THE BLUNT Truth
TODAY’S MARIJUANA

April 23 & 24, 2015
Columbia Metropolitan Convention Center
1101 Lincoln Street
Columbia, SC 29201
On behalf of The Department of Alcohol and Other Drug Abuse Services (DAODAS), I would like to welcome you to The Blunt Truth: Today’s Marijuana, the 2015 South Carolina Summit. We are pleased that you have joined us for what promises to be a memorable experience, packed with information and strategies that we hope you can take back to your community.

Both days of the summit will be filled with informative presentations, thought-provoking panels, and the chance to meet people from all over the country who are passionate about the same topic. Hundreds of us have converged in Columbia, with unique backgrounds and different experiences, but all agreeing that it is necessary to increase our knowledge around today’s marijuana. It’s about coming together, learning, making new friends, and meeting new allies. It’s about becoming part of an exciting, essential movement at a crucial moment.

All of us at DAODAS are thrilled that you are here, whether you are just starting to explore this topic or are already a seasoned expert. So dive into the sessions, soak up the speeches and presentations, roll up your sleeves at a workshop, and don’t forget to build relationships while you do it.

Sincerely,

Bob Toomey
Director
On behalf of the South Carolina Association of Prevention Professionals and Advocates, welcome to "The Blunt Truth - Today’s Marijuana!" Our organization promotes high standards of quality in prevention by providing workforce development, membership support, certification, public recognition and advocacy for professionals and advocates in order to enhance the profession. In fact, never underestimate the power of a group of prevention professionals as that is where this statewide marijuana initiative started!

As we explore marijuana, and its related issues and unexpected consequences, we are confronting a time of many changes nationally. As a result, we all need to connect and share resources and information. Both days are packed with expert speakers, thought provoking sessions and the chance to meet amazing people from across South Carolina and the nation. Take advantage of all that is offered and I hope you will leave empowered to make an informed decision!

Sincerely,

Debee Early, SCAPPA President
## AGENDA
Thursday, April 23, 2015

*TRegistration open 7:30 am to 5:00 pm*

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| 8:30-8:45 am | WELCOME           | Richland | Bob Toomey  
Director South Carolina Department on Alcohol and Drug Abuse | The Legalization of Marijuana in Colorado: The Impact  
*Learning Objectives*  
- Participants will identify concerns related to marijuana, medical marijuana and legalization  
- Participants will evaluate the impact of marijuana legalization in Colorado  
- Participants will become better prepared to deliver science-based messages that resonate with the general public |
| 8:45-10:00 am| Opening Plenary  | Richland | Tom Gorman  
Director of Rocky Mountain HIDTSA | Marijuana in Colorado: The Real Story  
*Learning Objectives*  
- Participants will be provided an overview of the science behind today’s marijuana and will be able to distinguish it from the marijuana of years past  
- Participants will understand emerging trends in marijuana use, particularly by young people  
- Participants will understand the current situation in Colorado and will be able to speak intelligently on what is really happening vs the popular story |
| 10:00-10:15 am| BREAK             |          |                                                                          |                                                                      |
| 10:15-11:45 am| Breakout A        | Lexington A | Ben Cort  
Board Member, Smart Approaches to Marijuana (SAM)  
Director of Business Development CeDAR at the University of Colorado Hospital | The Politics, Perception and Public Health of Legal Marijuana  
*Learning Objectives*  
- Participants will discuss how the political tactics employed by marijuana advocates are driving the public’s perception of the drug  
- Participants will explore the legalization tactics that are evolving as additional states legalize and the foreseeable trends in marijuana legalization including evidence of blowback against legalization |
| Breakout B   | Lexington B       |          | Chris Halsor  
Founder & Principle of Understanding Legal Marijuana, LLC.  
and the Law Office of Chris Halsor |                                                                      |
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| 10:15-11:45 am | Breakout C              | Congaree  | Tom Gorman  
Director of Rocky Mountain HIDTSA  | The Legalization of Marijuana in Colorado:  
The Impact  
A continuation of Director Gordon’s plenary session |

