



CENTER FOR CONSUMER PROTECTION

2023 Consumer Protection Fall Conference

Draft Public Agenda

Tuesday, November 7, 2023

Washington Marriott Georgetown
1221 22nd St. NW, Washington, D.C. 20037

Program Support: Amy Jackson ajackson@naag.org

ALL SESSIONS WILL TAKE PLACE IN THE METRO BALLROOM UNLESS OTHERWISE NOTED

Tuesday, November 7 th	
11:30 a.m. – 12:00 p.m.	Registration for Public Attendees
12:00 p.m. – 1:30 p.m.	Lunch and Dark Practices Impacting Consumer Privacy Description The public portion of the conference will begin with a welcome lunch for all attendees. The opening panel will present regulatory and industry perspectives on recent enforcement actions alleging use of deceptive practices that have violated consumer privacy rights. Moderators Kwame Raoul , Illinois Attorney General John Formella , New Hampshire Attorney General Panelists Alyssa Hutnik , Partner, Kelley Drye Ben Wiseman , Associate Director, Division of Privacy and Identity Protection, Federal Trade Commission
1:30 p.m. – 1:45 p.m.	Break
1:45 p.m. – 2:45 p.m.	Advertising Psychology and Law Description The panelists will discuss how advertising affects consumers' decision-making and discuss foundational advertising legal principles applied in evaluating an ad campaign from a consumer protection perspective. Moderators Nick Akers – Senior Deputy Attorney General, California Attorney General's Office

	<p>Elizabeth Blackston –Consumer Fraud Bureau, Chief, Southern Bureau, Illinois Attorney General’s Office</p> <p>Panelists Mary L. Johnson, Attorney, Bureau of Consumer Protection, Division of Advertising Practices, Federal Trade Commission Rafael Reyneri, Attorney, Division of Advertising Practices, Federal Trade Commission Michele VanGelderren, Deputy Attorney General, California Attorney General’s Office</p>
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	<p>Fake Online Reviews</p> <p>Description Regulators, industry representatives, and consumer advocates share their perspectives on the issues associated with fake online reviews.</p> <p>Moderators Vicki Butler, Director, Consumer Protection Division, Florida Attorney General’s Office Mike Wertheimer, Chief, Consumer Protection Section, Connecticut Attorney General’s Office</p> <p>Panelists John D. Breyault, Vice President, Public Policy, Telecommunications and Fraud, National Consumers League Monica Hernandez, Senior Corporate Counsel, Amazon Michael Ostheimer, Senior Attorney, Federal Trade Commission Morgan Stevens, Research Assistant, Center for Data Innovation</p>
4:00 p.m. – 4:15 p.m.	Break
4:15 p.m. – 5:15 p.m.	<p>Understanding the Consumer Impacts of Generative AI</p> <p>Generative AI applications such as OpenAI’s suite of platforms have ushered in a new era in customer experiences and applications. Join experts as they discuss this paradigm shift, its promises and perils, and the role state consumer regulators/enforcers can and must play to ensure the appropriate balance is struck between innovation and consumer safety.</p> <p>Moderators Patrice Malloy – Chief, Consumer Protection Multistate and Privacy Bureau, Florida Attorney General’s Office Jessica Whitney – Deputy Attorney General, Minnesota Attorney General’s Office</p> <p>Panelists Rashida Richardson Assistant Professor of Law and Political Science</p>

	Northeastern University School of Law & College of Social Sciences and Humanities Additional Panelists – TBD
5:15 p.m. – 5:30 p.m.	Open Mic & Closing Remarks
6:00 p.m. – 8:00 p.m.	Reception

Thank you for attending the 2023 NAAG Consumer Protection Fall Conference!

Conference Planning Committee

The National Association of Attorneys General and the Center for Consumer Protection would like to extend a special thanks to the 2023 NAAG Consumer Protection Fall Conference Planning Committee for all of their time and effort, without which this conference would not be possible.

Lynne Blankenbeker, American Samoa
 Kate Donovan, Arkansas
 Nick Akers, California
 Nathan Blake, Colorado
 Mike Wertheimer, Connecticut
 Marion Quirk, Delaware
 Victoria Butler, Florida
 Patrice Malloy, Florida
 Susan Ellis, Illinois

Cassandra Halm, Illinois
 Phil Ziperman, Maryland
 Jessica Whitney, Minnesota
 Melissa Wright, Ohio
 Ethan Shaner, Oklahoma
 John Abel, Pennsylvania
 Jared Libet, South Carolina
 Jeff Hill, Tennessee
 Matthew D. Janssen, Tennessee

