

# BIOS



## Jennifer Anopolsky

Jennifer Shein Anopolsky is the Vice President of Corporate Brand Management at The Walt Disney Company. Ms. Anopolsky is a marketing and strategy executive with over 15 years of experience in the entertainment, consumer products, and luxury goods industries. At The Walt Disney Company, Ms. Anopolsky is responsible for brand leadership and consumer insights that maximize the value of the company's brands, including Disney, ESPN, and ABC. She collaborates with The Walt Disney Studio, Parks and Resorts, Television, and Consumer Product groups, as well as senior management on strategic issues, business development, and brand stewardship. Additionally, Ms. Anopolsky leads the company's kids health and wellness efforts, and she developed the company's nutritional guidelines announced in October 2006.

Ms. Anopolsky holds a B.A. from Washington University in St. Louis and an M.B.A. from The Wharton School at the University of Pennsylvania. She lives in Los Angeles with her husband and three young children.

## Heidi Arthur

Heidi Arthur is the Senior Vice President for Campaigns at the Ad Council. Ms. Arthur oversees the development of 25 public service communications programs, including the U.S. Army's High School Drop Out Prevention initiative, the Department of Health and Human Services' Healthy Lifestyles/Obesity initiative, and SAMHSA's Underage Drinking and Mental Health campaigns. Her work includes EFFIE award-winning campaigns for Big Brothers Big Sisters and America's Second Harvest.

Ms. Arthur joined the Ad Council in 2000 after more than ten years in consumer advertising. In her current position, Ms. Arthur works with the federal government agency or non-profit sponsor and volunteer advertising agency to guide the strategic and creative development of the communications program. She also oversees the day-to-day management of each campaign.

## Lynda Dorman

Lynda Dorman brings over 19 years of nonprofit and marketing leadership to her position as Executive Director of BET Foundation (BETF), a 501(c) (3) nonprofit organization founded by BET Networks in 2003. Ms. Dorman is responsible for oversight of strategic direction, national initiatives and operations for BETF, which promotes healthy lifestyles among African Americans, with a primary focus on eradicating obesity among women and girls. In partnership with BET Networks, corporate donors and community organizations, BETF also addresses obesity-related health disparities in cardiovascular diseases, diabetes, hypertension, and depression through education and public awareness campaigns, and grassroots programs.

A native of Washington, D.C., Ms. Dorman holds a master's degree in International Management from the University of Maryland-University College, her bachelor's degree in Business Administration from Illinois' National-Louis University College, and is a candidate for an M.B.A. degree from the University of Maryland-University College. She is also a member of numerous professional organizations, including the Delta Sigma Theta Sorority, Women in Cable Television, National Association of Black Female Executives in Music & Entertainment, Inc., American Society of Association Executives, National Council of Negro Women, and a life member with the Girl Scouts of the USA.

## **Mary Engle**

Mary Koelbel Engle is the Associate Director for Advertising Practices at the Federal Trade Commission. The FTC's Division of Advertising Practices is responsible for regulating national advertising matters, including claims about food, OTC drugs, dietary supplements, alcohol, tobacco, and Internet services. The Division also enforces the Children's Online Privacy Protection Act, a statute regulating the online collection of personal information from children.

Ms. Engle joined the FTC as a staff attorney in 1990 and has served as Assistant to the Director of the Bureau of Consumer Protection, attorney advisor to a Commissioner, and Assistant Director of the Divisions of Enforcement and Advertising Practices. Before joining the FTC, Ms. Engle practiced law with a firm in Washington, DC. Ms. Engle received her B.A. from Harvard University in 1983 and her J.D. from the University of Virginia in 1986.

## **David Faxon**

David P. Faxon, M.D. is the Director of Strategic Planning for the Department of Medicine and the Chief of Cardiology at the Boston Veterans Administration Health Care System. Dr. Faxon serves on a number of committees for the American Heart Association and the American College of Cardiology, including the ACC/AHA Task Force on Practice Guidelines. Dr. Faxon was the 2001-2002 President of the American Heart Association. He currently serves as a Trustee of the Alliance for a Healthier Generation, a collaborative program between the Clinton Foundation and the AHA.

Inspired by the introduction of coronary angioplasty by Dr. Andreas Grüntzig in 1977, Dr. Faxon was one of the first in the United States to offer coronary angioplasty. Dr. Faxon's clinical focus is the assessment and treatment of patients with coronary artery disease. His research interests include the mechanisms and prevention of restenosis after angioplasty, new interventional devices, acute coronary syndromes, diabetes, and coronary artery disease. In addition, he patented a catheter for delivery of therapeutic and/or diagnostic agents to the blood vessel. Dr. Faxon earned his B.A. from Hamilton College in Clinton, New York in 1967 and went on to Boston University School of Medicine, where he received his M.D. in 1971.

