

Annual Plan 2016-2017

Consumer Protection Committee

I. Leadership.

Who are the Committee Leaders?	
Chairs	Svetlana Gans (FTC) & Trish Conners (Florida AG)
Vice Chair	Dan Blynn, Venable Kathryn Farrara, Unilever Harvey Saferstein, Eisner Jaffe Sean Royall, Gibson Dunn Nancy Felsten, DWT Daniel Savrin, Morgan Lewis Tony DiDomenico, Canadian DOJ
Young Lawyer Representative	Mike Isselin, Venable
Responsible Council Member	Alysa Hutnik, Kelly Drye
Responsible Committee Operations Co-Chair	Christie Thompson, Kelly Drye

II. Committee Organization.

Identify which person on the Committee Leadership team will have responsibility for the following	
Membership Recruitment and Involvement	Svetlana Gans/Trish Conners
Connect and other technology	Kathryn Farrara/Mike Isselin
Committee Updates and Newsletters	Dan Blynn/Nancy Felsten
Publications	Svetlana Gans/Sean Royall
Committee Programs	Nancy Felsten (monthly CP updates and teleseminars); All (other timely development programs); Trish Conners (AG updates); Svetlana Gans (federal updates); Kathryn Farrara (in-house counsel updates);

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Kathryn Farrara and Mike Isselin (law school outreach programs); Tony DiDomenico (international updates)

III. Committee Communication.

How will the Committee Leadership communicate?	
Time of Monthly Conference call (e.g., first Tuesday of each month)	Third Thursday of the Month at 4:30 pm Eastern
Will there be Committee Town Halls? If so, when?	Town hall in September 2016 and after Spring Meeting 2017
Will there be a Committee Meeting at the Spring Meeting?	Yes, several per prior practice

IV. Membership.

Ensuring Member Involvement and Recruitment	
What are the greatest challenges that the committee faces in recruiting new members?	The Consumer Protection committee (“CP”) is a discipline with distinct specialties and somewhat disconnected bars, so the key will be to carefully select programming of interest to our diverse membership and run tailored marketing campaigns to different audiences—for example, state practitioners and enforcers, and in-house counsel. In addition, we’d like to see more firms/lawyers represented among our volunteers.
What are the greatest challenges that the committee faces in engaging current members?	Identifying specific projects that volunteers can help with and matching project needs with the skill sets or other attributes of volunteers.

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Please identify at least three ways that you intend to recruit new members to your committee.

- 1) Begin distributing the Antitrust Section's new marketing materials to potential members;
- 2) Craft tailored messages to state practitioners, including state AAGs;
- 3) Continue developing a listing of key consumer protection practitioners at the state attorney general as a first step, market specific programs of interest directly to state enforcers, and work to include more state enforcers in programming and other events (Trish Connors to lead);
- 4) Craft tailored messages to in-house counsel regarding committee benefits and recruit more in-house counsel to participate in programming and networking events (Kathryn Farrara to lead);
- 5) Identify CPLD drafters/past program registrants and actively reach out to them regarding membership (Svetlana to lead)
- 6) Continue international outreach (through Tony DiDomenico's work on international CP updates and Amy Mudge's work with GALA) (Tony, Trish & Svetlana to lead)
- 7) Enhance relationship with Section Membership Committee to offer combined "Why AT/CP?" programming (Svetlana to lead);
- 8) Contact past volunteers (Steiger, CPLD, CP-authors in SAL publications) to garner interest in helping with programs (Svetlana to lead); and
- 9) Look for opportunities for outside of the "beltway" networking events to recruit consumer protection practitioners throughout the country (All).

Please identify at least three programs, publications or other projects that will provide volunteer opportunities for your committee members.

