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Francis (Frank) Vocci, PhD

Frank Vocci received his B.S. in biological sciences from Loyola College. His graduate studies were concentrated in pharmacology and neuroscience at the University of Maryland at Baltimore. During that time he worked in the Clinical Neurophysiology Laboratory in the Department of Neurology and also volunteered as a staff counselor at the Tuerk House, a residential program for alcohol and drug detoxification. He received post-doctoral training in pharmacology (1977-1978) at the Medical College of Virginia with Drs. William Dewey and Louis Harris.

From 1978 to 1989, Dr. Vocci was employed with the Food and Drug Administration in the Drug Abuse Staff in the Division of Neuropharmacological Drug Products. He reviewed drug applications for adequacy of characterization of pharmacology and toxicology, evidence of drug efficacy, and characterization of abuse potential and possible necessity of scheduling of drugs under the Controlled Substances Act. In addition to his duties as an FDA reviewer, Dr. Vocci was also a guest researcher in the Clinical Neurosciences Branch of the National Institute on Mental Health, and an ad hoc consultant to the National Institute on Drug Abuse and the World Health Organization.

Since 1989 he has been affiliated with the Medications Development Program at the National Institute on Drug Abuse where he is currently the Director of the Division of Pharmacotherapies and Medical Consequences of Drug Abuse. In his current capacity, he is responsible for overseeing research and development activities in medications development for the treatment of opiate and stimulant abuse and dependence, cannabis dependence, nicotine dependence, and medical consequences of drug abuse. Dr. Vocci has authored or co-authored over 60 articles in the fields of neuropharmacology and substance abuse. In 2001, Dr. Vocci received a Presidential Meritorious Executive Award for his leadership of the treatment research effort at NIDA.

Carlo DiClemente, PhD

Carlo C. DiClemente, Ph.D. is an internationally known psychologist, best known as the co-author of the Transtheoretical Model of Behavioral Change. The Transtheoretical Model of Behavioral Change serves as the basis for research into health and addictive behaviors and a guide for interventions and treatment programs. His most recent book, *Addiction and Change*, offers a view into the process of both the initiation and modification of addictive behaviors.

Dr. DiClemente has experience as a clinician, researcher, and teacher. He is Professor in the Department of Psychology at the University of Maryland and a Fellow of the American Psychological Society. He is past president of the Division on Addictions of

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the American Psychological Association. He is also a member of the editorial boards of several journals including the International Journal of Health Psychology, Preventive Medicine, and Alcohol and Alcoholism.

He received his Ph.D. from the University of Rhode Island, has his Diplomate in Clinical Psychology from the American Board of Professional Psychology, is a nationally registered Health Services Provider in Psychology and is a Licensed and Certified Psychologist by the State of Maryland . In 2002 he received the Innovators Award form the Robert Woods Johnson Foundation for is work in combating substance abuse.

C. Tracy Orleans, PhD

As Distinguished Fellow and Senior Scientist of the Robert Wood Johnson Foundation, C. Tracy Orleans, Ph.D. has contributed to the development of the Foundation's policy-based grant-making strategies in the areas of tobacco dependence treatment and prevention, chronic disease prevention and management, and the adoption of healthy behaviors, including active living, healthy eating, childhood obesity prevention and multiple risk intervention. She has led or co-led the Foundation's work several national programs and initiative in these areas, including: Addressing Tobacco in Health Care, Smoke-Free Families, Center for Tobacco Cessation, Helping Young Smokers Quit, Bridging the Gap/Impact Teen, the Substance Abuse Policy Research Program, Improving Chronic Illness Care, the Diabetes Initiative, Prescription for Health, and the Active Living Research and Healthy Eating Research programs. She is a founding member of the Youth Tobacco Cessation Collaborative, National Partnership to Help Pregnant Smokers Quit, National Tobacco Cessation Collaborative and co-chaired the Consumer Demand Roundtable.

A clinical health psychologist, Dr. Orleans remains active in behavioral medicine and public health research and publication. She has authored or co-authored over 200 publications, served on numerous journal editorial boards, national scientific panels and advisory groups (e.g., Institute of Medicine, AHRQ-CDC National Commission on Prevention Priorities, the Interagency Committee on Smoking and Health Subcommittee on Tobacco Cessation, American Legacy Foundation, USPHS Tobacco Dependence Treatment Guideline update panel), as the first behavioral scientist appointed to the U.S. Preventive Services Task Force (2000-2005), and past-president of the Society of Behavioral Medicine. Dr. Orleans is a recipient of the Joseph Cullen Tobacco Control Research Award of the American Society of Preventive Oncology and the John Slade Award of the Society for Research on Nicotine and Tobacco.

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Dr. Peter H. Diamandis

Peter H. Diamandis is the Chairman and CEO of the X PRIZE Foundation (www.xprize.org), which awarded the \$10,000,000 Ansari X PRIZE (www.xprize.org) for private spaceflight. Dr. Diamandis is now focused on building the X PRIZE Foundation into a world-class prize institute whose mission is to bring about radical breakthroughs for the benefit of humanity. The X PRIZE is now developing X PRIZES in fields such as Genomics, Automotive, Education, Medicine, Energy, and Social arenas.

