

December 15, 2009

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Jennifer Anopolsky

Ms. Anopolsky is senior vice president of corporate responsibility for The Walt Disney Company. She leads a coordinated approach to Disney's responsible practices across a broad set of areas including community outreach, charitable giving, kids' health and wellness, international labor standards, and sustainability. Previously, Ms. Anopolsky was vice president of corporate brand management for Disney where she spearheaded development of Disney's industry leading kids' nutritional guidelines in 2006. Before joining Disney, she worked in brand management for Johnson & Johnson-Merck as well as Guerlain cosmetics and the Council on Economic Priorities. Ms. Anopolsky holds a BA from Washington University in St. Louis and an MBA from The Wharton School at the University of Pennsylvania.

David Britt

Mr. Britt is retired president-CEO of Sesame Workshop, the global leader in early childhood education through media. Earlier relevant public service included USAID, the US Overseas Private Investment Corporation, and EEOC. Mr. Britt serves as board chair of The Education Trust, which works for effective public education for all children, and is on the board of INMED Partnerships for Children, which conducts children's programs in the U.S., South Africa and Latin America. He serves on the Advisory Committee for the Initiative on Social Enterprise at the Harvard Business School. Mr. Britt also is a consultant to the Robert Wood Johnson



Foundation on food marketing and childhood obesity. He served on the IOM Committee on Food Marketing and the Diets of Children and Youth, the Board on Children, Youth and Families, and on the Keystone Center Roundtable on Food and Nutrition. Mr. Britt has a BA from Wesleyan University, and an MPA from the Kennedy School at Harvard.

William H. Dietz

Dr. Dietz is the director of the Division of Nutrition, Physical Activity, and Obesity in the Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control (CDC). Prior to his appointment to the CDC, he was a professor of pediatrics at the Tuft's University School of Medicine, and director of clinical nutrition at the Floating Hospital of New England Medical Center Hospitals. Dr. Dietz has been a councilor and past president of the American Society for Clinical Nutrition, and past president of the North American Association for the Study of Obesity. In 1998, Dr. Dietz was elected to the Institute of Medicine of the National Academy of Sciences. He is the author of over 200 publications in the scientific literature, and the editor of five books, including *Clinical Obesity in Adults and Children* and *A Guide to Your Child's Nutrition*.

Dr. Dietz received his BA from Wesleyan University in 1966, his MD from the University of

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Pennsylvania in 1970, and a PhD in nutritional biochemistry from Massachusetts Institute of Technology.

Mary Engle

Ms. Engle is the associate director for Advertising Practices at the Federal Trade Commission (FTC). 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 acting deputy director of the Bureau of Consumer Protection, 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 BA from Harvard University in 1983 and her JD from the University of Virginia in 1986.

Jennifer Harris

Dr. Harris is director of marketing initiatives at the Yale Rudd Center for Food Policy, where she is responsible for research to understand the extent and impact of youth exposure to food marketing. Dr. Harris has written on the pervasive influence of food marketing on health-related behaviors and beliefs. Prior to joining the Rudd Center, she worked for 18 years as a marketing executive and consultant. Dr. Harris received a BA from Northwestern University, an MBA from The

Wharton School, and a PhD in social psychology from Yale University.

Pauline Ippolito

Dr. Ippolito is deputy director in the Bureau of Economics at the Federal Trade Commission (FTC). She 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 PhD from Northwestern University.

Dan Jaffe

Mr. Jaffe is executive vice president, government relations, for the Association of National Advertisers, Inc. (ANA). He joined the ANA in 1985 as senior vice president and head of its Washington office. He was promoted to executive vice president in 1989. Previously, Mr. Jaffe spent 11 years on House and Senate staffs and was committee counsel to the Senate Commerce, Science and Transportation Committee. Since 1985, Mr. Jaffe has been a principal architect of the advertising industry's strategy of expanding the First Amendment protection of advertising. He has worked with leading constitutional scholars and advertising advocates to elevate the legal status of commercial speech. Contemporaneously, Mr. Jaffe has been an energetic advocate of



advertising rights on Capitol Hill, before the Federal Trade Commission, and in a wide range of public forums.

Mr. Jaffe earned his master's degree in public and international affairs at Princeton, and a JD from the University of California at Berkeley.

