

# BIOS



## BIOS : DECEPTION IN WEIGHT LOSS ADVERTISING WORKSHOP

### **Anthony L. Almada**

Anthony Almada, B.Sc. M.Sc., is President, founder, and Chief Scientific Officer of IMAGINutrition, Inc., an innovation and science marketing think tank focusing on nutritional technologies, IP clinical research validation, and science-driven media campaigns. IMAGINutrition is currently engaged in over twelve clinical studies in various universities around the world, as well as prosecuting several patents and functioning as a technology transfer entity for process, composition and utility patents in the human and animal dietary supplement, cosmeceutical and functional beverage and food sectors. Mr. Almada has worked within the dietary supplement industry since 1975. In 1992 he co-founded Experimental and Applied Sciences (EAS), now the largest sports nutrition company on a global scale. During his tenure as Chief Scientific Officer and President, he developed a university research program that completed over fifteen clinical studies in the first three years of the company's history, also yielding two issued patents. After selling EAS, he co-founded a medical food company that developed a clinically-validated product to prevent HIV wasting. A nutritional and exercise biochemist, Mr. Almada has collaborated on over fifty university clinical trials, ranging from AIDS/HIV wasting to weight loss and gain. He earned his undergraduate degree in physiology and nutritional biochemistry at the University of California, Irvine and California State University, Long Beach, and his graduate degree at the University of California, Berkeley, exploring the impact of exercise on tissue antioxidant status and kinetics, including vitamins C and E, coenzyme Q and glutathione.

### **Commissioner Sheila F. Anthony**

Commissioner Anthony was sworn in as a member of the Federal Trade Commission on September 30, 1997. She served as Assistant Attorney General for the Office of Legislative Affairs at the Department of Justice from 1993 to 1995, where she was the liaison between the Department and Congress, and the liaison to the White House Legislative Affairs Office. Prior to government service, Commissioner Anthony practiced law at Dow, Lohnes & Albertson in Washington, D.C., where she specialized in intellectual property law, including trademark, copyright, unfair competition, litigation, licensing, and technology transfer. A native of Hope, Arkansas, Commissioner Anthony attended Randolph-Macon Woman's College and received her B.A. degree in American Government from the University of Arkansas. She is a graduate of Washington College of Law, American University.

### **J. Howard Beales, III**

Howard Beales is the Director of the Federal Trade Commission's Bureau of Consumer Protection. Appointed by FTC Chairman Timothy J. Muris in June 2001, Mr. Beales has experience in both academia and government. His major areas of expertise and interest include law and economics, the economic and legal aspects of marketing and advertising, and other aspects of government regulation of the economy. A prolific writer and lecturer, Mr. Beales began his career at the FTC in 1977 as an economist specializing in consumer protection problems. He was named as Assistant to the Director of the Bureau of Consumer Protection, the first economist to hold that position, in 1981, and served as Associate Director for Policy and Evaluation in the Bureau from 1983 to 1987. He developed policy in a number of key areas, including the Commission's Deception and Advertising Substantiation Policy Statements. Mr. Beales left the FTC in 1987 for a year-long stint at the Office of Management and Budget. As a branch chief in OMB's Office of Information and Regulatory Affairs, he managed the review of regulations proposed by the Departments of Labor, Health and Human Services, Housing and Urban Development, and Treasury. An Associate Professor of Strategic Management and Public Policy at George Washington University from 1988 until his recent appointment, he has published numerous scholarly articles on advertising and other aspects of consumer protection regulation. As Director of the Bureau of Consumer Protection, Mr. Beales oversees the work of some 152 lawyers and a \$77 million budget. Born in Nebraska and raised in Mississippi, Mr. Beales graduated magna cum laude and Phi Beta Kappa from Georgetown University. He has a Ph.D. in Economics from the University of Chicago.

## **Brad Bearson**

Brad Bearson has been General Counsel of ICON Health & Fitness, Inc., the world's largest manufacturer of home fitness and exercise equipment, since 1995. In this capacity, he is involved on a daily basis with product liability and safety issues. Mr. Bearson also co-founded Bearson & Peck, L.C., in 1999, and served as a Member of the Legislative Affairs Committee of the Utah State Bar from 1997 to 2000. He began practicing law in Logan, Utah, with the law firm of Olson & Hoggan, P.C., and served as Managing Attorney for several years. Mr. Bearson obtained his Bachelor of Science degree from Utah State University and his law degree from the University of Utah. He obtained his Certified Public Accountant certificate in 1981 and was admitted to the Utah State Bar in 1982. He has also been admitted to practice in various courts across the nation.