Dr. Diamandis is an international leader in the commercial space arena, having founded and run many of the leading entrepreneurial companies in this sector. Dr. Diamandis also serves as the CEO of Zero Gravity Corporation (www.gozerog.com) a commercial space company developing private, FAA-certified parabolic flight utilize Boeing 727-200 aircraft. He is the Chairman & Co-Founder of the Rocket Racing League (www.rocketracingleague.com). Dr. Diamandis is a co-founder and Director of Space Adventures (www.spaceadventures.com), the company which brokered the launches of four private citizens to the International Space Station.

Dr. Diamandis attended the Massachusetts Institute of Technology (MIT) where he received his undergraduate degree in molecular genetics and graduate degree in aerospace engineering. After MIT he attended Harvard Medical School where he received his M.D. In 2005 he has was also awarded an honorary Doctorate from the International Space University. He is the winner of the 2006 (inaugural) Heinlein Award, the 2006 Lindbergh Award, the 2006 Wired RAVE Award, the Konstantine Tsiolkovsky Award, twice the winner of the Aviation & Space Technology Laurel, and the 2003 World Technology Award for Space. In 8th grade, while living in New York, Dr. Diamandis won first place in the Estes rocket design contest.

David Levy, PhD

David Levy has a Ph.D. from UCLA in Economics. He is currently a Senior Research Scientist for Pacific Institute for Research and Evaluation and a Professor of Economics at University of Baltimore. He has published over 100 papers, including articles in the American Economic Review, American Journal of Public Health, JAMA, Medical Care, American Journal of Preventive Medicine, Tobacco Control, Nicotine and Tobacco Research, and the Review of Economics and Statistics. His recent articles examine substance abuse and other public health issues. He has also written numerous government reports on tobacco control policy, alcohol control policy, alcohol, and cost outcome analysis, and has been principal investigator of grants from the National Institutes of Alcoholism and Alcohol Abuse, the Centers for Disease Control and Prevention, the National Cancer Institute, the Tobacco Related Disease Research Program, and the

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Robert Wood Johnson Foundation. He is currently PI of a 5-year grant from NCI's CISNET program.

Dr. Levy is currently overseeing the design and development of the SimSmoke tobacco policy simulation model. The simulation model predicts the effect of tobacco policies, such as tax increases, media campaigns, youth access policies, and cessation treatment policies, and helps to understand how these policies may be effectively implemented. The model has attracted national and international attention, and has been used in formulating national policies. He has published over 55 articles related to the model and related tobacco control issues. He has developed models for the United States, the states of California, Kentucky, Massachusetts, New York and Arizona, and for the nations of Argentina, China, France, Malaysia, Taiwan, Thailand, Poland and Viet Nam with funding from the World Health Organization and Rockefeller Foundation

David Abrams, PhD

As Director of the Office of Behavioral and Social Sciences Research (OBSSR), David B. Abrams, Ph.D., is responsible for advancing the mission of research in the behavioral and social sciences at the National Institutes of Health (NIH) and for advising the NIH Director and other key government officials on matters relating to the behavioral and social sciences.

Prior to joining NIH, Dr. Abrams was Professor of Psychiatry and Human Behavior and Professor of Community Health, and Director, Centers for Behavioral and Preventive Medicine at Brown Medical School. His interests include the processes that nurture transdisciplinary integration among biomedical, behavioral, social, and public health sciences. His research is on lifestyle risk factors and addictions and includes: 1) basic mechanisms research on the co-morbidity of nicotine, alcohol, stress and mood regulation; 2) clinical research evaluating the efficacy of behavioral/pharmacological treatments for lifestyle change; and (3) dissemination research to evaluate cost-efficient interventions in community settings. Dr. Abrams has published over 160 empirical articles, over 60 book chapters, and is lead author of "The Tobacco Dependence Treatment Handbook: A Guide to Best Practices". He has been Principal Investigator on over 25 NIH-funded grants and Co-Investigator on over 65 other grant awards.

Dr. Abrams is a fellow of the Academy of Behavioral Medicine Research, the American Psychological Association, and The Society of Behavioral Medicine. He is a past President of the Society of Behavioral Medicine and a recipient of their distinguished scientist award. He was an Associate Editor of the Journal, Health Psychology. Dr. Abrams is a past member of the Board of Scientific Advisors of the National Cancer

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Institute, The Harvard-Dana Farber Cancer Center, and the Robert Wood Johnson Foundation's Tobacco Etiology Research Network.

Kathryn (Kay) Kahler Vose , MA

Kathryn Kahler Vose is director of Porter Novelli's Health and Social Marketing Group. Clients include The Robert Wood Johnson Foundation, American Cancer Society, Alzheimer's Association, Independent Sector, U.S. Centers for Disease Control and Prevention, U.S. Department of Agriculture, National Cancer Institute, Annenberg Foundation, Merck/Schering-Plough Pharmaceuticals, GlaxoSmithKline, and others.

