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FEDERAL TRADE COMMISSION
DEPARTMENT OF HEALTH & HUMAN SERVICES

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FEDERAL TRADE COMMISSION
DEPARTMENT OF HEALTH & HUMAN SERVICES

I N D E X

W a r I :
B L Fa -- 4

K R a :
B C a a D a P a M a a -- 8

B A C 5*-Q -. -8.1 07TD(1)T 05.1 -7 TD(B C --O)

1 A S : 135

2

3 R a C Pa a J Ha -- 135

4

5 Pa 2-A:

6 C I E Ma F H

7 I C Ha , I C a

8 P a Pa a -- 141

9

10 Pa 2-B:

11 C I E Ma F H

12 I C Ha , I C a

13 A a Ma -- 203

14

15 Pa 3:

16 C M a E F Ha C

17 C --265

18

19 O F :

20 C B M S -- 321

21 C B V B -- 323

22

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PROCEEDINGS

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MS. FAIR: G O a
 F a T a C a D a H a a
 H a S , I a
 a , P Ma , S -
 R a a C O .
 M a L Fa . I' a a
 O C a B E a
 FTC' B a C P . I a
 a , a a a I
 a a a
 T a a a a
 I'
 F , Y a a a
 F a P S a a
 a a P a a a
 a I , a a a
 a a a a
 a a a a I
 a a a a
 I a a a a
 a I' a a a
 (a) .

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(Laughter.)

MS. FAIR: I , a a a a

a a a a a a

L a a a a

a a a a a a. W a a

a a a a a a

A a a a a a

i a a a a a a a

a a a a a a I a a

FTC a a a a a

a a a a a a a

a .

C a a a a a a a

a a a a a a a

a a a a a a a

a a a a a a a

a a a a a a a

a a a a a a a

T a a a a a a a

a a a a a a a

a a a a a a a

a a a a a a a

a a a a a a a

1 a a a a a a a a a a
 2 a a a a a a a a a a
 3 I , a a a a a a a a a a
 4 a a a a a a a a a a
 5 a a a a a a a a a a
 6 I 29 . W a a a a a a a a a a
 7 a a a a a a a a a a Y a a
 8 a a a a a a a a a a
 9 F a T a C a a a a a a a a a a
 10 a a a a a a a a a a
 11 Y a a a a a a a a a a
 12 T a a a a a a a a a a H a
 13 C HHS a FTC a a a a a a a a a a
 14 a a a a a a a a a a a a a a a a

(Phone ringing.)

16 MS. FAIR: H ?
 17 Y a a a a a a a a a a
 18 a a a a a a a a a a Ca I a a a a a a ?
 19 S , I' a a a a a a a a a a
 20 I a a a a a a a a a a T a a a a a a
 21 a a a a a a a a a a a a a a a a

(Laughter.)

23 MS. FAIR: T a a a a a a a a a a I a
 24 a a a a a a a a a a C a a a a a a a a a a
 25 C a a a a a a a a a a D a P a Ma a a a a

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(Applause.)

CHAIRMAN MAJORAS: W

, a
L. G
Ma, S -R a a C O
W. I a a
a a Da Ha
a H a S a E a T a C
a a, I, a
A a, Ba S a
a a a
a a a a Ja L a
a a a a
a . A
a a . T a a
a a a a a a
a a a a
W a a a a
a a a a a
a a a a a
a a a a a
a a a a a
a a a a a
a a a a a
a a a a a

1 W a a a a

2 a a a a D . W a D

3 C D C a P a a

4 a a a a . A

5 D CDC' D N a P a

6 A , a a a a

7 a a a a a a

8 a a a a a a a

9 . D . D a a a a

10 a a a a a a a

11 a a a a a a

12 N , D . Pa I , a A a

13 D FTC' B a E a a

14 a a a a a a a

15 a a a a a H ,

16 a a a a a a a

17 a a a a a a a

18 a a a a a a a

19 a a a a a a a

20 a a a a a a a

21 T a a a a a a

22 a a a . I a a a

23 a a a a a a a

24 a a . T a a a a

25 a a a a a a a

For The Record, Inc.

1 W a a a a a a a

2 a a a a a . W

3 a a a a a a

4 a a a a . F FTC'

5 a a a a a a

6 a a a a a a I

7 a a a a a a I

8 a a a a a a a

9 a . N a a a a a

10 a a a a a a a

11 a a a a a a a

12 a a a a a a a

13 a a a a a a a

14 I a a a a a a

15 a a a a a a a

16 a . W a a a a a

17 a a a a a a a

18 a a a a a a a

19 a a a a a a a

20 a a a a a a a

21 a a a . B a a a a

22 A a a a a a a a

23 a a a a a a a

24 a a a a a a a

25 a a a a a a a

1 I a a a a a a a a
2 a a a a a a a a
3 a a a a a a a a
4 a a a a a a a a
5 I a a a a a a a
6 a I a a a a a a
7 a a a a a a a a
8 I a a a a a a a
9 a a a a a a a a
10 M a a a a a a a
11 a a a a a a a a
12 I a a a a a a a
13 a a a a a a a a
14 a a a a a a a a
15 FTC a a a a a a a
16 a a a a a a a a
17 a a a a a a a a
18 A A a a a a a a
19 A a a a a a a a

(Applause.)

21 DR. CRAWFORD: T a a a a a a a
22 Ma a a a a a a a a
23 a a a a a a a a
24 FTC, a a a a a a a a
25 a a a a a a a a

1 a a a a . S , a a
 2 a a a a S a Ha
 3 D . D a D . I , a a
 4 a . I a a a a a
 5 a a a a . F a a
 6 a a a a , I' a a
 7 a a a a

(Laughter.)

9 DR. CRAWFORD: E a
 10 a , a

(Laughter.)

12 DR. CRAWFORD: I a a a a
 13 a a a a a a
 14 a a a a a

1 F a a a T
2 a FDA a a
3 a a a a a a
4 a a a a
5 T a a
6 a a a
7 a
8 FDA a R
9 a a a A 2005.
10 O a
11 a a S
12 a a a
13 a a a a a
14 a a a a
15 a a
16 T a a a
17 a a a
18 S a
19 a a a
20 a a a a
21 a a a a
22 S a a a
23 a a a
24 1990, FDA a a a
25 a a a a

1
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3 I a FDA a
4 a a a a a a
5 a a a a a a
6 a a a a a a
7 a a a a a a. W a a a a
8 a a a a a a a a a
9 a a a a a a a a a
10
11 I O 2004, D a a a a
12 M a U a G S a a
13 A a a S a a a FDA a a a
14 a a Q C F S a a
15 A N a a GSA a
16 a a a I Ba a a S a a
17 a C a Q F a D O a a
18 a S a C , F a, H a K a
19 Pa a a a a a a a a
20 a S a C a a a
21 a a a a a a a a a
22 a B a G a C a
23 I a a a a a a a a

1 a a a

2 a FDA a a

3 CFSAN a a USDA

4 a a a FDA a

5 a a a

6 I a a a a

7 A a a a a 46

8 a a a a a

9 a a a a a

10 a a a FDA a a a

11 a a a a a - a

12 a a a a a

13 a W a a a a

14 a a a a

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16 A a a , FDA

17 a a a a a

18 a a a a a

19 51710151213 a 7 . a a 14 -

1 a FDA' K C Na a D a
2 O . T a a a a a
3 a - a a a a a
4 a a a a a a
5 .
6 K a a a a a
7 A 26-27 Wa . T a a a a
8 a a a a a a a a a
9 a a a a a a a a a
10 . W a a a a a a a a
11 a a a a a a a a a
12 a a a a a a a a a
13 S a a a a a a a a
14 a a a a a a a a a
15 . Z a a a a a a a a
16 a a a a - - a a a a a
17 a a a a a a a a a
18 a a a a a a a a a
19 a a a a a a a a a
20 a a a a a a a a a
21 a a a a a a a a a
22 a a a a a a a a a
23 a a a a a a a a a
24 a a a a a a a a a
25 a a a a a a a a a

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F a Ca C R
 a FDA' a a a
 a a a a
 FDA' a a FDA a
 - a OWG-II,
 A 2004 a a a
 a a a a
 a Ca C a 02 C

1 S a T Ha H a

2 S a G S S a

3 S a a W a S a

4 Ha a H C a a a Ra M

5 La , Ha a H a S a E a

6 A a S H a a a

7 a a A a H a

8 a a a I

1 a . I' a a

2 a , I

3 (Laughter.)

4 SENATOR HARKIN: B I a a

5 a a a . S a

6 . D M , a ,

7 a A a M . S , a . I

8 a a a a ,

9 a a . Q a ,

a I a a . I a a a a

1 a a . B a

2 a a a . T , I

3 , a a a

4 C a a

5 A Ya U 2001,

6 57 A a a

7 a . I 2004, 73 A a

8 a T a a

9 I a a a a

10 a . M

11 a

12 S , a a a

13 a

14 a

15 L a a , a

16 a a a a . T a

17 a a , a a . I

18 a a G Ma a A a

19 a

20 a . Ba a a

21 Wa S J a , GMA a

22 a . F a a a

23 TV a a a a

24 a a . I' a

25 I a a a GMA

1 a , I' a a . B
2 a a I' a a a a
 a a a a a a a

1 B I a
2 a F a I
3 a a a a
4 a a F
5 a a a a
6 a I a a
7 a I a a a
8 a T
9 a a a a
10 a a a
11 a a a
12 S a a a a
13 a a
14 a T
15 I N I a
16 F a a C a E a I
17 a a a
18 a a W
19 A a a a
20 a S a a a
21 a Ha -E P a
22
23 W
24 a a a a
25 a a a a W

1 a
2 a a a a
3 a. C a a Ma a
4 a. Ma a
5 a a a. S a
6 I a a a a a a
7 S, a a a a a
8 a a. I a a a
9 a a a a a
10 S, a a a a I
11 a a a a a
12 S, I' a GMA' a
13 a a a a a I'
14 a a a a a
15 a a. B a a a
16 a a a I
17 I a a
18 a a a a
19. P a a a
20 a. T a a
21 a. T a a
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23 a a. W a a
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25 a a a.

1 a a . N , a A a \$12

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15 N a a a a a

16 a a a a a a

17 . B a a a a a a

18 . I a a a a

19 a a a a a TV

20 Sa a a a a . A

21 a a a a a a

22 a a a a a

23 Sa a a a ?

24 F a a a a a

25 a a a a a a

1 a a
2 a . A a
3 a , a a a
4 a a a .
5 A , I a a a a
6 a a a
7 a a a
8 a a Ma a
9 a a a
10 a a a a a a
11 a a I a
12 a a a
13 N , I a a , I
14 N a a
15 S B S a Pa a a
16 a a S , S B
17 S a Pa a . T a . I a a . I
18 a . O , a N ,
19 a a P , a a a
20 a a . B
21 a a I a a
22 a .
23 I a a , a
24 a
25 . I a a a a

1 a a a
2 , a I a a a
3 a a . T a a .

(Applause.)

5 MS. FAIR: T a , C a a
6 Ma a , D . C a a S a Ha
7
8 . Q a a
9 a a a
10 a a a . D . C a a
11 a a . I D . W a D ,
12 D CDC' D N a P a
13 A .