## **Dr. George Blackburn**

George Blackburn, M.D., Ph.D., is Associate Professor of Surgery and Nutrition, Associate Director of the Division of Nutrition, and the first incumbent of the S. Daniel Abraham Chair in Nutrition Medicine at Harvard Medical School. Dr. Blackburn is also Chief of the Nutritional/Metabolism Laboratory and Director of the Center for the Study of Nutrition Medicine, which are affiliated with the Beth Israel Deaconess Medical Center in Boston. His laboratory investigates complex issues dealing with nutrition and health, and he has published widely on various aspects of nutrition, medicine, and metabolism with over 400 publications to date. Dr. Blackburn is a Past President of the North American Association for the Study of Obesity, the American Board of Nutrition, and the American Society for Clinical Nutrition. He remains on the Board of Advisors for the American Society of Parenteral and Enteral Nutrition, of which he served as president, and serves on the Scientific Advisory Committee of the C. Everett Koop Foundation Shape Up America Campaign. He is a member of the board of the American Obesity Association and was Chairman of the Massachusetts Medical Society Committee on Nutrition from 1992-1999. Dr. Blackburn is a principal or co-principal investigator on several NIH grants, including the Look AHEAD study, and is Associate Director and executive committee member of the NIH Boston Obesity Nutrition Research Center. Dr. Blackburn received his medical degree from the University of Kansas and completed his internship and residency at Boston City Hospital, Harvard Medical School. He earned his doctorate in nutritional biochemistry from Massachusetts Institute of Technology.

## **Dr. Denise Bruner**

Denise Bruner, M.D. is Chairman of the Board of Trustees of the American Society of Bariatric Physicians (ASBP). She also serves as Co-Chairperson of the ASBP's Strategic Planning Committee, and previously served as the organization's President. Dr. Bruner has testified on behalf of the ASBP before Congress, the Virginia Board of Medicine, and the National Institutes of Health's National Task Force on Prevention and Treatment of Obesity. She has also appeared as a representative of ASBP, and to discuss various bariatric topics, on several television programs, including NBC's Today Show, Fox Morning News, the Montel Williams Show and the Maury Povich Show. Dr. Bruner has a private practice in Arlington, Virginia, where she specializes in bariatric medicine and family practice. She is also on active staff at Arlington Hospital. Dr. Bruner is certified by the American Board of Bariatric Medicine, and serves on the Advisory Council of the American Obesity Association. She has been quoted in numerous publications including the Washington Post, New York Times, Wall Street Journal, Washington Times, Shape, Good Housekeeping, Self, People, and Prevention. Dr. Bruner is a graduate of the George Washington University and Howard University College of Medicine in Washington, D.C.

## **Richard L. Cleland**

Rich Cleland joined the Federal Trade Commission's Division of Advertising Practices in 1991. In 1996, Mr. Cleland was appointed Assistant to the Director of the Bureau of Consumer Protection and in 1998, he was appointed Assistant Director of the Division of Service Industry Practices. He currently serves as Assistant Director of the Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. He supervises many of the Commission's health-care related Internet initiatives, including Operation Cure.All, a consumer education and law enforcement program targeted at the fraudulent marketing of health care products on the Internet. He has also provided input on various Internet health-related self-regulatory codes and is a frequent speaker on the marketing of health care products and services over the Internet. In addition, Mr. Cleland oversees many of the Commission's weight-loss product and service law enforcement initiatives. Prior to joining the Federal Trade Commission, Mr. Cleland served as Special Assistant Attorney General and Director of the Division of Consumer Protection in the Iowa Attorney Generals Office.