## **Lance Friedmann**

Lance Friedmann is the Senior Vice President of Global Health & Wellness and Sustainability at Kraft Foods Inc. Mr. Friedmann joined Kraft in 1979 as an Assistant Product Manager for Kool-Aid and later held such positions as Director of Strategy; Vice President, Consumer Promotions; Vice President, Consumer Insights; and Senior Vice President, Marketing Services. In 2003, Mr. Friedmann became Group Vice President, Kraft Foods North America and President, Canada, Mexico, Puerto Rico and Health & Wellness, as well as a member of the company's Management Committee. As President of Kraft Canada, Mr. Friedmann directed that country's largest packaged food company as well as Kraft's businesses in Mexico and Puerto Rico. In addition, Mr. Friedmann was responsible for Kraft's growth opportunities in health and wellness.

Mr. Friedmann has been responsible for driving Kraft's global health and wellness initiatives since January 2004. Leading the company's business strategy for sustainability was added to his portfolio in October 2006. Mr. Friedmann has a B.A. in Economics from Stanford University and an M.B.A. from Harvard University.

## **Eileen Harrington**

Eileen Harrington, an attorney, is Deputy Director of the Federal Trade Commission's Bureau of Consumer Protection. The Bureau of Consumer Protection's mandate is to protect consumers from deceptive, unfair, or fraudulent practices. The Bureau enforces a variety of consumer protection laws enacted by Congress, as well as trade regulation rules issued by the Commission. Its actions include individual company and industry-wide investigations, administrative and federal court litigation, rulemaking proceedings, and consumer and business education. In addition, the Bureau contributes to the Commission's on-going efforts to inform Congress and other government entities of the impact that proposed actions could have on consumers.

Ms. Harrington joined the FTC as Assistant Director for Marketing Practices in 1987, and served as Associate Director for Marketing Practices from 1991 to 2005. In that role, she led the Commission's consumer fraud law enforcement effort, and oversaw some of its most visible regulatory work, including the National Do Not Call initiative and implementation of the CAN-SPAM Act. In 1997, President Clinton conferred on Ms. Harrington the rank of Distinguished Executive in the Senior Executive Service for "sustained extraordinary accomplishments" in organizing and leading interagency enforcement, education and regulatory efforts to halt consumer fraud. In 2004, she was awarded a Service to America Medal for her work on the National Do Not Call Registry.

## **Pauline Ippolito**

Pauline M. Ippolito is currently Associate Director in the Bureau of Economics at the Federal Trade Commission. Dr. Ippolito has held a variety of management and staff positions since joining the FTC staff. Her research and policy interests include the economics of risk and information in consumer good markets and the design of public policy for advertising and labeling. In recent years, Dr. Ippolito has focused on the role of advertising and information in food markets and has been active in the debates about the best policies towards health-related claims for food products. She has also been involved in the agency's fraud and ID theft surveys, studies of marketing to children, and efforts to improve consumer disclosures in mortgage markets. Dr. Ippolito received her Ph.D. from Northwestern University.

## **Elaine Kolish**

Elaine D. Kolish is the Director of the Children's Food and Beverage Advertising Initiative. A nationally recognized expert on advertising and consumer-protection issues, Ms. Kolish most recently was a partner at the national law firm Sonnenschein Nath and Rosenthal LLP, where she specialized in counseling national advertisers on advertising and marketing compliance. Prior to joining Sonnenschein, Ms. Kolish spent 25 years at the Federal Trade Commission and served as head of the Division of Enforcement in the Bureau of Consumer Protection. She has worked extensively on national advertising matters and led the Bureau's regulatory review efforts, as well as a number of other key policy initiatives, including the Class Action Fairness Monitoring Project and the Hispanic consumer protection program.

Ms. Kolish has spoken and testified often on truth in advertising and other consumer protection issues and she has been frequently quoted in national media on consumer protection matters. Additionally, she is the author of a number of articles on consumer protection. Ms. Kolish also is a vice chair of the American Bar Association Antitrust Section's Privacy and Information Security Committee, and an editor of a forthcoming ABA Antitrust Section treatise on consumer protection law. She is a 1976 graduate of the University of Massachusetts, Amherst, and graduated magna cum laude from Western New England College School of Law in 1980.

