



Colorado Automobile Dealers Association

Advertising / Telemarketing Compliance

The FTC has taken numerous high profile enforcement actions recently. “Operation Steer Clear” announced January, 2014 is the latest—a nationwide sweep will continue to target dealers throughout the country.

Presentation Summary:

This session will provide a review of the latest, high-profile enforcement actions by the **FTC**, review long-standing FTC directives that are often overlooked, and highlight areas that **state regulators** have stated are key problems. Dealers can expect increased enforcement at all levels in the advertising and telemarketing arenas. *Other key topics / highlights include:*

- Review of the latest FTC guide “.com Disclosures: How to Make Effective Disclosures in Digital Advertising,” updated March, 2013
- Recent FTC enforcement actions (March, 2012 / December 2012 / September 2013 / January 2014) – including ‘drip pricing’ warnings and implications for dealers
- Important changes to the **Telephone Consumer Protection Act (TCPA)** – significant changes to prior consent requirements when calling or texting cell phones—even *informational* messages.

The FTC has indicated that deceptive dealer ads are a “significant problem” and this is a “priority area.”

The FTC has stated that marketing and PR groups could also be liable – forward this to vendors.

| CITY | DATE/TIME | LOCATION |
|------------------|---|--|
| Denver | Tuesday, May. 13 7:30am-10:00am <i>Breakfast included</i> | William D. Barrow Building CADA Headquarters, Media Center 290 East Speer Blvd, Denver, 80203 303.831.1722 |
| Colorado Springs | Tuesday, May. 13 Noon-2:30pm <i>Lunch included</i> | Garden of the Gods Club 3320 Mesa Road, Colorado Springs, CO 80904 719.632.5541 <u>CSADA members RSVP to Bob Fenton, 719.499.5846, Bob.csada@comcast.net</u> |
| Grand Junction | Wednesday, May 21 Noon -2:30pm <i>Lunch included</i> | Doubletree Hotel 743 Horizon Dr Grand Junction, CO 81506 970.241.8888 |

Michael J. Dommermuth, Fairfield and Woods, P.C., is an attorney specializing in the representation of motor vehicle dealers. Michael has 27 years of experience representing dealers throughout Colorado. Michael’s firm provides full service representation of motor vehicle dealers including, buy/sell agreements, litigation, finance, franchise, manufacturer disputes, consumer disputes and related litigation, bankruptcy, dealer succession, class actions, and federal and state compliance. Michael has successfully defended dealers in class actions challenging D&H and for damages under the telephone consumer protection act. He is a board member of National Association of Dealer Counsel (NADC), a national organization of attorneys who represent dealers. Michael earned a bachelor’s degree from Purdue university in 1980 and J.D. from Indiana University at Bloomington in 1983.

Michael co-authored the CADA Colorado Dealer Compliance Guide in 2011. The guide is a comprehensive resource to state laws that impact Colorado Motor Vehicle Dealers. He is a frequent speaker for the Colorado Automobile Dealer Association, the Innovative Dealer Summit, and the National Association of Dealer Counsel Annual Conferences.



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REGISTRATION FORM

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REGISTER: PLEASE RETURN THIS FORM AND PAYMENT OF \$139.00*/1ST PERSON + \$119*/ADD'L ATTENDEE

**Includes hand-outs and meal. Email: Kim.Harrison@coloradodealers.org*

CADA, 290 East Speer Blvd, Denver, CO 80203, Fax: 303.831.9100 [Checks payable to "CADA"]

➤ **CSADA members RSVP to Bob Fenton, 719.499.5846, Bob.csada@comcast.net**

Dealership _____

Location attending: _____

Name _____

Title _____

E-mail _____

Phone _____ Fax _____

Name _____

Title _____

E-mail _____

Credit Card #. _____ EXP _____
(Visa / MasterCard / American Express accepted)

Address for Credit Card _____

CANCELLATIONS: MUST BE RECEIVED TWO DAYS PRIOR TO THE TRAINING SESSION

QUESTIONS:

Tammi L. McCoy, 303.282.1449
tammi.mccoy@coloradodealers.org

Tim Jackson, 303.282.1448
tim.jackson@coloradodealers.org

REGISTRATION/PAYMENT:

Kim Harrison, 303.457.5117
kim.harrison@coloradodealers.org