



Perspectives on Marketing, Self-Regulation, & Childhood Obesity

Day One:

- 8:00 AM Registration
- 9:00 AM Welcome and Introduction
- Keynote Remarks
- Chairman Deborah Platt Majoras
 Federal Trade Commission
- Dr. Lester Crawford
 Acting Commissioner, Food and Drug Administration
- 9:30 AM Congressional Remarks
- Senator Tom Harkin (Iowa)
- 9:45 AM Presentation: Overview of Health Risks with Childhood Obesity and the
 Research Concerning the Factors Related to Childhood
 Obesity
- Dr. William Dietz
 Director, Division of Nutrition and Physical Activity, CDC, HHS
- 10:15 AM Presentation: Ongoing FTC Staff Research Concerning Food Advertising to
 Children on Television
- Dr. Pauline M. Ippolito
 Associate Director, Bureau of Economics, FTC

10:30 AM Break

10:45 AM Panel 1: The Past, Present, and Future of Marketing of Foods to Children

Moderators: Thomas B. Pahl
Assistant Director for Advertising Practices, FTC

Dr. Van S. Hubbard
Director, Division of Nutrition Research Coordination,
NIH, HHS

Panelists:

- Dr. Nancy M. Childs, Professor of Food Marketing,
St. Joseph's University
- Brady Darvin, Senior Director, Strotzman International
- Dr. Sonya A. Grier, Robert Wood Johnson Health &
Society Scholar, University of Pennsylvania
- Jeffrey McIntyre, Senior Legislative and Federal Affairs
Officer, American Psychological Association
- Dr. Elizabeth S. Moore, Associate Professor of Marketing,
University of Notre Dame
- Dick O'Brien, Executive Vice President, Director of
Government Relations, American Association of
Advertising Agencies

12:00 noon Questions from the Audience

12:15 PM Lunch Break

1:15 PM Remarks

Commissioner Pamela Jones Harbour
Federal Trade Commission

1:30 PM Panel 2-A: Current Industry Efforts to Market Foods to Help Improve
Children's Health, Including Changes in Products and
Packaging

Moderators: Maureen Ohlhausen
Director, Office of Policy Planning, FTC

Dr. Mary B. Mazanec
Director, Division of Public Health Services, ASPE, HHS

Panelists:

- Michael Donahue, Vice President, U.S. Communications and Customer Satisfaction, McDonald's USA
- Bob Goldin, Executive Vice President, Technomic, Inc.
- Kendall J. Powell, Executive Vice President and COO, U.S. Retail, General Mills
- Dr. Rebecca S. Reeves, President, American Dietetic Association
- Abigail L. Rodgers, Vice President of Wellness Strategies and Communication, The Coca-Cola Company
- Dr. Lisa Sutherland, Research Assistant Professor, University of North Carolina

2:30 PM Questions from the Audience

2:45 PM Panel 2-B: Current Industry Efforts to Market Foods to Help Improve Children's Health, Including Changes in Advertising and Marketing

Moderators: Michelle K. Rusk
Senior Attorney, FTC

Dr. Howard Zucker
Deputy Assistant Secretary for Health, HHS

Panelists:

- Dr. Daniel S. Acuff, Co-Founder and Director, YMS Consulting
- Mark H. Berlind, Executive Vice President, Global Corporate Affairs, Kraft Foods
- Linda Brugler, Nutrition Marketing Manager, Produce for Better Health Foundation
- Dr. Carol Byrd-Bredbenner, Professor of Nutrition and Extension Specialist, Rutgers University
- Alan Harris, Executive Vice President, Chief Marketing and Customer Officer, Kellogg Company
- Brock Leach, Senior Vice President, New Growth Platforms, and Chief Innovation Officer, PepsiCo, Inc.
- Bob McKinnon, Founder and President, YELLOWBRICKROAD Communications

3:45 PM Questions from the Audience

4:00 PM Break

4:15 PM Panel 3: Current Media Efforts to Foster Healthier Choices for Children

Moderators: Rielle C. Montague
 Attorney, FTC

 Dr. Elizabeth Edgerton
 Director of Clinical Prevention, AHRQ, HHS

Panelists:

- Heidi Arthur, Senior Vice President, Group Campaign Director, The Advertising Council
- Jorge Daboub, Vice President of Marketing and Business Development, Univision Television Group
- Ivan J. Juzang, Founder and President, MEE Productions
- Dr. Jennifer Kotler, Director for Knowledge Management, Department of Education and Research, Sesame Workshop
- Victoria Rideout, Vice President, Kaiser Family Foundation
- Marva Smalls, Executive Vice President of Public Affairs and Chief of Staff, Nickelodeon Networks

5:15 PM Questions from the Audience

5:30 PM Open Forum

6:00 PM Adjourn for the Day

Day Two:

8:00 AM Registration

8:30 AM Remarks

Vice Admiral Richard H. Carmona
Surgeon General

Commissioner Thomas B. Leary
Federal Trade Commission

9:00 AM

Panel 4:

Current Self-Regulatory and Other Standards for Marketing Food to Children

Moderators: Richard F. Kelly
Senior Attorney, FTC

Dr. Barbara Schneeman
Director, Office of Nutritional Products, Labeling,
and Dietary Supplements, CFSAN, FDA, HHS

Panelists:

- Charlotte Hebebrand, Food Safety, Health and Consumer

Please Note: Due to space constraints, persons will be admitted to the FTC Conference Center, 601 New Jersey Avenue, N.W., on a first-come, first-served basis beginning at 8:00 AM on each day of the workshop. Pre-registration does not guarantee that space will