## **Jennifer Kotler**

Jennifer Kotler is the Assistant Vice President of Domestic Research in the Department of Education, Research, and Outreach at Sesame Workshop. Dr. Kotler is responsible for developing, executing, and analyzing research studies designed to assess children's liking of and learning from Sesame Workshop productions. She also develops and executes studies designed to address major developmental questions that could inform the creation of educational material for children. Dr. Kotler has been studying the influences of media on children for the past twelve years. She received her Ph.D. in Child Development from the University of Texas at Austin where she spent her time as a researcher at the Center for Research on Influences of Television on Children (CRITC). She subsequently received post-doctoral training at Georgetown University where she coordinated the Children and Media Project, which assessed children's learning from educational television. She has co-authored articles and chapters in developmental and communication journals and books.

## **Jenelle Krishnamoorthy**

Jenelle Krishnamoorthy is a Health Advisor to Senator Tom Harkin and is trained as a Licensed Clinical Psychologist. Dr. Krishnamoorthy is responsible for Senator Harkin's legislative agenda on wellness and health promotion, nutrition, physical activity, tobacco, and mental health, in addition to all early childhood issues such as childcare and Head Start. Previously, she was the recipient of the AAAS Diplomacy Fellowship and worked at the Department of State in the Bureau of South Asian Affairs on health, science, technology, and environment issues with India. With research interests in behavioral and preventive medicine, she has worked on research examining pediatric obesity and physical activity levels. At Brown Medical School, Dr. Krishnamoorthy was part of The Centers for Behavioral and Preventive Medicine and the Department of Child and Family Psychiatry where she published in the areas of childhood obesity and tobacco issues and clinically worked with kids and families that had chronic illnesses.

## **Dale Kunkel**

Dale Kunkel is a Professor of Communication at the University of Arizona. Dr. Kunkel studies children and media issues from several perspectives, including television effects research as well as assessments of media industry content and practices. He is a former Congressional Science Fellow, and has testified as an expert witness on children's media issues at numerous hearings before the U.S. Senate, the U.S. House of Representatives, and the Federal Communications Commission. Dr. Kunkel recently served on a National Academy of Sciences panel examining the issue of food marketing to children and its contribution to childhood obesity. Prior to his appointment at Arizona, he served on the faculty of the University of California Santa Barbara for 16 years. Dr. Kunkel received his Ph.D. from the Annenberg School at University of Southern California in 1984.

## **Jon Leibowitz**

Jon Leibowitz was sworn in on September 3, 2004 as a Commissioner of the Federal Trade Commission. In joining the FTC, Commissioner Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. Commissioner Leibowitz worked for Senator Paul Simon from 1986 to 1987.

In the private sector, Commissioner Leibowitz served most recently as vice president for congressional affairs for the Motion Picture Association of America — from 2000 to 2004 — and worked as an attorney in private practice in Washington from 1984 to 1986. A Phi Beta Kappa graduate of the University of Wisconsin with a B.A. in American History (1980), Commissioner Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census.

### **Deborah Majoras**

Deborah Platt Majoras was sworn in on August 16, 2004, as Chairman of the Federal Trade Commission. Chairman Majoras joined the FTC from Jones Day in Washington, DC, where she served as a partner in the firm's antitrust section. While at Jones Day, she worked on a variety of antitrust counseling and civil and criminal litigation matters, including mergers and acquisitions, monopolization, price-fixing, distribution issues, and governmental investigations. She also was a member of the firm's technology issues practice and has participated in a variety of non-antitrust commercial disputes and criminal cases, including fraud, securities violations, and employment discrimination. In April 2001, Chairman Majoras was appointed deputy assistant attorney general at the U.S. Department of Justice's (DOJ) Antitrust Division. She was named principal deputy in November 2002. She is a frequent speaker on competition policy to national and international audiences.

Chairman Majoras graduated summa cum laude from Westminster College and received her J.D. from the University of Virginia in 1989, where she was awarded Order of the Coif and served as an editor of UVA's Law Review. She is a member of the American Bar Association's Section of Antitrust Law, where she recently served as vice chair of the Section 2 Committee and as a member of the Long-Range Planning Committee. Chairman Majoras also served as a non-governmental advisor to the ICN and was named by President Bush to serve on the Antitrust Modernization Commission.

### **John McGrath**

John McGrath is the Chief of the Public Information and Communications Branch of the National Institute of Child Health and Human Development (NICHD), part of the National Institutes of Health. Dr. McGrath oversees the media relations, public health communication campaigns, and the development of public education materials about the science that the Institute supports. The NICHD supports the Milk Matters Campaign, which encourages all people, especially young people, to consume the recommended amounts of calcium. Prior to his current position, he was the Project Officer on contracts that supported the communication programs of the National Heart, Lung, and Blood Institute, also part of the National Institutes of Health.

