



Thursday, September 26, 2019 | Washington, DC

AGENDA

- 7:45-8:30 am **Registration**
Enter at 7th and D Street, SW and proceed through airport-style security.
- 8:30-8:50 am **Opening**
Andrew Smith, Director, Bureau of Consumer Protection, FTC
- Welcome**
James Kohm, Associate Director, Division of Enforcement,
Bureau of Consumer Protection, FTC
- 8:50-9:15 am **The FTC and Made In USA Claims**
Julia Solomon Ensor, Attorney, Bureau of Consumer Protection, FTC
Shiva Koohi, Economist, Bureau of Economics, FTC
- 9:15-10:15 am **Discussion 1: Consumer Perception – How Do Consumers Interpret
Made In USA Claims?**
- 10:15-10:30 am **Break**
- 10:30-11:15 am **Discussion 2: Doing Business Under the Current Policy – What Are
the Compliance or Policy Challenges Under the Current Framework?**
- 11:15 am-12:30 pm **Discussion 3: Enforcement Approaches – Should the Commission
Reexamine Its Current Approach to Addressing Deceptive Made in
USA Claims?**
- 12:30-12:45 pm **Closing Remarks and Invitation to Comment**
James Kohm, Associate Director, Division of Enforcement,
Bureau of Consumer Protection, FTC



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PANELISTS

Justin Brookman, Consumer Reports
Mark Hanna, Richline Group, Inc.
Kristen Kern, American Apparel & Footwear Association
Clint Morris and Tim Schade, Lifetime Products
Annemarie O'Shea, Walmart Inc.
Bonnie Patten, TruthInAdvertising.org
Scott Paul, Alliance for American Manufacturing
Pete Wicks, The Homer Laughlin China Company

MODERATORS

Julia Solomon Ensor, FTC
Laura Koss, FTC
Hampton Newsome, FTC