- 1) Continue law school outreach and identify law school professors teaching CP-related courses (Harvey to lead);
- 2) Identify new firms for the monthly CP update

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(Nancy Felsten to lead);

- 3) Prepare and release a new publication, the *Consumer Protection Compliance Handbook* which is generating a number of “new” volunteer drafters (Svetlana to lead);
- 4) Monitor and prepare federal, state and international CP and updates (Svetlana Gans, Trish Conners, and Tony DiDomenico to lead);
- 5) Establish a smaller firm initiative (Harvey Saferstein to lead);
- 6) Monitor legislative developments in the CP area (Svetlana Gans to liaise);
- 7) Contact new members as they join; contact program registrants regarding membership (Svetlana/Trish to lead);
- 8) Bolster social media engagement for CP events and issues via the Antitrust Section’s Twitter account (Dan Blynn to lead);
- 9) Sponsor and aggressively market the 2017 CP Conference (Trish to lead); and
- 10) Engage outside of the “beltway” firms and enforcers to provide a forum for CP networking events and regionalized programming, including “Why AT/CP?” Events at law schools across the country (Svetlana/Trish to lead)

V. *Diversity*

Our Section’s goal is to ensure that our membership benefits by ensuring that people of different races, genders, sexual orientations, levels of experience, and career choices (e.g., working for the government, plaintiff-side representations, in-house, small law firms) can and do participate (“Section Diversity”).

What are the greatest challenges that your committee faces in ensuring Section Diversity?

The uneven appreciation of CP’s role and value within the Antitrust Section is our greatest challenge. The CP committee must continue its interactions with other Section committees, task forces, and projects in a way that addresses this particular challenge. Additionally, the CP committee will strive to enhance its diversity

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	outreach (via state, federal, and non-big firms) to spur membership.
Please describe at least three specific activities planned to increase participation by women lawyers, minority lawyers, young lawyers, corporate counsel, government lawyers, foreign lawyers, the plaintiffs' bar, and/or non-lawyers.	<ol style="list-style-type: none">1) Law school outreach programs;2) Continued hosting of women's networking events;3) International outreach (working with Amy Mudge on International Task Force);4) Targeted FTC and CFPB outreach;5) Outreach to state practitioners and enforcement;6) More outreach to in-house counsel via tailored programming content;7) Outreach to academic experts, including law school professors who teach consumer protection classes, and consumer survey experts; and8) Regional outreach programs.

VI. *Committee Programs.*

Please provide a schedule of planned programs and teleseminars for the upcoming year. As you complete this schedule, please consider the following:

Type of Program. There are generally four types of programs that you should consider:

- *Committee Programs*, also known as brown bags, are generally one-hour programs on a particular topic of interest. Committee programs are free to Section Members, and are \$25 for non-members.
- *Committee Update* programs are recurring programs in a subject matter area. These programs can occur monthly, quarterly, or at other intervals. Committee update programs are free to Section Members, and are \$25 for non-members.
- *Teleseminars* are programs where CLE credit is offered. There is generally more detail required and a more rigorous approval process. Teleseminars are generally [\$] for Members and [\$] for non-Members.
- *Town Hall* programs are programs put on by committees to inform their membership about Committee activities, and to solicit involvement and volunteers. These Town Hall programs are free to Section Members, and are \$25 for non-members.

General Subject Matter. If known, please indicate the program's topic area. If a program is planned for some months in the future, please provide as much information as possible, and at a minimum indicate the general subject matter, such as whether the program will cover recent developments, fundamentals, surveys across jurisdictions or trends.

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Date. Please provide the approximate date for the program, which will be confirmed after the program, has been approved.

Diversity Opportunity. Please indicate how the program will support Section Diversity among speakers or participants. If the program is to be scheduled with another ABA Section or organization, please consult your assigned Committee Operations co-chair for assistance on obtaining those approvals.

Please see the sample schedule below.

For Annual Plan purposes, we are shooting for 20 committee programs this year (which includes CP updates but does not include 10 PRIS updates, which we co-sponsor).

