

# THE TOBACCO CONTROL NETWORK

*presents* THE HARVEY LEADERSHIP WEBINAR SERIES

“  
Applying the  
“DeMarco Factor”  
to Tobacco Control  
Policy Change:  
Part 2”

**WEDNESDAY**  
**JUNE 8, 2011**

3:00-4:30pm ET  
12:00-1:30pm PT

## Agenda

- I. Welcome and Introduction, **Karla Sneegas**, Chair, Tobacco Control Network
- II. The Leadership Taxonomy, **Michael Pertschuk**, Co-founder, Advocacy Institute; former Chair, US Federal Trade Commission
- III. Filling leadership roles, **Vincent DeMarco**, Maryland Citizens' Health Initiative, and **Glenn Schneider**, The Horizon Foundation
- IV. DeMarco Factor chart, **Vincent DeMarco** and **Glenn Schneider**
- V. Questions and Answers
- VI. Take-home exercise: Filling leadership roles, **Michael Pertschuk**
- VII. Closing Remarks

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