



# REFRESH, REFRAME, RECHARGE – AMPLIFY IT!

Wisconsin Tobacco Prevention & Control Conference  
May 1 & 2, 2007

## Keynote Speakers



### **Karen Gutierrez**

#### Global Dialogue for Effective Stop Smoking Campaigns

Karen has served as the director of the Global Dialogue for Effective Stop Smoking Campaigns since January 2005, working with more than a dozen organizations internationally to improve the quality and longevity of smoking cessation campaigns. She is a social marketing consultant whose partners and clients have included the Centers for Disease Control and Prevention, World Health Organization, World Bank, Institute for Reproductive Health at Georgetown University, U.S. Office on National Drug Control Policy, Pfizer, Campaign for Tobacco-Free Kids and Harvard University School of Public Health.

From 1998 through 2004, Karen was a CDC Fellow with CDC's Office on Smoking & Health. She advised U.S. states, national organizations, and other countries on their tobacco counter-marketing campaigns and helped the CDC develop best practices, training and other resources, including co-authoring global reviews of lessons learned from smoking cessation campaigns and youth tobacco use prevention campaigns and co-editing a comprehensive tobacco counter-marketing manual.

Keynote on Tuesday, May 1 at 11:30 am - "Lessons Learned from Tobacco Counter-Marketing Campaigns Around the World"



### **Lori Silverman**

#### Partners for Progress

Lori owns Partners for Progress, a management consulting firm that helps organizations move to the next level—by thinking and acting differently. As a business strategist and professional speaker, she has worked in 15 industries, from nonprofits to professional associations, insurance, financial services, government, and the military. Lori has been a guest on more than 50 radio and television shows to talk about story work in organizations and is the co-author of *Stories Trainers Tell*. Her latest book, *Wake Me Up When the Data Is Over: How Organizations Use Stories to Drive Results*, debuted in the top 100 books on Amazon.

Keynote on Tuesday, May 1 at 3:15 pm - "Wake Me Up When the Data Is Over: Using Stories to Make the Issue Real"

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**Dan Cramer**  
grassroots solutions

Dan Cramer is the co-founder of **grassroots solutions**, a consulting firm that specializes in grassroots advocacy, political field consulting, and training. Recent **grassroots solutions** clients have included: America Votes, the Beldon Fund, Clearway Minnesota, Fairview Health Systems, the Lance Armstrong Foundation, Medtronic, the Minnesota Council on Nonprofits, the National Education Association and the Sierra Club.

Dan and his team at grassroots solutions have developed a particular expertise around smoke free organizing. They developed, and are currently implementing, a statewide training and technical assistance program in Minnesota around local ordinance work. Additionally, they have worked for the Minnesota Smoke Free Coalition, Blue Cross-Blue Shield and the American Cancer Society. Most recently, **grassroots solutions** helped the Mankato Area Smoke Free Coalition win a resounding 69% victory in a local referendum to retain their local ordinance.

Keynote on Wednesday, May 2 at 11:15 - "Creating a Sustainable Civic Engagement Culture for Smoke Free Work."