## **John Cordaro**

John Cordaro has been President and Chief Executive Officer of the Council for Responsible Nutrition (CRN), an association of the dietary supplement industry, since 1982. Mr. Cordaro has provided the leadership for CRN to become a full-service trade association recognized as a leading association in the dietary supplement industry. He serves as a spokesperson for the multi-billion dollar industry through frequent print and electronic media responses as well as various public and private forums. Mr. Cordaro has more than 35 years experience in domestic and international food, nutrition, and agricultural activities, including senior positions with the Food Safety Council, Inc., the U. S. Congress Office of Technology Assessment, and the U.S. Department of State Agency for International Development. His numerous publications appear in popular magazines and in specialized and technical journals. Mr. Cordaro graduated from Loyola University of the South with a B.S. in government, economics, and philosophy. He later attended the Georgetown University Graduate School of Foreign Service and received his advanced degree in agricultural economics with a special emphasis on nutrition policy planning from Cornell University.

## **Mary K. Engle**

Mary Engle is Associate Director of the Division of Advertising Practices of the Bureau of Consumer Protection of the Federal Trade Commission. Ms. Engle joined the FTC in 1990 as a staff attorney in the Division of Advertising Practices. While at the FTC, Ms. Engle has also served as an attorney advisor to a commissioner, as Assistant to the Director of the Bureau of Consumer Protection, and as Assistant Director in the Divisions of Enforcement and Advertising Practices. She was also the Project Director of the FTC's Study of the Marketing of Violent Entertainment to Children. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, D.C., where she specialized in environmental litigation. She is a graduate of Harvard University and the University of Virginia School of Law.

## **Lesley Fair**

Lesley Fair is a senior attorney with the Federal Trade Commission's Division of Advertising Practices, where she has represented the Commission in numerous investigations of deceptive advertising. She specializes in the marketing of food, OTC drugs, dietary supplements, and other health-related products both in traditional media and online. A recipient of the Paul Rand Dixon Award for Law Enforcement and the Commission's Award for Outstanding Scholarship, she is a Vice-Chair of the Consumer Protection Committee of the American Bar Association's Section of Antitrust Law. Ms. Fair clerked for the Honorable Fred Shannon, United States District Judge for the Western District of Texas, served as staff counsel to the United States Court of Appeals for the Fifth Circuit in New Orleans, and has appeared before the Supreme Court of the United States. On the adjunct faculty of the Columbus School of Law of the Catholic University of America since 1984, Ms. Fair holds the title of Distinguished Lecturer. Ms. Fair graduated with high honors from the University of Notre Dame and received a J.D. from the University of Texas School of Law.

## **Dr. Harry Greene**

Harry Greene, M.D. is Vice President-Research and Medical Education and Medical Director for Slim Fast Foods Company. In this position, he is responsible for new research programs and the education of physicians on the use of Slim Fast products. Personnel under his guidance coordinate and integrate a \$5 million per year program in obesity research and medical marketing. His previous experience includes serving as Senior Director of Medical Affairs for Bristol-Myers Squibb Mead Johnson Nutritional Group, Director of the Clinical Nutrition Research Unit at Vanderbilt University Medical Center, and Professor of Pediatrics and Biochemistry and Chief of Pediatric Gastroenterology and Nutrition at Vanderbilt. An internationally recognized nutrition research specialist and pediatric gastroenterologist, Dr. Greene has served as President of the North American Society of Pediatric Gastroenterology/Nutrition and President of the American Society for Clinical Nutrition. He has published over 200 articles in peer-reviewed medical journals on such topics as gastrointestinal adaptation during health and disease, pathophysiology and treatment of type I glycogen storage disease, vitamins in health and disease, and lipids. Dr. Greene earned his bachelor's degree from Baylor University and his medical degree from Emory University School of Medicine.

## **Walter C. Gross**

Walter Gross joined the Federal Trade Commission's Bureau of Consumer Protection in 1966. At the FTC he has worked in a wide variety of areas of consumer protection law including unfair and deceptive advertising practices affecting low-income consumers, regulation of trade and vocational schools' marketing practices, litigation of cases involving hard core consumer fraud, and promulgation and enforcement of various rules and regulations affecting consumer interests. Since 1990, Mr. Gross has worked primarily in the area of health care marketing, where he was active in the industry-wide investigation of commercial providers of weight loss programs and services, and in a variety of cases and investigations involving the advertising and promotion of dietary supplement products for weight loss. Mr. Gross has also been one of the Commission's representatives to The Partnership for Healthy Weight Management and was active in the formation of the Partnership. Mr. Gross holds undergraduate and law degrees from Vanderbilt University, and served three years as a Navy JAG lawyer.

