

ADVERTISING FOR ASSOCIATIONS SEMINAR

Wednesday, May 4, 2016

Program: 1:00 – 5:30 pm ET

Networking Reception: 5:30 – 7:00 pm ET

Crowell & Moring LLP
1001 Pennsylvania Ave NW
Washington, DC 20004

AGENDA

1:00-1:15 – Welcome and Introduction: Angela Styles | Chair and Partner, Government Contracts Group | Crowell & Moring LLP

1:15-2:15 – Panel 1: Overview of Legal Risks of Associational Advertising

- *Co-moderator:* [Christopher Cole](#) | Partner and Co-chair, Advertising & Product Risk Management Group | Crowell & Moring LLP
- *Co-moderator:* [Michael Van Arsdall](#) | Senior Counsel, Antitrust Group | Crowell & Moring LLP
- *Panelist:* Rend Al-Mondhiry | Associate General Counsel | Council for Responsible Nutrition
- *Panelist:* Andrew Topps | Assistant General Counsel | American Forest & Paper Association

Discussion points:

- Lanham Act false advertising litigation (*e.g.*, Sugar Coops v. Corn refiners case)
- Federal Trade Commission and other agency scrutiny
- First Amendment Issues: the line between commercial speech and protected opinion
- Antitrust concerns about coordinating advertising strategy and competitive challenges. Noerr-Pennington.

2:15-3:15 – Panel 2: It's Great When it Works: Using Advertising and Communication to Advance the Association's Mission

- *Moderator:* [David Ervin](#) | Partner, Advertising & Product Risk Management Group | Crowell & Moring LLP
- *Panelist:* Veronica LaFemina | Vice President, Strategic Communications & Public Relations | American Diabetes Association
- *Panelist:* [Tate Linden](#) | President and Chief Creative Officer | Stokefire

Discussion points:

- Keys to successful associational campaigns and PR initiatives
- Identifying and managing industry risk tolerance in advertisements
- Social media platform rules and use of endorsements
- Why your audience matters and how it impacts potential claims and legal compliance

BREAK – 3:15-3:30

3:30-4:30 – Panel 3: Managing Litigation

- *Moderator:* [Andrew Kaplan](#) | Partner, Product Liability & Torts and Advertising & Product Risk Management Groups | Crowell & Moring LLP
- *Panelist:* Karin Moore | Senior Vice President and General Counsel | Grocery Manufacturers Association
- *Panelist:* [Joseph Miller](#) | Partner | Crowell & Moring LLP (Former General Counsel | America's Health Insurance Plans)

Discussion points:

- Risks and opportunities in affirmative litigation
- Funding litigation
- Communicating with members and privilege issues
- Responding to subpoenas as a non-party to litigation
- Ensuring document control
- Litigation best practices

4:30-5:30 – Panel 4: The Interplay Between Association Advertising and Legislative Agendas

- *Co-moderator:* [James Flood](#) | Partner and Chair, Government Affairs Group | Crowell & Moring LLP
- *Co-moderator:* [W. Scott Douglas](#) | Senior Policy Director, Government Affairs Group | Crowell & Moring LLP
- *Panelist:* Jeremy Allen | Senior Vice President, Federal Affairs | America's Health Insurance Plans
- *Panelist:* Kim Zimmerman | Vice President for Government Relations | American Health Care Association
- *Panelist:* [Josh Holmes](#) | President, Founding Partner | Cavalry, LLC

Discussion points:

- When to advertise in legislative campaigns?
- Should I use national media or local media?
- Should I use television or radio or social media?
- What moves the needle in Congress?
- War Stories from successful legislative lobbying campaigns

5:30 – Closing Remarks

5:35 – 7:00 pm – Networking Reception