Ms. Kahler Vose leads strategic communications, social marketing, and public affairs teams in developing and executing integrated communication campaigns that help corporations, coalitions, nonprofits, and government entities achieve their goals through a combination of behavior change marketing, issue advertising, alliance building, and public affairs outreach. She also specializes in crisis communications and corporate counsel to CEOs of nonprofits

Matthew B. Barry, MPA

Matt Barry is a Director of Policy Research for the Campaign for Tobacco Free Kids, a privately-funded organization established to focus the nation's attention and action on reducing tobacco use, especially among children.

Mr. Barry is the lead analyst within the Campaign's Research Department for issues related to tobacco cessation, secondhand smoke, and harm reduction. In addition, Mr. Barry also is a lead analyst supporting the Campaign's efforts to have Congress pass effective tobacco product regulation by the Food and Drug Administration. Mr. Barry is the co-chair the Society for Research on Nicotine and Tobacco's Policy Committee and the Policy Workgroup of the National Partnership to Help Pregnant Smokers Quit. He also serves on the advisory boards of the North American Quitline Consortium and the Tobacco Cessation Leadership Network.

Mr. Barry has nearly twenty years of experience in working in public health and policy-related issues. Immediately prior to joining the Campaign, Mr. Barry was a staff member to the Medicare Payment Advisory Commission (MedPAC) where he worked on Medicare payment policies and their impact on rural health care. Previous to his joining MedPAC, Mr. Barry was a Brookings Institution Fellow and worked for U.S. Senator Bob Graham on health-related matters, particularly legislative proposals related to improving Medicare's coverage of health promotion and disease prevention services. Mr.

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Barry has also worked for the former Health Care Financing Administration within the Medicaid program as well as the Health Resources and Services Administration for the Vaccine Injury Compensation Program.

Mr. Barry received a Bachelor of Arts in Political Science and Philosophy from the State University of New York at Albany and a Masters of Public Administration from the Nelson A. Rockefeller Graduate School of Public Affairs and Policy, also with the State University of New York at Albany

Jen Drechsler

Jen Drechsler is an authority on what women are doing, thinking and buying because she has been studying women as consumers since 1997. As a founding member of Just Ask a Woman, Jen has revealed compelling brand insights for clients such as Best Buy, Tums, Bloomingdale's and Clairol.

Since Just Ask A Woman's beginnings in 1999, Jen has interviewed women around the country on behalf of clients like Johnson & Johnson, GlaxoSmithKline, Toys R Us, Best Buy and Maybelline. She is a straight shooter who isn't afraid to ask challenging, provocative questions about intimate subjects. Her interviewing style is informal, disarming and strategic all at once—an approach that encourages women to open up about such sensitive, potentially quite emotional topics as weight, parenting and personal finance.

In her role as Co-Director of Brand Insights, Jen leads ideation workshops, hosts Just Ask an Expert Salons and contributes to content development. Jen's background includes future forecasting and consumer trend identification. She was previously the TalentBank Director for Faith Popcorn's BrainReserve, a trend-forecasting consultancy. At BrainReserve, she was dubbed an "expert on experts" and also contributed to Popcorn's EVEolution—The Eight Truths of Marketing to Women" (Hyperion, June 2000). While at Just Ask A Woman, such media outlets as The San Francisco Chronicle, Advertising Age, National Public Radio and KFMB TV in San Diego have interviewed her.

Jen is trained in journalism and began her career in public relations with Ketchum Communications in the biotechnology industry and at Nike Communication specializing in luxury, lifestyle brands.

Peter Coughlan, PhD

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Peter Coughlan leads IDEO's Transformation practice, a group that specializes in helping organizations learn design thinking and design methods through deep collaboration with clients to design new products, services, and experiences, as well as the organizational structures needed to routinely deliver those experiences.

The Transformation practice has worked on projects such as innovation process design, service excellence, and customer and employee journeys; in domains as diverse as tribal leadership, supply-chain design in the food industry, and healthcare. Some of their clients and collaborators include Kaiser Permanente, Kraft Foods, Procter & Gamble, Roadway Express, The Robert Wood Johnson Foundation, and Stanford University.

Dr. Coughlan holds a bachelor's degree in English Literature from Trinity College (CT), a Master's degree in Education from Boston University, and a Ph.D. in Applied Linguistics from UCLA.

Myra L. Muramoto, MD, MPH

Myra L. Muramoto, M.D., M.P.H., is an Associate Professor of Family and Community Medicine, and Public Health at the University of Arizona. She is a practicing family physician with extensive experience in tobacco cessation in clinical research, healthcare, community, public health and international health settings. Her tobacco cessation work has addressed a number of special populations: medically compromised, change-resistant smokers; ethnic and racial minorities; adolescents; low-income pregnant women; and the military. With nearly two decades of experience in national and international curriculum development projects, Dr. Muramoto has trained a broad range of health and human service providers and students in prevention, screening and treatment of substance use disorders, particularly alcohol and tobacco. She has adapted training curriculum to meet the needs of special populations, and used innovative technology to increase accessibility, acceptability, and adaptability of professional and lay educational programs. Dr. Muramoto's recent work has focused on "health influencers" – individuals with potential to influence another's health behavior. She is researching interventions to activate the large numbers of community-based health influencers to support and encourage tobacco users to seek assistance in quitting. Her current NCI-funded study is a randomized trial comparing Internet and classroom approaches for brief tobacco intervention training for a broad spectrum of human service providers.