**TRANSITION to Lunch**

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| 12:00-1:15 pm | LUNCH    | Richland | Dr. Bertha Madras, Ph.D.  
Professor of Psychobiology,  
Department of Psychiatry at Harvard Medical School  | This is Not a "War on Drugs":  
It is a Defense of Our Brains!  
Learning Objectives:  
- Participants will learn about marijuana and the adolescent brain, and behaviors  
- Participants will learn about the medical marijuana and legalization ruse  
- Participants will understand the critical roles of the 4P's (parents, public, policy-makers, professionals) |

**TRANSITION to Breakout Sessions**

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| 1:30-3:00 pm | Breakout A | Lexington A | Kevin T. Bishop  
Special Agent  
Forest Service  
Francis Marion / Sumter National Forests  | Environmental Impacts of Marijuana Cultivation on Public Lands  
Learning Objectives  
- Participants will gain an understanding of how marijuana cultivation is impacting public lands  
- Participants will gain an understanding of how marijuana cultivation is impacting wildlife and causing water and ground pollution  
- Participants will gain an understanding of the safety risks imposed on both public citizens and law enforcement personnel  
- Participants will gain an understanding of how to educate the public and engage new partners on the environmental impact |
| 1:30-3:00 pm | Breakout B | Lexington B | Dr. Merrill Norton  
Pharm.D.D.Ph.,ICC DP-D  
Clinical Associate Professor at the University of Georgia College of Pharmacy  | Reefer Madness 2015:  
The Science of Medical Marijuana and Its Impact On the Young Adult Brain  
Learning Objectives  
- Participants will evaluate medical cannabinoid products and their addiction potential  
- Participants will contrast the various legalization processes of medical cannabinoids in the US  
- Participants will discuss various treatment options for marijuana use disorders  
- Participants will discuss updated prevention models for marijuana abuse in adolescents |
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| 1:30 – 3:00 pm | Breakout C    | Congaree | Dr. Bertha Madras, Ph.D Professor of Psychobiology, Department of Psychiatry at Harvard Medical School | Marijuana, Opioids and the Developing Brain  
**Learning Objectives**  
- Participants will learn the different ways that marijuana and opioids are linked  
- Participants will have a better understanding of Preclinical research: Marijuana exposure prior to, during pregnancy, affects opioid seeking behavior  
- Participants will have a better understanding of Preclinical research: Marijuana exposure during adolescence affects opioid-seeking behavior |
| 3:00 – 3:15 pm | BREAK         |          |                                                                            |                                                                                                                                                                                                       |
**Learning Objectives**  
- Participants will learn about the history of marijuana legalization in Colorado and the overall national objectives of this movement  
- Participants will discuss quantitative data and qualitative examples regarding the impact of marijuana since it was commercialized for medical use in Colorado  
- Participants will learn about the latest trends regarding marijuana products, manufacturing, and distribution in Colorado |
| 3:15 – 4:30 pm | Breakout B    | Lexington B | Scott Camp, Program Consultant Working Partners® | The Legalization of Marijuana in the Workplace  
**Learning Objectives**  
- Participants will learn about the four challenges employers will face with legalization:  
  ◊ maintaining safety  
  ◊ buffering liability  
  ◊ resolving conflicts between state and federal law  
  ◊ proving impairment  
- Participants will get information on best practices employers can implement to best protect themselves and their workforce  
- Participants will learn strategies to support and work with businesses that build a “win-win” situation |
| 3:15 – 4:30 pm | Breakout C    | Congaree | Dr. Dick Spoth, Ph.D Director of the Partnerships in Prevention Science Institute at Iowa State University | Preventing Youth Marijuana Use: PROSPER and the Promise of State Prevention Partnerships  
**Learning Objectives**  
- Participants will highlight the challenges and opportunities in the current marijuana policy landscape  
- Participants will discuss a brief overview of the PROSPER delivery system and summarize marijuana findings  
- Participants will discuss prevention program implementation challenges and solutions at community and state levels, using illustrations from PROSPER findings and strategies  
- Participants will discuss research findings supporting state partnership prevention systems capacity building |
### MADD – Saving Lives On Our Roadways