14 PRESENTATION: OVERVIEW OF HEALTH RISKS WITH CHILDHOOD
15 OBESITY AND THE RESEARCH CONCERNING THE FACTORS RELATED
16 TO CHILDHOOD OBESITY

17 DR. DIETZ: T a , L . G
18 I a a a
19 a a a
20 a a I a
21 a a a a a
22 a a
23 a a .
24 M a T
25 a a a a

1 . T

2 a a a a a

3 a a . A I'

4 a a a

5 a a a a

6 Y a a a

7 U.S. U S a . T 2004 a a

8 a a I a a a

9 a a a a 1991 a 2003

10 a 2004. T a a a

11 a a . A a a , 22

12 23 a a a

13 a a a a , 30

14 a a .

15 T a a a a

16 a a a a a a

17 a a . A 30 Ca a a

18 , 40 M a A a a 50

19 A a A a a a .

20 T a a a a a

21 a a a a a a a

22 a a . A 5 a a

23 a a a a a a 40,

24 a 100 a a 15 a

25 A a A a a a .

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a a a a , T II a
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a a a a B
a a a a T II a
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A a a
A a Ca S , a 20
a a 15 a
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T a
a a a a . I 2004, a a
CDC a a a
a a a M G a F
a a a - a a
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16 a a , a 300,000
a
W a a a a , a
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a a a I a a
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a . I a , I a
a a a a

1 a . B ,

2 a a a a a a a

3 2004 JAMA a a a a

4 385,000 a a .

5 T a a a a a a -- ,

6 A a a a JAMA a I

7 a a , a a

8 NHANES III, a 1988 1994,

9 112,000 a a a a

10 a a a a .

11 N , a a a a

12 a I a a

13 a . O

14 a NHANES II, a

15 a a -- a a a NHANES I a

16 a a a a a

17 NHANES I a NHANES II, a a

18 a a a a a

19 .

20 N , a , a a a

21 a a a a . T

22 a a a . B a

23 a BMI a a a 30 a

24 a 25 59 a , a a a

25 a a 112,000 a a , a

1 a a a a a a a a a a
2 a a a a a a a a a a
3 B a a a a a a a a
4 a a a a a a a a a a
5 a a a a a a a a a a
6 a a a a a a a a a a
 N , a a a a a a a a

1 Mr. a r a r Mr a .
 2 W a a a a a a
 3 a a a a
 4 a a U.S. a .
 5 I' NHANES III a
 6 1994 a NHANES -- NHANES
 7 N a a a -
 8 a a a a
 9 a Ca a a a a a
 10 a a -H a a a A a
 11 A a a M a A a . T a a a
 12 a a a a a a a
 13 a a a a a a
 14 a a a . B a a a a
 15 a a a , I a
 16 a a a
 17 T a a a 12 19 a a . N a
 18 a a a a -H a
 19 a , M a a a a
 20 I a a a a a
 21 a a a , a I' a
 22 a a a I a
 23 a a a
 24 R a a a a
 25 a . A 2 a a a a a

1 a , a 2-a -a- a a a

2 a . A a a a a

3 a . T a a a a a

4 a a a a a

5 a .

6 S a a a a a

7 a a a a a

8 a . A 60 a a - a -

9 a a a a a a a

10 a a a a a a a a

11 a a a a a a

12 a a a 25 a a a

13 - a - a a a a

14 T a a a a a a

15 a a a a a a

16 a a a a a a

17 a a a a a a T II a a

18 S a Ha a T II a a

19 a a a a a

20 a a a a a a

21 a a a a a a 13

22 a .

23 T a a T II a a

1
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3 B a a, L a a. C a a
4 a a BMI
5 41.7 a a T a a a a
6 a a 30 a a . T a a a a a
7 a a 30 a a .
8 A 25 a a
9 a a a a
10 a a a a
11 a a a a a a
12 a a a a a a T II a a
13 a a a a a a a a
14 a a a a a a A a a
15 50 a a a a B a a
16 a a BMI 40, a a
17 N a a a a
18 a a a N a . T a a a a
19 a . T a a 32- a a a a a
20 N a a a a a a a
21 a a a a 1963 a 1975.
22 N a a a a a a BMI
23 a a 95 a a a a BMI
24 30 a a a a a a
25 a a a a T a a a a

1 a a a 1970, a a a a
2 a a Na a L a
3 s Y 1990. A a
4 a a a
5 a
6 I a a
7 a I a a
8 a a a
9 a a a a
10 a a
11 a a
12 a
13 a a a a
14 a
15 A a a a

1 a a a a a

2

3 T a r a a a a a a a

4 RTI a A S

5 C a P a a. T a a a a a

6 180 a - a a a a a a a a

7 a a a a a a a a a a

8

9 I a a a a a a a a

10 a a a a a a a a a a . S -

11 a A a a a a a a a a a

12 a 25 - a - a a a a a

13 a a a a a a a a a a

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21 a a a a a a a a a a a a

22 a a a a a a a a a a a a

23 a a a a a a a a a a a a

24 W a a a a a a a a a a a a

25 a a a a a a a a a a a a

1 C M a .
2 C a a . A I a a -
3 a -a- a - a a S a S -- I
4 a a a a a a
5 a -- a I a a a a
6 C M a a a a a a
7 a N , I a a a
8 a a a a a a
9 a a a a a a a
10 a a a a .
11 T I a a S a S
12 C M . I a a
13 a a T II a a I
14 a C M a
15 . T a a a
16 a a a a .
17 B I a a a a
18 a a a a a
19 a a a a a
20 a a a a .
21 W a a a
22 a T a a
23 a a a a
24 a a a a . B
25 a a a a a a . C

1 (Applause.)

2 MS. FAIR: T a , D . D . Q

1 a a r a a
2 a a r a a
3 a a
4 a a
5 A , FTC, a r a
6 a a a
7 T a a FTC. W a I'
8 a a
9 a a a . D a H
10 B a E
11 N a
12 a a a
13 a a a a a a a
14 a a a a a a a
15 a a a a
16 A a a 1970
17 FTC a a a a a
18 a a a a
19 a a a a a . A r
20 a a a a a
21 a a a a
22 a
23 A , a
24 a Na a S F a a
25 a a a a

1 a a a a a a

2 a . S , a a a

3 a a a a a

4 a a a a a

5 a a a . A ,

6 a a a a a

7 a a .

8 S , a N a a . L

9 a a a a a

10 . W a a a

11 a a

12 . F a a ,

13 a a a a a a a

14 a a a a

15 . W a I' a a a

16 2 11. S , I a I a

17 a 2 11. W a a

18 a a .

19 T a a N a a ,

20 a a a a a a a . T a a a

21 a a , a a a a a a

22 T a a a a a a

23 a a a .

24 I a a , a a a

25 a ; a a , a a a a

1 a , M D a , K a . T

2 a a a a

3 a a a a

4 a a a a a

5 a a a a

6 S a a a

7 a a a a '77?

8 T a a a

9 a a ? S a a

10 a a a

11 a . A a a a .

12 T Na a S F a a a

13 a a 20,000 a a 1977, a

14 a . I a a a a '76. W'

15 a a a 17,000 a a , a

16 a a a 12 .

17 I a a PSA , a

18 a a a a a

1 a a
2 a S
3 a a 7 a a
4

5 N , 1977, a a a 30
6 a . T a . T a
7 a S a a
8 a a a
9 a a

10 A , a a S a
11 a a
12 a N a a NSF
13 a a 10,000 a

14 a I 2004,
15 a a 7,600 a a a
16 24 . O , a a a
17 a a '77 a a
18 a a .

19 F a PSA , a
20 a a a a a
21 . S , a --
22 a a TV S
23 a , a , a a

24 10 .
25 N , I a a a a

1 I
2 a . S ,
3 a . T
4 a a a
5 S , a 50
6 N , a a a
7 a a a a . S , 1977,
8 a 4,000 I
9 2004, a 2,700 S , a a
10 a 34 a
11 N , a a
12 a a
13 a a a 20 S ,
14 a
15 a a
16 a
17 I '77, a a 6,600 a
18 2004, a a 3,000 a
19 a 50 . A 30
20
21 U a , '77 , a
22 a a a a a 2004,
23 I . I 2004,
24 a , a a 5,000 a
25 I a a , 56

1

... a ... a ...

1 a . T a a
2 a a a 2004. T
3 a a
4 a
5 a . F a , 82 ; a a
a , a 55 ; a a 5

1 a 50 a F

2 a a a a

3

4 N a TV. A a a

5 a a a a

6 a a a TV. TV

7 a a S

8 a a B

9 a a a

10 a a a a B I

11 I a a a

12 a I a a a

13 a a TV. I a a a

14 C a a W a a a

15 a a a a

16

17 T a

18 (Applause.)

19 MS. FAIR: T a D I

20 O a a a

21 a a

22 P a a a a

23 I a a

24 a W a a

25 a a a a

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14 (1) T 5.1a - 2 TD 7.0 TD (6) TT5. Pa - a a a a a TD a T -5.7

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W a a W a a a
a a 10:50, 12
T a

(Whereupon, a brief break was taken.)

MS. FAIR: T a W a
a a a a
a A
a a a a
S a a
a a a a a a a a

1 D A P a , a D . Va H a ,
 2 D D N R a
 3 C a a Na a I H a . T a
 4 .

5 **PANEL 1: THE PAST, PRESENT, AND FUTURE OF MARKETING**
 6 **OF FOODS TO CHILDREN**

7 DR. HUBBARD: T a , L , a I
 8 I' a a T Pa a
 9 . B a a a
 10 Ba a a a
 11 a a a a
 12 a a
 13 I , I a L a
 14 FTC, a a HHS, a
 15 a a . A a a
 16 a a
 17 U.S. a a a a
 18 a a a
 19 a
 20 A a a a a
 21 a
 22 a a a
 23 a a a
 24 a a a
 25 a a a

1 a a a

2 a .

3 T a a a

4 a a a a a a

5 a a a

6 a a a T a

7 a a a a

8 a a a a a a

9 a a a a

10 a a

11 A I

12 T Pa

13 a

14 MR. PAHL: T a D H a

15 a a a a a

16 . F a a

17 a a a a

18 a a a I

19 a a I

20 a a a

21 a a a a

22 a a S a

23 a a a

24 .

25 T a a

1 D . H a r D O ' B E V
 2 P a D A a A a
 3 A A a a
 4 a a a a
 5 a a a a
 6 a a
 7 I a D . Na C
 8 a P F Ma a Ha S
 9 B a S . J U a a
 10 a a a a
 11 I a J M I
 12 a S L a a E a A a O a
 13 A a B a A a a
 14 a APA a a
 15 a a a a
 16 a a a
 17
 18 I a D . E a M
 19 a A a P Ma a
 20 U N Da a
 21 a a I
 22 P a
 23 D . S a G a R W J Ha a
 24 S S a a U P a a a
 25 a a

1 a a a

2 a a a

3 A a a B a

4 Da a S D a S a

5 I a a a a a a

6 a a a a a

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8 A a a a

9 a a a O a a

10 a a a a a

11 a a S a

12 a a a a a a

13 a I a a

14 a FTC a a a a

15 a a a a

16 A a a a a

17 a a a a a

18 a a S a

19 a a a a a

20 a a a a a a

21 a a a a

22 a a a a a

23 a a a a a

24 a a a a

25 S a I a

1 D O'B A a A a A

2 A

3 MR. O'BRIEN: W , a , T , a

4 a . F , a a

5 a FTC a HHS

6 a a a a I

7 a a a a

8 a . I' a a a

9

10 I a a T a I

11 A a A a A

12 A a a a a

13 W a a a a 450 a

14 a a a a

15 ; O , I , WPP, a a -a-

16 a a U S a A a. S ,

17 a 1,200 a a a

18 a . S , a a a a a

19 a a a a .

