8:30 am  Welcome and Introduction
    Edith Ramirez
    Chairwoman, Federal Trade Commission

8:45 am  Panel 1: Enforcement and Litigation
    MODERATOR:
    Julie Brill
    Commissioner, Federal Trade Commission

    PANELISTS:
    Kevin J. Arquit
    Partner, Simpson Thacher & Bartlett LLP
    former Director, FTC Bureau of Competition

    William J. Baer
    Assistant Attorney General, Antitrust Division, U.S. Department of Justice
    former Director, FTC Bureau of Competition

    Ed Mierzwinski
    Consumer Program Director, U.S. Public Interest Research Group

    Lydia Parnes
    Partner, Wilson Sonsini Goodrich & Rosati
    former Director, FTC Bureau of Consumer Protection

    David C. Vladeck
    Professor of Law, Georgetown University Law Center
    former Director, FTC Bureau of Consumer Protection

10:15 am  Break
10:30 am  **Panel 2: Research, Policy and Advocacy**

**MODERATOR:**

**Maureen K. Ohlhausen**  
Commissioner, Federal Trade Commission

**PANELISTS:**

**Susan A. Creighton**  
Partner, Wilson Sonsini Goodrich & Rosati  
*former Director, FTC Bureau of Competition*

**Janis K. Pappalardo**  
Assistant Director, Consumer Protection, FTC Bureau of Economics

**C. Lee Peeler**  
Executive Vice President, National Advertising, Council of Better Business Bureaus and President and CEO, Advertising Self-Regulatory Council  
*former Deputy Director, FTC Bureau of Consumer Protection*

**Ronald Stern**  
*former Vice President and Senior Competition Counsel, General Electric Corporation*

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12:00 pm  **Lunch Break (on your own)**
1:30 pm  **Panel 3: Remedies**

**MODERATOR**

**Joshua D. Wright**  
Commissioner, Federal Trade Commission

**PANELISTS**

**Deborah L. Feinstein**  
Director, FTC Bureau of Competition

**Judge Douglas H. Ginsburg**  
Senior Circuit Judge, U.S. Court of Appeals for the District of Columbia Circuit and Professor of Law, George Mason University School of Law

**Ken Heyer**  
Deputy Director, FTC Bureau of Economics

**William C. MacLeod**  
Partner, Kelley Drye & Warren LLP  
*former Director, FTC Bureau of Consumer Protection*

2:45 pm  **Panel 4: Guidance and Education**

**MODERATOR**

**Terrell McSweeny**  
Commissioner, Federal Trade Commission

**PANELISTS**

**Jodie Z. Bernstein**  
Of Counsel, Kelley Drye & Warren LLP  
*former Director, FTC Bureau of Consumer Protection*

**Carolyn Shanoff**  
*former Associate Director, Division of Consumer and Business Education, FTC Bureau of Consumer Protection*

**Christine A. Varney**  
Partner, Cravath, Swaine & Moore LLP  
*former FTC Commissioner*

**Marc Winerman**  
*former Attorney Advisor to Chairman Kovacic and Commissioner Ohlhausen*

4:00 pm  **Break**
4:15 pm  **Roundtable: Former FTC Chairmen**

**MODERATOR**

*Edith Ramirez*
Chairwoman, Federal Trade Commission

**PARTICIPANTS**

*Jon Leibowitz* (2009-2013)
Partner, Davis Polk & Wardwell LLP

Professor of Law, George Washington University School of Law

Chief Legal Officer and Secretary, The Procter & Gamble Company

Foundation Professor, George Mason University School of Law and Of Counsel, Kirkland & Ellis LLP

Senior Director, White House Writers Group

Senior Adviser, Husch Blackwell LLP

*Calvin J. Collier* (1976-1977)

5:15 pm  **Closing Remarks**