**Drugged driving, like drunk driving, is a choice and 100% preventable crime, leaving families and hearts broken. That’s why MADD changed its mission statement in 2015 to include, “help fight drugged driving.” Even small amounts of many drugs can have a measurable effect on driving ability. MADD hopes to bring awareness to the growing threat of drugged driving on our roadways, much in the same way we have with drunk driving since our founding in 1980. While the substances are different, the result are the same – needless death and injuries.**

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| 8:30-10:00 am | Plenary  | Richland | **Debbie Weir**  
Chief Executive Officer  
Mothers Against Drunk Driving | MADD – Saving Lives On Our Roadways |

**Reefer Madness 2015:**  
The Science of Medical Marijuana and Its Impact On the Young Adult Brain

**Learning Objectives**
- Participants will evaluate medical cannabinoid products and their addiction potential
- Participants will contrast the various legalization processes of medical cannabinoids in the US
- Participants will formulate various treatment options for marijuana use disorders

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</table>
| 10:15-11:45 am| Breakout A | Lexington A | **Dr. Merrill Norton**  
Pharm. D., D.Ph.,ICCDP-D  
Clinical Associate Professor at the University of Georgia College of Pharmacy | **Reefer Madness 2015:**  
The Science of Medical Marijuana and Its Impact On the Young Adult Brain |

**Clearing the Haze!**

**Learning Objectives**
- Participants will discuss the trends in the production and consumption of media (news media and social media) affecting public perception and knowledge about marijuana.
- Participants will learn the basics of communication every nonprofit organization and public agency that lays claim to the work of prevention needs to know and prioritize as part of its mission and outreach. These basics include websites, outbound e-mail marketing, hard copy collateral, special events -- and metrics to determine their impact.
- Participants will learn how to work locally to promote greater accuracy and fairness in journalism on the subjects of marijuana and marijuana legalization.

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| 10:15-11:45 am| Breakout B | Lexington B | **Christine Tatum**  
Chief Executive Officer  
Media Salad, Inc.  
Journalist, Author | Clearing the Haze! |

**Friday, April 24, 2015**
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<td>10:15-11:45 am</td>
<td>Breakout C</td>
<td>Congaree</td>
<td>Sgt. Jim Gerhardt</td>
<td>Impact of Marijuana Legalization in Colorado</td>
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<td>Colorado North Metro Task Force and the Colorado Drug Investigators Association</td>
<td>Learning Objectives</td>
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<td>• Participants will learn about the history of marijuana legalization in Colorado and the overall national objectives of this movement.</td>
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<td>12:00-1:15 pm</td>
<td>Breakout A</td>
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<td>Kevin T. Bishop</td>
<td>Environmental Impacts of Marijuana Cultivation on Public Lands</td>
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<td>Special Agent Forest Service</td>
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<td>Breakout B</td>
<td>Lexington B</td>
<td>Scott Camp</td>
<td>The Legalization of Marijuana in the Workplace</td>
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<td>Program Consultant</td>
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<td>Working Partners®</td>
<td>• Participants will learn about the four challenges employers will face with legalization:</td>
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<td>◊ maintaining safety</td>
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<td>Ed Shemelya</td>
<td>Marijuana Madness</td>
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<td>National Coordinator</td>
<td>Will South Carolina be different?</td>
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<td>National Marijuana Initiative</td>
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<td>• Participants will get a broad overview of the medi-pot movement in this country and we will discuss and examine its real impacts.</td>
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<td>• Participants will examine the history of the movement, discuss the strategies that have been employed and examine why they have been effective.</td>
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<td>• Participants will discuss the current status of South Carolina’s attempt to sanction marijuana as medicine</td>
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| 3:00-3:45 pm | CLOSING                  | Richland | Jack Killorin, Director, Atlanta/Carolinas HIDTA                              | - Participants will evaluate the effective messaging of the legalization supporters  
- Participants will learn how data and faces are the keys to the debate  
- Participants will discuss why law enforcement needs civilians to be the unexpected messengers about marijuana  
- Participants will learn about old and new media |

