



Evidence Based Science and Regulation of the Tobacco & E-Vapor Industries
100th Annual Meeting and Williamsburg X Conference
May 18 – 20, 2015
Kingsmill Resort, Williamsburg, Virginia

Monday, May 18th

JAMES RIVER BALLROOM

- 8:00 AM Registration and Continental Breakfast
- 9:00 AM Welcome: **Farrell Delman**
- 9:04 AM Introduction of **Senator Mitch McConnell** by **John Wiesehan, Jr.**
CEO, Ballantyne Brands-Mistic
- 9:05 AM **Senator Mitch McConnell**
- 9:55 AM **Video (Part 1): "100 Years of the Industry and the First 100 Years of TMA"**
Introduction of **Lorian James Delman**, Film Maker
- 10:05 AM **Industry Adaptability & Sustainability: Combustibles vs. Non-Combustibles**
Moderator: **Dr. Jim Diffley**, PhD, IHS Global Insight - **Cigarettes in the New Normal**
- 10:10 AM Presenter: **Dr. David Levy**, PhD, Georgetown University - **SimSmoke, Smoking Prevalence Rates, and the IOM's Higher Minimum Sales Age**
- 10:35 AM Presenter: **Dr. David Ashley**, PhD, CTP - **CTP Funded Research on Product Risks**
- 10:55 AM **Break**
- 11:10 AM **Product Sectors and Forecasting**
Moderator: **Dr. Jim Diffley**, PhD, IHS Global Insight
- 11:15 AM Panelists/Discussants (Rapid Fire: 5-10 Minutes Each):
Leaf Tobacco: **Rod Kuegel**, Council for Burley Tobacco
Cigars: **Joe Augustus**, Swisher International
Pipe & RYO Tobacco: **Leonard Wortzel**, Scandinavian Tobacco Group
Smokeless Tobacco: **Jim Solyst**, MS, Swedish Match North America
Cigarettes - Reduced Nicotine: **Dr. Michael Moynihan**, PhD, 22nd Century Group
E-Vapor - State of the Industry: **John Wiesehan Jr.**, MBA, Ballantyne Brands-Mistic
US Distribution & Retail Trade: **Dr. Jim Diffley**, PhD, IHS Global Insight
- 12:25 PM Discussion
- 1:00 PM **Lunch**
- BURWELL PLANTATION ROOM**
- 2:00 PM **Video (Part 2): "100 Years of the Industry and the First 100 Years of TMA"**
- 2:09 PM **What Should FDA be Doing Now on Relative Risk?**
Moderator: **Joe Gitchell**, PinneyAssociates
- 2:10 PM Presenter: **Dr. David Abrams** PhD, Shroeder Institute / Legacy -
Buckets, the Reduced Nicotine Cigarette, & CTP Action
- 2:30 PM Discussion:
Dr. Ray Niaura, PhD, Schroeder Institute/Legacy
Dr. Michael Siegel, MD, MPH, Boston University
Dr. David Levy, PhD, Georgetown University

Dr. Michael Moynihan, PhD, 22nd Century Group
David Sweanor, JD, University of Ottawa
Dr. Aruni Bhatnagar, PhD, University of Louisville
Dr. Steven Stotesbury, PhD, Imperial Tobacco Group
Clive Bates, MA, MSc, Counterfactual

- 3:30 PM **Break**
- 3:45 PM **Video (Part 3): “100 Years of the Industry and the First 100 Years of TMA”**
- 3:55 PM **Towards E-Vapor Product Standards**
Moderator: **Scott Ballin**, JD, Consultant
- 4:00 PM Presenter: **John Bellinger**, Evolv Inc - **E-Vapor Hardware**
- 4:10 PM Presenter: **Lou Ritter**, AEMSA - **E-Vapor Liquid**
- 4:20 PM Presenter: **Kathryn Skaggs**, JD, Keller and Heckman LLP - **FDA Views on Standards**
- 4:30 PM Presenter: **Dr. Gal Cohen**, PhD, Pax Labs - **Regulatory Standards Outside the US**
- 4:40 PM Presenter: **Ged Shudall**, Fontem Ventures - **Manufacturing Standards**
- 4:50 PM Presenter: **Dr. Jack Henningfield**, PhD, PinneyAssociates, **US Standards**
- E-Vapor Round-Table Discussion in Burwell Plantation Room**
Dr. Henningfield taking notes for a concluding document
Discussants: **Dr. Roger Penn**, PhD, MANE FILS
Dr. Jonathan Foulds, PhD, Penn State University
- 5:10 PM **Excise Taxation by Relative Product Risk and the IOM/NRC on Illicit Trade**
Moderator: **Les Weinstein**, JD, MPA, EAS Consulting Group (former CTP Ombudsman)
Presenter: **Dr. Frank Chaloupka**, PhD, University of Illinois
- 5:50 PM Discussants:
Dr. Jim Diffley, PhD, IHS Global Insight
David Sweanor, JD, University of Ottawa
Dan Mulvaney, Swedish Match North America
Stephen Altman, Mountain Service Distributors
Bryan Haynes, JD, Troutman Sanders
Paul Carey III, Northern Virginia Cigarette Tax Board
- 6:30 PM Session Concludes
- 7:00 PM **Cocktails and Barbeque Poolside** **RIVER POOL COMPLEX**
- 9:30 PM Conclusion

