

**FW: re David Goerlitz**

Christopher Fletcher [docfrodo@earthlink.net]

**Sent:** Thursday, July 30, 2009 5:21 PM  
**To:** Blum, Alan  
**Attachments:** \_AVG certification\_.txt (224 B)

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Got this reply back from Snowdon.

Chris

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**From:** Chris Snowdon [mailto:chrisnowdon@yahoo.co.uk]  
**Sent:** Thursday, July 30, 2009 12:31 PM  
**To:** Christopher Fletcher  
**Subject:** Re: re David Goerlitz

Dr Fletcher,

Thanks for your e-mail and your detailed character assessment of David Goerlitz. As you raised the same points as Dr Blum when he e-mailed me a few days ago I shall reprint what I have just sent him...

Dr Blum,

Please forgive the tardy reply. I got married last weekend and have been on honeymoon until today. The David Goerlitz interview was just that - an interview. I wasn't responsible for anything he said. It's not an interviewer's job to contact every person mentioned in order to be "corrected" on anecdotes. That interview came along very late in the researching process for my book and, while I take full responsibility for everything that is in that book, the interview was put online in a fairly raw format as a piece of source material which some people have found interesting. Only tiny fragments of that interview ended up in the book and none of them related to yourself. (If it's any consolation I describe you as "one of the more thoughtful and pragmatic figures to emerge from the new wave of anti-smoking activity", p. 114).

If you take issue with anything David said I can only suggest you take it up with him. Your memories of this event clearly differ, although - listening back - I note that he does make it clear that it was Chris Fletcher who invited the guests.

If you wish to provide the 'rest of the story' I am quite happy to call you up and conduct a similar recorded interview and put it on Youtube. You can talk about whatever and whoever you like and tell me what 'factual errors' David made. Better still, it would be good to have somebody to take on the broader points that David made about the anti-smoking movement.

Sincerely,

Chris Snowdon

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**From:** Christopher Fletcher <docfrodo@earthlink.net>  
**To:** author@velvetgloveironfist.com

**Sent:** Wednesday, 29 July, 2009 16:56:42

**Subject:** re David Goerlitz

As the organizer of all 4 Emphysema Slims events (tennis tournaments, balloon rallies, sports festivals, etc.) in Santa Fe, and as a longtime Board member of Doctors Ought to Care, I must admit that I was a bit taken aback by the comments of David Goerlitz whom I got to know briefly in 1990 when he was one "celebrity" among others at the 2<sup>nd</sup> Emphysema Slims Celebrity Tennis Tournament and Balloon Rally in Santa Fe.

You, as the author, should have done due diligence prior to posting the sour grapes interviews with David on line and contacted me (David mentioned my name) and Dr. Alan Blum the founder of DOC. David has a spotty memory (possibly from the stroke he claimed was caused by smoking 3 packs of cigarettes per day which he said caused his loss of taste and smell) and it is really weird of him to dump on Alan and myself after all these years. Other than his huge ego (he is an interesting personality but not highly educated) and great stories (the supposed bomb threats to him and his car, his house in NJ, etc. from the industry after he turned on them), he was a pretty good guy with the school kids we set him up with. He got his media attention, photo ops for the newspapers, etc. and he was one of many "celebrities" I brought to Santa Fe. He did need quite a bit of massaging because of his ego and he was a bit upset that he was not the center of attention. My wife remembers him being drunk much of the time and being obnoxious at dinner hogging the spotlight, trying to be the "main man", and in general we tolerated him. I stayed in touch with him for awhile after that event, but we had two subsequent ones, including the biggest anti-tobacco event (we believe) of all time, the Emphysema Slims Sports Festival which combined world class sports (including tennis), ballooning, multiple public events, etc. and he was not part of those. Patrick Reynolds, also a man with an ego, needed some special care as well, and the weekend was quite interesting for me as I took care of all the actors and celebrities while getting out the message to children.

For our events I used a celebrity service out of San Diego, CA and had actors who wanted to and could play tennis, and nationally and internationally ranked tennis players, so it was not simply a free trip to Santa Fe to enjoy the environs, restaurants, shopping, etc. Matthew Perry was quite interesting and a ranked Canadian tennis player at the time, and others included Mariska Hargitay who remains a friend of mine, Stephanie Kramer, Teri Ann Linn, Cathy Podewell, Richard Crenna Jr, Ben Murphy, and Patrick Reynolds. All were chosen by me and my wife, as well as a committee, for their interests in helping us "throw tobacco out of sports". Of course the DOC doctors were all there, including Alan Blum but he did not organize any of the four tournaments. Our events made national headlines and contributed to the demise of the Virginia Slims tournaments.

As you may not have known Gladys Heldman, the founder of Virginia Slims, lived in Santa Fe, and played tennis in her indoor adobe tennis court (the only one in the world at that time). She was a friend of one our organizers, who was herself a nationally ranked female player, and Gladys, I believe, eventually felt guilty about helping so many young girls evolve into smokers through the cigarette association with tennis. Gladys committed suicide two years ago and her era ended. Martina Navratilova, Chris Evert, Billy Jean King, and others all helped screw up young women by being the role models for cigarette smoking that they were. As a family physician, I have seen the ravages of tobacco in women, a scourge which started directly after the introduction of Virginia Slims and eventually other female-focused brands.

My wife has a great memory and neither of us remembers 5 or 6 of the actors or celebrities sneaking out to smoke, although David might be correct about Matthew Perry. I would have been very upset if we had found out that more than one of those people were smokers in flagrante delicto. Certainly David is exaggerating his own self-importance in the events of the whole weekend and in his condition he was not observing anything but the women and his drinks. I sat next to him at one dinner where he asked me to order for him since he could not taste or smell anything, a condition which I thought a bit exaggerated since I have never seen a functioning human being with a completely absent sense of smell and taste from heavy smoking. I did get him some spicy chili dish however to test his statements. He exaggerates.....

So in summary, you could have done a bit more and interviewed the real players in the anti-smoking movement since the late 1970s—Alan Blum is probably the most knowledgeable and out-spoken, Rick Richards, myself, Erik Vidstrand, and many others. You chose a has-been, now a nobody who no one remembers anymore—a model well past his time. And I liked him and have mentioned him favorably hundreds of times over the years since. Too bad he is a sour grapes guy now.

Christopher Fletcher MD