

# THE TOBACCO CONTROL NETWORK

*presents* THE HARVEY LEADERSHIP WEBINAR SERIES

“ Smoke Damage:  
Voices from the Front  
Lines of America’s  
Tobacco Wars ”

**MONDAY,**

**MARCH 19, 2012**

3:00-4:30pm ET

12:00-1:30pm PT

## Agenda

- I. **Welcome and Introduction,**  
Madeleine Solomon,  
Moderator
- II. **TCN Introduction,** Sally  
Herndon
- III. **The Power of Personal  
Testimony,** Michael Schwalbe
- IV. **Telling the Story,** Rick Stoddard
- V. **How to Put Personal  
Testimony to Use,** Cliff Douglas
- VI. **State example,** Sally Herndon
- VII. **Questions and Answers**



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