"Leadership and learning are indispensable to each other.”  
~John F. Kennedy
Kevin Bishop
Kevin Bishop is a Special Agent with the United States Forest Service with 25 years of law enforcement and investigative experience. He is currently assigned to the National Forests in South Carolina where he oversees all investigations of serious misdemeanor and felony crimes. These include Drug, Arson, Natural Resource, and Crimes against persons. While in his current position as well as his prior assignment as a Special Agent with the Appalachia High Intensity Drug Trafficking Area (HIDTA) in London, Kentucky, Agent Bishop has investigated and/or directed countless drug investigations involving marijuana. He has been deemed an expert by the US District Courts given his knowledge and experience of marijuana. While Agent Bishop has worked primarily in the southeast United States, he is considered a national resource and travels nationwide assisting other Agents.

Scott Camp
Scott Camp has been a part of the full-time staff of Working Partners® for over 11 years in the role of Program Consultant. In that position he is responsible for a variety of tasks—encompassing everything from client care, sales and marketing to client training. Scott’s day-to-day client troubleshooting experiences enable him to bring an in-depth and practical understanding of drug-free operations into the classroom. Scott also does client education and training in the field and routinely speaks to various organizations on drug-free workplace issues. Originally from Amherst, Ohio, Scott is a graduate of Kent State University with a Bachelor’s degree in English education. He started his professional career as a high school English teacher in southern Ohio and moved into the business sector in 1989.
Meet the Speakers

Kevin Bishop

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Originally from Amherst, Ohio, Scott is a graduate of Kent State University with a Bachelor’s degree in English education. He started his professional career as a high school English teacher in southern Ohio and moved into the business sector in 1989.
**Ben Cort**

Ben’s passion for recovery, prevention and harm reduction comes from his own struggle with substance abuse. Sober since 6/15/96, Ben has been a part of the recovery community in almost every way imaginable; from a recipient to a provider to a spokesperson Cort has a deep understanding of the issues and a personal motivation to see the harmful effects of drug and alcohol abuse minimized. Aside from frequent speaking engagements in the community, Ben built his career outside of the substance abuse industry. Until 2007 he was a HR Director at an S&P 500 firm. Ben left this role to help start the Colorado based nonprofit, Phoenix Multisport (PM). As an original board member and then their first full time employee, Ben was instrumental in building this organization that has received frequent national recognition for their innovative approach to building sober communities around sport and healthy activities. While with PM, Cort worked extensively with the treatment community as well as drug courts and the therapy community as advisor, a member of clinical teams, frequent speaker, liaison, etc.

Ben left PM in 2012 feeling compelled to play a larger role in the organized, and ultimately unsuccessful, effort to defeat Colorado’s Amendment 64 that legalized recreational marijuana use. A frequent presenter and debater on the subject, Ben was well respected by both sides because of his fair, patient and informed approach. Following the campaign Ben joined the drug policy conversation at the national level and is a frequent guest in the media and has published multiple articles and position papers on the subject. Ben has been appointed to the Board of Directors of Project SAM (Smart Approaches to Marijuana), is a Jr. Fellow at the University of Florida’s Drug Policy Institute, he also serves on the Board of Directors for Denver based Stout Street Foundation. Ben now leads the business development team and functions as the Director of Professional Relations for CeDAR, a world-class center for residential addiction and co-occurring disorders treatment in Aurora, CO that is part of the University of Colorado Health System.

