

# AGENDA

## TUESDAY, NOVEMBER 19, 2002

Nov. 19, 2002

DECEPTION IN  
WEIGHT LOSS ADVERTISING:  
A WORKSHOP

### 9:00 Opening Remarks

Timothy J. Muris  
Chairman, Federal Trade Commission

Van Hubbard, M.D., Ph.D.  
National Institutes of Health

Andrea Levine  
National Advertising Division  
Council of Better Business Bureaus

Michael McGuffin  
American Herbal Products Association

### 9:30 Science Panel (break scheduled at 11:00)

Anthony Almada, B.Sc., M.Sc.  
IMAGINutrition, Inc./MetaResponse Sciences

George Blackburn, M.D., Ph.D.  
Harvard Medical School

Denise Bruner, M.D.  
American Society of Bariatric Physicians

Harry Greene, M.D.  
Slim Fast Foods Company  
Partnership for Healthy WeightManagement

Steven Heymsfield, M.D.  
St. Luke's-Roosevelt Hospital Center  
Columbia University College of Physicians

Van Hubbard, M.D., Ph.D.  
National Institutes of Health

Judith Stern, S.M., Sc.D.  
University of California-Davis

Lawrence Stifler, Ph.D.  
Health Management Resources

Thomas Wadden, Ph.D.  
University of Pennsylvania School of  
Medicine

Susan Yanovski, M.D.  
National Institute of Diabetes and Digestive  
and Kidney Diseases  
National Institutes of Health

Lisa Myers  
Electronic Retailing Association

David Seckman  
National Nutritional Foods Association

Lewis Shender  
Jenny Craig, Inc.

Harry Greene, M.D.  
Slim Fast Foods Company  
Partnership for Healthy WeightManagement

### 3:00 Break

### 3:15 Media Panel

John Kimball  
Newspaper Association of America

Ellen Levine  
*Good Housekeeping*

Don McLemore  
New Hope Media

Will Norton  
College of Journalism and Mass  
Communications  
University of Nebraska

Michael Pashby  
Magazine Publishers of America

Joseph Ostrow  
Cabletelevision Advertising Bureau

Herbert Rotfeld  
Department of Marketing  
Auburn University

Frederick Schauer  
Kennedy School of Government  
Harvard University

### 12:00 Lunch Break

### 1:30 Remarks

Sheila F. Anthony  
Commissioner, Federal Trade Commission

### 1:45 Industry Panel

Brad Bearnson  
Icon Health & Fitness, Inc.

John Cordaro  
Council for Responsible Nutrition

### 4:30 Closing Remarks

J. Howard Beales, III  
Director, Bureau of Consumer Protection  
Federal Trade Commission