

# Green Lights & Red Flags

FTC Rules of the Road for Business

October 29, 2020  
Cleveland, Ohio  
Online Workshop

Sponsored by the Federal Trade Commission's East Central Region  
Office of the Ohio Attorney General  
Better Business Bureau Serving Greater Cleveland  
Cuyahoga County Department of Consumer Affairs

## AGENDA

12:30 PM	<b>Registration</b>
1:00 PM	Welcome remarks from Jon Miller Steiger, Director, FTC East Central Region.
1:05 PM	<b><u>Protecting Small Business From Scams.</u></b> How we help protect your company from business-to-business fraud, and steps you can take to protect yourself. <b>Speakers:</b> <ul style="list-style-type: none"><li>• Andrew Smith, Director, FTC Bureau of Consumer Protection</li><li>• Rebecca F. Schlag, Senior Assistant Attorney General, Consumer Protection Section, Office of the Ohio Attorney General</li><li>• Sue McConnell, President &amp; CEO, Better Business Bureau Serving Greater Cleveland</li><li>• Sheryl Harris, Director, Cuyahoga County Department of Consumer Affairs</li></ul>
1:40 PM	<b><u>The Truth About False Advertising.</u></b> An introduction to truth-in-advertising law. <b>Speaker:</b> <ul style="list-style-type: none"><li>• Lesley Fair, Attorney, FTC Bureau of Consumer Protection</li></ul>
2:05 PM	<b><u>Avoiding a Promotion Commotion.</u></b> Social media marketing, consumer reviews, children's online privacy, email marketing, and other timely topics. <b>Panelists:</b> <ul style="list-style-type: none"><li>• Sue McConnell, President &amp; CEO, Better Business Bureau Serving Greater Cleveland</li><li>• Thomas F. Zych, Chair, Emerging Technologies Practice, Thompson Hine, Cleveland</li><li>• David Loomis, President, Loomis Marketing, Chagrin Falls, Ohio</li><li>• Fil M. de Banate, Attorney, FTC East Central Region</li></ul> <b>Moderator:</b> <ul style="list-style-type: none"><li>• Larissa Bungo, Assistant Regional Director, FTC East Central Region</li></ul>
2:50 PM	<b>Break</b>

**3:00 PM**

**The Secure Entrepreneur.**

Data security basics and practical tips on responding to a cyberattack.

***Panelists:***

- Melissa S. Smith, Assistant Section Chief, Consumer Protection Section, Office of the Ohio Attorney General
- Cary M. Root, President, Root-InfoTech, Solon, Ohio
- Bryan P. Smith, Assistant Special Agent in Charge, Federal Bureau of Investigation, Cleveland

***Moderator:***

- Jon Miller Steiger, Director, FTC East Central Region

**3:45 PM**

**Adjourn**