

Program

The Federal Reserve Bank of Boston is pleased to announce the 16th annual National Consumer Protection Week Conference, a symposium for consumer professionals.

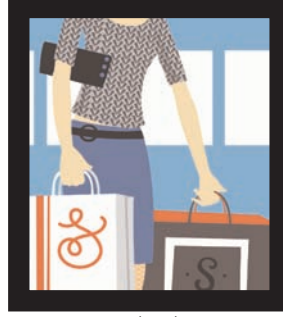
This year's program will focus on the following:

- **How Marketing Influences Our Financial Decisions**
Experts will explore the arena of marketing and its influence on consumer behavior.
- **How Marketing Influences Our Children**
A marketing expert will address the impact of marketing on teen decision-making.
- **The Choices We are Making: Alternative vs. Conventional Mortgages**
Industry professionals will discuss the pros and cons of choices involving mortgage products.
- **Combating Negative Influences and Ensuring Informed Decisions: Are There Solutions?**
Professionals will discuss their experiences with adults and teens and methods used to steer them in the right direction.

The Federal Reserve Bank of Boston is located at 600 Atlantic Avenue, at the corner of Atlantic Avenue and Summer Street, across from South Station. For recorded directions, call 617-973-FIND or visit <http://www.bos.frb.org/about/index.htm> for directions as well as parking information. The Bank cannot provide parking. However, there are several parking lots nearby.

In case of inclement weather, please call 1-800-248-0168, extension 3808.

Photo ID is required to enter the building.



Photodisc/Getty Images

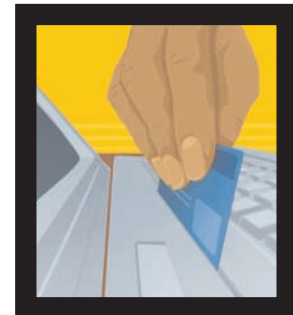
Agenda

- 8:15 am **Registration and Continental Breakfast**
- 8:45 am **Introduction and Opening Remarks**
- 9:00 am **How Marketing Influences Our Financial Decisions**
Dan Ariely, Ph.D., MIT
Jonathan Zinman, Ph.D., Dartmouth College
- 10:00 am **Break**
- 10:15 am **How Marketing Influences our Children**
Elaine Notarantonio, Ph.D., Bryant University
- 10:45 am **The Choices We are Making: Alternative vs. Conventional Mortgages**
William Lund, Maine Office of Consumer Credit and Regulation
Len Raymond, Homeowner Options for Massachusetts Elders (H.O.M.E.)
Dan Sokolov, Federal Reserve Board of Governors

- 11:45 am **Combating Negative Influences and Ensuring Informed Decisions: Are There Solutions?**
Dan Hebert, New Hampshire Jump\$tart Coalition
Vivien King, Housing Network of Rhode Island
Lillian Seay, Federal Reserve Bank of Boston

- 12:45 pm **Luncheon**
The Word on Word-of-Mouth Marketing
Dave Balter, Founder of BzzAgent and co-author of Grapevine: The New Art of Word-of-Mouth Marketing

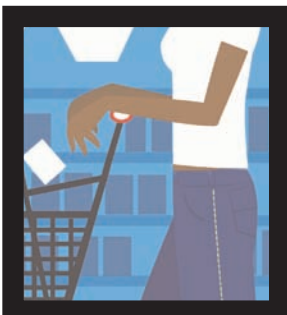
- 2:00 pm **Adjournment**



Registration

There is no charge for this event. Space is limited to 100 participants. To register, please mail, fax, or e-mail this form by **March 20, 2006**, to:

**Public and Community Affairs Department, T-7
Federal Reserve Bank of Boston**
P.O. Box 55882
Boston, MA 02205
Fax: 617-973-3511
e-mail: dawn.d.hicks@bos.frb.org



National Consumer Protection Week 2006

Name _____

Title _____

Institution _____

Address _____

Phone _____

Fax _____

E-mail _____