20 O a I a

21 , I a a a Wa a

22 a a . P a , I 30 a

23 a a N Y C . S , I a

24 a a a a a a

25 a a a , a a a

1 a a a .
2 A a 30 a , I
3 D.C. a a a G A a
4 O a a I a 2001,
5 a 2001, a , a
6 a a G a a a
7 A a a a
8 T a a a . A I

1 C a a HHS a
2 a a a S a S I' a
3 a a a a a a
4 a A a a
5 a a a a
6 a a a
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8 W a a W a
9 a a a a
10 . T a a a
11 a a . I' a a
12 a a a a a
13 a a a a
14 a a a a . Y a a a
15 a a . S a a
16 a a a a
17 A CDC. Y a a a VERB
18 a a a a a
19 a a a a a a a
20 a a a a a
21 a a a a a a a
22 a a . W a a a a
23 a a a a
24 a a a . T VERB a a
25 a a a a a a

1 a a a a S
2 a a a a
3 a a a a a
4 a a
5 T A C a I a
6 a a a C a
7 H a C T C a H a C
8 a a a a a
9 a a a I A
10 C a a T M a a A
11 a a a
12 a a a a
13 a a a a
14 a a a a a a
15 a a
16 Y a a a
17 a S a
18 T a a a
19 a a a
20 a S a a a
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24 N a a a
25 a N a a

1 a 1970, K V a

1 a a a
2 O a a a
3 a C a a
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5 a a S a a
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8 S a C a Ma a a
9 a a a I
10 a a a a
11 F A a a
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13 S a a a
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15 B a a a a
16 a a I
17 a a a a
18 W a a a
19 a a a a
20 a a a a a a
21 a a
22 A a a a
23 a a a
24 a a a
25 a a a a

1 a a - a a .
2 N , a -- a a , I a
3 a a a a a a
4 I a a - a a
5 a a a a a . O
6 I a a a a a
7 a a CARU, C
8 A R U . CARU
9 - a a a
10 .
11 W I a a a a
12 K -A a a a a
13 a a a a a a a
14 I a
15 a T a a
16 a a a a T a
17 a a a a A
18 a a a a A
19 a a a a
20 a a a a a a a
21 a a a CARU A
22 CARU a a
23 .
24 A a a a
25 a a a a

1 CARU FTC
2 a a
3 S a a a
4 a a N
5 a a I
6 A a a a I a
7 a a a a a a
8 B a a a
9 a a T a CARU
10 a I T a
11 a a I a a a
12 a a a
13 a
14 a a I a a a I
15 a a a a
16 S a a
17 A a a a a
18 a a a a a
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21 a a a
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25 T a a a I'

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5 N , a I' a , a I a

6 I' a a a a a a a Y

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9 T a a a a a A

10 C a a a a a a T a

11 a a a a a H

12 A a a a a a a

13 a a a a a a a

14 a a a a a ?

15 T a a Ca a a a

16 a , Ca a a a a a

17 a a a a a a a a

18 a a a a a a a a

19 TV a a I a a a

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22 . T a a a a a a

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24 S , I a a a a a

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18 A a a a
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For The Record, Inc.

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4 P K , H a K a
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11 a a a I a
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18 a a S
19 W a W a a
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21 a a a a
22 A a a a a a
a a a a a

1 a a a . T a
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5 I a , ASDA
6 U.K. , a Wa Ma U.K. M F K
7 a . I K a
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11 A a a a a
12 a a a a
13 . S , a a , a a ,
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15 Sa a B Pa Ca
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17 . I' a a a a
18 . A , a a
19 a a Y
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21 a a A a a a
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24 W a U.S. a a W K L I
25 a H.E.B. , H.E. B

1 A² a .

1 A a a a a T a
2 2004, a a a a a
3 APA' APA.
4 T a a
5 a a a
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15 A a a a a
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17 W a a a a
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1 a . I a a a .
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1 I a a TV
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16 I a a I a
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19 a W
20 a a a
21 W a I a a --
22 a a a a
23 a a Ka Fa
24 F a a a a a
25 a Q&A T a

1 MR. PAHL: T a . N , a S a
2 G . D . G ?

3 DR. GRIER: G a . M a
4 a a a a a
5 a a a a a
6 B a I' a a a a
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21 a 2010. S , a a
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19 A a a a a a
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21 - a a a a
22 a a S a a
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25 a a a a

1 T a a
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3 a a a a a T
4 a a a a
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9 T a a a a a
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9 A I a a

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11 MR. PAHL: T a A a a

12 B a Da

13 MR. DARVIN: S a a a

14 a W a a a W

15 a a a a W

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19 a A a a

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22 a a a a A

23 C C a H a C W a a

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1 A a H a A a a a a a a a
 2 A a a a a a a a a a
 3 a a a a a a a a I
 4 a a a a a a a a a a
 5 a a T a a a a a a a
 6 a a T a a a a a
 7 I a a a a a a a a a
 8 a a a a a a a a a a
 9 a a a a a a a a a a
 10 a a a a a a W a a a a 350
 11 a a a a a a a a a a W a
 12 a a a a a a a a a a
 13 T a a a a a a a a a a
 14 a a a a a a a a a a
 15 T a a a a a a a a a a
 16 a a a a a a a a a a
 17 A a a a a a a a a a
 18 a a a a a a a a a a a a
 19 a a N a K P a a a a
 20 a a a a a a I a a a a a
 21 a a a a a a a a a a
 22 B a a a a a a a a a
 23 W a a a a a a a a a a
 24 a a a a a a O a a a a a
 25 a a a a a a I a a a a a

1 a -a , a --

2 a , I

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4 a a a , a

5 a . A I a

6 a a a a ,

7 I a a

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9 I a a a a

10 a a , A a Ha

11 A a a a a

12 a a a a

13 a A a Ha A a

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15 a a . I

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20 T a

21 MR. PAHL: T a . N a

22 a a . I

23 a a a a

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3 DR. HUBBARD: I' a a a
4 a a Wa I'
5 a a
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7 a , a a , a a
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9 a ? A a I a
10 a a a a a a
11 a a a I a
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MR. O'BRIEN: I I a a
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I a C a Ma a
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2 a . Y a a a

3 a a a a I

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5 a C a a Ma a a a

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7 a a I .

8 MR. PAHL: I' a a

9 a a a a

10 a a a a

11 a a D . D a D .

12 I a a a

13 a a a a

14 a a a a .

15 MR. M INTYRE: W , I' a a a

16 a a a a a

17 .

18 I a a a

19 a a a a a

20 a a a a . O a D .

21 I a a a a a FTC,

22 a a a a a

23 a a a a a . I' a a

24 a a a a a

25 a a a a a

1 a . I' a a a a C a a

2 a a a a I M a a

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4 a a a a a a a a

5 a . S a a F a

6 T a C D . I a

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9 T a a a a a ;

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12 a a a a a I

13 a a

14 T a a a

15 a a a a a a

16 a a a a a a

17 a a a a . I a a

18 I a a a --

19 I' a a

20 T a a a a a

21 a a a a -- a

22 a -- a a I a , 5,000, 5,200

23 a a a a a a a

24 a a a a

25 a a a a

1 MR. O'BRIEN: A , I , I a
2 a a D . I . F a ,
3 a a N
4 N a a a
5 a . T a
6 a a a a
7 a a N a a
8 a a S , a
9 a a .
10 A I a a I
11 a a a a
12 a . A a a
13 a a a a . I
14 a , a
15 Sa a a a
16 a , a a
17 a , a a a
18 a a . T a a .
19 T a , a a a . I
20 a a a a . T a a
21 1975 a a 2005 . Y a a
22 a a a
23 30 a a , a a a , a
24 a a a a a a
25 . I a a

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3 a -- I a a a

4 a , a a , I a

5 a 40 a a

6 a a a a

7 I a

8 B a a

9 a a a a

10 a a a a

11 a a a a

12 DR. CHILDS: A , I a

13 a a a a a ?

14 DR. HUBBARD: A a .

15 DR. CHILDS: A a , a . T a

16 a a a a

17 DR. HUBBARD: O a . A a a

18 a a -- I a ,

19 a a a a

20 a a a a

21 ?

22 DR. CHILDS: T a a a ?

23 DR. HUBBARD: I a . B a , I

24 --

25 MR. DARVIN: I a a a

1 a a a P
2 B H a F a -- I
3 a -- a a a 5-A-Da C
4 Wa a
5 a a
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8 I a a
9 T a
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11 a . R a a
12 a a a a a a a
13 a a O a a Na a , a
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15 I a a a
16 T a J . Q T a J
17 a T a J a
18 a T a
19 a a a a a
20 a Y a a a a
21 a a
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23 a , I a
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MR. PAHL: I

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DR. MOORE: W , a a , a a

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3 a T a ,
4 a a a .
5 S a
6 a a I
7 a A a I I
8 a a a TV
9 a - a a a .
10 O a
11 Ka Fa F a a a a
12 a a a a
13 a a . I a a a a a , a
14 a a a a
15 a a a , a .
16 T a a a .
17 A a 90 a
18 a 80 a
19 a a a , a
20 78 90 a a
21 a a a a a a a
22 a a .
23 S a a a
24 a . T a
25 . S a . S a 70

1 C a a a a - a
 2 a a a a a
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4 S, I a a a
 5 a a a I a a
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7 DR. MOORE: Y, I a I a
 8 a a a a a a
 9 a a a a a T a a
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11 T a a a a a a
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 15 a a a

16 I a a a a
 17 a a a a a a
 18 a a a I a a
 19 a a a T a a a
 20 a a a a a
 21 a a

22 DR. HUBBARD: I a a a D.
 23 G a a a a a
 24 a a a a a a
 25 a a a a a

1 a a a

2 a a .

3 MR. PAHL: O a S

4 a TV a a

5 12. C a ?

6 MR. O'BRIEN: W a a ?

7 MR. MINTYRE: N .

8 MR. O'BRIEN: W , I S a

9 a . T a

10 a a S F a

11 a a a ,

12 a a a a

13 a a a a .

14 S , I a , S a a a .

15 B I a

16 a a I .

17 , a a

18 I a , FTC a

19 a a a a a

1 a a a a a a a a
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 3 a a a a a a a a a
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 6 a a a a a a a a a
 7 a a a a a a a a

8 MR. PAHL: O a a a a a a a
 9 a a a a a a a a a
 10 A a P a A a a PSA,
 11 a a a a a a a a
 12 a a a a a a a a
 13 PSA a a a a ?

