

**A**t some time in our lives, we, or someone close to us, will experience a questionable consumer transaction. In some cases, this experience will be little more than an annoyance. In other cases, however, it could have significant long-term fiscal and emotional consequences.

Consider these statistics: According to a report by Florida's Office of Program Policy Analysis & Government Accountability, 202,356 complaints were filed with 17 state agencies in 2004-2005. State agencies respond to consumer complaints on a wide array of issues including but not limited to identity theft, price gouging, deceptive and false marketing or trade practices, insurance fraud, telemarketing fraud, predatory mortgage lending, defective vehicle purchases and repairs, contaminated food, and cyber crimes.

All segments of Florida's population are affected, but the elderly, children, recent immigrants, and the developmentally disabled are particularly vulnerable to scams, fraud, and deception. At this meeting, experts will discuss the measures currently used to protect Florida's consumers against various scams, fraud, and deception and suggest ways to improve protection.



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## **CONSUMER PROTECTION IN THE DIGITAL AGE**

**Alumni Grand Ballroom, Florida  
State University Alumni Center  
March 17, 2008**

**\* The Askew Institute,  
University of Florida  
\* Collins Center for Public Policy  
\* John Scott Dailey  
Florida Institute of Government**

*CLE credit offered*

**8:00 - 9:00 a.m.**

**Registration**

**9:00 a.m.**

**Welcome and Introductions:**

**Governor Reubin Askew**

**Dr. David Colburn**

*– Professor of History and Executive  
Director of the Askew Institute,  
University of Florida*

**9:15 - 10:30 a.m.**

**Keynote Speaker:**

**Commissioner Charles H. Bronson**

*– Department of Agriculture and  
Consumer Services*

**Keynote Speaker:**

**Attorney General Bill McCollum**

**Keynote Speaker:**

**Dr. Susan MacManus**

*– Distinguished Professor,  
Department of Government and  
International Affairs,  
University of South Florida*

**10:30 - 10:45 a.m.**

**Break**

**10:45 a.m. - 12:00 p.m.**

**Panel Discussion:**

**Mr. Mark Bauer (Moderator)**

*– Assistant Professor of Law, Stetson  
University College of Law*

**Mr. Allen Ezell**

*– Vice-President for Corporate  
Fraud Investigative Services,  
Wachovia Corporation*

**Ms. Sally Hurme**

*– Issue Coordinator, AARP  
Financial Security*

**Ms. Lynn Drysdale**

*– Consumer Protection Attorney,  
Jacksonville Area Legal Aid*

**12:00 - 1:30 p.m.**

**Lunch and Informal Discussion:**

**General Bob Milligan**

*– Consumer Advocate, Florida  
Department of Financial Services*

**1:30 p.m.**

**Concluding Remarks and Adjourn:**

**Governor Reubin Askew**

## Registration Form

Or register online at <http://askew.clas.ufl.edu>

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

### Registration Fee Information:

Please select all that apply

\$35 Registration Fee (Must be received by March 3, 2008)

Please Indicate which meals you plan to attend

Yes  No **Breakfast** (March 17, 2008)

Yes  No **Lunch** (March 17, 2008)

Please specify any special needs (dietary, disability, etc.):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Please Send Payment To:

The Askew Institute

Attention: Jennifer Snyder

PO Box 117320

Gainesville, FL 32611

Please note that we CANNOT accept credit cards. Refunds are available if notice is received prior to March 3, 2008. No refund requests will be processed after March 3, 2008. Requests for refunds must be made in writing.

## We Hope You Can Join Us!

Four hours of CLE credit  
have been approved for this meeting.