Inas Rashad Kelly

Dr. Kelly is an assistant professor of economics at Queens College of the City University of New York (CUNY). She is also a faculty research fellow in health economics at the National Bureau of Economic Research. Previously, Dr. Kelly was an assistant professor of economics at the Andrew Young School of Policy Studies at Georgia State University, where she was also a Georgia Health Policy Center affiliate.

Dr. Kelly's research focuses on the economics and geography of obesity, physical activity, and other demand-driven health economics problems such as risky adolescent behavior and drug abuse. She has researched the effect of fast food advertising on obesity in children and adolescents.

Dr. Kelly is a *summa cum laude* graduate of Queens College, where she earned her BA in economics in 2000. She received her PhD in economics from the Graduate Center of the City University of New York in 2004.

Elaine D. Kolish

Ms. Kolish, vice president and director, BBB Children's Food & Beverage Advertising Initiative, is 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 national advertising and marketing compliance. Prior to joining Sonnenschein,

Ms. Kolish spent 25 years as an attorney at the Federal Trade Commission, most recently serving as head of the Division of Enforcement, where she oversaw numerous national advertising and regulatory matters, as well as other key policy initiatives. Ms. Kolish has served as vice chair of the ABA Antitrust Section's Privacy and Information Security Committee, and was an editor of a recently issued ABA Antitrust Section treatise on consumer protection law.

Ms. Kolish 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.

Dale Kunkel

Dr. Kunkel is a professor of communication at the University of Arizona. He has studied children and media issues from diverse perspectives, including television effects research as well as assessments of media industry content and practices, for more than 25 years. 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. In 2005, Dr. Kunkel served on the Institute of Medicine panel that issued a major report on the issue of food marketing to children and its contribution to childhood obesity. More recently, he has published studies on the topic of food marketing to children in leading scientific journals such as *Health Communication* and *Journal of Nutrition Education and Behavior*.

Dr. Kunkel received his PhD from the Annenberg School, University of Southern California, in 1984.

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Jon Leibowitz

Chairman Leibowitz was designated to serve as Chairman of the Federal Trade Commission (FTC) on March 2, 2009, by President Barack H. Obama. He was previously sworn in on September 3, 2004 as a Commissioner of the FTC. In joining the FTC, Chairman 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. Chairman Leibowitz worked for Senator Paul Simon from 1986 to 1987.

In the private sector, Chairman 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 BA in American history (1980), Chairman Leibowitz graduated from the New York University School of Law in 1984.

Dick Mizerski

Dr. Mizerski holds the university chair in marketing at the University of Western Australia (Perth). He has published research on the relationship between young children's recognition of trade characters and their attitudes and future use of products, the effects of a fast food toy premium targeted to young children, young children's play of an online advergame and its

effects on their brand and product preferences, the effects of a product placement in a children's magazine on young readers' preferences, requests and persuasion of other children to buy, the ability of 'masked' marketing to circumvent children's use of their 'persuasion knowledge,' the use of advertising and price to shift young children to healthier foods, and the link of 3- and 4-year-old children's fast food brand knowledge to their brand preference and loyalty. Dr. Mizerski also has been a consultant to major confection brands and government agencies concerning marketing to youth.

Dr. Mizerski previously held professorships at Griffith University in Brisbane, Australia, Florida State University, and the University of Cincinnati. He earned his BS in business administration from Northwestern University in 1968 and a PhD in economics and business administration from the University of Florida in 1974.

Kathryn Montgomery

Dr. Montgomery is a professor in the School of Communication at American University. She 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). 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.

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 Sordana Foundations, she produced a 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.

Tamara Piety

Professor Piety is an associate professor at the University of Tulsa College of Law and has written extensively about commercial and corporate speech in several articles including: *Against Freedom of Commercial Expression* 29 *Cardozo L. Rev.* 2583 (2008); *Market Failure in the Marketplace of Ideas: Commercial Speech and the Problem That Won't Go Away*, 41 *Loyola Law Rev.* 181 (2007); *Free Advertising: the Case for Public Relations as Commercial Speech*, 10 *Lewis & Clark L. Rev.* 367 (2006); *Grounding Nike: Exposing Nike's Quest for a Constitutional Right to Lie*, 78 *Temple L. Rev.* 151 (2005); and *Merchants of Discontent: An Exploration of the Psychology of Advertising, Addiction and the Implications for Commercial Speech*, 25 *Seattle L. Rev.* 377 (2001). She has also written a book entitled, *Brandishing the First Amendment: Commercial Expression in America*, which is due out from University of Michigan Press in 2010.