MR. M INTYRE: I a a a a ? I -11.1 0 TD(8)

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 2 I a a a
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 5 a a a a
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 9 a a a
 10 a a a

11 S, I a a a
 12 a a a a
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14 MR. M INTYRE: Y a , I a a a .
 15 W a a D .
 16 I a a
 17 a a a a a
 18 a a a a
 19 a S, a a
 20 a a a a a
 21 a . I C T A
 22 a a a a a
 23 a a a

24 MR. PAHL: O a ,
 25 a D . M Ca a

1 a a a a a .
 2 T a a a
 3 A a a
 4 a I

5 a a
 6 MR. PAHL: I a a I
 7 a a a a

8 (Applause.)

9 MR. PAHL: T a a
 10 a a a a
 11 I I

12 MS. FAIR: W a a a
 13 a a a
 14 T a a a a

15 a I a
 16 a T a a
 17 a a a W

18 a 1:15. Y a a a
 19 a P a a
 20 a a a

21 a a S a a
 22 a A a
 23 1:30 W
 24 a 1:15. T a

25 (Whereupon, at 12:18 p.m., a luncheon break was taken.)

AFTERNOON SESSION

(1:15 p.m.)

MS. FAIR: W a . I a

a . W a a I
a a . I a
a a a
a a a a a . I
C Pa a
J Ha E a T a C

(Applause.)

1 a a C a S F .
2 I C M a a a
3 a C,
4 a a a a
5 a a
6 Ma a a a a
7 a a a a
8 a a
9 a a T a a a a
10 a a a
11 a a
12 I a a a a
13 a a a a T
14 a a a a
15 a a a a a a
16 a a a a T
17 a a a a a
18 a a a a a a
19 a a a a
20 a a a a a a
21 a
22 S a a a a a
23 a a a a a
24 a S a Ha a a a
25 a a a a

1 a a a a
2 a a a a a
3 a a a a a
4 a a a a a
5 S a a a a a
6 a a a a a
7 O a a a a a
8 a a a a a a
9 a a S a a a
10 a a a a a
11 T a a a a
12 a a a a a
13 I a a a a
14 a a a a a
15 a a I a a a a
16 a a a I a a a
17 a a a a a
18 a a a O a a a
19 a a a a a a
20 a a a a a a
21 a a a a a S
22 a a a a a a
23 F a a I a a a
24 I a a a a a a
25 a a a a a a

1 Ma a a

2 a a a a

3 a a , I

4 a a a a

5 a a I a a a a a

6 a a a a a I

7 a a a a

8 a a a

9 F a a a

10 a a a a

11 a a a a

12 a a a a a

13 a a a a

14 a a

15 S a a a a

16 a a a a a

17 a a a a

18 I a a a a a

19 a a a a a a

20 a a a a a

21 a a a a a a

22 a a a

23 L a a I a

24 a a a

25 a a C I

1 a a a a a a
2 a I a a a a
3 a a a . T a .

(Applause.)

5 MS. FAIR: T a C
6 I C Ha a
7 a
8 a
9 a a a
10 a a .

11 W a a
12 a a I a
13 a a a a a
14 a a .

15 I a a a a a a
16 a a a a a a
17 . D a
18 a .

19 T a a
20 a D . Ma Ma a , D D
21 P Ha S O A a
22 S a P a a E a a a HHS, a
23 Ma O a , D O P
24 P a a FTC.

PANEL 2-A: CURRENT INDUSTRY EFFORTS TO MARKET FOODS

1 TO HELP IMPROVE CHILDREN'S HEALTH, INCLUDING CHANGES
2 IN PRODUCTS AND PACKAGING

3 DR. MAZANEC: G a a a a

4 a I a a a a a . I

5 a a a a a - a ,

6 Ma O a a a a . Q a

7 a a a a a a a a

8 a a a a a a a

9 Y a a a a a a

10 a a a a a a a a

11 a a a a a a a a

12 a a a . W a a a a

13 a a a . W a a a a a

14 a a a a a a a a a

15 a a a a a a a

RT /F .2 a a ATD(1 E TD(7a 7 0 TD a 1 -2.00

1
2 W a a a a a
3 . W a a
4 S , I' Ma
5 a
6 MS. OHLHAUSEN: T a , Ma . I
7 a . W a a a a
8 a a a a
9 a . F , a K a J.
10 P , E V P a C
11 O a O U.S. R a G a M . M .
12 P a a a a
13 G a M U.S. a
14 N , a A a L. R
15 V P W S a a
16 C a C a-C a C a , a
17 a a a a
18 a
19 T a M D a , V
20 P U.S. C a a C
21 Sa a M D a . M . D a
22 a a a a a
23 U.S. a a
24 T a B G , a
25 E V P T , I . a D

1 a a G a M a
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3 a . Ha a a a a
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5 a a a .
6 G a M a a
7 26 a a a
8 a A a a 12
9 a a a
10 a a a a a
11 a a a A
12 a a a a
13 a a a a a a
14 a a a a a
15 a a a a
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17 A a a
18 a a a D .
19 D a . H a
20 a G a M a a
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25 P P P a

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2 W a a a a . I a
3 a a W
4 B a G . T a
5 - a W a a a
6 a a a a
7 - a a a a a a a
8 a a W a a
9 W G S Ma a a
10 a a a a S a -
11 a a a a
12 W a a a a
13 a a a a
14 T a a a a a
15 a a . O I a
16 L - I . T a a a
17 a a a , a
18 a a a a
19 a . W - -
20 a , a a a
21 a a a
22 W a a a a a
23 L Ja , La A
24 a
25 W a a a a I

1 W a a a a a a
 2 a a a a a C a-C a
 3 C a a a a a
 4 a a a a
 5 I a a a
 6 a a a
 7 a a a T a

8 MS. OHLHAUSEN: T a , A
 9 N a M D a

10 MR. DONAHUE: T a a
 11 a I a a a
 12 a a a a a
 13 a M D a a a a a a
 14

15 (Laughter.)

16 MR. DONAHUE: A a a
 17 a a a a a H
 18 a a a a Pa N a a
 19 -- a P a a Pa N a O a
 20 D a ? H a a a
 21

22 W a a a a FTC
 23 a U.S. D a H a a H a S
 24 a a a
 25 M D a a a a

1 a M D a a
2 a a a F a 30
3 a QSR a
4 a a
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7 S a 30 a a a
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9 a a a a
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11 a 50- a
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14 W a C a Ma a a
15 a a a a a
16 a a a a A
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23 W a a a a
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20 B G a A a a a

21 a a a a D . D a O a

22 a a a a

23 a M D a a a

24 a a a a a a

25 W a a a a a

1 a .

2 M D a B R G a

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7 a R a M D a H a 1974,

8 a a a 10

9 a a a a

10 RMHC a Ca M P a .

11 Q a - a

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14 a . F a a a ?

15 Y a a a . B

16 a a a a S

17 a a a a

18 a a a a a . Y

19 a a a 2 a M D a . S ,

20 a a a a 90 a , a

21 , 87 a a a a ,

22 a . B a a a

23 M D a a a a

24 a a a a

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1 QSR a

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7 G-G a a a a a

8 M D a a a a

9 a a G-G a a G a

10 M B a a a M D a

11 a a I a

12 a

13 W a a W a M L a

14 B a a 93 a - W a a

15 a a a a

16 a a W a a a

17 a a

18 I a a a a

19 a a a a

20 L L a O S 2003, R a

21 M D a a a a a

22 a a G

23 M , R a a a

24 . T a a N a Ca

25 N . A 2004, M D a G

1 A A a C a a A a 36 a
2 a a a a a a a a
3 B G a a a a a a a a
4 a a A Ha Ma a P a a a a
5 a 15 a a C a-C a
6 a a a a a a a a
7 a a a a a a a a
8 A a a a a a a a
9 a a a a a a a a
10 a a a a a a a a E
11 M D a a a a a a
12 a a a a a a W
13 a a a a a a W
14 a a a a a a a a
15 a a a a a a a a
16 a a a a a a a a
17 W a a a a a a a a
18 a I a a a a I a a a
19 a a a a a C Ma O
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21 a a a a a a a a
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22 T a W a a

23 Q&A.

24 MS. OHLHAUSEN: T a M A

25 a B G

1 W a a a a -- a

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2 MS. OHLHAUSEN: T a , B . A

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16 B I a a a a a a a

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 6 . A a a a a a a a a a .
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 9 a a a a a a a a a a .

10 T a .

11 MS. OHLHAUSEN: T a , L a . A
 12 a D . R a R .

13 DR. REEVES: T a . I a a a a
 14 a a I a a a a a T a
 15 C a a H a a H a S a a a
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 17 a a a a a a a a a a .

18 I a R a R a I a P a
 19 A a D A a a a a a
 20 a a a a a a a a a a
 21 a a a a a a a a a a W
 22 a 65,000 a U S a a a a
 23 a a a a a a a a a a
 24 a a a a a a a a a a
 25 a a a a a a a a a a .

1 N , a I a a
2 a , I a a a a . I a a A a
3 P a Ba C M a Ma a
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10 a a a a
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13 I a a a
14 a a W
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16 -- I a a R G a Va --
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9 W a a a
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14 S a a a a
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16 W a a a a
17 a a a a ? A
18 a a a a a
19 ? D a a a a a
20 a a a a ? A a a
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22 a a a a B
23 a a a a a
24 a a a a
25 S a a a a a

1 a Er a T a C
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 4 a a

5 T a

6 MS. OHLHAUSEN: T a , D .

7 R . R

8 a a a Ma a I a a

9 a a a a a a

10 a a S a

11 a a a

12 a S a

13 T a

14 DR. MAZANEC: A I' a

15 I' a G a

16 M a a M D a

17 a a a I a a

18 a a W

19 a a a ? A

20 a a a

21 a ? W a a ? W a

22 a a a ? S ,

23 a --

24 MR. DONAHUE: W , I a a M D a

25 F a

1 a . W a a a a

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3 a . I a a a

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5 M a a a G

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15 a a a . W a a a

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17 M D a a a a a . W

18 a a a M D a a a

19 a a . A a a a

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21 600, 700 a a U S a a

22 a a a a a

23 M D a a .

24 W a a a a a

25 a a a a a

1 a .

2 S , a a a a

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5 DR. MAZANEC: I a a .

6 W a a a a

7 a a a a a

8 a . H a a a

9 a ? H a

10 a a

11 a , a a ?

12 DR. REEVES: W , -- a I L a ,

13 a a a a a a

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17 S , a a a

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22 . S , , a -- a a ,

23 I a a

24 a .

25 DR. SUTHERLAND: A I a a -

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2 a . W a , a a

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5 a , I a , a a

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9 S , I , a a

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8.45.1 - 18 a 0-8025 - 1 a a a

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5 DR. MAZANEC: T a . I' a a
 6 a I a
 7 a a a
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 14 a a ? A a a
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16 MR. GOLDIN: W , a I a a ,
 17 Ma
 18 a a a
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 20 a a a
 21 ? I a a a a
 22 S a a I
 23 -- a I a a a a
 24 a a I
 25 a M D a R a a

1 a I a a
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6 I a a a
7 a a a a
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11 a a a a
12 DR. MAZANEC: A a --
13 MR. DONAHUE: I a
14 a a a a
15 I a a a
16 a a a a a
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18 A I a a a
19 a a a M D a I
20 a I a a a
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8 W a a a a
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11 14,000, 15,000 I a a
12 a a a a a
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15 T a a a a
16 a a a a
17 a a a a A
18 a 11 a
19 a a a a a a
20 a a a , M M P a
21 a a W a a
22 a a a a a
23 a a Y a
24 a a Ba A M M a P a a a
25 a a a

1 a Ma F Y S a a a

1 a . I a a I
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 4 a a a
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6 S , A , I a a a a
 7 a a a ?

