

The Art of the Con: Identity Theft, False Advertising, Scams, and Robocalls

Presented by Case Western Reserve University Siegal Lifelong Learning

Instructor: Jon Miller Steiger, JD • Former Regional Director, Federal Trade Commission

Landmark Centre Building • 25700 Science Park Dr. • Suite 100

Tuesdays, Jan. 27 to Feb. 10 • 10:30 a.m. – 12 p.m.



In an age when fraudsters are more sophisticated than ever, understanding how to recognize and avoid deceptive schemes has become essential.

The Art of the Con, presented by Case Western Reserve University's Siegal Lifelong Learning, offers an insider's look at the tactics used by scammers and the practical steps each of us can take to protect ourselves.

The course is taught by Jon Miller Steiger, JD, who spent almost three decades protecting consumers at the Federal Trade Commission after graduating from Columbia Law School and completing a two-year federal court clerkship. His deep experience equips him with a wealth of knowledge about how scammers operate – knowledge that he's eager to share.

"I spent my career fighting fraud," Jon said. "Now I want to help people understand what to look out for so they can protect themselves, their families, and their friends."

Over the course of this three-part, in-person series, Jon will guide participants through the major categories of modern deception: scams, identity theft, and false advertising. He will share illuminating anecdotes from real cases, compelling statistics that reveal the scope of the problem, and clear red flags that signal something isn't what it seems.

Participants will also learn practical, actionable steps to take when – almost inevitably – bad actors attempt to access personal information or money. Whether you've been affected by a scam in the past or simply want to strengthen your defenses, this course provides the tools you need to stay informed and protected.

Session 1: A History of Scams and Identity Theft

From ancient times to the digital age, scams have always existed. Jon will introduce participants to the roots of deception, then shift to modern identity theft and how to protect yourself.

Session 2: Deceptive Advertising

From "miracle" products to misleading claims, Jon will examine how advertising can manipulate consumers.

Session 3: Scams of All Kinds

The final class focuses on what scams look like, how they work, and what steps to take when something feels off.

Why This Matters

Scams are not abstract threats, they are happening right here in our community. In just the first half of 2025, Ohioans lost nearly \$150 million to fraud. Identity theft remains the top issue Ohioans report to the FTC, while imposter scams – criminals pretending to be banks, government agencies, charities, or loved ones – are the biggest category of fraud complaints among Ohio residents.

Studies show that one of the best protections is education – especially when shared among family and friends.

"Take the class, learn the red flags, and pass that knowledge on," Jon encourages. "That's how we strengthen our defenses."

When asked for the single best piece of advice he can offer, he doesn't hesitate: "If you get an unexpected call, text, or email, ignore it. Responding will almost never help you, and more often, it will hurt you."

Join Jon, who spent his career focusing on scams and false advertising, for this timely and empowering exploration of how to spot a con before it

strikes. The course fee is \$74 with a 15% discount for Siegal Lifelong Learning members. To register, visit <https://case.edu/lifelonglearning> and enter the course name.

In addition to teaching, Jon, a Beachwood resident, enjoys spending time with his family, serving on the board of Rekindle, and exploring creative writing – fiction, nonfiction, and musicals.

An advertisement for Beachwood Buzz Magazine. The top half shows a group of children and an adult in a swimming pool, with the magazine's logo 'Beachwood Buzz MAGAZINE' and the tagline 'Every Resident. Every Business. Every Month.' The bottom half features a large blue wave pattern with text: 'SUMMER STARTS WITH A PLAN', 'Day Camps • Overnight Camps', 'Sports • Arts • Enrichment', 'Specialty Programs', 'Beachwood Buzz is offering camp advertising promotions in our February and March issues – connecting camp programs with Beachwood families during peak planning season.', 'For details or to reserve your space today, contact Adam today at beachwoodbuzzsales@gmail.com or 216.338.7823', and 'Saturate the Beachwood Market. Advertise in Beachwood Buzz.'.