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Natalie G. Lontchar is Vice-President, Senior Counsel at HSN where she leads the Regulatory Compliance team. Ms. Lontchar handles all regulatory issues related to on-air and dot com advertising and marketing, and other matters such as Customs, Mail Order regulations, Pricing regulations and Telemarketing Sales Rule compliance. Prior to joining HSN, Ms. Lontchar worked in-house for Eckerd Corporation where she managed both pharmacy and retail regulatory compliance matters. She previously worked at a litigation firm in Tampa and as a judicial law clerk at the Second District Court of Appeal in Florida. Ms. Lontchar received her B.A. from Hobart and William Smith Colleges in 1993 and her J.D. from the University of Tulsa College of Law in 1996. She was admitted to the Florida Bar in 1996 and North Carolina Bar in 2001.