Dr. McGrath received his B.A. from Fordham University in New York and was a Peace Corps Volunteer in Colombia, South America. He received his M.A. in communications from the University of Maryland and his Ph.D. from the College of Journalism at the University of Maryland. His research interests include methods of evaluating national health communication campaigns and the role of communication campaigns in influencing behaviors.

## **Kathryn Montgomery**

Kathryn Montgomery is a Professor in the School of Communication at American University. Dr. Montgomery is the author of *Generation Digital: Politics, Commerce, and Childhood in the Age of the Internet* (MIT Press, 2007). Before returning to full-time teaching in 2003, she was President of the DC-based Center for Media Education (CME), which she co-founded with Jeff Chester in 1991. During her 12-year tenure at CME, Dr. Montgomery's research, publications, and testimony helped frame the national public policy debate on a range of critical media issues. She led a coalition of child advocacy, health, and education groups in a series of campaigns, leaving behind a legacy of policies on behalf of children and families.

At American University, Dr. Montgomery conducts ongoing research on the uses of technology by young people, and assesses the major technology, economic, and policy trends affecting the future of digital media. With support from the Ford and Surdna Foundations, she produced a groundbreaking report in 2004, "Youth as E-Citizens," which documented the variety of ways that youth are using the Internet for politics and civic engagement. Dr. Montgomery is a contributing scholar to the John D. and Catherine T. MacArthur Foundation initiative on Digital Media and Learning.

## **Lydia Parnes**

Lydia B. Parnes is the Director of the Federal Trade Commission's Bureau of Consumer Protection. Since her appointment by FTC Chairman Deborah Platt Majoras in April 2005, she has focused attention on both traditional and emerging consumer issues, successfully applying tried and true consumer protection principles to the 21st century marketplace. Her top priorities are preventing fraud and deception in the commercial marketplace, protecting consumers' privacy, and providing consumers with important information about the goods and services they purchase. The Bureau of Consumer Protection achieves these goals through effective law enforcement, practical education programs that inform consumers and businesses about their rights and responsibilities, and policy development informed by research, advocacy, and reports.

Ms. Parnes joined the FTC in 1981 as Attorney Advisor to the Chairman. She has held a number of management positions during her FTC career, including Deputy Director of the Bureau of Consumer Protection from 1992 to 2004, Associate Director of the Division of Marketing Practices from 1987 to 1992, and Assistant Director of the Division of Policy and Evaluation from 1985 to 1987. She received her J.D. degree from the Washington College of Law at American University.

## **Natasha Rogoff**

Natasha Rogoff is an award-winning producer and the President of KidsCOOK, LLC, created in 2005 in Washington, DC. Ms. Rogoff served as Executive Producer and Series Director for Sesame Workshop from 1993-1997, creating 182 half-hour Russian-language and Spanish-language episodes of Sesame Street on location in Mexico City and Moscow. Ms. Rogoff has received funding support from the Ford Foundation, USAID, Soros Foundation, and Archer Daniels Midland, and is a member of the Council on Foreign Relations and Washington Women in Film and Video.

Ms. Rogoff began her career as a journalist for NBC and CBS. Her awards include a 1991 First Place at Video Festival for *RUSSIA FOR SALE*, a PBS award-winning documentary, and a Teffy nomination (Russian equivalent of an Emmy) for the 1996 season I of Sesame Street, *Russia (Ulitsa Sezam)*. She received her B.A. from the University of California at Berkeley, and M.A. from Columbia University's School of International and Public Affairs.

## **Christina Shea**

Christina L. Shea is the Senior Vice President of External Relations, and President of General Mills Community Action and the General Mills Foundation. Ms. Shea oversees and coordinates the company's relationships with key external constituencies, including policy makers, industry associations, and the media. Under Ms. Shea, General Mills' total corporate philanthropy exceeded \$74 million in 2006. Her responsibilities also include corporate contributions, strategic philanthropy, food donations, direct social investments, and employee volunteerism.

Ms. Shea comes to General Mills' community programs with more than 25 years of marketing and general management experience. She began her General Mills career in 1977 as a marketing assistant, and her career has included leadership positions in the Big G cereal, Yoplait/Colombo, Gold Medal, Snacks, and Betty Crocker divisions. Ms. Shea received her bachelor's degree in sociology from Boston College in 1975 and her M.B.A. from Amos Tuck School of Business at Dartmouth College in 1977.

