



Thursday, September 26, 2019 | Washington, DC

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 Koochi, 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