Fall Consumer Protection Conference

October 27-29, 2026 | Washington, DC
Omni Shoreham | 2500 Calvert St. NW, Washington, DC

Public Agenda

All sessions will take place in the Blue Room unless otherwise noted.
Contact Maggie Hunter at mhunter@naag.org with any questions.

Tuesday, October 27 | Open to all registered attendees	
8:00 am – 9:00 am	**Registration, Badge Pick-up, and Networking Breakfast**
9:00 am – 9:15 am	**Welcoming Remarks** **Kate Donoven**, *Director, Chief Counsel, Center for Consumer Protection, National Association of Attorneys General* **Brian Schwalb**, *District of Columbia Attorney General* **Dave Sunday**, *Pennsylvania Attorney General*
9:20 am – 10:20 am	**Session 1 – The Pursuit of Wellness: Consumer Protection Risks in the Modern Health, Beauty, and Longevity Economy** As consumers, including teens, spend billions on weight-loss drugs, anti-aging treatments, supplements, and biohacking products, this panel will explore emerging consumer protection challenges. Topics include deceptive marketing, unapproved and compounded products, telehealth prescribing, and the health and safety risks associated with the rapidly growing wellness and enhancement marketplace. MODERATOR: **Melissa Wright**, *Consumer Protection Section Chief, Ohio Attorney General's Office* SPEAKERS: **Sean Griffin**, *Partner, Sidley Austin LLP* **Matthew Lash**, *Deputy Director, Office of Compliance, Center for Drug Evaluation and Research, FDA* **Aaron Smith**, *Director of Data Labs, Pew Research Center*
10:20 am – 10:35 am	**Break**

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10:35 am – 11:35 am	**Session 2 – Agentic AI** As AI-powered agents begin searching for products, making purchases, and arranging payments on consumers' behalf, this panel will explore emerging consumer protection challenges. Topics include transparency, disclosures, hidden fees, conflicts of interest, platform favoritism, and accountability in AI-driven commerce, as well as the role state attorneys general can play in protecting consumers as agentic shopping and payments become mainstream. MODERATOR: **Jessica Whitney**, *Deputy General Counsel, Minnesota Attorney General's Office* SPEAKERS: **Therese Craparo**, *Partner, Reed Smith LLP* **Grace Gedye**, *Senior Policy Analyst, AI, Consumer Reports* **Stephanie Nguyen**, *Senior Fellow, Center for Law and the Economy, Columbia Law School* **Ben Rossen**, *Associate General Counsel, OpenAI*
11:35 am – 12:30 pm	**Buffet Luncheon Served**
12:30 pm – 1:30 pm	**Keynote Speaker: Ryan Dunlap** *LEADING UNDER PRESSURE IN THE PUBLIC SQUARE* Ryan Dunlap is a former law enforcement investigator, hostage negotiator, and author of *How to Untie a Balloon*. As state attorneys general increasingly lead high-stakes consumer protection and multistate enforcement efforts, conflict has become unavoidable—and more visible. Government attorneys and business leaders alike often face escalating enforcement challenges while simultaneously tasked with maintaining institutional credibility, personal and professional reputations, and the public trust. In this keynote, Ryan Dunlap explores how leaders can maintain legitimacy, influence, and professional relationships while operating under intense pressure, political scrutiny, and adversarial negotiation. Drawing on his work in conflict dynamics, Dunlap offers practical strategies for staying grounded, communicating effectively, and advancing outcomes without sacrificing civility or trust.
1:30 PM – 2:00 pm	**Networking Break**

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2:00 pm – 3:00 pm	**Session 3 – When the Medium is the Message: Influencer Marketing Compliance with Consumer Protection Laws** Businesses engage with influencers to promote their branded products, generate interest, build loyalty, and reach niche consumer communities. Content that is often designed to appear organic and independent may mislead consumers about the influencer's relationship with the brand. Whether it's an express endorsement or consumer testimonial, advertising messages must comply with federal and state advertising laws. MODERATOR: **Chris Styron**, *Deputy Director, Public Protection, Louisiana Attorney General's Office* SPEAKERS: **Phyllis Hurwitz Marcus,** *Vice President, National Advertising Division, BBB National Programs* **Bonnie Patten**, *Executive Director, Truth in Advertising*
3:00 pm - 3:15 pm	**Break with snacks**
3:15 pm – 4:15 pm	**Session 4 - Ethics** Everyone's favorite way to learn ethics! In this lively hour-long session, each table will work as a team to answer ethics related trivia based on the ABA Model Rules of Professional Conduct. Some questions may offer bonus points. The trivia questions focus on the ethics rules most likely to come up in government practice, recent ethics opinions, the use of artificial intelligence, and legal ethics issues found in pop culture and the news. Choose your tablemates wisely as attendees will compete in teams of up to eight players. May the odds ever be in your favor! TRIVIA MASTER: **Jared Q. Libet**, *Deputy Attorney General, South Carolina Attorney General's Office* FACILITATORS: **Alexis Cocco**, *Consumer Counsel, NAAG* **Jeff Hill**, *Executive Counsel*, Tennessee Attorney General's Office
4:15 pm – 4:20 pm	**Wrap Up & Reminders**
4:30 pm – 6:00 pm	**Reception – *Blue Room Terrace***

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

Christine Cryer, Arkansas
Nathan Blake, Colorado
Rebecca Quinn, Connecticut
Mike Wertheimer, Connecticut
Victoria Finkle, Delaware
Chris Styron, Louisiana
Karen Valentine, Maryland
Jessica Whitney, Minnesota
Kunal Choksi, North Carolina
Melissa Wright, Ohio
Jared Libet, South Carolina
Jeff Hill, Tennessee
Douglas Crapo, Utah
Laura McFarlane, Wisconsin

Save the date!
Spring Consumer Protection Conference
May 4-6, 2027