

Alfred and Shirley Wampler Caudill Lecture in Consumer Affairs

How to be a Smart Consumer and Engaged Scholar Activist in the 21st Century

Jim Guest
President of *Consumer Reports*

Time: 7:30 Date: 2/16/2012

Graduate Life Center Auditorium

Consumer Reports is the world's premier consumer testing, research, publishing, and advocacy organization with more than eight million subscribers to its products and services. Mr. Guest will speak about that history and share his ideas on how we can all be better consumers in today's markets and engage as scholars and citizens in consumer issues.



Apparel, Housing, and Resource Management *Improving Consumers Lives through Design, Management, and Policy*

About Mr. Guest's Lecture

On Thursday, February 16, 2012 at 7:30pm in you can hear James A. Guest, president of *Consumer Reports* talk about how everyone can be a smart consumer and engaged citizen in the 21st Century. The lecture will cover some of the 75 year history of the publication and there will also be plenty of time for questions, such as "How do they get the products they test?" "How do they design the tests they use?" "What tools are available to help me keep up with current consumer issues and speak up about ones I care about?" "Why did you decide to make Consumer Reports available on iPad?" "How can we make insurance companies spend more money on patient care?"

(<http://www.consumerreports.org/cro/aboutus/slt/jamesaguest/index.htm>).

About the *Consumer Reports*

For 75 years consumers across America have depended upon *Consumer Reports* for unbiased, research based advice on consumer products and services. Today, you can access their information by everything from the original magazine to Facebook and your iPad. If you want to learn more about what Consumers Union is doing, visit www.consumerreports.org, www.consumerist.com, and www.consumersunion.org.

About the Alfred and Shirley Wampler Caudill Lecture in Consumer Affairs

Dr. Donald Caudill, a 1993 Ph.D. graduate of the Apparel, Housing, and Resource Management Department, has generously donated funds to support this annual lecture to honor his parents for their support of him as he gained his education. Our inaugural lecture is guaranteed to be interesting and beneficial to all consumers.

For more information about the event contact:

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