



20th Annual

National Consumer Protection Week Conference

Tuesday, March 30, 2010
Federal Reserve Bank of Boston

Sponsored By
Federal Reserve Bank of Boston
Federal Deposit Insurance Corporation
Massachusetts Office of Consumer Affairs
and Business Regulation
Consumer World



Program

The Federal Reserve Bank of Boston is pleased to host the 20th Annual National Consumer Protection Week Conference, a symposium for consumer professionals, on Tuesday, March 30, 2010. This year's conference will include the following topics:

Consumers Consuming Badly

Speaker will discuss consumer behavior in the marketplace, including how people come to value products and services, and sometimes make poor buying decisions.

Kids & Commercialism

Speaker will discuss the effects that commercialism has on children, why the advertising of brands and products to children is objectionable, and what his organization is doing to stem the problem.

The FTC and New Advertising Initiatives

Speaker will discuss the Federal Trade Commission's behavioral advertising initiatives and its revised testimonial and endorsement advertising guidelines.

Regulatory Update

In this segment, speakers will provide an update on the new federal credit card rules and the revised state retail advertising regulations.

Keynote Presentation

Massachusetts Undersecretary of Consumer Affairs will discuss new data security rules and provide an overview of this office's consumer protection initiatives and priorities.

There is no charge for this event, but space is limited to 100 participants. The deadline for registration is March 23, 2010.

Register online, by email or phone by March 23, 2010:

Dawn.D.Hicks@bos.frb.org

<http://www.bos.frb.org/consumer>

617-973-3808

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/directions.htm>

The Bank cannot provide parking. There are, however, 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.

Agenda

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- 8:15 A.M. **Registration & Continental Breakfast**
- 8:45 A.M. **Welcome & Opening Remarks**
Lynn E. Browne
Executive Vice President and Economic Advisor
Federal Reserve Bank of Boston
- 9:00 A.M. **Consumers Consuming Badly**
Michael I. Norton
Assistant Professor of Business Administration
Marketing Unit
Harvard Business School
- 9:45 A.M. **Kids & Commercialism**
Josh Golin
Associate Director
Campaign for a Commercial-Free Childhood
- 10:30 A.M. **Break**
- 10:45 A.M. **The FTC and New Advertising Initiatives**
Carl H. Settlemyer, Esq.
Federal Trade Commission
- 11:45 A.M. **Regulatory Update**
- Revised Retail Advertising Regulations in Massachusetts**
Scott Schafer, Esq.
Chief, Consumer Protection Division
Massachusetts Office of the Attorney General
- New Federal Consumer Credit Card Protections**
Carol S. Lewis, Esq.
Consumer Regulations Specialist
Federal Reserve Bank of Boston

NEW ENGLAND ROOM

- 12:45 P.M. **Luncheon & Keynote**
Barbara Anthony
Undersecretary
Massachusetts Office of Consumer Affairs
and Business Regulation
- 2:00 P.M. **Adjournment**