Dr. Muramoto is a founding member of the American Academy of Pediatrics' Center for Child Health Research Tobacco Consortium. She has served on the Emerging Science Advisory Panel for the American Legacy Foundation, and provided technical assistance to the World Bank on community-based tobacco cessation projects. She is a Co-Chair of the national steering committee for Professionally Assisted Cessation Therapy (PACT),

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an independent organization of leaders in the treatment of tobacco dependence whose mission is to lower barriers to treatment utilization through education and advocacy.

Caroline Cremo Renner, MPH, CTTS

Caroline Cremo Renner, MPH, CTTS is the Nicotine Research and Control Program Manager at the Alaska Native Tribal Health Consortium since September 2002. She manages nicotine related research in Alaska Native Tribal health organizations across the state, providing technical assistance and clinical and non-clinical staff training in health organizations that wish to explore the possibility of, or actually set up, comprehensive nicotine control and treatment and research programs. She also oversees nicotine related research projects and coordinates tobacco specific grants across the tribal health system.

Ms. Renner has been instrumental in developing program initiatives and providing expertise in the development of systems for nicotine specific data collection and the analysis and presents nicotine related data since 2000. She is a junior investigator who has disseminated appropriate information about nicotine research and control to health organizations statewide to synergize consideration and action on the issue. Particularly Ms. Renner has identified and acted on opportunities for nicotine control research and control development and is proud of her successful history and current role as a mentors Alaska Native staff in Nicotine Research.

Mike Wesnofske

Frank Vitale, MS

Frank Vitale received a B.A. in Liberal Arts from St. Vincent College in 1974 and a Master's Degree in Psychology from Duquesne University in 1988. He has worked in the field of smoking cessation research since 1987, first as a Health Educator, then as Clinic Coordinator for the Lung Health Study, researching the differential effects of smoking cessation and an inhaled medication (Atrovent) on the prevention of COPD in identified high risk individuals. He has run numerous groups for the I Quit Project of the Smoking Research Group at the University of Pittsburgh as well as designed the intervention for some of these programs. He counseled over one thousand individuals by phone for the Smoke Free Challenge, a smoking cessation program run by the Health Education Center of Blue Cross of Western Pennsylvania and contributed to the information packets sent to program participants. He has designed smoking cessation programs for the Comprehensive Lung Center at the University of Pittsburgh Medical Center and assisted in the creation of a program to train pharmacist to do smoking cessation counseling by phone for National Rx (Medco) in Columbus OH. He

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contributed content material for the smoking cessation manuals that accompany the Nicoderm CQ patches in the U.S., Brazil, Mexico and China. In all, he has counseled well over eight thousand people attempting to quit smoking.

While at the University of Pittsburgh Medical School, Dr. Vitale was Project Director of Lung Health Study II, a multicenter research program examining the efficacy of Azmacort in helping individuals with mild to severe COPD regain lung capacity lost to smoking. In his position as director of the International Smoking Cessation Specialist program at the University's Pharmacy School, Dr. Vitale created a six-hour CE program designed to teach pharmacists how to do smoking cessation counseling, writing the patient support booklets that accompany this training as well as all auxiliary materials. Dr. Vitale has also been involved in the creation of a CE program for Pennsylvania physicians and dentists as well as projects incorporating smoking cessation training into the curricula of pharmacy, dental, medical and auxiliary health profession schools.

Dr. Vitale is currently the National Director of the Pharmacy Partnership for Tobacco Cessation, a project developed under the auspices of The Smoking Cessation Leadership Center of the Robert Wood Johnson Foundation and ASHP. The partnership is dedicated to creating and disseminating tools and trainings to help pharmacists become involved in cessation counseling with all patients who use tobacco.

Randi Lachter, MPH

Randi Lachter holds a bachelor's degree from the University of Michigan and a master's degree in public health from the University of Minnesota. Her public health work has focused on reducing teenage alcohol use, tobacco policy and tobacco cessation. From 2002 to 2006, Ms. Lachter managed the QUITPLAN Helpline (Minnesota's statewide quitline) contract for ClearWay MN which included implementing free NRT in 2003 and transitioning vendors in 2005. Randi also managed the quitplan.com website in cooperation with QuitNet, Inc. and was instrumental in launching the QUITPLAN Services triage center to help Minnesota tobacco users connect with the cessation option best suited for their needs.

Currently, Randi is managing two projects for the North American Quitline Consortium (NAQC). The Building Consensus: National Quitline Promotions project is focused on exploring the opportunities, benefits and challenges that national promotions present for quitlines and on identifying options for coordinating the response to these promotions. The other NAQC project is focused on maximizing the cessation benefit from state policy changes.

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Ms. Lachter has also conducted product development research for the Hazelden Foundation's publishing business. Her other positions have included research analysis for Ovation, a UnitedHealth Care company and developing and managing the youth development, community social action component of the largest randomized community trial ever conducted to prevent adolescent alcohol use (Project Northland at the University of Minnesota).

