



Registration

8:45 am

Welcome

10:00 am

Edith Ramirez
Chairwoman, Federal Trade Commission

THE CHANGING DEMOGRAPHICS OF U.S. CONSUMERS

10:15 am

Moderator:
Monica Vaca, Acting Director, Division of Consumer Response and Operations, FTC

- **Jennifer Ortman**, U.S. Census Bureau
- **Rolf Pendall**, Urban Institute, Mapping America's Future Project
- **Mark Lopez**, Pew Research Center

MARKETING TO DIFFERENT CONSUMER POPULATIONS

11:15 am

Introduction by:
Daniel Salsburg, Acting Chief, Office of Technology Research & Investigation, FTC

Research Presentation

- **Yannis Spiliopoulos**, Columbia University
- **Vincent Toubiana**, Commission Nationale de l'Informatique et des Libertés

Panel Discussion

Moderator:

Kati Daffan, Acting Assistant Director, Division of Marketing Practices, FTC

- **Orlena Blanchard**, The Joy Collective
 - **Xenia Boone**, Direct Marketing Association
 - **Edward Chang**, Asian American Advertising Federation (3AF)
 - **Horacio Gavilán**, AHAA, The Voice of Hispanic Marketing
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THE DEMOGRAPHICS OF CONSUMER COMPLAINTS AND FRAUD

- 12:30 pm
- **Devesh Ravel**, Bureau of Economics, FTC

LUNCH

1:00 pm

STRATEGIES FOR PROTECTING OUR DIVERSE CONSUMER COMMUNITIES

- 2:00 pm
- Moderator:**
Rosario Méndez, Division of Consumer and Business Education, FTC
- **Eric Freidman**, Office of Consumer Protection, Montgomery County, Maryland
 - **Alan Lai**, Chinese Information and Service Center
 - **Samantha Vargas Poppe**, National Council of La Raza
 - **Ruth Susswein**, Consumer Action

STRATEGIES FOR PROTECTING THE NEXT GENERATION OF AGING CONSUMERS

- 3:00 pm
- Moderator:**
Patti Poss, Division of Marketing Practices, FTC
- **Marti DeLiema**, Stanford Center on Longevity
 - **Richard Goldberg**, Consumer Protection Branch, U.S. Department of Justice
 - **Mirenda Meghelli**, Pro Bono Net
 - **Amy Nofziger**, AARP Foundation
 - **Jennifer Narog Taylor**, Legal Aid of West Virginia

WRAP UP

- 4:00 pm
- Lois Greisman**, Associate Director, Division of Marketing Practices, FTC
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