Professor Piety received a JD from the University of Miami School of Law in 1991 and an LLM from Harvard Law School in 2000. She was a teaching fellow at Stanford Law School from 2000-2001.

Robert C. Post

Since June 2007, Dr. Post has been the deputy director of the U.S. Department of Agriculture's Center for Nutrition Policy and Promotion. He oversees the planning, development, review, and promotion of the 2010 Dietary Guidelines for Americans, the MyPyramid food guidance system,

and programs, including the Healthy Eating Index, the USDA Food Plans, and the cost of raising a child. Previously, Dr. Post served for 11 years as the director of USDA's food labeling policy program in the Food Safety and Inspection Service.

Dr. Post is an adjunct professor in the Nutrition and Food Science Department of the University of Maryland, instructing courses in nutrition, food and public policy, and food industry quality control. He has authored and co-authored more than 30 articles and professional papers on food policy studies. He holds a PhD in public health, and science education policy and program administration, from the University of Maryland, where he also earned a MEd in health communications, media, and technology in 1989; an MS in food science and microbiology in 1981; and a BS in food science in 1978.

Elizabeth Taylor Quilliam

Dr. Quilliam is an assistant professor and associate director of Children's Central in the Department of Advertising, Public Relations, & Retailing at Michigan State University (MSU). She conducts research in the areas of new media, corporate social responsibility, and marketing to children, focusing on entertainment games for advertising and marketing, food marketing to children, and consumer online privacy. Dr. Quilliam's work has been published in both academic journals and trade publications. Prior to joining MSU, she was the first Harrison/Omnicom professor of advertising at West Virginia University. Dr. Quilliam earned a BA at Oberlin College, an MBA at Case Western Reserve University, and a PhD from Michigan State University.

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Martin Redish

Professor Redish is the Louis and Harriet Ancel Professor of law and public policy at Northwestern University School of Law. The author of 16 books and over 80 scholarly articles in the areas of free expression, constitutional theory, federal jurisdiction, and civil procedure, Professor Redish was recently listed as the sixteenth most cited legal scholar of all time in a study conducted by HeinOnline. He is the winner of numerous teaching awards, both at Northwestern and as a visiting professor. He has testified as an expert witness before congressional committees on a variety of free speech and federal jurisdiction issues. Professor Redish is senior counsel to the firm of Sidley Austin. He received his AB with highest honors in political science from the University of Pennsylvania and his JD *magna cum laude* from Harvard Law School.

Michelle Rusk

Ms. Rusk is a senior attorney with the Federal Trade Commission's Division of Advertising Practices. She helps coordinate FTC enforcement activities for dietary supplement and food advertising. She was involved in the development of the FTC's 1994 *Enforcement Policy Statement on Food Advertising* and the FTC's 1998 *Dietary Supplements: An Advertising Guide for Industry*. Ms. Rusk has also worked on a number of other advertising issues, including the FTC's Guides for Environmental Marketing and, most recently, the FTC's 2009 report to Congress on *Marketing Violent Entertainment to Children*. She was the 1999 recipient of the Paul Rand Dixon Award for her work in the dietary supplement area.

Ms. Rusk joined the FTC from private practice in 1990. She received her BA in psychology

from Harvard University and her JD from the Georgetown University Law Center.

Barbara Schneeman

Dr. Schneeman is currently director of the Office of Nutrition, Labeling, and Dietary Supplements in the Center for Food Safety and Applied Nutrition at the Food and Drug Administration. She oversees the development of policy and regulations for dietary supplements, nutrition labeling and food standards, infant formula, and medical foods and serves as the U.S. delegate to two Codex committees. From 1976-2007, she was professor of nutrition at the University of California, Davis, and served in several administrative roles, including chair of the Department of Nutrition and dean of the College of Agricultural and Environmental Sciences. She has been a visiting scientist at the University of California, San Francisco, and the assistant administrator for nutrition in the Agricultural Research Service of the U.S. Department of Agriculture.

Dr. Schneeman has published over 220 journal articles, book chapters and abstracts, and is recognized for her research contributions in the areas of gastrointestinal function, dietary fiber, lipid metabolism, and food-based dietary guidelines. She received her BS from the University of California, Davis, PhD from the University of California, Berkeley, and postdoctoral training in gastro-intestinal physiology at Children's Hospital in Oakland, California.