Danny McGoldrick, MA

Danny McGoldrick is Vice President for Research at the Campaign for Tobacco-Free Kids. The Campaign's mission is to promote policies and programs that prevent kids from smoking, help adult smokers quit, and protect everyone from secondhand smoke. Mr. McGoldrick's Research Department conducts secondary and primary research to support the advocacy and communication efforts of the Campaign. The research focuses on message development and testing for communications, monitoring public opinion, policy analysis, and producing information on tobacco industry marketing practices and their effects. The results are used in the development and refining of Campaign strategies and tactics, as well in the creation of fact sheets, briefing papers, and media materials.

Mr. McGoldrick also provides support and technical assistance to the states as they design and implement comprehensive tobacco prevention programs and pursue tobacco policy change. In this role, he and his department have developed numerous materials on the need for these programs and policies, as well as on their key components and effectiveness. In addition to consulting with state advocates and health departments on these issues, he has provided testimony in state legislatures and public hearings and appears often in the media.

Now in his eleventh year at the Campaign, Mr. McGoldrick has more than twenty years of experience conducting marketing and communications research. He received a Bachelor of Arts in Political Science from the University of Georgia and a Master of Arts, also in Political Science, from Michigan State University.

Marjorie Paloma, MPH

Marjorie Paloma, M.P.H, is a program associate working in the areas of public health policy and policy advocacy. Her background and broad experience in conducting research, program development and management and community organizing bring a diverse perspective to the Public Health team.

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Prior to joining the Foundation in July 2004, Ms. Paloma managed the Wisconsin Tobacco Quit Line at the University of Wisconsin-Center for Tobacco Research and Intervention. In this capacity, she developed and implemented innovative ideas to improve promotion, access to, and utilization of telephone-based services to help people quit tobacco use. Previously, as project director of a South Bronx community based organization, Ms. Paloma provided leadership and coordination in advocating for access to quality and sensitive health care for the borough's lesbian, gay, bisexual and transgender communities.

Ms. Paloma received an M.P.H. degree in sociomedical sciences from the Columbia University Mailman School of Public Health, and a B.A. degree in biology from the College of Notre Dame of Maryland.

Jennifer Friedman

Jennifer Friedman is currently Director of State Communications at the Campaign for Tobacco-Free Kids in Washington, D.C. Ms. Friedman has developed and implemented earned and paid media across the country for legislative battles, ballot initiatives and public education campaigns. In addition, she has worked on critically successful electoral campaigns for the Tobacco-Free Kids Action Fund. Previously, Ms. Friedman spent two years leading the communications department at the Violence Policy Center, a non-profit organization dedicated to reducing the toll of death and injury from firearms violence. Ms. Friedman is a graduate of the George Washington University in Washington, D.C.

Sarah B. Perl, MPH

Sarah B. Perl, M.P.H., is the Assistant Commissioner for the Bureau of Tobacco Control at the NYC Department of Health and Mental Hygiene. Prior to this, she was Director of Policy for the Division of Health Promotion and Disease Prevention. Ms. Perl was Special Assistant to two Commissioners. Under the current commissioner, Thomas R. Frieden, M.D., M.P.H., Ms. Perl provided high-level public health policy assessment, research, analysis and advisement, and served as chief writer. Under the previous commissioner, Neal L. Cohen, M.D., Ms. Perl also planned, implemented and managed special projects such as the Senior Health Initiative, Youth Corp, the Behavioral and Social Science Integration, the At-Risk Infants Outreach Project, and the Adult Immunization Initiative. Ms. Perl provided coordination of the Public Health Laboratories' response to anthrax, acting as primary liaison with the U.S. Department of Defense. She also provided management of the agency's response to the 2001 events at the World Trade Center, overseeing the Emergency Operations Command and

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coordinating the staffing and training of personnel for the Mayor's Office of Emergency Management.

Prior to this, Ms. Perl worked as the Director of Development. She has been with DOHMH since 1998 and has published in peer-reviewed journals. Before her career in public health, Ms. Perl worked for 10 years as an editor, with more than six years at The New York Times. Ms. Perl received a BA from Brown University and an MPH from Hunter College.

Tim McAfee, MD, MPH

Tim McAfee, M.D., M.P.H. is the Chief Medical Officer and Senior VP of Clinical and Behavioral Sciences for Free & Clear (F&C). F&C is a health care company dedicated to supporting health-related behavior change. It provides telephone-based treatment programs for tobacco cessation. F&C was an operating unit within Group Health Cooperative in Washington State for 15 years. Due to its increasing national business and potential for expansion it was established as a separate company in 2003.

Dr McAfee was a leader in the national efforts to establish a new model of multi-system comprehensive tobacco treatment. He led the effort extending full coverage for cessation services in the mid-1990s at Group Health, along with successfully mainstreaming the 5-A intervention model into primary care. He then led the expansion of model telephone-based cessation support services outside Group Health, including 16 state tobacco quit lines and over 130 health systems and employers.