8 MS. RODGERS: I

9 MS. OHLHAUSEN: I ?

10 MS. RODGERS: Y a , a . A
 11 a a a a a
 12 a , I -- a a a
 13 S ,

14 MR. POWELL: I I a a , I
 15 a a a a
 16 a a a a
 17 a a a a a a
 18 a a a a a a a . I
 19 a

20 W I a
 21 a T a
 22 a a I

14 I I a a , 100- a a a a

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3 T a a a

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9 DR. MAZANEC: T a I a a

10 a a a

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14 a ? W

15 a , L a?

1 DR. REEVES: A I a a a
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 10 a a .

11 DR. SUTHERLAND: I a , I
 12 a a a a a
 13 a a a a a
 14 a a a a a
 15 I a a , I a , I a - a -
 16 a a 12- a - a I a a ,
 17 a a a a a
 18 a 11- a - a a a
 19 a a a a a a
 20 a 8,000 a a I
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 22 a a I a a -- I a a
 23 a a a a a . B I
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 25 a a a a a

1 a a a
 2 MR. POWELL: I a a
 3 D. R a a
 4 a a a a a
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 6 CD a -- I a a
 7 a a a a
 8 a a a a a
 9 a a

10 MS. OHLHAUSEN: W a
 11
 12 a W a a I
 13 a a
 14 a I
 15 a T M a
 16 a a a
 17 a C a a
 18 a a I
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21 MR. DONAHUE: W a a a
 22 A a a
 23 W a a
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11 MR. GOLDIN: Ma I
12 a a I I
13 a a a a
14 a a -- a
15 a a S I a
16 a a a a
17 a a a
18 I a
19 MS. OHLHAUSEN: T a a B
20 MR. GOLDIN: A a
21 MS. RODGERS: J a I
22 a a a a
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24 a D S
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1 a , S Z . C Z , a ,
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4 DR. REEVES: T a
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4 MR. POWELL: Ya ,

5 a a . W a I

6 Mr a -- a 10 a

7 a a , a a -- a a

8 a a

9 a a a a

10 . S ,

11 MR. DONAHUE: T a a a ,

12 a I a . O

13 a a D . Da O a

14 P a Mr R a I

15 a a a a

16 a -- a a

17 a a a

18 a a a a

19 a a a

20 A I a I

21 a a a FTC a

22 a a a

23 a a a a

24 . A a a a a

25 a a a

1 a a a
2 a a a
3 a .
4 Da A C -F a D Y
5 Ma S a C a a La . H a a
6 a a a a a
7 a a a a a
8 a a a
9 Ma B E V P
10 G a C a A a K a F a
11 Na , O a Ma , L a , P C a ,
12 K -A a a
13 L a B Ma a N
14 Ma P B H a F a a
15 a a a a a
16 a a a a a
17 a .
18 D . Ca B -B a P
19 N a R U a a a
20 a a a a a
21 a a a a a
22 a a a a .
23 A a Ha , E V P , C
24 Ma a C O K C a ,
25 a K C a , K ,

1 a a a
 2 a a a
 3 a a
 4 S
 5 a a a
 6

(Laughter.)

8 DR. ZUCKER: K a a
 9 a a a
 10 a a a a a a a
 11 a a a a a a a
 12 a a a a a a a
 13 a a a a a a a
 14 S a a a a a a
 15 a a a a a a
 16 a a T a

17 MR. BERLIND: W a H a I a
 18 a a K a
 19 100,000 a a a
 20 a a a a a a a FTC a HHS
 21 a a a a a a a
 22 a a a a a a a
 23 N a a a a a a a
 24 a H a a a a I a a
 25 a a a K a

1 a Sa a A , a a a

2 a , a a 100- a a

3 O a , a

4 - a , a a

5 a a

6 a a a a

7 a a a

8 a a a a

9 a a . S , a a a .

10 I' a a

11 a a a a

12 a a Q&A

13 a a .

14 A K a , a a

15 a a a a a

1615 a a a a a

L675

1 a a a F a
2 a a a
3 a a a a
4 a a a a a a a 10
5 a a a a
6 a a a a a a
7 a a a a
8 a
9 I a a a a
10 a a a a a
11 a a a a
12 a a a TV, a a a
13 a a a a 6 11.
14 O , I' a a . B a
15 a a a a a
16 a , a a
17 a a
18 a a K a a a a
19 a a a A a a
20 a a a a a
21 a a a a
22 a O a C A a P
23 C a a a I a
24 T a a a F
25 a a a a

1 a a a a a a a a a a
 2 a a a a a a a a a a
 3 a a a a a a a a a a
 4 T a a a a a a a a a I
 5 a a a a a a a a a a
 6 . T a a .

7 MR. LEACH: I a a a I
 8 a D B . I I
 9 a .

10 (Laughter.)

11 MR. LEACH: M a B I a . I' C
 12 I a O P C a a a a
 13 a a a a a a a a a a
 14 I a a H a a W
 15 I a a a .
 16 Y a a a a a a a a a a
 17 a a a a a a a a a a
 18 a a a a a a a a a a
 19 a a a a a a a a a a
 20 A a a a a a a a a a
 21 a a a a a a a a a a
 22 a a 20 a a a a a a
 23 a a a a a a a a a a

24 O 80/20 80 a a a a
 25 A a I a a a a a a a

1 a
2 a
3 a
4 a
5
6 I' a I a
7 a a a a
8 a a I a a
9
10 W a a
11 P C a I a
12 a a a
13 a a a a a
14 Y a a a
15 a
16 T a a a
17 a B a
18 a A a a
19 a a a a
20 a a a
21 S a a
22 A 70
23 a
24 a
25 a a a

1 a , a a a a
2 a a a a a a
3
4 W a a a
5 a a a a a
6 a a W
7 a a a a
8 a a W
9 a a a
10
11 B a I
12 a a a a
13 a a S a S H a
14 T a a a
15 a a a a
16 a a a a
17 a a a a
18 a a a a
19 W a a a a
20 a a a a
21 a a a a F
22 a a a a
23 a a I a
24 a a
25 I a A

1 , a a a a a ?
2 S, a a . W
3 a 30 a
4 a a T a a a
5 a W a
6 a a a T a a
7 a a a
8 a a T a
9 a I a a a
10 a a a a a

1 a 10 a a a
2 a a I' a
3 a I a
4 a a W
5 a 100
6 S a S a a a
7 a S a S W
8 a K a a
9 a S a S
10 T a I a a a
11 a
12 a
13 a a S
14 a a a a
15 a a a M
16 a a a
17 T a a S a a a
18 a a ; a a a a

1 a a .
 2 I a .
 3 MR. HARRIS: G a . I
 4 a a a --
 5 I
 6 G a a A a Ha . I'
 7 C Ma O a K C a . I'
 8 a FTC a HHS a
 9 a . W, a K
 10 a a a a a
 11 a a a
 12 a a
 13 C a a
 14 a a , a F a a
 15 a a a B
 16 a a -- I a a
 17 a . T a a a
 18 a , I .

(Laughter.)

20 MR. HARRIS: W K a I
 21
 22 a a a . T
 23 a a a a a a
 24 a a a a a
 25 a a .

1 I a
2 a a a a a a a a
3 a a a a I
4 a a a a
5 a a a a a a
6 A a a I a a a a
7 a a
8 a
9 A K a a a a
10 a a a a a a
11 a a a
12 a a a a a a
13 a a a
14 a Ea Y S a
15 a T T a a a
16 Z a a H a a a a a
17 a a a a a a
18 a G O T R a 12- a a
19 a 100 A a.
20 A a a a
21 a a a a a a
22 a a a a a a
23 a a a a a a
24 A a.
25 I a a a a

1 a a a a a a a a
2 a a a a a a a a
3 a a a a a a a a A K
4 a a a a a a a a
5 a a a a a a a a
6 W a a a a a a a a
7 a a a a a a a a
8 a a a a a a a a H a B
9 a a a a a a a a
10 a a a a a a a a
11 I a a a a a a a
12 a a a a a a a a C
13 a a a a a a a a W a
14 a a a a a a a a
15 a a a a a a a a
16 S a a a a a a a a K
17 a a a a a a a a
18 W a a a a a a a a
19 a a a a a a a a
20 a a a a a a a a
21 a a a a a a a a
22 a a a a a a a a S
23 a a a a a a a a
24 W a a a a a a a
25 a a a a a a a a W

1 a a a . W
 2 a a a
 3 a a a
 4 a .

5 A I a a , a a
 6 a a a a a
 7 a a a a a
 8 a a a a a

9 T a a a a K a
 10 .

11 MS. BRUGLER: I a a a I a a
 12 a a I I a I
 13 a I a a I
 14 a a a I .

(Laughter.)

16 MS. BRUGLER: B a a a a
 17 a a a a a
 18 a a a a a
 19 a a a a a
 20 a a a a a
 21 a a a a a A
 22 a a a a a
 23 a a a a a
 24 I a a a a a
 25 a a a a a

1 a a a a a a
2 a C Wa a a
3 a - a -
4 PBH 2004 Na a Ca
5 Ma Ha A a a a
6 a a a
7 a a a a a
8 a a a a
9 PBH, D a C a a a
10 a a a a
11 a C Wa
12 a a T a a
13 a , a C Wa
14 a a a a 1.5
15 12,000
16 PBH a S a S a a
17 S a a a a a
18 a a a a a a
17

1 PBH a M D a a a

2 a a a a T a

3 a a a 5-A-Da a a

4 a a a a a

5 a a a N

6 I a a a

7 a a a a W

8 M D a a a a

9 a a a a

10 a a a a A a

11 A a a 5-A-Da a a

12 a a a A.C. N

13 a a a 5-A-Da a a

14 a a a a

15 C Wa 2003. I a a a a

16 a a a a a a a

17 W a a a a a

18 a a a T

19 a a a PBH Na a A P a

20 a a a a a

21 a a a a a

22 a a a a

23 a a a a

24 a a a a a

25 a a a a

1 a a a a
2 a a a a . PBH a
3 a a a a .
4 T a .
5 DR. ACUFF: T a . H . I'
6 Da A , P Y Ma S C
7 a I' a D C a a La a E-S a
8 C , a I a
9 a a a a a a
10 a a a a a
11 a . I' a -a Wa K B a
12 W B R , a D . B
13 R . A a a a
14 a a a a
15 a a a a
16 a . C a 2, a a
17 a 1997, a
18 F a 25 a , D . R a I a
19 a a a a
20 a a a a
21 a a . W a a a
22 a a a
23 a a a
24 S a a a
25 . A a a a

1 a a a a a
2 a a a a a
3 .
4 N a a a a
5 a K a : H I Ma a
6 S a M Y C I a
7 a a a a
8 a a a a
9 a a a a a
10 a a a a a
11 a a a a a
12 a a a a
13 a a a a
14 a A a a
15 a a a
16 a a a a
17 a a a a
18 a a a K a
19 a a a a
20 a a a a
21 a a a a a
22 a a
23 S a a a
24 a a a a
25 a I a a a

1 I a a a a

2 a a a a a

3 a a a a a

4 a a a a a

5 a a a a a

6 a a a a a . A a a a a

7 a a a a a -- a 1997

8 a a a a a '79

9 a a a a a

10 a a a a a

11 a a . W a a M&M a a .