**Jim Gerhardt**

Sgt. Jim Gerhardt has been with the Thornton Police Department for 27 years. He is assigned as a supervisor in the North Metro Task Force and has 17 years of experience working undercover drug investigations. Jim is also the vice president of the Colorado Drug Investigators Association where he serves as the legislative liaison representing drug enforcement in Colorado. Jim has nationally recognized expertise in methamphetamine laboratories, issues surrounding marijuana legalization, organized crime investigations involving drug trafficking organizations, and efforts surrounding drug endangered children initiatives.
**Thomas J. Gorman**

Tom Gorman graduated from San Jose State University in 1968 and joined the California Bureau of Narcotic Enforcement where he served 10 years as an undercover agent, during which time he made 1,000 undercover purchases and received two Purple Hearts from being shot and later stabbed. Director Gorman was promoted in 1990 to Deputy Chief In Charge of statewide drug enforcement operations. He retired in 1997 to become Director of the Rocky Mountain HIDTA. Director Gorman is a graduate of the FBI National Academy and is Past-President of the California Narcotic Officers Association and the National Alliance of State Drug Enforcement Agencies. He is currently President of the National HIDTA Directors Association. He authored *The Myths of Drug Legalization* and *Marijuana Legalization: The Issues*. He also authored a recently published book titled *To Believe or not Believe, That is the Question – An Undercover Agent’s Quest for the Truth*.

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**Chris Halsor**

Chris Halsor is a Colorado attorney and founder of Understanding Legal Marijuana, LLC. and the Law Office of Chris Halsor. His practice focuses on providing training and consultation to states and local governments considering or dealing with the recent passage of legal marijuana initiatives, including regulatory oversight, legislative support and policy development.

Mr. Halsor spent eight years as a prosecutor in a large Denver area district attorney’s office where he has experience with every variety of case from dog off-leash to first degree murder. More recently, he spent six years employed with the Colorado District Attorneys’ Council (CDAC) as Colorado’s Traffic Safety Resource Prosecutor (TSRP) where he provided training and advice for Colorado law enforcement and prosecutors concerning impaired driving. He is regarded as one of the country’s foremost experts in the area of marijuana impaired driving. During his tenure at CDAC, Mr. Halsor took the lead on all marijuana issues, monitoring and developing strategy on legislation, participating on two regulatory committees, and acting as a member of two post-legalization assessment groups. He frequently presents at conferences around the country on various subjects surrounding legal marijuana. Mr. Halsor is also an Adjunct Professor at the University of Denver Sturm College of Law.
Jack Killorin

John C. (Jack) Killorin, Director, Atlanta High Intensity Drug Trafficking Area, came to that position on May 15, 2006, after over 30 years of experience in local and Federal Law enforcement and private security.

Jack retired in November 2002 as the Senior Executive Service Special Agent in Charge/Division Director for the Bureau of Alcohol, Tobacco, Firearms and Explosives. In that position, he served as a member of the HIDTA Executive Board in Atlanta. He joined ATF in March 1976 as a special agent in the Philadelphia Field Division having served from 1972 as a police officer and Vice and Narcotics Detective with the Norfolk, Virginia Police Department. During his tenure with ATF, Jack served as a member of the Executive Staff of ATF and held positions as the Chief, Public Affairs Branch and Executive Assistant to the Director for Liaison and Public Information. From December 2002 through September 2005, Jack was employed as the Vice President, Global Security for Thomson Prometric in Baltimore, MD.

Jack is a graduate of the Honors Program at St. John’s University in New York and served in the United States Navy, including combat service with the River Patrol Force during the Vietnam War. He and his wife reside in the Atlanta metropolitan area.

Dr. Bertha K. Madras

Dr. Bertha K. Madras is a Professor of Psychobiology in the Department of Psychiatry, Harvard Medical School, at McLean Hospital. She developed and chaired the Division of Neurochemistry at the HMS-NEPRC. A neuroscientist, her research focuses on addiction biology and neuropsychiatric disease. From 2006-2008, Dr. Madras served as the Deputy Director for Demand Reduction (prevention, intervention, treatment) in the White House Office of National Drug Control Policy (ONDCP), a Presidential nomination and appointment; US Senate confirmed appointment with unanimous consent.

