

# Ongoing Relationships Between the Tobacco Industry and Universities:

*An Insidious Obstacle to Tobacco Control*

**Alan Blum MD**

**National Conference on Tobacco or Health**

**Minneapolis, Minnesota**

**August 27-29, 2019**

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

AUGUST 27-29, 2019

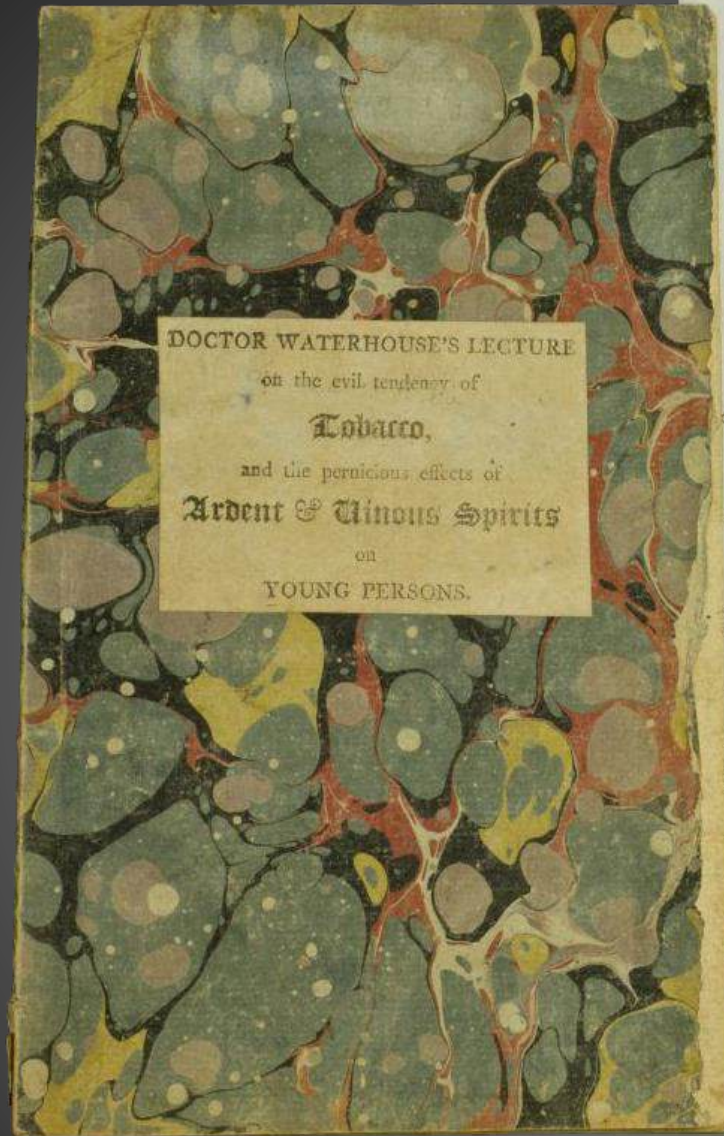
**NCTOH**

NATIONAL CONFERENCE ON TOBACCO OR HEALTH

MINNEAPOLIS, MINNESOTA



Benjamin Waterhouse (1754-1846)  
1831 Portrait by James Frothingham, Harvard University Art Museums



DOCTOR WATERHOUSE'S LECTURE  
on the evil tendency of  
**Tobacco,**  
and the pernicious effects of  
**Ardent & Vinous Spirits**  
on  
YOUNG PERSONS.

*Cautions to young persons concerning health*  
in a  
**PUBLIC LECTURE**  
*delivered*  
*at the close of the MEDICAL COURSE*  
*in the*  
**CHAPEL at CAMBRIDGE**  
Nov. 20. 1804 ;  
*containing*  
**GENERAL DOCTRINE of CHRONIC DISEASES ;**  
*shewing*  
*the EVIL TENDENCY of*  
**the USE of TOBACCO upon**  
**YOUNG PERSONS ;**  
*more especially*  
**NOISIOUS EFFECTS of SMOKING CIGARRS ;**  
*with observations on*  
**ARDENT and VINOUS SPIRITS in general**  
**AMIN WATERHOUSE M. D.**  
**THEORY AND PRACTICE OF PHYSIC, AND TEACHER**  
**OF ANATOMY IN THE UNIVERSITY OF CAMBRIDGE.**  
*ut mens sana in corpore sano.*  
Juv.  
UNIVERSITY PRESS by W. HILLIARD.  
MDCCCV.