## **Dr. Steven Heymsfield**

Steven Heymsfield, M.D. is the Director of the Human Body Composition Laboratory and Weight Control Unit and the Deputy Director of the Obesity Research Center at St. Luke's-Roosevelt Hospital Center in New York. In addition, he is a Professor of Medicine at Columbia University College of Physicians and Surgeons and a Visiting Scientist at Rockefeller University and the Brookhaven National Laboratory. Dr. Heymsfield has published more than 200 articles covering topics such as obesity, anorexia nervosa, bulimia nervosa, malnutrition, pregnancy, body composition, and caloric expenditure. Dr. Heymsfield has helped to design and build two whole-body human calorimeters, including a direct gradient-layer system and a ventilated chamber indirect calorimeter. He also pioneered new methods of assessing human body composition such as computed tomography, magnetic resonance imaging, multicompartiment methods and bioimpedance analysis. His recent research includes energy metabolism, obesity, body composition, and effectiveness/safety of weight loss treatments. Dr. Heymsfield is President of the American Society of Clinical Nutrition and was formerly President of the American Society of Parenteral and Enteral Nutrition. He is an Honorary Member of the American Dietetic Association, the Chilean Clinical Nutrition Association, the Latin American and Argentine Medical Association, and the New York Dietetic Association. Dr. Heymsfield received his bachelor's degree from Hunter College and his degree in medicine from Mount Sinai School of Medicine in New York.

## **Dr. Van Hubbard**

Van Hubbard, M.D., Ph.D. is Director of the Division of Nutrition Research Coordination and Chief of the Nutritional Sciences Branch of the Division of Digestive Diseases and Nutrition, National Institute of Diabetes and Digestive and Kidney Diseases, at the National Institutes of Health (NIH). Within the Division of Digestive Diseases and Nutrition, he is the Director of the Clinical Nutrition Research Units and Obesity/Nutrition Research Centers Programs, and is responsible for development of research initiatives and management of research programs related to the nutritional sciences and obesity. His major research interests are clinical nutrition, obesity, cystic fibrosis, essential fatty acid metabolism, and nutritional modulation of disease risk. Dr. Hubbard is the current Chair of the NIH Nutrition Coordinating Committee and is the Department of Health and Human Services liaison for the Interagency Committee on Human Nutrition Research. Dr. Hubbard is the NIH representative on numerous committees, serves on various Healthy People 2010 work groups, and is co-lead for the Nutrition and Overweight Focus Area and the development of the Surgeon General's Initiative to address overweight and obesity. He previously served as a Professor of Pediatrics at the Uniformed Services University of the Health Sciences and a member of the Board of the American Board of Nutrition. Dr. Hubbard received his Ph.D. in biochemistry and his M.D. from the Medical College of Virginia, Virginia Commonwealth University.

## **John Kimball**

John Kimball is Senior Vice President and Chief Marketing Officer at the Newspaper Association of America (NAA). He is responsible for the NAA's marketing initiatives to increase revenue, grow circulation and readership, and to promote and improve work processes for the \$59 billion newspaper industry. Prior to his post at the NAA, Mr. Kimball served as Senior Vice President of Sales for Macromedia, Inc. where he integrated the sales and marketing strategies for the company's twenty print properties. Mr. Kimball is on the Board of Directors of the Joint National Retail Federation/Retail Advertising Marketing Association and has served on the Boards of the Better Business Bureau in Detroit, Denver, and Northern New Jersey. Mr. Kimball, who is a decorated Vietnam Veteran, received a B.A. in advertising from Michigan State University and a graduate degree from the Harvard Business School Executive Management Program.

## **Andrea C. Levine**

Andrea Levine is Director of the National Advertising Division (NAD) of the Council of Better Business Bureaus, the advertising industry's forum for voluntary self-regulation of national advertising. Over the course of her legal career, Ms. Levine has handled a wide range of advertising challenges, including drafting a comprehensive blueprint for truthful and accurate airline advertising, formulating advertising guidelines for car rentals at the request of the industry, analyzing and evaluating environmental marketing claims, and handling product safety issues particularly as they pertain to toys and other products intended for use by children. During the ten years that she served as an Assistant Attorney General for the State of New York, Ms. Levine worked closely with the FTC, state attorneys general nationwide, FDA, EPA, and CPSC. Before joining NAD, Ms. Levine was special counsel to the Ryan Community Health Network, a non-profit managed care company. She received her B.A. from New York University and her J.D. from Brooklyn Law School.