Her work is reported in over 150 manuscripts and book chapters. She is principal editor of books “The Cell Biology of Addiction” (2006), “The Effects of Drug Abuse on the Human Nervous System” (2012), and co-editor on “Imaging of the Human Brain in Health and Disease” (2012). As an educator, she developed and taught a course on addiction biology for 4th year HMS medical school students, and created an international course titled the “Cell Biology of Addiction” at Cold Spring Harbor Laboratory. At ONDCP, she advocated for medicalization of the diagnosis and treatment of substance use disorders. She mainstreamed Drug and Alcohol Screening, Brief Intervention, Referral to Treatment (SBIRT) in healthcare systems as a component of the national drug control strategy. She also spearheaded approval of billing codes for these services resulting in reimbursement by Medicaid and health insurers, adoption by federal agencies. SBORT was endorsed by the UN. In service to public education, she directed creation of a museum exhibit, a CD (licensed by Disney Corp), “Changing your Mind: Drugs in the Brain” for the Boston Museum of Science and has delivered hundreds of presentations on the biology of drugs and addiction. She holds 19 patents, is a recipient of a NIDA Public Service award, a NIH MERIT award, American Academy Addiction Psychiatry Founders’ Award, and the Marian Hirschman Award. A brain imaging agent strategy she developed was cited by The Better World Report, 2006, as one of “25 technology transfer innovations that changed the world”. Her experiences in translational neurobiology, government, and public service afford her a unique perspective on science and public policy.
**Merrill A. Norton, Pharm. D., D.Ph., ICCDP-D**

Dr. Norton is a Clinical Associate Professor at the University of Georgia College of Pharmacy with his specialty areas to include psychopharmacology and addiction pharmacy. He has also been a faculty member of the Fairleigh-Dickinson University Postdoctoral Training Program in the Masters of Psychopharmacology, Alliant International University of San Francisco College of Psychology, University of Georgia School of Continuing Education, and Berry College in the areas of Psychopharmacology and Addiction Pharmacy. His area of specialty in addiction pharmacy is the management of chronic pain in the addicted patient.

Dr. Norton is the 2009 recipient of the Georgia School of Addiction Studies (GSAS) Excellence in Addiction Treatment Individual Achievement Award “for his unselfish dedication to the treatment of addicted families, not only in the state of Georgia, but nationally.”

Dr. Norton was recognized by the GSAS Board of Directors for the ongoing development of undergraduate and graduate curriculum and drug research in the area of addiction pharmacy. His book, *The Pharmacology of Psychoactive Chemical Use, Abuse, and Dependence*, and his DVD series, “The Hijacking of the Brain,” has been used to train thousands of mental health professionals nationally; they have become the standards of teaching excellence in the addiction treatment profession. His new book, *The Pharmacology of Substance Use Disorders* will be released in 2015.

**Ed Shemelya**

Ed Shemelya is a 30 year veteran of the Kentucky State Police and is currently the Director of the National Marijuana Initiative, an Initiative within ONDCP that is responsible for assisting and improving the capabilities of the 28 High Intensity Drug Trafficking areas nationwide in carrying out the National Drug Control Strategy objectives of disrupting domestic trafficking and production of, and reducing demand for, marijuana and derivative products.

Prior to his current assignment, he served as the Eastern Region Marijuana Coordinator for the Appalachia HIDTA, and was responsible for the oversight of marijuana cultivation activities within the four state Appalachia HIDTA region. Mr. Shemelya began his law enforcement career in 1979, where he worked patrol, general investigations and narcotics within the Pikeville Post of the KSP. Promoted to Sergeant in 1985 and Lieutenant in 1988 he served the agency in many capacities from Internal Affairs, R&D, and as commander of the State Police first full – time Special Response Team. In 2003 he was appointed Commander of the Kentucky Governor’s Marijuana Strike Force and the Kentucky Eradication Initiative, within the AHIDTA. This multi-agency task force comprised of Federal, State and Local agencies is tasked with fighting Kentucky’s outdoor and indoor marijuana problem. During his six years as commander the Kentucky Eradication Task Force was recognized as the most outstanding eradication Task Force in the nation for four consecutive years by the Office of National Drug Control Policy.

