



# CALIFORNIA CONSUMER AFFAIRS ASSOCIATION

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## CCAA 36<sup>th</sup> Annual Conference Agenda October 27 – 28, 2011 California State University Northridge

### Thursday, October 27, 2011

- 7:30 a.m. Registration and Refreshments**
- 8:30 a.m. Opening Remarks**
- Rigo Reyes**  
Acting Director, LA County Dept. of Consumer Affairs  
CCAA President
- 8:40 a.m. Helping Consumers in an Uncertain Employment and Financial Economy**
- Tom Syta**, Regional Director, Federal Trade Commission
- 9:10 a.m. New 2011 Consumer Laws**
- Facilitator: **Gil DeLuna**, Bureau Chief, California Professionals Fiduciaries Bureau, California Dept. of Consumer Affairs
  - Speaker: **Herschel T. Elkins**, Former Special Assistant Deputy Attorney General, California Attorney General's Office
- 10:40 a.m. Break**
- 10:50 a.m. Educating the Next Generation of Community College Students**
- Joann Driggers**, Family and Consumer Sciences Collaborative Grant, California Community Colleges
- 11:00 a.m. You are Hired! Job Hunting, Interviewing Techniques, and Common Job Swindles**
- Facilitator: **Lisa Ledebor**, CPFFE, Professor, Consumer Studies, Mt. San Antonio College
  - Speakers:
    - **Bev Augustine**, Bureau Chief, Cemetery and Funerals Board, California Department of Consumer Affairs
    - **Federal Trade Commission** – Job Scams and Issues
    - **Connie Costello**, Program Representative, University of California Cooperative Extension
    - **Jeri Mack**, Senior Benefits Advisor, US Department of Labor – Employee Benefits Security Administration

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**12:30 p.m. Lunch**

- **Department Chair**, CSUN – Consumer and Family Sciences Dept.
- **CSUN Student Consumer Sciences Committee**

**1:30 p.m. *Collections: Dirty Collectors and Debt Settlement/Renegotiation Scams***

- Facilitator: **Ann Stahl**, Federal Trade Commission
- Speakers:  
**Ted Mermin**, Professor, UC Berkeley-Boalt Law School  
**Ann Stahl**, Senior Investigator, Federal Trade Commission  
**Joann McNabb**, Chief, California Office of Privacy Protection

**3:00 p.m. Break**

**3:10 p.m. *ScamArama: Discuss Top Consumer Frauds, Issues, Trends***

- **David Ball**, Marin County District Attorney's Office
- **Bev Augustine**, State Department of Consumer Affairs

**4:45 p.m. Closing**

**5:00 p.m. Reception – Orange Grove**

- Network
- Food
- Drinks
- Fun

**6:30 p.m. Business Meeting**

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**Friday, October 28**

**8:00 a.m. Registration and Refreshments**

**8:30 a.m. *Announcement of New CCAA Officers***

**8:45 a.m. *Foreclosure/Loan Modification Fraud: Identify, Prevent, Combat***

- Facilitator: **Cory Finnegan**, Santa Clara District Attorney's Office
- Speakers:  
**Tim Bissell**, Chief Deputy Director, LA County Dept. of Consumer Affairs  
**Lori Gay**, President & CEO, Neighborhood Housing Services of LA County  
**Patrick Dunlevy**, Directing Attorney, Public Counsel  
**Ben Diehl**, Supervising Deputy Attorney General, California AG's Office

**10:15 a.m. Break**

**10:25 a.m. *Consumers' Right to Choose***

- **Elizabeth Owen**, Fan Freedom Project

**10:35 a.m. *Our Aging Parents: Are We Ready to Take Care of Them?***

- Facilitator: **Gil DeLuna**, Acting Bureau Chief, California Professional Fiduciaries Bureau, California Department of Consumer Affairs
- Speakers:  
**Gil DeLuna**  
**Bev Augustine**, Bureau Chief, Cemetery and Funeral Bureau, California Department of Consumer Affairs  
**Adriana Mendoza**, Associate State Director, AARP  
**Pastor Herrera, Jr.**, Adjunct Professor, CSUN

**12:00 p.m. Lunch**

- **Keynote Speaker: Brian Stiger**, Acting Director, California Department of Consumer Affairs

**1:00 p.m. *Legal Aid: Helping Low-income Employees Get Paid for Their Work***

- Facilitator: **Paula Rockenstein**, Consumer Affairs Specialist, Santa Monica City Attorney's Office – Consumer Protection Unit
- Speakers:  
**Lorrina Duffy**, Attorney, Legal Aid Foundation of Los Angeles  
**Maggie Bordeaux**, Public Counsel – Bankruptcy Project  
**Labor Standards Enforcement Board**

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**2:30 p.m. Break**

**2:45 p.m. *Taking Charge of Your Health Care***

- Facilitator: **Yolanda Becerra-Jones**, Los Angeles County Commission for Women
- Speakers:
  - Rigo Reyes, Acting Director**, LA County Dept. of Consumer Affairs
  - Dr. Rita Singhal**, MD, MPH, Medical Director, LA County Department of Public Health – Office of Women’s Health
  - Elizabeth Stillwell**, RN, LA County Dept. of Public Health – Office of Women’s Health
  - Melinda Cordero-Bárzaga**, Associate Director, *Visión y Compromiso*
  - Jeri Mack**, Senior Benefits Advisor, US Department of Labor – Employee Benefits Security Administration

**4:30 p.m. Closing**

- **CCAA President Elect**