Dr. McAfee serves as a consultant for numerous national and state-level organizations and committees on tobacco treatment policy and delivery issues. He has been and currently is a co-investigator and site PI on multiple NCI and RWJ-funded research studies focusing on questions relating to effectiveness and dissemination of phone-based tobacco programs in medical systems and through government-sponsored quit lines. He is an affiliate investigator in the Center for Health Studies at Group Health, as well as an affiliate assistant professor in the Department of Health Services in the School of Public Health at the University of Washington.

During Dr. McAfee's 14 years at Group Health, he was a family physician, as well as Executive Director and Medical Director of the Group Health Center for Health Promotion from 1997 to Nov 2003. In this position he chaired Group Health's Committee on Prevention and oversaw patient education services, tobacco and weight management programs.

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He obtained his medical degree from UC San Francisco, and a Masters in Health Policy and in Public Health (Epidemiology) from UC Berkeley. He completed residency training at Group Health, and a faculty fellowship at the University of Washington. In 1996, he was the first non-governmental healthcare leader to complete the Scholars Program of the CDC/UC California Public Health Leadership Institute.

Larry An, MD

Larry An, M.D. is an Assistant Professor of Medicine at the University of Minnesota. As a general internist, his research focuses on improving delivery of tobacco treatment services. In Minnesota he has the pleasure to work with a range of state agencies and health plans on efforts to increase access to and use of services. Notable prior work includes studies demonstrating the value of offering comprehensive phone-based cessation services as part of the VA health care system and development of online cessation services for college campuses. Dr. An attended the University of Michigan where he received his both undergraduate and medical degrees.

Pebbles Fagan, PhD

Pebbles Fagan, Ph.D. is a Health Scientist in the Tobacco Control Research Branch at the National Cancer Institute. She received her B.A. in Rhetoric/Communications and Afro-American Studies from the University of Virginia, her M.P.H. in Health Education/Communications from Tulane University School of Public Health and Tropical Medicine, and her doctorate in Health Education at Texas A&M University. Dr. Fagan completed a post-doctoral research fellowship at the Harvard School of Public Health and the Dana-Farber Cancer Institute.

Her research during her post-doctoral fellowship focused on smoking cessation among adolescents, pregnant women, and service and blue-collar workers. As part of her community work in Boston, Dr. Fagan helped to organize community-based efforts to reduce cancer-related disparities and served as Vice President for the Greater Boston Chapter of the National Black Leadership Initiative on Cancer.

Her current research and publications focus on youth cessation, young adult tobacco use, and health disparities. Dr. Fagan led efforts to facilitate the publication of the NCI report, *Eliminating Tobacco-Related Health Disparities Summary Report; Tobacco and Health Disparities*, *American Journal of Public Health*; *Advances and Challenges in Youth Tobacco Research*, *Tobacco Control*; and the NCI Bibliography of Tobacco-Related Literature on Hispanics, 1990-2001. Dr. Fagan led efforts to organize the National Conference on Tobacco and Health Disparities in 2002, worked with other NCI

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colleagues to organize the Minority Investigator Career Development Program Planning Meeting in 2003, and the 1st and 2nd Biennial Career Development Workshop to Increase Diversity in Research Funding in 2004 and 2006. Dr. Fagan is collaborating with partners within NCI, the American Legacy Foundation, the University of Kentucky, and extramural researchers to support the activities of the Tobacco Research Network on Disparities (TReND). Through this transdisciplinary national network, she is helping to stimulate novel research that advances our understanding of tobacco health disparities science, translates that science into practice, and informs public policies. TReND activities include hosting the Health Disparities Research Methods Training Symposium in 2006 and collaborating with partners to facilitate the Low SES Women and Girls Project and Conceptual and Methodological Issues in Tobacco and Health Disparities. In collaboration with NCI partners and the American Legacy Foundation, Dr. Fagan provided leadership in organizing a working meeting to review the state of the science on light and intermittent smokers and is working with others to stimulate research in this area. Dr. Fagan also mentors student trainees interested in tobacco-related health disparities or youth prevention and cessation.

Ann M. Malarcher, PhD, MSPH

Dr. Malarcher is the Lead Scientist for the Analytic Research and Surveillance Team in the Office on Smoking and Health at the Centers for Disease Control and Prevention. She leads a team of health scientists and economists focusing on conducting national and state surveillance of tobacco use, attitudes, and behaviors and performing epidemiologic research on the health and economic burden of tobacco in the U.S. She is a founding member of the Youth Tobacco Cessation Collaborative and is a member of the National Tobacco Cessation Collaborative; the Research and Evaluation Workgroup of the North American Quitline Consortium; NIDA's Quitline Workgroup; and the Policy Workgroup of Smokefree Families. Her primary research interests include the health effects of tobacco use, youth tobacco cessation, and disparities in tobacco use and access and utilization of effective treatments. She has worked in the National Center for Chronic Disease Prevention and Health Promotion at CDC for fifteen years in the areas of diabetes, cardiovascular disease, and smoking and health.