*Doctor Waterhouse's lecture on the evil tendency of tobacco and the pernicious effects of ardent & vinous spirits on young persons. 1805*  
Center for the Study of Tobacco and Society



*Cautions to young persons concerning health*

*in a*

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the *PERNICIOUS EFFECTS* of *SMOKING CIGARRS* ;

with observations on

the *USE* of *ARDENT* and *VINOUS SPIRITS* in general

BY *BENJAMIN WATERHOUSE M. D.*

PROFESSOR OF THE THEORY AND PRACTICE OF PHYSIC, AND TEACHER  
OF NATURAL HISTORY IN THE UNIVERSITY OF CAMBRIDGE.

—*Ut sit mens sana in corpore sano.*

Juv.

Printed at the UNIVERSITY PRESS by W. Hilliard.  
MDCCCV.



## Tobacco on Campus, 1804 and Today

*To the Editor:* Dr Carl E. Lundstrom's compelling review of Philip Cash's biography of Dr Benjamin Waterhouse<sup>1</sup> highlights Waterhouse's pioneering contributions to vaccination in the United States, which led to his being known as "the Jenner of America." Far less recognized is Waterhouse's outspoken stance against tobacco. Indeed, his address to the students of Harvard Medical School in 1804<sup>2</sup> may well represent the earliest antitobacco lecture at an American university. Warning of the consequences of smoking on the lungs and the adverse effects of chewing tobacco on the digestive system, he pleaded with the students to "quit then this pernicious habit....Take all your cigars and tobacco, and in some calm evening carry them on to the common, and there sacrifice them to *health, cleanliness, and decorum.*"

How tragic and incredible it is that, in the face of millions of deaths attributable to tobacco in the ensuing 2 centuries and an ongoing prevalence of cigarette smoking among college students (currently >25%<sup>3</sup>), most universities and faculty pension funds still invest in tobacco stocks,<sup>4</sup> more than 30 universities welcome job recruiters for cigarette manufacturers,<sup>5,6</sup> and a tobacco company remains the principal sponsor of the college rodeo championships.<sup>7</sup> In February 2007, Philip Morris of the United States, the nation's largest cigarette manufacturer, donated \$25 million to the University of Virginia for research on addiction and youth smoking, \$20 million of which will go to the School of Medicine.

One hopeful sign is that 43 campuses across the United States, primarily community colleges and commuter schools, are now smoke free.

Alan Blum, MD  
The University of Alabama Center for the  
Study of Tobacco and Society  
Tuscaloosa



*When your courses are set  
And a dream-girl you've met...  
Have a real cigarette — have a CAMEL!*

**— Man, that's  
pure pleasure!**

**It's a psychological fact:  
Pleasure helps your disposition.**

If you're a smoker, remember  
— more people get more  
pure pleasure from Camels  
than from any other cigarette!

**No other cigarette is so  
rich-tasting, yet so mild!**



**Camel**





Model A  
**Colad Cover**

Students Wise  
ECONOMIZE

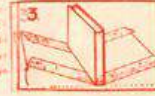
Keep Your Books  
In Good Condition  
Help America Keep  
Buy covers on flat surface—This side UP. Prices Down.



1—Place back of book between CENTER GUIDES. Allow 1/4 inch space at top and bottom and mark with pen or pencil.



2—Using the lines in the cut work to guide you, fold and crease in the straightest possible line.



3—Place back of book in center again, on the folded flaps. You should have 1/4 inch space at top and bottom of book.



4—Wrap cover around the book and crimp with thumb as shown in sketch. Be sure book is centered. Allow 1/4 inch and crease.



5—Slip one cover of book into pocket formed by your folds. If book does not fit, refold, allowing 1/4 inch or more space at top or bottom.



6—Slip other cover of book into opposite end of Colad Cover and show book. If book does not close, allow more space at end folds.



TO PUT TITLE ON THIS COVER  
Type or write book title on little piece of paper. Put scotch tape over it and press into place as shown. (Adhesive tape can be used).