## **Ellen Levine**

Ellen Levine is Editor-in-Chief of Good Housekeeping, the flagship women's publication of Hearst Magazines. She is the first woman to serve in this position since the magazine's inception in 1885. Prior to joining Good Housekeeping, Ms. Levine was Editor-in-Chief at two other major women's magazines: Redbook and Women's Day, and was a Senior Editor at Cosmopolitan. Ms. Levine frequently appears on national talk shows and news programs, and has authored numerous books and articles. She served two terms as President of the American Society of Magazine Editors from 1994 to 1996. Throughout her publishing career, Ms. Levine has received many honors, including the Matrix Award for exceptional achievement in the communications industry. Also, in recognition of her work on the U.S. Attorney General's Commission on Pornography, the American Society of Journalists and Authors awarded Ms. Levine for her courage in the Pursuit of Truth. Ms. Levine similarly was honored by the Atlantic Coast Independent Distributors, Inc. for her distinguished service defending the First Amendment and the U.S. Constitution. Ms. Levine is a graduate of Wellesley College.

## **Michael McGuffin**

Michael McGuffin is President of the American Herbal Products Association (AHPA), the primary U.S. trade group for herbal products manufacturers. He also serves as Treasurer and member of the Board of Trustees for the non-profit American Herbal Pharmacopoeia, board member of United Plant Savers, Chair of the Industry Committee of the Plant Conservation Alliance/Medicinal Plant Working Group, and board member of the Dietary Supplement Education Alliance, a non-profit industry-funded educational resource committed to providing accurate information about supplements to consumers. Mr. McGuffin has been active in the herbal industry since 1975, having owned both retail and manufacturing businesses in the field. He is the Managing Editor of AHPA's Botanical Safety Handbook (1997) and Herbs of Commerce, 2nd edition (2000). He has represented the herbal industry at state and federal hearings on herbal regulatory issues and as a member of the FDA's Food Advisory Committee Working Group on Good Manufacturing Practices for Dietary Supplements. Mr. McGuffin has been quoted in a variety of news publications such as the New York Times, Washington Post, U.S. News & World Report, and Newsweek, and has made appearances on ABC's Nightline, National Public Radio, and ABC Radio.

## **Don McLemore**

Don McLemore is Vice President of Standards at New Hope Natural Media, a leading media and trade show company in the natural products industry. In 1998 Mr. McLemore established an in-house Standards Program for the company's Trade Show and Conference Division and in 1999 extended the program to include its Publishing and New Media Division. The Standards Program is designed to support industry self-regulation. Prior to joining New Hope Natural Media, Mr. McLemore was on the staff of the Herb Research Foundation. His extensive clinical experience includes being the Director of a Neuro-Vestibular diagnostics center. Mr. McLemore received an M.A. in Audiology from the University of Tulsa.

## **Chairman Timothy J. Muris**

Chairman Muris was sworn in June 4, 2001 as Chairman of the Federal Trade Commission. Chairman Muris has held three previous positions at the Commission: Assistant Director of the Planning Office (1974-1976), Director of the Bureau of Consumer Protection (1981-1983), and Director of the Bureau of Competition (1983-1985). After leaving the FTC in 1985, Chairman Muris served with the Executive Office of the President, Office of Management and Budget for three years. He then joined George Mason University School of Law as a Foundation Professor in 1988 and was interim dean of the law school from 1996 to 1997. He was also Of Counsel with the law firms of Collier, Shannon, Rill & Scott (1992-2000) and Howrey, Simon, Arnold & White (2000-2001). Chairman Muris graduated with high honors from San Diego State University in 1971 and received his J.D. from UCLA in 1974. He was awarded Order of the Coif and was associate editor of the UCLA Law Review. A member of the American Bar Association's Antitrust Section, Chairman Muris has written widely on antitrust, consumer protection, regulatory, and budget issues. In 1981, he served as the Deputy Counsel to the Presidential Task Force on Regulatory Relief, headed by then Vice President Bush.