Type of Program	General Subject Matter	Date	Diversity Opportunity
Committee Program	Miami networking event	August 2017	Regional outreach
Committee Updates	Monthly CP Update/PRIS Update	Every Tuesday of the month (CP)/PRIS as planned by PRIS	New firm volunteers
Town Hall	Committee – General	September/early October 2016	General recruiting
Committee Program	Hot topics in MLMs	Fall 2016	General recruiting
Committee Program	Food/AG interface programs	Fall 2016	General recruiting
Committee Program	Social Media	October 2016	New partnership with Social Media committees
Committee Program	Online marketing fundamentals	Fall 2016	Partnership with BLS Cyberspace Committee
Committee Program	Program with the BLS Consumer Financial Services Committee	Winter 2016	Partnership with BLS to increase membership
Committee Program	International CP type program with GALA	Winter 2016	International
Committee Program	Any rejected SM proposals/other	Post Rejection Period	All of the above
Town Hall	Follow-up to Spring Receptions, SM, etc.	April/May 2017	All of the above
Committee Program	Claims Substantiation Handbook Issuance	Post Publication	All of the above

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VII. Committee Updates and Newsletters

Please identify the newsletters and other regular updates that the committee provides to its members. Please include both newsletters and non-newsletter communication channels such as blogs or CONNECT.

Newsletter/Update Name and Brief Description.	How many will be published?	Dates of Publication
CP/ADL Bi-Monthly Updates	18-20 in Section year	Bi-monthly except during blackout period
Regular posting on Connect regarding current actions and news	n/a	n/a
What's in Store	4 during Section year	Quarterly

VIII. Book & Treatises Projects

Project/Book Title	Brief Description	Project Leaders	Date for Completion	Status
Claims Substantiation Book	Handbook on examples and rationale when crafting and counseling claim substantiation	David Mallen; Amy Mudge	Fall 2016	<i>Delayed</i>
CP Handbook for In-House Counsel		Svetlana Gans	Fall 2017	Received Council approval

IX. Monitoring Developments. Describe how the committee will stay abreast of developments in the committee's areas of interest, including new cases and agency actions, legislative proposals, and policy initiatives.

Substantive Area	How is it being monitored?	Responsible Person
CP/ADL Bi-Monthly Updates	<i>See above</i>	Dan Blynn
State Developments	<i>See above</i>	Trish Connors
FTC Developments	<i>See above</i>	Svetlana Gans
International Developments	<i>See above</i>	Tony DiDomenico
Legislative Developments	<i>See above</i>	Svetlana Gans

X. Other Activities and Projects. Please identify any planned committee activities not described above, particularly if there are budgetary constraints.

Planned Activity/Project	Estimated Date	Any Support Needed?
Why CP/Antitrust – through Membership Committee	TBD	TBD

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Spring Meeting reception	April 2017	TBD
Regional networking events throughout the year	TBD	TBD
CP Conference	February 2017	TBD
CP Bites	Bi-monthly	TBD

XI. Summary – Recap: Major Goals and Activities. Using the information provided above, please list the major projects, goals and dates for completion for the year

Date	Planned Activity
September 2016	(1) Town Hall; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update; (5) Why AT/CP? Program
October 2016	(1) committee program; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update
November 2016	(1) committee program; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update
December 2016	(1) committee program; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update
January 2017	(1) committee program; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update
February 2017	(1) committee program; (2) 2 bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update; (5) 2017 Consumer Protection Conference
March 2017	(1) 2 bi-weekly CP update emails; (2) monthly CP update; (3) monthly PRIS update
April 2017	(1) Emails plugging Spring Meeting programming; (2) bi-weekly CP update emails; (3) monthly CP update; (4) monthly PRIS update
May 2017	(1) bi-weekly CP update emails; (2) monthly CP update; (3) monthly PRIS update
June 2017	(1) bi-weekly CP update emails; (2) monthly CP update; (3) monthly PRIS update; (4) career networking event
July 2017	(1) bi-weekly CP update emails; (2) monthly CP update; (3) monthly PRIS update
August 2017	(1) bi-weekly CP update emails; (2) monthly CP update; (3) monthly PRIS update

We confirm that:

- our Committee’s Leadership has reviewed and discussed the above plan;
- we have discussed our plan with the Responsible Council Member and a Committee Operations Co-Chair;
- each of us understands and is committed to completing the assigned tasks and achieving the stated goals; and
- we believe that the goals that we have listed are achievable.

Signed: /s/ Chairs & Vice Chairs, CP Committee