Reorder No. **548**

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This Space for  
Doodling



We give medical claims  
the old soft shoo!  
But **Old Golds**  
always give you a **TREAT**  
instead of a **TREATMENT**

Students Wise—Economize—  
Use Colad PLASTICOAT Covers to  
protect precious books. Save them  
for future use at others or for your  
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Preserve them with Colad PLAS-  
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HARVARD  
UNIVERSITY

This Book Belongs to

NAME \_\_\_\_\_  
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Numberless opportunities lie behind the doors which education can unlock. Books are keys; use them wisely, treat them well, and they will serve faithfully. Protect them with Colad PLASTICOAT Book Covers!

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CAMBRIDGE, MASS.





## TO ALL STUDENTS OF AMHERST COLLEGE

CAN YOU USE A HUNDRED BUCKS?  
That's what you can win in every one of

# VICEROY'S Big College Football Contests

IT'S EASY! Just pick the ten winning teams, predict the scores—and you're in the money!

**FLASH!** ONLY STUDENTS ON THIS CAMPUS  
ARE ELIGIBLE!

SECOND CONTEST OCTOBER 21st

All you have to do is clip the coupon, pick the winners and predict the scores—then figure out how you're going to spend that hundred bucks!

**LOOK!** HERE ARE ALL THE PRIZES  
YOU CAN WIN!

1st PRIZE

\$100

2nd PRIZE

\$50

3rd PRIZE

\$25



5 other prizes of \$10 each,  
PLUS a free carton of Viceroy's  
to every contestant who names  
the ten winning teams—  
REGARDLESS OF THE SCORES!

Only **VICEROY'S** Got It...  
At **Both Ends!**  
Got The Filter! Got The Blend!

Only Viceroy's got the  
*Deep Freeze*\* Filter.  
Viceroy's Deep-Weave  
Filter is made of vegetable  
material that's pure  
and safe.

\* Reg. U.S. Patent Office



Here are the Contest Rules  
—Read 'em and Win!

1. Any student or faculty member on this campus may enter except employees of Brown & Williamson, its advertising agencies, or members of their immediate families. All entries become the property of Brown & Williamson—none will be returned. Winners will be notified within three weeks after each contest. Winners' names may be published in this newspaper. You may enter as often as you wish, provided each entry is sent individually—unless subject to all governmental regulations. Entries must be postmarked or dropped in ballot box on campus no later than the Friday midnight before the games are played and received by noon Friday of the week. The right to discontinue future contests is reserved.

\*as must be in contestant's own name.

On the coupon in this ad or on an Official Entry Blank or piece of paper of the same size and format, write your predictions of the scores of the games and check the winners. Enclose an empty Viceroy package or a reasonable rendition of the Viceroy name as it appears on the package front. Mail entry to Viceroy at the Box Number on the entry blank or drop in Viceroy Football Contest Ballot Box on campus.

3. Entries will be judged by The Reuben H. Donnelly Corp. on the basis of number of winners correctly predicted. Ties will be broken on the basis of scores predicted. Duplicate prizes awarded in case of final ties.

4. Winners are eligible for any prize in subsequent contests.

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(Attach Viceroy package or facsimile here)



Viceroy College Football  
**CONTEST NO. 2**

Here are my predictions for next Saturday's games.  
Send my prize money to:

NAME \_\_\_\_\_ CLASS \_\_\_\_\_

ADDRESS \_\_\_\_\_

WIN	SCORE	WIN	SCORE
<input type="checkbox"/> Yale	_____	<input type="checkbox"/> Cornell	_____
<input type="checkbox"/> Bridgeport	_____	<input type="checkbox"/> Upsala	_____
<input type="checkbox"/> Rhode Island U.	_____	<input type="checkbox"/> Massachusetts	_____
<input type="checkbox"/> Connecticut	_____	<input type="checkbox"/> Maine	_____
<input type="checkbox"/> Penn. St.	_____	<input type="checkbox"/> Syracuse	_____
<input type="checkbox"/> Amherst	_____	<input type="checkbox"/> Coast Guard	_____
<input type="checkbox"/> Army	_____	<input type="checkbox"/> Idaho	_____
<input type="checkbox"/> Iowa	_____	<input type="checkbox"/> Wisconsin	_____
<input type="checkbox"/> Michigan St.	_____	<input type="checkbox"/> Notre Dame	_____
<input type="checkbox"/> I. S. U.	_____	<input type="checkbox"/> Kentucky	_____

Contest open ONLY TO STUDENTS AND FACULTY ON THIS CAMPUS. Mail before  
Mail before midnight, Oct. 18, to Viceroy, Box 83-E Mt. Vernon 10, N.Y.