Kathleen Sebelius

Secretary Sebelius was sworn in as the 21st Secretary of the Department of Health and Human Services on April 28, 2009. As Secretary, she leads the principal agency charged with



keeping Americans healthy, ensuring they get the health care they need, and providing children, families, and seniors with the essential human services they depend on. She also oversees one of the largest civilian departments in the federal government, with nearly 80,000 employees.

Secretary Sebelius served as Governor of Kansas from 2003 to 2009, the first daughter of a governor to be elected governor in American history. In 2005, *Time* Magazine recognized her achievements by naming her one of America's Top Five Governors. From 1995 to 2003, Secretary Sebelius served as the first Democrat to be elected Kansas Insurance Commissioner. Prior to that, she was a member of the Kansas House of Representatives from 1987 to 1995.

Secretary Sebelius holds an MPA from the University of Kansas and a BA from Trinity Washington University.

Mary Sophos

Ms. Sophos has served as the senior vice president and chief government affairs officer since joining the Grocery Manufacturers Association (GMA) in 1993. She is responsible for developing strategy and providing senior leadership, staff management, and financial oversight of the GMA Federal, International, and State Affairs programs. She addresses federal and global legislative and regulatory policy impacting foods, beverages, and consumer products.

Before joining GMA, Ms. Sophos served as assistant secretary of legislative affairs and deputy assistant secretary for legislative affairs for the U.S. Treasury. Ms. Sophos also was assistant minority counsel to the House Ways and Means Committee, budget associate staff, and legislative director to Rep. Tom Loeffler, and legislative assistant to the director of the Office of Management and Budget.

David Vladeck

Mr. Vladeck is the director of the Federal Trade Commission (FTC) Bureau of Consumer Protection. While at the FTC, Mr. Vladeck is on leave from Georgetown University Law Center, where he is a professor of law. He has taught courses in federal courts, government processes, civil procedure, first amendment litigation, and co-directed the Institute for Public Representation, a clinical law program at the Law Center, which handles a broad array of civil rights, first amendment, and regulatory litigation.

Prior to joining the Georgetown faculty in 2002, Mr. Vladeck spent nearly 30 years with Public Citizen Litigation Group, serving as its director from 1992 to 2002. There, he handled a wide range of complex litigation, primarily in federal courts, including first amendment, health and safety, civil rights, class actions, preemption, and open government cases.

Mr. Vladeck has argued a number of First Amendment and civil rights cases before the United States Supreme Court, and more than 60 cases before the federal courts of appeal and state courts of last resort. He also has testified frequently before Congress, advised Members of Congress on legal matters, and written on administrative law, preemption, first amendment, legal ethics, and access to justice issues. In May 2008, *Legal Times of Washington* recognized Mr. Vladeck as one of 30 "champions of justice," and one of the 90 greatest lawyers in Washington, DC, over the past 30 years.

Mr. Vladeck received his undergraduate degree from New York University, his JD from Columbia University School of Law, and an LLM degree from Georgetown University Law Center.

Margo Wootan

Dr. Wootan is the director of nutrition policy at the Center for Science in the Public Interest, one of the country's leading health advocacy organizations that specializes in food, nutrition, and obesity prevention. She co-founded and coordinates the activities of the National Alliance for Nutrition and Activity and is a member of the Steering Committee for the National Fruit and Vegetable Alliance. Dr. Wootan has coordinated and lead efforts to require trans fat labeling, improve school foods, reduce junk food marketing aimed at children, require calorie labeling at fast food and other chain restaurants, and expand the nutrition and physical activity program at the Centers for Disease Control. She has received numerous awards and is quoted regularly in the nation's major media.

Dr. Wootan received her BS in nutrition from Cornell University and her PhD in nutrition from Harvard University's School of Public Health.

David Yosifon

Professor Yosifon is an assistant professor of Law at Santa Clara University School of Law. He teaches courses in the areas of business law, legal ethics, and legal theory. His scholarship is focused on the application of social psychology, and allied social sciences, to corporate law and corporate theory. His recent work deploys this methodology to critique the shareholder primacy norm which presently dominates corporate governance law in the United States.

Professor Yosifon received his undergraduate degree in history and philosophy from Rutgers, The State University of New Jersey, in 1995 (*summa cum laude*), a MA in American social history from Carnegie Mellon University in 1997, and a JD from Harvard University in 2002 (*magna cum laude*). He formerly served as a law clerk to the Honorable Patti B. Saris of the United States District Court for the District of Massachusetts, and as a litigation associate at the Boston firm of Ropes & Gray, LLP.