12 B a I a a a a

13 a a a a a

14 a a I a a a a

15 a a a a a a a

16 a a a a a a a

17 a a a a a a

18 a a a a a a a

19 a a a a a a a .

20 T a I a a a a

21 a a a a a a . W a a a

22 U S a D a A a F a

23 a N S a P a a a a -

24 a a a a a a a

25 a a a a a a a

1 a a a a . A
2 , Ba U a a a a
3 a a a a
4 a a a a
5 a a , I -F a P -V a
6 I a S
7 a a -- a a a
8 a a a a a a
9 a a a a a a a a
10 a a a a a a
11 a a a a
12 a a
13 S a YMS a
14 T a FTC a HHS a a a a
15 a a a
16 a a
17 MR. M KINNON: T a . A a a a
18 a a B M K I' F a
19 a a a YELLOWBRICKROAD, a
20 10 a
21 a .

(Laughter.)

23 MR. M KINNON: T a . Y
24 , a YELLOWBRICKROAD, a a
25 a a a a

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1 A I a A
2 ? Q a a
3 \$600 a a a a . T a a
4 300 Y a a a a ,
5 a a a a a a a a a
6 a a a a . N , a a
7 a a a
8 a . W a a a a
9 a
10 a a a a a a ,
11 a a a ? E a a
12 VERB, I a a a
13 a
14 a I a a .
15 F a , I a
16 a a , a a a a a ,
17 a a ? I a a a
18 \$12 a a a
19 a a a ?
20 A , a , a a a , I
21 a a a a a -- a
22 a a a a a --
23 a a a , , TV
24 a 24 a a a
25 a a a a

1 , a I a a

2 a a a a

3 a Sa a a ,

4 Sa a a a a a

5 a a .

6 T a .

7 DR. BYRD-BREDBENNER: G a .

8 I a Ca B -

9 B R U I a A

10 I R a T a a I a

11 a a a

12 a a a a

13 B a a a ,

14 , I a a a

15 a . O a

16 a a \$12 a a a

17 a a \$300 a

18 a a a

19 a S , a a a a

20 a a I a a

21 a a a .

22 T a a a I

23 a a a a a

24 a a a a a

25 a a . W a a

1 a a a a a a a a a a
2 a a a a a a a a a a W
3 a a a a a a a a a a
4 a a a a a a a a a a
5 a a a a a a a a a a
6 a a S a a a a a a a
7 a a a a a a a a a a
8 a a a a a a a a a a
9 K a a a a a a a a a
10 a a a a a a a a a a
11 a a a a a a a a a a
12 a a a a a a B a a a a
13 a a a a a a a a a a
14 a I a a a a a a a a a
15 a a a a a a a a a a
16 a a a a a a a a a a
17 a a a a a a a a a a
18 Ba a a I a a a a a a
19 a a a a a a I a a a a
20 a a a a a a a a a a
21 I a a a a a a a a a
22 a a a a a a I a a a a
23 a a a a a a a a a a
24 a a a a a a D a a a a
25 a a R a a a a a a a a

1 a a a a a a a a a a
 2 a a a a a a a a a a
 3 a a a a a a a a a a
 4 a a a a a a a a a a
 5 a a a a a a a a a a
 6 a a a a a a a a a a

7 MR. LEACH: I I a a
 8 a a a a a a a a a a
 9 a a a a a a a a a a
 10 a . Ta a a a a a a
 11 a a a a a a a a a a
 12 a a a a a a a a a a
 13 a a a a a a a a a a
 14 a a a a a a a a a a
 15 a a a a a a a a a a
 16 a a a a a a a a a a
 17 a a a a a a a a a a

18 MR. HARRIS: I a a a
 19 a a a a a a a a a a
 20 a a a a a a a a a a
 21 a a a a a a a a a a
 22 a a a a a a a a a a
 23 . W a a a a a a a a
 24 a a a a a a a a a a
 25 a a a a a a a a a a

1 a, a a. I
 2 a a a
 3 a a a T a a TV
 4 a a a a a
 5 a

MR. BERLIND: I I'

6 a a a a a
 7 a a a a a
 8 I a a a a
 9 a a a a a
 10 a I a a a
 11 C D I a a a
 12 a a a a a
 13 a a a a a
 14 a a a a a
 15 a a a a a
 16 a a a a a
 17 a a a a a a a
 18 a a a a a
 19 a a a a a
 20 a a a a a a a
 21 a a a a a

MS. BRUGLER: I'

22 a a a a a
 23 a a a a a
 24 a a a a a
 25 a a a a a

1 a a a a
2 a a a a
3 a a a a
4 S a a a a
5 a a a a
6 a a a a
7 a a a a
8 S a a a a
9 a a a a
10 a a a a a
11 Sa a a a a
12 a a a a a a
13 a a a a a a
14 a B a a a a
15 a a a a a a
16 a a a a a
17 DR. ZUCKER: I a a a a
18 a a a a a a
19 a a a a a a a
20 a a a a a a
21 a S a a a a
22 a a a a a a a
23 a a a a a a
24 I a a a a
25 a A a a a a

1 a a a B
2 a a a a a
3 a a a a
4 a a a K a a
5 a a a a a
6 a a a a a
7 a a a
8
9 S a a a a
10 a a a a a
11 a a a a
12 a a a
13 a a a A a a
14 a a a a a
15 a a a a a
16 a
17 DR. ACUFF: I a I
18 a a T a
19 a a a
20 a a T
21 a a a a
22 a a a A
23 a a a a
24 a a a a
25 a S

1 a , a a a a
 2 a a a a a a a a
 3 a a a a a a a
 4 a a a a a a a
 5
 6 W a a a
 7 a a a a a
 8 O a a a a a a
 9 a a a a a a a
 10 a a a a a a
 11 a ? T a a a a
 12 a a a a a a a
 13 a a a a a a a T a
 14 a a a a a a a

W 5.1 0 ? a T 5.1 6 . a P @ T T TD ? T 2 . T a

1 a a a a

2 a

3 I a a a a

4 a a a a I

5 a a a a a a

6 a a . W a a a a

7 a a a a a a

8 a a . A I

9 a a

10 MS. RUSK: I a a a a

11 a a a a I a

12 a a a a a a

13 a a a a a a

14 a a . O a I

15 a a a a a a

16 a a a a . H

17 a a a a a

18 a a a a a

19 a a ? I a a a

20 a a a a a a

21 a a a a a a

22 a a a a a a

23 a a ?

24 MR. BERLIND: W a a a a

25 I a a a a a a

1 S P a a a a
 2 a . W a . C
 3 a . A a I
 4 a a a a
 5 a a a
 6 a a a a
 7 a I a a
 8 a a a a

a a a a a .-5.1 0 7D(1)T 0-5.111 7DD

1 a a a a I

2 a 60 a a

3 a a a a

4 a a a a

5 a a a a

6 a I a a a

7 a.

8 I a I a a

9 a L a a

10 W a a I

11 a a a a

12 I a a

13 a a

14 B

15 a a a

16 MR. M KINNON: I I a

17 Y a a a

18 a a a

19 a a a a a

20 a a I a

21 I a a a a

22 a a a

23 a a a

24 a a a a

25 a a I a

1 a a

2 a U.K. a I a

3

4 a a a a

5 a a I

6 a

7 a a a I a a a

8 a I a a a a

9 a a a a a a a a

10 a a a a a a a a

11 a a a I a a a a a

12 a I a a a a a a

13 a a a a a a a a a

14 a

15 MR. LEACH: I a a

16 a I a W a a

17 a a S a S P a .

18 W a

19 a C a T a .

20 T a a a a a a

21 a a a a a a I

22 a a D a a

23 a a a I a

24 a S A a

25 a a

1 a a a a a a
 2 a a a a a a
 3 S a a a a a
 4 a a a a a a
 5 a a a a a a --

6 DR. ACUFF: N a a a a
 7 a a a a A a
 8 a a a a a
 9 a a a a a
 10 N a a a a a a
 11 a a a a a a
 12 a a I a a a
 13 a a a a a a
 14 a a I a a a

15 DR. ZUCKER: B a a a a --
 16 a a a a a a
 17 a a a a a a
 18 a a a a a a
 19 a a a a a a
 20 a a a a a a
 21 a a a a a a
 22 a a a a a a ?

23 DR. ACUFF: W a a a a a
 24 a a a a a a
 25 a a a a a a

1 a a a
 2 S a
 3 S a a a B
 4 a a
 5 a 14 a
 6 a a a
 7 a a

8 MS. RUSK: W a a
 9 a a I a
 10 a a a
 11 a M
 12 a a a
 13 a a a a
 14 a a a
 15 a a a
 16 a ? A a a ?

17 DR. ACUFF: D a
 18 ?

19 MS. RUSK: S a a

20 DR. BYRD-BREDBENNER: W , I
 21 a a a
 22 a a a a
 23 S a a
 24 a a a a
 25 a a

1 a a .
 2 MR. M KINNON: M a I
 3 a a a a
 4 a a a a
 5 a a a a
 6 a a a a
 7 a a a a
 8 a a a a

9 W a I a a a
 10 N . W a
 11 a a a B a
 12 a a a S , I
 13 a I a a a a
 14 a a a a a
 15 a a a a a
 16 a a a a a
 17 a a a a a
 18 a a a a a

19 DR. ACUFF: I a a
 20 a a , a I a a a
 21 B . S , a a a a
 22 a a a a a
 23 a a a A a
 24 a a A a a
 25 a a a a a a

1 a a a a a a a a a a
2 a a a a a a a a a a
3 a a a a a a a a a a S
4 a a a a a a a a a a
5
6 S a a a a a a a a a a
7 a a a a a a a a a a
8 a a a a a a a a a a
9 a a a a a a a a a a
10 a a a a a a a a a a
11 MR. HARRIS: I a a a a a a a a a a T
12 I a a a a a a a a a a
13 a a I a a a a a a a a a a
14 a a a a a a a a a a a a a a
15 a a I a a a a a a a a a a
16 T I a a a a a a a a a a
17 I a a a a a a a a a a
18 a a a a a a a a a a
19 a a a a a a a a a a
20 a a a a a a a a a a
21 W a a a a a a a a a a
22 a T a a a a a a a a a a VERB
23 a a a a a a a a a a
24 a a a a a a a a a a
25 a a a a a a a a a a

1 a a a a

2 .

3 MS. BRUGLER: I a O

4 a a a a a a

5 a a a a a a

6 a a a a a a

7 a a a a a a

8 T a a a

9 a a a a a a

10 a a a a a a

11 MR. LEACH: I a

12 a a a a a a

13 a a a a a a

14 a a a a a a

15 a a .

16 O a a I a a

17 a a a a a a

18 a a a a a a

19 a I a a a a

20 a a a a a a

21 a a A C a C a

22 a a I a a

23 MR. BERLIND: I a a

a a a a T

1 a a , -- a a

2 a a a a a a a a a

3 a a a a a a a a

4 a a a a a a a a

5 a a a a a a a a

6 a a a a a a a a

7 . I a a a a a a

8 a a a a a a a a

9 a a a a a a a a

10 a a a a a a a a

11 W a a a a a a a

12 a a a a a a a a

13 .