Tuesday May 19th

JAMES RIVER BALLROOM

- 8:00 AM Continental Breakfast
- 8:30 AM **Tobacco Harm Reduction: The Public Health Benefits**
Moderator: **Scott Ballin**, JD, “Morven’s Core Principles”
Presenter: **Clive Bates**, MA, MSc, Counterfactual
Discussants:
Dr. Ray Niaura, PhD, Schroeder Institute/Legacy
Dr. Aruni Bhatnagar, PhD, University of Louisville
- 10:10 AM Break
- 10:30 AM **Evidence-Based Risk Communication: Right-to-Know the Relative Risk**
Moderator: **Dr. Ray Niaura**, PhD, Schroeder Institute/Legacy
- 10:50 AM Presenter: **Dr. Michael Eriksen**, MSc, ScD, Georgia State University – **TCORS**

- 11:20 AM Discussion:
David Graham, MPA, NJOY
Dr. Michael Siegel, MD, MPH, Boston University School of Public Health
Dr. Jack Henningfield, PhD, PinneyAssociates
- 12:20 PM Lunch:
TMA Annual Membership Meeting (Non-Members Invited) **BURWELL PLANTATION**
- 1:05 PM Minutes from 2014 Meeting and Election of 2015-16 Board: TMA Director, **Terry Gallagher, Jr.**
President, Smoker Friendly, Inc.
- 1:10 PM President's Address: **Farrell Delman**, TMA
- 1:25 PM CTP Introductions of: **Ella Yeargin**, JD, Ombudsman
Matthew Lyons, JD, Director, Stakeholder Relations
- 1:35 PM The Inaugural James H. Starkey III Award Presentation:
TMA Director **Terry Gallagher, Jr.** and
Todd Haymore, Virginia Secretary of Agriculture & Forestry
- 1:50 PM Conclusion
- 2:00 PM Short Video: **TMA's Hyderabad, India Team** **JAMES RIVER BALLROOM**
- 2:05 PM **Evidence on the E-Vapor Gateway: To or Away from Cigarette Smoking?**
Moderator: **Clive Bates**, MA, MSc, Counterfactual
- 2:10 PM Presenters: **Dr. Ben Apelberg**, PhD, Center for Tobacco Products -
**Youth Prevalence of E-Cigarettes from the National Youth
Tobacco Survey**
- 2:25 PM **Jeff Stier**, JD, National Center for Public Policy Research -
Addiction vs. Harm in the Gateway Discussion
- 2:40 PM Discussants:
Dr. Michael Siegel, MD, MPH, Boston University
Dr. Lynn Kozlowski, PhD, University of Buffalo
Dr. Aruni Bhatnagar, PhD, University of Louisville
Dr. Jack Henningfield, PhD, PinneyAssociates
- 3:30 PM **The Evolution of Tobacco Control: Ethical Perspectives on Tobacco Control**
Moderator: **Clive Bates**, MA, MSc, Counterfactual
Presenters: **Dr. Lynn Kozlowski**, PhD, University of Buffalo -
Ethics, Moral Psychology and Tobacco Control
Dr. Aruni Bhatnagar, PhD, University of Louisville - **Traditionalist**
David Sweanor, JD, University of Ottawa - **Harm Reductionist**
Clive Bates, Counterfactual - **The End-Game**
- 4:30 PM Session Concludes
- 6:30 PM **Cocktails** **JAMES RIVER PREFUNCTION & TERRACE**
- 7:00 PM **Gala Dinner with Theme Stations** **JAMES RIVER BALLROOM**
- 9:00 PM **Indoor and Outdoor Dessert Tables** **BURWELL PLANTATION ROOM**
- 10:00 PM Conclusion

Wednesday May 20th

JAMES RIVER BALLROOM

- 8:00 AM Continental Breakfast
- 8:30 AM **Video (Part 4): "100 Years of the Industry and the First 100 Years of TMA"**
- 8:40 AM **Securities Analyst Round Table Discussion**
Moderator: **Darryl Jayson**, MA, TMA
Panelists: **Vivian Azer**, MBA, Cowen and Company
Michael Lavery, MBA, CLSA
Bonnie Herzog, MBA, Wells Fargo Securities
- 10:00 AM **Solving the Population Risk Conundrum**
Moderator: **Jim Solyst**, MS, Swedish Match North America
- 10:05 AM Presenter: **Jim Solyst**, MS - **How the Swedish Match MRTPA Addresses The Public Health Standard**
- 10:20 AM Presenter: **Dr. Gizelle Baker**, PhD, Philip Morris International - **PMI Modeling**
- 10:35 AM Discussant: **Dr. Ray Niaura**, PhD, Schroeder Institute / Legacy
- 11:00 AM **The 2015 Battleground: Heat-Not-Burn vs. Open & Closed Systems**
Moderator: **Dr. Roger Penn**, PhD, MANE FILS
Presenters:
11:10 AM **Adam Bowen**, MS, Pax Labs, Inc.- Closed (Crystal/Salt Liquid) & HNB
11:20 AM **Jan Andries Verleur**, VMR Products - Open Systems
11:30 AM **Dr. Moira Gilchrist**, PhD, Philip Morris International - Heat-Not-Burn
11:40 AM **Dr. Steven Stotesbury**, PhD, Imperial Tobacco Group - Data Review
11:50 AM Discussion
- 12:30 PM Concluding Keynote: **David Sweanor**, JD, University of Ottawa
Public Health in 2015: Making a Difference
- 1:00 PM **Boxed Lunch** JAMES RIVER PREFUNCTION