

**Remarks of Maureen K. Ohlhausen  
On the Occasion of her Swearing-in as  
Commissioner, Federal Trade Commission  
April 16, 2012**

Thank you all for coming. It is wonderful to see so many friends and colleagues here today.

I'd like to thank Chairman Leibowitz, my fellow Commissioners, and the FTC staff for welcoming me back to the FTC so warmly. Returning to the Commission is truly like coming home for me.

I'd also like to thank Judge Sentelle, who gave me one of the greatest opportunities and experiences of my career in clerking for him. I am deeply honored to have him swear me in today.

I would like to extend a special welcome to Judge Ginsburg, who was my antitrust professor at George Mason and whose enthusiasm for the subject helped put my feet on the path that led to this day. And to Dan Polsby, dean of George Mason law school, a great institution which has played such an important role throughout my career.

Also, I am delighted so many of my former colleagues from Wilkinson, Barker, and Knauer are here today. You are a wonderful group of people and the firm was the perfect place for me to start my practice. I will miss seeing you every day.

I also want to introduce my family members here today: my husband Peter, son Kevin and fiancée Suzanne, and son, Neil. My other two children, Katie and Brian are finishing up the school year at UVA.

While some say, look what she has done despite having four kids, I feel it is more accurate to say that what I have done is **because** of my family. You have been my rock and my joy every day and I could not have done this without your support.

My siblings and I were fortunate to grow up in a family that valued education and hard work and it gave us all a great foundation for life. Thanks Mom.

Also want to acknowledge two family members who are no longer with us: my father, Arthur Kraemer, and my father in law, Bill Ohlhausen. As some of you may know, I went to law school at night when Kevin and Katie were little and both my father and father-in-law were also night students with young families. Having their example and support helped me during those four long years.

I am deeply honored to have been chosen to serve as an FTC Commissioner by President Obama, and I thank the Senate Republican leadership and the members of the Commerce Committee for their support. I would also like to acknowledge the help and guidance of my FTC colleagues throughout the confirmation process and of my friends, particularly Anna Davis, Tim Muris, Bryce Harlow, and Bryan Tramont.

It is also a great honor to follow in the footsteps of two terrific Commissioners, Orson Swindle and Bill Kovacic, who both held the seat before me. You have heard from Bill this afternoon and can imagine what a tough job it is to follow him as a speaker. I can tell you it's an even more daunting task to follow him as a Commissioner. Bill is truly a giant in the field, and I am mainly referring to his height. While some may see me as short in comparison, I prefer to see myself as travel sized.

But joking aside, there could have been no better training for my new role as Commissioner than my previous FTC experience, particularly as head of OPP, combined with the work I did with Bill in crafting the FTC self-assessment in anticipation of our upcoming 100<sup>th</sup> anniversary. For those of you who aren't familiar with this work, the FTC at 100 self-assessment represented an effort by personnel across the agency to create a framework for assessing this agency's performance. Its goal was not necessarily to assign the agency a set of grades, but to establish

what subjects any future report cards ought to include. This self-assessment is a document which I hope and trust will be an important part of Bill's enduring legacy for the Commission.

Every organization is something of a country unto itself, with its own unique language, history, and sometimes confusing terrain. I am fortunate to have returned to the FTC world already speaking the local dialect and armed with a really good map.

The FTC at 100 self assessment offers several guiding principles that I will strive to follow during my tenure as a Commissioner:

- I see the FTC's mission as preventing business practices that are anticompetitive or deceptive or unfair to consumers, enhancing informed consumer choice and public understanding of the competitive process, and accomplishing these goals without unduly burdening legitimate business. I will work to ensure that the agency continues to further all of these important goals.
- I will encourage the agency to use all of its tools to achieve these goals and to carefully evaluate what tool is appropriate to any given problem. It may be cases, it may be studies, it may be rules, it may be consumer or business education, and sometimes it may be a decision that the FTC is not the right actor to address an issue and that the market or another institution or part of government is better suited.
- I will encourage the Commission to pay close attention to outcomes and to examine whether agency activity is actually improving consumer welfare and whether it can be done more effectively.
- I will help the Commission continue to build and maintain support for the FTC's mission throughout the administration, Congress, the

states, industry, and the public at large. I will do this through outreach to other institutions and groups and through careful explanations of what the agency is doing and why.

The FTC is a great institution with a strong history of bipartisan cooperation to protect consumers. I am proud to join with my colleagues to carry out this important work for our country. I will do everything I can to help this agency maintain its position globally as the preeminent competition and consumer protection agency.

Thank you all for coming.