14 DR. ZUCKER: W a a a a a a

15 a a a a a a a a

16 a a a a a a a a

17 a a a a a a a a

18 a a a a a a a a

19 ? A a a a a a a

20 a a a a a a a a

21 a a a a a a a a

22 a a a a a a a a

23 a a a a a a a a

24 a a a a a a a a

25 a a a a a a a a

1 MR. LEACH: I' a a . W a
2 a a a a
3 a a a a a a
4 a a a a
5 a a a a a
6 . W a a a a .

7 DR. ZUCKER: G .

8 MR. LEACH: O , . I a a a
9 a a a a a a
10 a a a a a a
11 a a a a a
12 W a a a a --
13 a a a a a a
14 a a a a a a
15 a a a a a a
16 a a a a a a
17 a a a a a a
18 a a a a a a
19 a a a a a a

1 MR. M KINNON: I I a a

2 , I a -- a a , I a ,

3 a a , a a a

4 a a a a

5 . I a a a

6 a a a I

7 a a a a . E a a

8 a a a a a

9 a a a a

10 A a a a a a

11 a a a a a

1 B a a a a a a a a a a
2 a a a a a a a a a a
3 a a a a a a a a a a?

4 AUDIENCE MEMBER: Y a

5 MS. RUSK: S . D a a a a
6 a a a a ?

7 MR. BERLIND: T a a a a a
8 a a a a a a a a a a
9 a a a a a a a a a a

10 a a a a a a a a a a
11 a a a a a a a a a a TV, a a a a

12 a a a a a a a a a a 6 11- a - a a a a
13 a a a a a a a a a a

14 a a a a a a a a a a W a a a a
15 a a a a a a a a a a I I a a a a

16 a a a a a a a a a a S
17 a a a a a a a a a a I

18 a a a a a a a a a a
19 a a a a a a a a a a S a a a a

20 a a a a a a a a a a a a
21 a a a a a a a a a a

22 I a a a a a a a a a a CARU
23 a a a a a a a a a a a a

24 a a a a a a a a a a a a
25 a a a a a a a a a a CARU, a

1 a I' U.K., I'

2 Ca a a, I' a a

3 I a a a a a

4 a a a

5 a a a

6 a A I a

7 a a GMA

8 a CARU

9 a a a a a

10 a I a

11 a a a a

12 DR. BYRD-BREDBENNER: Ca I a ?

13 W a a a

14 a a a

15 a CARU

16 B a a

17 a a I a

18 a a a a a

19 a a a a

20 a a a a

21 a a a

22 F a a

23 a a a

24 a S a a a

25 a a a

1 a

2 a , a , a a

3 a a a

4 a a a a a

5

6 T a

7 a a a

8 a a . F a a a

9 a a a a a a

10 W a a a a

11 a a ? S , a a a CARU a

12 a a a a a a

1 a a a PSA,

2 a a a a ,

3 a a a a a a a a

4

5 I a a a I

6 a a a a a PSA

7 a a a a a

8 a a a a a a

9 a a a a a a a

10 a . W a a a

11 A a 95 a a a a a ?

1
2 DR. ZUCKER: I a a

3 a a ?

4 DR. ACUFF: I a a
5 a a a a a a
6 a a a a a

7 T a a a
8 a a a a a
9 a a a a a B

10 a a a a a
11 a a a a a
12 a a a a a

13 a a a a a

14 S a a a a
15 a a a a a
16 I a a a a
17 a a a a a

18 MS. RUSK: O a a a a
19 a a a a a S
20 a a 15 I
21 I' a a a a
22 a a a a

23 (Applause.)

24 MS. FAIR: L a a a W
25 a 25 a a a F

1
2
3
4
6:00 . . .

(Whereupon, a brief break was taken.)

6 MS. FAIR: W
7
8

9
10
11
12
13
14

**PANEL 3: CURRENT MEDIA EFFORTS TO FOSTER
HEALTHIER CHOICES FOR CHILDREN**

17 MS. MONTAGUE: G
18
19
20
21
22
23
24
25

1 T a a a
2 a a a a a a a
3 a a a a a a a
4 a a a a a
5 Q a a a a
6 a a a H A
7 G Ca a D A C M
8 A a a a a
9 N Y O A C
10 J Da V P Ma a
11 B D U T G
12 a a a a a
13 a a a a a
14 a a
15 I a I a F MEE P
16 a a a a a a a
17 a a a a a
18 a a a a a
19 J K D K
20 Ma a D a E a R a a
21 S a W S a a a
22 a a a a a
23 S a a
24 V a R a V P a
25 Ka Fa F a a D

1 F a P a S E a M a
2 a H a S a a a
3 a a a a
4 a- a .
5 A , a , Ma a S a E V
6 P P A a a C S a
7 N , N -A -N , TV La , N a S TV.
8 S C A a O
9 a a a a
10 a .
11 F a a
12 a a a
13 a a a
14 a S a a a
15 a M . A .
16 MS . ARTHUR : W , I a
17 FTC a HHS A C a .
18 W a a
19 a a a I
20 a a I' a a
21 a a a
22 a a a a a
23 a a a a a
24 a a a a
25 S , a I' a a

1 a a a a D a
2 H a a H a S a PSA a a a
3 a a a . E a , A C
4 a a a a a
5 a a a a a a a a
6 a a a a a a
7
8 A a a a
9 a a a a
10 a a a a a a
11 a a a a a a
12 a a a a a
13 a a . A a Ma B a a
14 a a a a a
15 a a a
16 S a a a
17 a a a a a a
18 Ma a a . S a a a -a -a-
19 a . A a a a a a
20 a a a a a a
21 a a a a a
22 a a a a a
23 I' a a a a
24 a a a a a
25 a a a a a

1 a a a . T
2 C a a a
3 a a a . T
4 I a a a
5 a a I
6 a a a . A a
7 a a a
8 a a a a
9 a a
10 B a a a a
11 a a a a
12 a - I
13 a , a a a a
14 a a a . A , a
15 I a a a
16 a a a , ? A
17 a a a a
18 a
19 S , a a
20 a a a , a a
21 a a a a a
22 A a a a a
23 a a a a
24 ? A a a a a
25 Q a a a

1 a T a a , a 20 49,
2 a a a a a a a
3 a a a a . W a
4 a a , a a H a
5 S a a a , a a A a A a . W a
6 a a a
7 a a a a a a ,
8 a a a a
9 a
10 A a a a
11 a a a a a a
12 a a a a a
13 a a a
14 a , I a a
15 a a a a a
16 a a a a a a
17 a a a a a
18 T PSA a a
19 , I' a a
20 a a a a a
21 a a a a a a a a
22 a a a a
23 A a a a
24 a a a . W
25 a a a a a a

1 a a a a, a a a

2 a a

3 a a a

4 a I a a S,

5 \$106 a a a a

6 a a A I a a a a a

7 a a a a a

8 a

9 a

10 W

11 Y a a a a

12 a a a a a

13 a a a Y a a

14 a a A a a a

15 a 80,000 a a a

16 a a a a a

17 a a a

18 a a a a

19 a a a a

20 a a a a

21 a a T

22 a a a M Ca E

23 N Y a a a

24 W a a a a a

25 a a a a

1 T a a a
2 a a a S a T a
3 a a a . I a a a
4 a a a a a A
5 a a a a a a
6 a . T a
7 W a a a a a
8 a a a a a a a a a a
9 B a a a a a a
10 a a a a a a
11 a
12 S a a a Ya
13 a a a a a a a a
14 a a a a a a a a
15 a a a a a a a a a
16 a a a a a a a a C a
17 a a a a a a a a
18 a a a a a a a
19 a
20 A a a a a a a
21 a . T a a a a a
22 a a a a a a a . I
23 a a a a a a a a
24 35 a a a a a
25 a a a a a a a

1 a a a a a a a a a a
2 a a a a a a a a a a
3 a a a a a a a a a a I
4 a a a a a a a a a a
5 a a I a a a a a a a I
6 a a a a a a a a a a
7 T a a a a a a a a
8 a a a a a a a a a a
9 a a a a a a a a a a
10 a a a a a a a a a a
11 I a a a a a a a a a
12 a a a a a a a a a a
13 a a a a a a a a a a S
14 a a a a a a a a a a
15 A a a a a a a a a a
16 a a a a a a a a I a a
17 a a a a a a a a a a
18 a a a a a a a a a a
19 a a a a a a a a a a
20 a a a a a a a a a a S
21 a a a a a a a a a a
22 A a a a a a a a a a
23 a a a a a a a a a a Y
24 a a a a a a a a a a
25 S a a a a a a a a a a

1 a a a a a a a a a a
 2 a a a a a a a a a a
 3 a a a a a a a a a a
 4 a a a a a a a a a a
 5 S a a a a IOM,
 6 I a T a a a a a
 7 S a Ha a a a a a a a a
 8 a a a a IOM, I a a a a
 9 a a a a a a a a a a
 10 a a a I a a a C a a
 11 a a a a a a a a a W
 12 a a a a a a a a ?

(Laughter.)

14 MS. SMALLS: S, I a a a a
 15 a a a a a a a a a a
 16 a a a a a a a a a a
 17 a a a a a a a a a a
 18 S, a a a a a a a a
 19 a a a a a a a a a a
 20 a a a a a a a a a a
 21 a a a a a ? Y a a a a
 22 a a a a a Ma a K . S,
 23 a a a a a a a a a a
 24 a a a a a a a a a a
 25 a a a a a a a a a Ca

1 T a a

2 a , N N , a a

3 a a , La T , a a ,

4 Ba a a . T a a

5 a a a a . W

6 a a a a a

7 a a a P P a S N J .

8 a a a a a a

9 a a a a a , a

10 a a a a .

11 O a a a a

12 a a a a . W

13 a a a a a a

14 a a a . W a a a

15 a a a a a a

16 a . I N J . Ma a a a

17 a a a a .

18 I a I a a . Q I a

19 I P a C a a a a a a a \$600,000

20 a a a a a a . S

21 a a a a a a a

22 a a a a . T a ,

23 a a a a \$1.5M a a a

24 a a a a a a a a

25 a a a a . S ,

1 a a a \$3
2 a - a a a a -
3 a a a a O
4 a a a a
5 a a a TV
6 a N a A
7 a a a a
8 a a a a a
9 a .
10 S , a
11 W a a W a
12 a a a a a
13 a a a a a
14 a a a a a
15 a . T a .
16 MS. MONTAGUE: T a , Ma a . N
17 a J K
18 DR. KOTLER: I D . D a a
19 a a C M a
20 I' a a a
21 a a a a
22 a .

(Laughter.)

24 DR. KOTLER: I' H a
25 Ha L a . T a

1 a . B I' a a
2 a a a a a a
3 a .

4 (Video segment on Healthy Habits for Life
5 played.)

6 DR. KOTLER: S , a a a
7 Ha Ha L a . Sa W a
8 - a a . I , a a a
9 a a a a , a a a
10 a a a Sa S a a PBS, a
11 a a a a a
12 a a a a a
13 a a . Wa a a 120 a
14 a a a a U
15 Sa a a a a a
16 a a a a a a
17 a a a a a .