## **Elissa Matulis Myers**

Lisa Myers is President and CEO of the Electronic Retailing Association (ERA), a trade association representing the \$125 billion electronic retailing industry. Founded in 1990, the ERA is comprised of more than 450 member companies and subsidiaries worldwide that use the power of electronic retailing to sell direct to consumers via television, radio, Internet, and wireless media. During Ms. Myers' tenure, the organization changed its name from the National Infomercial Marketing Association to the Electronic Retailing Association, published the first comprehensive industry guidelines for online marketing, created inter-industry guidelines for Advance Consent Marketing and Telemarketing, and established strong participation in government forums. Ms. Myers also founded ERA Europe, the France-based ERA operation dedicated to helping promote electronic retailing across Europe. Her professional experience includes 25 years of strategic management of associations. She previously served as head of the publishing division at the American Society of Association Executives and developed the ASAE member database, customer service center, the International Section, the Ethics Committee, and group insurance programs. Ms. Myers is a member of the Committee of 100 for the U.S. Chamber of Commerce, the Industry Functional Advisory Committee for the U.S. Department of Commerce, the Board of Directors of the Greater Washington Society of Association Executives and the National Board of Regents of the Institutes for Organization Management.

## **Dean Wilbert Norton**

Will Norton is Dean of the University of Nebraska's Lincoln College of Journalism and Mass Communications. Dean Norton has served in this post since 1990. He also is a partner-owner of the South Reporter, Inc., a company that publishes two newspapers and a total market publication. He is a trustee of the Freedom Forum and is Vice President of the Accrediting Council on Education in Journalism and Mass Communications. He is a past President of the Association for Education in Journalism and the Association of Schools of Journalism and Mass Communications. Dean Norton's prior experience includes serving as the publisher of the Daily Iowan, and the managing editor of Christian Life Publications, Inc. He also was on the staff of the Chicago Tribune and was sports editor of the Wheaton, Illinois, Daily Journal. Dean Norton has authored numerous journal and magazine articles, has ghost-written three books, and has directed funded research for a dozen newspapers. Dean Norton received his B.A. in history with honors from Wheaton College and his Ph.D. in Mass Communications from the University of Iowa. He also earned an M.A. in mass communications from Indiana University.

## **Joseph Ostrow**

Joseph Ostrow is President and CEO of the Cabletelevision Advertising Bureau (CAB), the national trade association of the cable television industry. The CAB is devoted to the marketing and advertising activities of the cable industry, representing system operators that serve 85% of the nation's cable subscribers. Mr. Ostrow's key responsibilities at the CAB involve developing initiatives to increase advertising revenue for the industry. Prior to joining CAB, Mr. Ostrow served as Executive Vice President, Worldwide Media Director at Foote, Cone & Belding Communications, Inc. where he was responsible for FCB's worldwide media operations. Mr. Ostrow began his career at Young & Rubicam, where he rose to the position of executive vice president, Director of Communication Services. A current Member of the Board of the Advertising Council, Mr. Ostrow is a well-known speaker and writer on issues that affect the advertising community. He previously has served as President of Media Directors Council and the Advertising Information Services and Vice Chairman of the American Association of Advertising Agencies' Media Policy Committee. Mr. Ostrow attended Cornell University and New York University.

## **Michael Pashby**

Michael Pashby is Executive Vice President and General Manager for the Magazine Publishers of America (MPA). At MPA, among his other responsibilities, Mr. Pashby oversees the Consumer Marketing Department and works on supporting and promoting the magazine industry to its key constituencies. In the past he has coordinated the magazine industry's position on sweepstakes promotions, and has developed "Best Practice" guidelines for the industry in the telemarketing area. Prior to joining MPA, Mr. Pashby was President and Publisher of Art and Antiques Magazine and served as Vice President of Circulation and New Product Development for Gruner+Jahr U.S.A. At Gruner+Jahr he was responsible for the circulation of Parents, Young Miss, and Expecting. Mr. Pashby earned his B.A. from Warwick University, England.

## **Professor Herbert Rotfeld**

Herbert Rotfeld is a Professor of Marketing at Auburn University and author of the book *Adventures in Misplaced Marketing*. A respected scholar of advertising regulation and self-regulation, Professor Rotfeld is the editor of the *Journal of Consumer Affairs* and serves on the editorial boards of several other research journals. Professor Rotfeld is the recipient of the American Academy of Advertising's Outstanding Contribution to Research Award in 2000, and was a columnist in *Marketing News* magazine and a contributing section editor for the *Journal of Consumer Marketing*. Professor Rotfeld received his B.A. and Ph.D. in Communications from the University of Illinois at Urbana-Champaign.

