

AGENDA

Searle Center
Northwestern University School of Law
Chicago, Illinois



September 25, 2008

8:30 **Registration and Continental Breakfast**

9:15 **Opening Remarks by Maureen K. Ohlhausen**
Director, FTC Office of Policy Planning

9:30 **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: **C. Steven Baker**
Director, FTC Midwest Region

Panelists: **William L. Brauch**
Special Assistant Attorney General; Director, Consumer Protection Division,
Office of the Iowa Attorney General

Henry N. Butler
Executive Director, Searle Center on Law, Regulation, and Economic
Growth
Senior Lecturer, Northwestern University School of Law

Paul H. Luehr

Former Assistant Director, Division of Marketing Practices,
Bureau of Consumer Protection

Managing Director and Deputy General Counsel,
Stroz Friedberg, LLC

Teresa M. Schwartz

Former Deputy Director, Bureau of Consumer Protection;
Attorney Advisor to Commissioner Mary Gardiner Jones

Professor Emeritus of Public Interest Law,
George Washington University Law School

11:30 **Lunch**

12:45 **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: **Alden F. Abbott**

Associate Director, Bureau of Competition

Panelists: **Thomas Campbell**

Partner, Baker & McKenzie LLP

Randal C. Picker

Professor of Commercial Law, University of Chicago Law School

Robert W. Pratt

Chief, Antitrust Bureau, Office of the Illinois Attorney General

Joshua D. Wright

Former Scholar in Residence, Bureau of Competition

Assistant Professor of Law, George Mason University School of Law

Visiting Professor, University of Texas School of Law

2:45 **Break**

3:00 **Measuring the Welfare Effects of the FTC's Competition and Consumer Protection Efforts**

This panel will examine the success of the FTC's competition and consumer protection missions through the lens of welfare economics. Among the topics to be covered are: (1) how to measure the welfare effects of the enforcement activities of the FTC; (2) whether welfare effects can be measured accurately through retrospective studies; and (3) measuring the direct welfare effects of cases (e.g., stopping unlawful conduct), as well as the indirect effects of cases (e.g., clarifying or advancing the law and enhancing deterrence).

Moderator: **Michael R. Baye**
Director, Bureau of Economics

Panelists: **Dennis W. Carlton**
Senior Managing Director, Compass Lexecon
Professor of Economics, University of Chicago
Graduate School of Business

Aviv Nevo
Professor of Economics, Northwestern University

Carl Shapiro
Professor of Business Strategy, Haas School of Business,
University of California at Berkeley
Director, Institute of Business and Economic Research,
University of California at Berkeley

Abraham L. Wickelgren
Former Economist, Bureau of Economics
Assistant Professor of Law, Northwestern University School of Law
Visiting Professor, Duke University School of Law

5:00 **End of Roundtable**