Mr. Shemelya resides in London Kentucky and is a graduate of Eastern Kentucky University and Northwestern University. He is married with two daughters and three grandchildren.
Dr. Richard Spoth

Richard Spoth, Ph.D., is the F. Wendell Miller Senior Prevention Scientist and the Director of the Partnerships in Prevention Science Institute at Iowa State University. As the Institute director, Dr. Spoth provides oversight for an interrelated set of projects addressing a range of research questions on prevention program engagement, program effectiveness, culturally-competent programming, and dissemination of evidence-based programs through community-university partnerships. Among his National Institutes of Health-funded projects, Dr. Spoth received a MERIT Award from the National Institute on Drug Abuse for a longitudinal study called the Capable Families and Youth Project. Another prevention trial, Project Family, is one of ten projects selected for NIDA’s “Preventing Drug Abuse among Children and Adolescents: A Research-based Guide;” one of the programs it evaluates has received recognition from several federal agencies. Work on a dissemination trial called PROSPER has received awards from the Annie E. Casey Foundation and the National 4H Council; PROSPER has been reviewed and approved by the standard-setting Blueprints for Healthy Youth Development, the Coalition for Evidence-Based Policy, and the Social Impact Exchange. Dr. Spoth has served on numerous federally-sponsored expert and technical review panels addressing issues in prevention research and research-practice integration, including the Promise Neighborhood Research Consortium. In addition, he has been invited to testify and brief congress, present to the Advisory Group for the White House’s National Prevention Council, and to represent the prevention field on panels sponsored by the United Nations Office on Drugs and Crime. With this work, Dr. Spoth received the Prevention Science Award from the Society for Prevention Research for outstanding contributions to advancing the field of prevention science, as well as the Service to the Society for Prevention Research Award, for leadership on the Task Force on Type 2 translation research.

Christine Tatum

Christine Tatum is a veteran journalist whose market research firm, Media Salad, Inc., helps companies and nonprofit organizations win business and stay ahead of their competitors. Her professional stops include the Chicago Tribune, The Denver Post, the (Arlington Heights, Ill.) Daily Herald and the (Greensboro, N.C.) News & Record. Her work also has appeared in The Wall Street Journal, New York Times and Glamour magazine. She was elected to serve as 2006-07 national president of the Society of Professional Journalists, one of the United States’ largest and oldest journalism advocacy organizations, and has been honored to teach concepts in responsible journalism around the world at the invitation of the U.S. State Department.

Ms. Tatum’s work has been honored by the Society of American Business Editors and Writers, the Society of Professional Journalists, the Colorado chapter of the National Association of Black Journalists and the National American Arab Journalists Association.

When she’s not making Media Salad, she collaborates with her physician-researcher husband to produce communications designed to educate and inform the public about substance abuse and addiction. She’s also a very proud mommy of two rambunctious children.
Debbie Weir began her career with Mothers Against Drunk Driving (MADD) in 2002, as leader of Victim Services. Prior to joining MADD, Debbie worked for 15 years in the nonprofit hospice field, as a Executive Director specializing in grief counseling and program development.

Debbie was promoted to Chief Operating Officer for MADD in 2005. In this role, she provided strategic leadership in the areas of field operations, fundraising, volunteer and program development, as well as victim advocacy.

In 2012, Debbie was named Chief Executive Officer. A mother of two sons, she passionately leads MADD in its mission to end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking. Debbie is passionate that the victims MADD’s serves are the heart of the organization and working together we can end drunk driving.

"You don't lead by pointing and telling people some place to go. You lead by going to that place and making a case."
~Ken Kesey
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It is time for us all to stand and cheer for the doer, the achiever – the one who recognizes the challenges and does something about it.”

Vince Lombardi