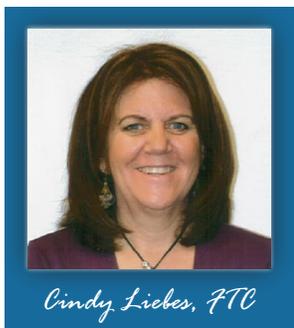


# ADVERTISING *forum*

Wednesday, October 26, 2016 · Younts Conference Center

1:00 - 1:30	REGISTRATION
1:30 - 1:40	WELCOME <i>Carri Grube Lybarker, Administrator, SC Department of Consumer Affairs</i> <i>Tammy Dankovich, Vice President, BBB of the Upstate</i>
1:40 - 3:00	ADVERTISING LAW: AN FTC PERSPECTIVE <i>Cindy Liebes, Regional Director, Southeast Regional Office of the FTC</i>
3:00 - 3:15	BREAK
3:15 - 4:00	ADVERTISING IN SC: ADDITIONAL RULES MAY APPLY <i>Carri Grube Lybarker, Administrator, SC Department of Consumer Affairs</i>
4:00 - 4:25	Q & A SESSION (FTC, BBB & SCDCA)
4:25 - 4:30	WRAP UP

## MEET THE SPEAKERS



Cindy Liebes is the Regional Director for the Southeast Regional Office of the Federal Trade Commission. She has been with the FTC since 1986. Ms. Liebes is responsible for supervising and litigating various law enforcement actions involving a variety of unfair and deceptive consumer protection issues, including online privacy, fraudulent Internet schemes, telemarketing fraud and consumer credit statute enforcement. Ms. Liebes served on the FTC's Privacy Steering Committee, which is charged with developing and implementing the Commission's internal privacy program. Ms. Liebes previously served as a Special Assistant United States Attorney for both the Eastern District of Tennessee and the Northern District of Georgia, criminally prosecuting perpetrators of telemarketing fraud. In recognition of her criminal litigation efforts, she received the Department of Justice's John Marshall Award. She also twice received the FTC's Award for Excellence in Supervision.

Carolyn "Carri" Grube Lybarker is the Administrator/ Consumer Advocate of the South Carolina Department of Consumer Affairs. In this capacity, she oversees the daily operations of the state's consumer protection agency and the administration and enforcement of the over 50 laws under the agency's jurisdiction, including the South Carolina Consumer Protection Code. She also advises the Governor and General Assembly on legislation and laws to protect the interests of consumers. Ms. Lybarker currently serves as the Second Vice President of the National Association of Consumer Credit Administrators' (NACCA), Immediate Past President of the American Conference of Uniform Consumer Credit Code States and SC Bar Consumer Law Section Delegate. She received her J.D. from the University of South Carolina School of Law in 2005 and obtained her Bachelor of Arts degree, cum laude, from Winthrop University in 2001.

