PRELIMINARY AGENDA

7:45 am-8:30 am  Registration
Enter at 7th and D Street, SW and proceed through airport-style security.

8:30 am-8:55 am  Opening

Welcome
James Kohm, Bureau of Consumer Protection, FTC

8:55 am-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 am-10:15 am  Discussion 1: Consumer Perception - How Do Consumers Interpret Made In USA Claims?

10:15 am-10:30 am  Break

10:30 am-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 pm-12:45 pm  Closing Remarks and Invitation to Comment

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, Laura Koss, and Hampton Newsome, FTC