Gary A. Giovino, PhD, MS

Gary A. Giovino joined the faculty of the Department of Health Behavior in the SUNY at Buffalo School of Public Health and Health Professions in September 2006. His research interests focus on patterns, determinants, consequences, and control of tobacco use; which are part of a more general focus on disease prevention and health promotion.

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Dr. Giovino earned his doctoral degree in Experimental Pathology (Epidemiology) at the University at Buffalo in 1987. In 1988, he joined the Office on Smoking and Health at the Centers for Disease Control and Prevention (CDC), where he served as Chief of the Epidemiology Branch during most of the 1990s. In 1999 he became a Senior Research Scientist in the Department of Health Behavior of the Roswell Park Cancer Institute.

Dr. Giovino is a member of the New York State Tobacco Control Program Advisory Board. He is Principal Investigator of two Robert Wood Johnson Foundation (RWJF)-funded studies; the first is a survey on national patterns of youth smoking cessation and the second is a national survey of US adult smokers to assess “hardcore” smoking and interest in tobacco harm reduction. He also heads the tobacco team for the ImpacTeen component of the RWJF-funded Bridging the Gap project. In addition, Giovino is conducts tobacco surveillance and evaluation work with funding from the National Cancer Institute and the National Science Foundation.

Giovino was one of the chairs of the National Tobacco Monitoring, Research, and Evaluation Workshop, which was co-sponsored by the National Cancer Institute, American Legacy Foundation, CDC, and RWJF. He has received an Innovators Combating Substance Abuse Award from RWJF, the Doll/Wynder Award for research in tobacco epidemiology from the Society for Research on Nicotine and Tobacco, the CDC’s Charles C. Shepard Science Award for Outstanding Scientific Contribution to Public Health, and the Joseph W. Cullen Memorial Award from the American Society of Preventive Oncology.

Dr. Giovino has authored or co-authored more than 190 scientific publications on tobacco, including his work on several reports of the Surgeon General, dozens of articles in the Morbidity and Mortality Weekly Report, and an Institute of Medicine report on tobacco harm reduction.

Michael C. Fiore, MD, MPH

Michael Fiore, professor of medicine at the University of Wisconsin, founded and has served as Director of the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) since it was established in 1992. He is clinically active, treating patients both in internal medicine and for tobacco dependence. Dr. Fiore is a nationally recognized expert on tobacco, providing perspectives to audiences ranging from Good Morning America to the United States Senate. He has written numerous articles, chapters, and books on cigarette smoking and was a co-author and consulting editor of Reducing Tobacco Use – A Report of the Surgeon General (2000).

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Fiore served as chair of the panel that produced the United States Public Health Service Clinical Practice Guideline: Treating Tobacco Use and Dependence, in 2000 which provides a gold standard for healthcare providers. Currently, he serves as Co-Director of a Robert Wood Johnson Foundation National Program Office, Addressing Tobacco in Health Care. Dr. Fiore chaired the U.S. Department of Health and Human Services Subcommittee on Tobacco Cessation of the Interagency Committee on Smoking and Health which produced a comprehensive plan for promoting tobacco cessation in the United States. In July 2003, he was one of five national recipients of the Innovators in Combating Substance Abuse Award from the Robert Wood Johnson Foundation. Fiore's chief research and policy focus has been to develop strategies to prompt clinicians and health care systems to intervene with patients who use tobacco. As part of this effort, he spearheaded the concept of expanding the vital signs to include tobacco use status. Recent research shows that 70 percent of physicians now ask patients about their smoking status.

Dr. Fiore was Co-Principal Investigator for a five-year NIH-funded Transdisciplinary Tobacco Use Research Center (TTURC) grant designed to understand tobacco dependence in order to prevent relapse to smoking. In September, 2004, he began his role as co-principal investigator of a second, TTURC grant, seeking to examine tobacco dependence treatment and outcomes with an eye to determining the effectiveness of various treatments and matching those treatments to smokers wishing to quit.

After graduating from Bowdoin College, Dr. Fiore completed medical school at Northwestern University in Chicago and his internal medicine training at Boston City Hospital. His postgraduate education included a Masters of Public Health from Harvard University. Dr. Fiore received additional training as an Epidemic Intelligence Service (EIS) Officer for the United States Centers for Disease Control where he also completed a Preventive Medicine residency program at the United States Office on Smoking and Health before coming to the University of Wisconsin-Madison.

Donna Vallone, PhD

Donna Vallone is Senior Vice President of Research and Evaluation at the American Legacy Foundation. She oversees Legacy's extensive portfolio of internal, contract and grant-funded research and evaluation studies. Major studies include the ongoing evaluation of the national truth® campaign and evaluation of "EX", Legacy's pilot cessation program for adult smokers. Dr. Vallone is leading efforts to establish the National Institute for Tobacco Research and Policy Studies being formed by Legacy in affiliation with Johns Hopkins University School of Public Health. The Institute will advance tobacco control research and policy studies and facilitate the translation of empirical findings into practical public health interventions.

