



Accelerating Change with Best Practices

2008 Wisconsin Tobacco Prevention & Control Conference

KEYNOTE SPEAKERS

Gregory N. Connolly, Harvard School of Public Health Tobacco Industry Behavior & How States Can Fight Back

3:15 PM, Tuesday, November 18

Nationally recognized for his work on smokeless tobacco, Gregory Connolly has testified numerous times before Congress as well as educated major league baseball players on the dangers of smokeless tobacco. His research focuses on tobacco product design, efficacy of tobacco control interventions and the structure and marketing practices of the tobacco industry to name a few. As a national advocate, he has appeared on numerous television news programs.



Dr. Connolly received a bachelor's degree from the College of the Holy Cross, a dental degree from the Tufts University School of Dental Medicine and a masters degree from the Harvard School of Public Health. He currently serves as Professor of the Practice of Public Health at the Harvard School of Public Health. He was formerly the Director of the Massachusetts Tobacco Control Program.

Dave Goerlitz, Former "Winston Man" Model Before the Smoke Screen

11:15 AM, Wednesday, November 19

Dave Goerlitz is perhaps best known as the lead "Winston Man" in R.J. Reynolds' lucrative "Search and Rescue" advertisement series, which helped move Winston Cigarettes from Number 4 to Number 2 in worldwide sales.

Mr. Goerlitz was featured in 42 of these ads, more than any other tobacco model, including the "Marlboro Man." In November 1988, he took a historic stand against the tobacco industry: he publicly participated in the "Great American Smoke-Out" and condemned the tobacco industry's advertising, alleging that the sale of tobacco products targets young people of the world. Mr. Goerlitz's book, *Before the Smoke Screen*, is his personal story of how he became hooked on tobacco at age 13, parlayed that addiction into a career as a lead model for Winston cigarettes during the 1980's, then became disillusioned with tobacco advertising, embarking on a worldwide personal crusade to undo the damage his ads may have done in addicting young people to tobacco products.





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PLENARY SPEAKERS

11:30 AM, Tuesday, November 18

Sue Allen, Prevention & Youth Development Specialist Young, Wise & Willing

Sue Allen has always seen a place "at the table" for youth. Her experiences include teenage years spent as an organizer with and for people with disabilities, eight years as a Search Institute national trainer, organizer of local youth empowerment/service teams, and 20 years helping Wisconsin communities bring youth and adults together over youth development issues.

She is the Former Director of the Wisconsin Positive Youth Development Initiative and is currently a State Organizer for Wisconsin Youth Voice. An author and award-winning Wisconsin professional, Ms. Allen has fun with her neighborhood youth by listening, looking for frogs, noticing everything, and discovering new wonders.



Dr. Michael Fiore, UW Center for Tobacco Research & Intervention, UW School of Medicine & Public Health We Can Move the Mountain - Eliminating Tobacco Dependance in Wisconsin & Nationwide

Michael Fiore, professor of medicine, founded and has served as Director of the UW Center for Tobacco Research and Intervention since it was established in 1992. He is clinically active, treating patients for tobacco dependence and in internal medicine.

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 consulting editor of *Reducing Tobacco Use—A Report of the Surgeon General* (2000).

Dr. 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.

