC East Central Region
2:50 PM	Break

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