18 T Ha Ha L a a
19 - a a a a a
20 a a a a a a
21 a a a a a
22 a a a a a a a
23 a . Wa a a a a
24 a I a a a a a
25 . W a a a a a

1 a a a a a -
2 a a a a a
3 a a . W a a a
4 a a a a a a
5
6 W a a a
7 a a a a a
8 a a a a a
9 a a a a a
10 . F a a a a
11 a - a a a a a
12 a a a a a . I a
13 a a a a . T a --
14 a a a a a
15 a . S a a . T a

1 a a a
2 a a I
3 a a a
4 a a ? W
5 a a W a -- a
6 a a a a a
7 a a a a a
8
9 W a a - a - a
10 a a a a a a a
11 a B a a a
12 -- a a a
13 a S a a
14 a a a
15 a S a a
16 a a a a a
17 a a a a
18 W a a a a a
19 a a a 12 15
20 a a a W
21 a a a
22 a
23 W a a a a
24 a S a
25 a

1 O M H a a a a
2 a Ka Fa F a a
3 a a , HIV a a . W a
4 ADA a a a
5 a a a a a A a
6 a . W a
7 a
8 H a a a a a a
9 a a a a a a
10 a ? A a a
11 . T a a .
12 S , a a
13 a a . T a a Sa E

1 a a a a a

2 a

3 Q a a a a F a

4 a a a a

5 a a a a a

6 a a a a I a

7 a a a a

8 a a a a

9 A a a a W

10 a a a a

11 a a D a H a a

12 H a S Ka Fa F a

13 a a a a a

14 a a a a

15 a a a W a

16 A a A a H a C a

17 a a a a

18 a a a a

19 a a a a a

20 a a a a

21 A a a a a a

22 a U a

23 a T a 55 a

24 a a a a 72 a

25 a a a N a

1 Ha a a , a a a
2 a a a a a
3 a a a I a
4 a a a a a
5 a a a a a
6 a a a a a
7 a a a a a a
8 . T a a a . S , I
9 a a a a a
10 a a a a a
11 a .

12 W a a a a
13 a a a a a a
14 a a a a a
15 a a a a a a
16 a a a a a
17 a a a a a .

18 O a a a . A
19 a a - a
20 -- a N a a a FTC
21 a a . I a 4,800 a a
22 2 11 a a a , a
23 365 a a , I a
24 13 14 a a a , a , 365 a a a , a
25 a 14, 15, 16- a - a a , I ,

1 a , a s ,

2 a -a a a a

3 a a p

4 a 14, 15 a a a a

5 a

6 s , a a I a

7 a a a a

8 a a a a

9 a a a a

10 a a a

11 I' a a a

12 a a a

13 a a I' a a

14 T

15 a a

R-5.12 TD(Videogram) (2) of Four THEORETICAL Again, of how it Theas
 hu a little exmhe nhea 0 Tdatbelts. orD(15)Tj#2 1 Tf11.8

1 a a a a a a
2

(Video segment played.)

4 MS. RIDEOUT: S, I a a a a
5 a a a a a a
6 a a a a a a
7

(Video segment played.)

9 MS. RIDEOUT: H a

(Video segment played.)

11 MS. RIDEOUT: T a
12 a TV C A a
13 a

(Video segment played.)

15 MS. RIDEOUT: T a M D a
16 a S K

(Video segment played.)

18 MS. RIDEOUT: A a a a
19 a a a a
20

(Video segment played.)

22 MS. RIDEOUT: S, a a I'
23 a a a a
24 a a a a
25 a a a a a a

1 a a . S

2 a a a a

3 . T a .

4 DR. EDGERTON: T a , V . La

5 a I a I a .

1 Q a a
2 a a a I
3 a a a
4 a Y a a a
5 a a a S a
6 a a
7 a a
8 a
9 S a a
10 a a a
11 a a a
12 a a a a
13 a a a
14 a a a S
15 a a a
16 a a
17 a a a
18 a a
19 Q a
20 a a a a a a
21 Ja a G a a
22 a W a a a
23 a a a
24 B a a A a A a
25 a a a

1 W a - a

2 a a a a a

3 a .

4 T a a

5 a a a a I

6 a . O a a a

7 a a a a

1 a a a a - a . a 5.1 0 TD T a.1 0 TD

a a T a a R 5.1SR a á ,1S0 TD71

1 I
2 a a
3 a
4 T a
5 DR. EDGERTON: T a , I a . I a
6 a a a a I a
7 a a
8 a I a a
9 a a I
10 a a
11 a a
12 a a
13 a A
14 a I a a
15 a a a a
16 a a a a
17 a a A a a
18 a a a
19 a a a
20 a a
21 a a a
22 a
23 S , I a
24 a a
25 a a

1 a a a a a a
2 a a a a a

3 MS. ARTHUR: W I a I
4 a a a I a
5 a a a a I a
6 a I a a a
7 a a a a
8 a a a a a
9 a a a I a a a
10 a a a a S I
11 a a a

12 MS. SMALLS: I a a
13 a a a I
14 a a a a
15 a a a a a
16 a a a a
17 a a a a A
18 a a a a I
19 a a a a
20 a a a a
21 a a I a a a a
22 a a a a
23 a a a

24 MR. DABOUB: F H a a
25 a a a a

1 a a , a a a a a a a a a a
 2 a a a a a a a a a a
 3 a a a a a a a a a a
 4 a a a a a a a a a a
 5 a a a a a a a a a a
 6 a a a a a a a a a a
 7 a a a a a a a a a a

8 MS. RIDEOUT: I I a a a
 9 I a a a a a a
 10 a a a a a a a a a a
 11 a a a a a a I a a a
 12 a a a a a a a a a a
 13 a a a A a a a a a a
 14 a a a a a a a a I
 15 a a a a I a a a a a a a
 16 a a a A C a a a a a a
 17 S a W a a a a a a a a a
 18 a a a a a a a a I a a a
 19 a a a a a a a a a a

20 DR. KOTLER: A I a a a a
 21 a a a a a a a a a a
 22 a a a a a a a a a a

23 MS. MONTAGUE: T a a a a
 24 a a a a a a a a a a
 25 a a a a a a a a a a

1 T a
 2 a -- a H --
 3 a
 4 a S a
 5 a a a a
 6 a a a
 7 a
 8 a
 9

10 MS. ARTHUR: A I a a a
 11 , I a a a
 12 a a a a a
 13 a a a a a
 14 a a a a a
 15 P a a
 16 a a a a
 17 a a a a
 18 S , a a a a

19 DR. KOTLER: A S a
 20 a . W a
 21 a S
 22 a a a
 23 a a
 24 a a
 25 a a a a a

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6
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23

a a . S , a a
a a , a a a a
a a a a -- a a a
a a a a a a
a a / a a
a a a a a a
a a a a a
W a a a , Ha
Ha M a a -- G a
a a a a G
a a a a
a a . S , a a
a a a a a a
S , a a
A , a a a a
a a . S , a a
a a a a a a
a a a a
MS. RIDEOUT: I a a I
a a a N a a
a a a a a a

1 a a r , a a a -- ,

2 a

3 T a a a a

4 a a a a a

5 a , a a a

6 a a a

7 a a a a S , a

8 a a a a

9 a a a

10 a a a . I a

11 a a a a a

12 a a a

13 a a a -- a

14 a a a a . W a

15 a a .

16 B a a a , I a a a a

17 a a a a

18 a a a a a a a

1 DR. KOTLER: I' a
 2 a I' a
 3 a a a a
 4 a a a a a
 5 a a a a a
 6 a A a D a a a
 7 a a a a a
 8 a E a a a
 9 a E a a

10 MS. SMALLS: A I a a
 11 a a a a a a a I a
 12 a a a a a a
 13 a a a a a
 14 a a a a a S
 15 a a a a a
 16 a S a a a P a D a
 17 S a a a a a
 18 a a a a a
 19 a a a a a S
 20 a a a a a
 21 a a a a a
 22 a a a a a

23 MS. MONTAGUE: T a I a
 24 a a a a a
 25 a a a a a

1 a a a I a a
2 I a a a a
3 a B a a a
4 a a a a a
5 a a a a a
6 a a a a - a a
7 a a a A a
8 A a a H a ?
9 MR. DABOUB: I a a a
10 a H a a a a
11 a a a a
12 I a a a a P a a a
13 a a a a a a
14 a a a a a a
15 W N a
16 a a a a
17 a a 50 a a
18 a a 6 a
19 H a a S a a a
20 a a a a a a
21 a a a S a
22 a a a a
23 T a a a a
24 a a a a
25 a a a a

1 a a a a a
 2 T a a a a a
 3 a I a a a
 4 a A a a a
 5 a a a a a
 6
 7 H ? A a a
 8 T P 1 (T 4 T 0 3 (7) T 5.02 I 1

1 a a a a a a

2 S B a a a a a ?

3 MS. SMALLS: N a a a

4 a a a S a a -- a a

5 a a a

6 DR. EDGERTON: A a a

7 a a a a a

8 a a a I

9 a a a

10 a a a a

1 a a a a a a a a a a
 2 a a . S , a a .
 3 A a , a a a a a a a a a a
 A a , MS. RIDEOUT a M. I 2

1 a a a a a I
2 a a a a a
3 a a a a a I
4 a a a a a
5 a a a a a
6 a
7 S, I' a
8 a a a a a
9 a a a a a a
10 a a a a a
11 a a a a a
12 a a a a a
13 S, I' a
14 a a a
15 MS. ARTHUR: T a a I a
16 a a a a a
17 a a a a a
18 a a a a a
19 a I a a a
20 a a a a a
21 C a a a a
22 a I a a a
23 a a a a a
24 a W a a
25 a a A a Ha A a

1 A a D a A a A a Ca
2 S a a a a a
3 a a a a a
4 a a a a a

1 A a a a a a .
2 N , G a M a K ,
3 P C a r K a , a J a a , A a
4 A a A a ,
5 a .
6 N , K a a a
7
8
9 F a , C a - C a , a
10 a a a a a . C a - C a ,
11 a , a a a a a a
12 a a a a
13 a a a a a a
14 a a a T a a
15 a a a a
16 a 12. M ,
17 a a a - a
18 a a a a
19 a a a a .
20 S , a , C a
21 a C , W a S a , O ,
22 A a , K , I a a a N M , a a
23 .
24 S a , G Ma a
25 A a , a , a

1 a I a a
2 H a a
3 a a a
4 a a a H
5 a a a
6 B a a a
7 a D . G M a CDC' Ca a H a
8 D a a a a
9 a a 5-A-Da a a a
10 a a a
11 a a a a
12 a a 5-A-Da
13 A a a
14 a S a - a a a a
15 a a a a
16 H a a . S , I
17 a a a I a a
18 a , a a a a a
19 a a a
20 MR. PAHL: T a . N
21 a a a a
22 a a a a
23 a 6:30 ABC N . S ,
24 a a a a a
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(Whereupon, at 5:50 p.m., the workshop was
adjourned.)

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WORKSHOP TITLE: PERSPECTIVES ON MARKETING, SELF-
REGULATION & CHILDHOOD OBESITY

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DATED: JULY 14, 2005

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ELIZABETH M. FARRELL

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