## **Wally Snyder**

Wally Snyder is the President and CEO of the American Advertising Federation (AAF). Mr. Snyder joined AAF in October 1985 and became President and CEO on January 1, 1992. As President and CEO, Mr. Snyder serves as the AAF's chief spokesman. Representing nearly 50,000 members — including 130 corporate members, 210 local ad federations and 210 college chapters — Mr. Snyder often testifies before federal and state lawmakers on issues of importance to the advertising industry.

Mr. Snyder also serves the industry as a board member of several national organizations, including the Ad Council, the AAF Foundation, the Advertising Educational Foundation, and the National Advertising Review Council, which oversees advertising self-regulation. Prior to joining the AAF, Mr. Snyder was Associate Director for Advertising Practices at the Federal Trade Commission's Bureau of Consumer Protection, where he served as principal adviser to the FTC on advertising issues. A 16-year veteran of the FTC, Mr. Snyder also served as the FTC's liaison officer to the Food and Drug Administration and as a trial attorney.

## **Mary Sophos**

Mary Sophos is the Senior Vice President of Government Affairs and Chief Government Affairs Officer for the Grocery Manufacturers/Food Products Association (GMA). Ms. Sophos is responsible for the development and implementation of government affairs public policy goals at the state, federal, and international levels.

Before joining GMA, Ms. Sophos served as assistant secretary of legislative affairs and deputy assistant secretary for legislative affairs for the U.S. Treasury. She also was assistant minority counsel to the House Ways and Means Committee, budget associate staff, and legislative director to Rep. Tom Loeffler as well as legislative assistant to the director of the Office of Management and Budget. Ms. Sophos received a B.S. in political science from Pitzer College, the Claremont Colleges.

## **Kimberly Stitzel**

Kimberly Stitzel, M.S., R.D. is a Science and Medicine Advisor for the American Heart Association. In this role she provides science information, synthesis, interpretation, coordination, and guidance for nutrition and obesity as it relates to cardiovascular disease for the Association. Most recently, Ms. Stitzel served as a nutrition advisor to the Deputy Assistant Secretary for Health on federal nutrition policy at the Department of Health and Human Services. In addition, she co-authored the book, *A Healthier You*, served on the joint HHS/USDA Dietary Guidelines management team, which facilitated the work of the Dietary

Guidelines Advisory Committee and the 2005 Dietary Guidelines for Americans, as well as implemented the communication and dissemination plan for the Guidelines. Ms. Stitzel also supported federal health and nutrition initiatives such as, Steps to a HealthierUS and Healthy People 2010. Prior employment includes Manager of National Nutrition Policy at the American Dietetic Association and research associate and communications specialist for the Food and Nutrition Board of the Institute of Medicine of The National Academies. Ms. Stitzel completed her dietetic internship through Virginia Tech in Washington, DC, and completed both master's and bachelor's degrees in Human Nutrition, Foods and Exercise, at Virginia Tech. Ms. Stitzel has been published in both scientific journals and consumer-focused magazines.

### **Ron Warren**

Ron Warren is an Associate Professor of Communication at the University of Arkansas. Dr. Warren's research interests focus primarily on media's role in childhood socialization. He has authored over 60 articles, book chapters, and conference papers on parental mediation of children's media use, food advertising, television violence, and educational technology. His current work focuses on the content of food/beverage advertising and its potential effects on children. Dr. Warren received his Ph.D. from the University of Indiana.

### **Lee Wilson**

Lee Wilson is the Director of Public Health Services Policy in the U.S. Department of Health and Human Services' Office of the Assistant Secretary for Planning and Evaluation. In this role, he coordinates development, review and evaluation of policy initiatives on such subjects as Indian health, substance abuse and mental health, HIV/AIDS, returning veterans, physical activity, and childhood obesity. Mr. Wilson entered federal service as a Presidential Management Intern, and he has worked in HHS and its various agencies for nearly 20 years. Mr. Wilson received his master's degree in public policy and economics from Duke University, and his bachelor's degree from Gordon College.

### **Margo Wootan**

Margo Wootan is the Director of Nutrition Policy at the Center for Science in the Public Interest (CSPI), a consumer advocacy organization that specializes in food, nutrition, and public health issues. Dr. Wootan co-founded and coordinates the activities of the National Alliance for Nutrition and Activity (NANA) and is a member of the Steering Committee and the co-chair of the Policy Subcommittee for the National 5 A Day Partnership. She has coordinated and led efforts to require trans fat labeling, expand the nutrition and physical activity program at CDC, require calorie labeling at fast-food and other chain restaurants, improve school foods, and reduce junk-food marketing aimed at children.

Dr. Wootan has received numerous awards and is quoted regularly in the nation's major media. Dr. Wootan received her B.S. in Nutrition from Cornell University and her Ph.D. in Nutrition from Harvard University's School of Public Health.