## **Michelle Rusk**

Michelle Rusk is a senior attorney with the Federal Trade Commission's Division of Advertising Practices. Ms. Rusk is responsible for coordination of FTC enforcement activities for dietary supplement advertising. She developed the FTC's 1998 *Dietary Supplements: An Advertising Guide for Industry* and has been involved in overseeing "Operation Cure.All," a joint enforcement effort of the FTC, FDA and other authorities to combat health fraud on the Internet. She was the 1999 recipient of the Paul Rand Dixon Award for her work in the dietary supplement area. Ms. Rusk has also worked on a number of other advertising issues including the development of the FTC's 1994 Enforcement Policy Statement on Food Advertising and the development of the FTC's Guides for Environmental Marketing. Ms. Rusk joined the FTC from private practice in 1990. She graduated magna cum laude from Harvard University and received her J.D. cum laude from the Georgetown University Law Center.

## **Professor Frederick Schauer**

Frederick Schauer is the Frank Stanton Professor of the First Amendment at the John F. Kennedy School of Government of Harvard University. Professor Schauer is a widely recognized scholar on the First Amendment and his work has been the subject of numerous academic commentaries. He is the author of more than 125 articles on constitutional law and has written several books on the topic, including *Law of Obscenity*, *Free Speech: A Philosophical Enquiry*, and *Playing By the Rules: A Philosophical Examination of Rule-Based Decision Making in Law and in Life*. Professor Schauer is the former chair of the Association of American Law Schools Section on Constitutional Law and is a Fellow of the American Academy of Arts and Sciences, as well as the Radcliffe Institute of Advanced Study. He is co-founder and co-editor of the journal *Legal Theory*. In addition to appearing before many congressional committees on the First Amendment and freedom of speech, Professor Schauer has taught and advised countries worldwide on various issues concerning legal and constitutional development. Professor Schauer is a graduate of Dartmouth College, the Amos Tuck School of Business Administration at Dartmouth, and the Harvard Law School.

## **David Seckman**

David Seckman is Executive Director and CEO of the National Nutritional Foods Association (NNFA), the nation's oldest and largest natural products trade organization. Based in California, NNFA represents more than 4,000 manufacturers, distributors, and retailers of natural products including dietary supplements, organic foods, and health and beauty aids. Since joining the organization in May 2000, Mr. Seckman has represented the industry in testimony before Congress about the benefits of healthy lifestyle and food choices, advanced the association's leadership role as a standard setter, and participated in a coalition to educate consumers about the safe and effective use of dietary supplements. He was integral in the formation of the NNFA-China, and spearheaded the revitalization of NNFA's political action committee, expanding the association's advocacy efforts. Mr. Seckman previously served as Vice President for Regulatory Affairs and interim CEO for the American Health Care Association. He holds a master's degree in health care administration from the University of Illinois and a bachelor's degree in political science from George Washington University.

### **Lewis Shender**

Lewis Shender joined Jenny Craig, Inc. in June 2002 as Vice President, General Counsel, and Corporate Secretary. He is responsible for providing legal support to all functional areas within the company as well as to the Board of Directors. Mr. Shender joined Jenny Craig after serving as Vice President-Law and Acting General Counsel of Focal Communications Corporation, a national telecommunications provider, and as Vice President and General Counsel of MVE Holdings, Inc., an international manufacturer of liquid gas containment and application systems. Prior to that, Mr. Shender was with the law firm of Dorsey & Whitney, focusing on corporate transactions and venture capital investments. Mr. Shender is a magna cum laude graduate of Duke University and received his law degree from New York University School of Law.

