



As many in the legal world are aware, state consumer protection laws have become a consistent target of abuse by personal injury lawyers. Missouri's Merchandising Practices Act (MMPA) is no exception. The law was enacted in 1967 to augment common law fraud actions, and to help protect Missouri citizens against deceptive business practices. Over the years, through legislative amendment and judicial interpretation, it has grown into an enormous and unwieldy piece of legislation that is prone to abuse, incentivizes unnecessary litigation, and makes even technical violations extraordinarily costly to resolve.

On Wednesday, November 5th, the Missouri Chamber of Commerce and Industry, in conjunction with the American Tort Reform Association (ATRA), is hosting a luncheon and panel discussion to consider the state of the MMPA. The featured panelist is Commissioner Joshua Wright of the Federal Trade Commission, who will offer his unique perspective on the devolution of consumer protection laws. The panel will also include several esteemed local and national thought leaders who will provide insight on the expansion of the MMPA, discuss its current effectiveness, and offer their thoughts on how to reform the law to better serve its intended purpose.

We hope that you can join us for this important conversation.

Sincerely,

Handwritten signature of Daniel P. Mehan.

Daniel P. Mehan
President / CEO

GOOD LAW, BAD PRACTICE: Misuse and Abuse of Missouri's Merchandising Practices Act

Host:

The American Tort Reform Association &
The Missouri Chamber Legal Foundation

When:

Wednesday, November 5th, 2014

Time:

11:30 a.m. – 1:00 p.m.

Where:

The Ritz-Carlton, St. Louis
100 Carondelet Plaza
St Louis, MO

Panel:

Josh Wright, Commissioner
Federal Trade Commission

Joanna Shepherd, Professor
Emory University School of Law

Don M. Downing
Gray, Ritter & Graham P.C.

James P. Muehlberger, Partner
Shook, Hardy & Bacon

Moderator:

The Honorable Ray Price, former Missouri Supreme Court Justice
Armstrong Teasdale

1.2 hours of non-ethics CLE credit will be available for this event.

The event is complimentary but pre-registration is required. Please RSVP to Amanda Yoder, at ayoder@mochamber.com, or by phone at 573-634-3511.