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Dr. Vallone's recent peer-reviewed publications include "Smoking, Obesity, and their Co-occurrence in the United States: Cross Sectional Analysis," published in the *British Medical Journal* (July, 2006); "Televised Movie Trailers: Undermining Restrictions on Advertising Tobacco to Youth," published in *Archives of Pediatric and Adolescent Medicine* (Sept., 2006); and "Findings and Implications from a National Study on Potential Reduced Exposure Products (PREPs)," published in *Nicotine and Tobacco Research* (Dec., 2006). Forthcoming manuscripts include, "Women's Knowledge of the Leading Causes of Cancer Death., forthcoming in *Nicotine and Tobacco Research* and "How Reliable and Valid is the Brief Sensation Seeking Scale (BSSS-4) for Youth of Various Racial/Ethnic Groups?," forthcoming in *Addiction*. Dr. Vallone recently served as co-editor of a special issue of the *Journal of Epidemiology and Community Health*, which focused on tobacco control policy and women of low-socioeconomic status.

Dr. Vallone is a member of several research networks and expert panels that serve the tobacco control community. She is a member of the Tobacco-related Health Disparities Research Network (TReND). She serves on the expert panel that guides the evaluation of the Health and Human Services National Network of Tobacco Cessation Quitlines Initiative. She is a member of The Evaluation Task Force for the Tobacco Control Section of the California Department of Health.

Donna received her doctoral degree in Sociomedical Sciences - an interdisciplinary degree combining public health and sociology - from Columbia University.

Mitchell Zeller, JD

Vice President for Policy and Strategic Communications, PinneyAssociates and Instructor, Harvard School of Public Health Mitch Zeller, J.D., joined PinneyAssociates in 2002 with more than 20 years of regulatory, legislative, and communications experience working with federal health agencies on public health policy issues including the treatment of tobacco dependence, and the regulation of tobacco products and pharmaceuticals.

From June 2000 until August 2002, Mr. Zeller was executive vice president of the American Legacy Foundation, a public health foundation located in Washington, D.C., created by the November 1998 Master Settlement Agreement. His responsibilities included marketing, communications, and strategic partnerships. In January 2002, Mr. Zeller created the foundation's first Office of Policy and Government Relations.

From 1993 until June 2000, Mr. Zeller served as associate commissioner and director of the Food and Drug Administration's (FDA) Office of Tobacco Programs where he built the first nationwide program to reduce youth access to tobacco. He served as the FDA's

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representative on tobacco issues in all dealings with the Congress, federal and state agencies, public health groups and foreign governments. Mr. Zeller also served as an official U.S. delegate to the World Health Organization (WHO) Working Group for the Framework Convention on Tobacco Control.

From 1988 to 1993, Mr. Zeller was counsel to the Human Resources and Intergovernmental Relations Subcommittee of the House Government Operations Committee where he conducted oversight of federal health and safety agencies. From 1982 to 1988, he served as assistant director for Legal Affairs with the Center for Science in the Public Interest, a consumer organization in Washington, D.C.

Mr. Zeller has published papers in several leading medical and public health journals including the New England Journal of Medicine, and the Journal of the American Medical Association. In addition, he has won many awards for his work on tobacco, including the Secretary's Award for Distinguished Service and the National Public Affairs Special Recognition Award from the American Heart Association. Mr. Zeller also had the honor of being selected to travel to Moscow on behalf of President Bill Clinton to accept the "World No Tobacco Day" medal from the President of WHO in recognition of the Clinton Administration's groundbreaking work on tobacco.

Mr. Zeller attended Dartmouth College in Hanover, New Hampshire and is a graduate of the American University Washington College of Law in Washington, D.C.

Saul Shiffman, PhD

Dr. Saul Shiffman, Ph.D. is Research Professor of Psychology (Clinical and Health Psychology), Psychiatry, and Pharmaceutical Sciences at the University of Pittsburgh, where he directs the Smoking Research Group. He is also Senior Scientific Advisor to Pinney Associates, which provides consultation on health and health policy matters and pharmaceutical development.

Dr. Shiffman earned his Ph.D. Clinical Psychology in 1981 at UCLA, where he began his research on nicotine and tobacco. His research has focused on studies of nicotine dependence and its development, the nicotine withdrawal syndrome, the causes and prevention of smoking relapse, and behavioral and pharmacological treatments for smoking cessation. His papers on treatment address both behavioral and drug treatments, and both the efficacy of treatment as well as its dissemination and public health impact.

Dr. Shiffman has authored over 200 scientific papers and has served on advisory panels for the National Institute on Drug Abuse, the National Cancer Institute, the American Cancer Society, and the Center for the Advancement of Health, among others. Dr.

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Shiffman has been honored by election as a Fellow of the American Psychological Association (divisions of Health Psychology, Psychopharmacology, and Addictions), the American Psychological Society, and the Society for Behavioral Medicine, and to membership in the Academy of Behavioral Medicine Research.

Dr. Shiffman consults to GlaxoSmithKline, a marketer of smoking cessation products, and also is developing a smoking cessation medication.

Dr. Shiffman consults to Pinney Associates, which provides consultation exclusively to GlaxoSmithKline Consumer Healthcare (marketers of OTC nicotine replacement products) on matters related to smoking control. Dr. Shiffman is also a partner in JSR, LLC, which is developing a nicotine replacement medication.