### **Dr. Judith S. Stern**

Judith Stern, S.M., Sc.D., is a professor in the Departments of Nutrition and Internal Medicine, Division of Clinical Nutrition and Metabolism, at the University of California, Davis. She is also the director of the Food Intake Laboratory Group at UC-Davis. An expert on diet and nutrition, Dr. Stern has published extensively on nutrition, the effect of exercise on appetite and metabolism, and obesity. She is currently studying the effects of obesity on lipids and renal disease and the effects of a nondiet approach to health in obese women. She is Program Co-Director of a nutrition training grant and Co-Director of a Clinical Nutrition Unit Core Laboratory funded by the National Institutes of Health. Dr. Stern has published over 200 research papers in professional journals and over 150 articles in popular magazines such as Redbook and is an Editorial Advisor to Prevention Magazine. Dr. Stern is a member of numerous professional organizations, including the American Society for Clinical Nutrition, where she was President from April 1996 to April 1997, and the North American Association for the Study of Obesity, where she was President from September 1992 to October 1993. She is co-founder and Vice President of The American Obesity Association, a lay advocacy organization dedicated to advancing understanding of the disease of obesity. Dr. Stern received her bachelor degree in Foods and Nutrition from Cornell University and her master of science and doctor of science degrees in nutrition from the Harvard University School of Public Health in Boston.

### **Dr. Lawrence Stifler**

Lawrence Stifler, Ph.D., is President of Health Management Resources (HMR), the leading provider of weight treatment programs and training to the medical community. Used by several hundred hospitals, HMOs, group medical practices and research centers, HMR provides ongoing operational and program support, nutritional products, staff training and research to these programs. Dr. Stifler, who is a behavioral psychologist with more than 35 years experience researching and developing programs in behavioral medicine with a specialization in weight management and lifestyle-related health issues, helped design HMR's medically and non-medically supervised weight and health management programs. Dr. Stifler has also lectured extensively on such topics as weight management, exercise, preventive health, nutrition, cardiac rehabilitation, smoking cessation, and psychopharmacology. He has a number of research publications, written numerous training manuals and materials, and has presented at many professional conferences including the International Congress on Obesity, North American Association for the Study of Obesity, Harvard Medical School's Obesity Conference, the National Conference on Hypertension, the American College of Nutrition, the Society for Behavioral Medicine, the American Dietetic Association, and the American Psychological Association. Dr. Stifler has had numerous faculty and teaching appointments at Boston University, Harvard University and Northeastern University, and has been quoted extensively by print, radio and television, including numerous appearances on Good Morning America. Dr. Stifler is an avid exerciser who has won many age class road races, and recently, at age sixty, completed his tenth marathon.



### **Dr. Thomas Wadden**

Thomas Wadden, Ph.D., is a Professor of Psychology and Director of the Weight and Eating Disorders Program at the University of Pennsylvania School of Medicine. Dr. Wadden's principal research is on the treatment of obesity by methods that have included behavior modification, very-low-calorie diets, exercise, and medication. He has also investigated the psychological effects of obesity and weight loss. He has published over 180 scientific papers and co-edited three books, the most recent of which is Handbook of Obesity Treatment (with Dr. Albert Stunkard). His research is supported by grants from the National Institutes of Health, as well as from industry. Dr. Wadden serves on the National Task Force on the Prevention and Treatment of Obesity and on the editorial boards of International Journal of Eating Disorders, Journal of Consulting and Clinical Psychology, and Obesity Research. He also serves as Chair of the Lifestyle Intervention Subcommittee for the Look AHEAD study, a 12-year, NIH-supported study investigating the health consequences of intentional weight loss in obese individuals with type 2 diabetes. Dr. Wadden received his A.B. from Brown University and his doctorate in clinical psychology from the University of North Carolina at Chapel Hill.

### **Dr. Susan Yanovski**

Susan Yanovski, M.D. is Director of the Obesity and Eating Disorders Program at the National Institutes of Health. She is also Executive Director of the National Task Force on Prevention and Treatment of Obesity in the Division of Digestive Diseases and Nutrition at NIH's National Institute of Diabetes and Digestive and Kidney Diseases. Prior to joining NIH, Dr. Yanovski worked as an urgent care physician, a physician at Comprehensive Weight Control in Rockville, Maryland, and a research associate at the National Institute of Mental Health. Dr. Yanovski is certified by the American Board of Nutrition and is a fellow of the North American Association for the Study of Obesity. She serves on several committees and working groups, including the Department of Health and Human Services Girls and Obesity Steering Committee, the NIH Nutrition Coordinating Committee, and the Weight-Control Information Network Executive Committee. Dr. Yanovski received her medical degree from the University of Pennsylvania in and her bachelor's degree in social work from Widener University.