**Why do more college  
men and women smoke**

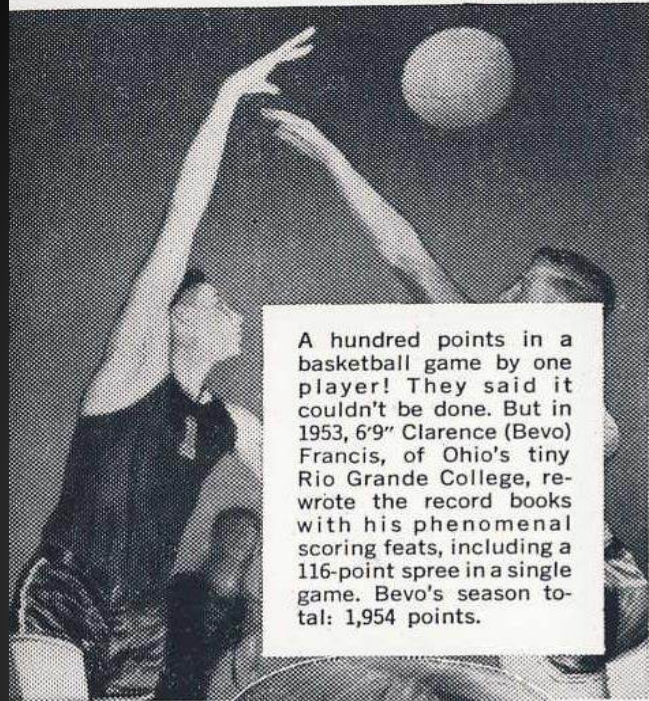
**VICEROYS**

**than any other  
filter cigarette?**

*Because only Viceroy  
gives you 20,000 filter traps  
in every filter tip, made  
from a pure natural substance*



THEY SAID IT COULDN'T BE DONE - BUT TODAY'S L&M GIVES YOU-



A hundred points in a basketball game by one player! They said it couldn't be done. But in 1953, 6'9" Clarence (Bevo) Francis, of Ohio's tiny Rio Grande College, re-wrote the record books with his phenomenal scoring feats, including a 116-point spree in a single game. Bevo's season total: 1,954 points.

Puff  
by  
puff

# Less tars & More taste

**DON'T SETTLE FOR ONE WITHOUT THE OTHER!**

Change to L&M and get 'em both. Such an *improved filter* and *more taste!* Better taste than in any other cigarette. Yes, today's L&M combines these two essentials of modern smoking enjoyment—less tars and more taste—in one great cigarette.



Light into that Live Modern flavor!



Check your opinions against L&M's Campus Opinion Poll #7

# 1 Who'd make the best wife?



WOMAN EXECUTIVE    FASHION MODEL    NURSE    SECRETARY    TEACHER

## 2 Is it better to marry in college-or wait till later?



MARRY IN COLLEGE    WAIT TILL LATER

## 3 How many cigarettes do you smoke a day?



LESS THAN 8    8-12  
 13-17    18-22    OVER 22

Here's how 1383 students at 138 colleges voted!

**Start fresh  
Stay fresh with L&M**

Any way you look at them—L&M's taste better. Moisturized tobaccos make the difference! Yes, your taste stays fresh with L&M—they always treat you right!



*They always treat you right!*

WHETHER YOU SMOKE A LITTLE OR A LOT, GIVE YOUR TASTE A BREAK. STAY FRESH WITH L&M.

Teacher	40.8%
Fashion Model	11.9%
Nurse	27.9%
Secretary	16.4%
Executive	3.0%
Woman Executive	15.4%
Marry in College	84.6%
Wait till later	15.4%
Less than 8	20%
8-12	18%
13-17	19%
18-22	28%
Over 22	15%

Try fresh-tasting, best-tasting L&M today... in pack or box!

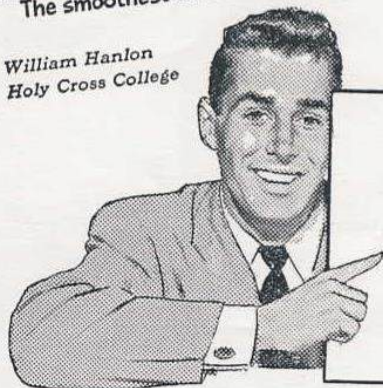


Georgia Lee Herring  
Colorado A. & M.



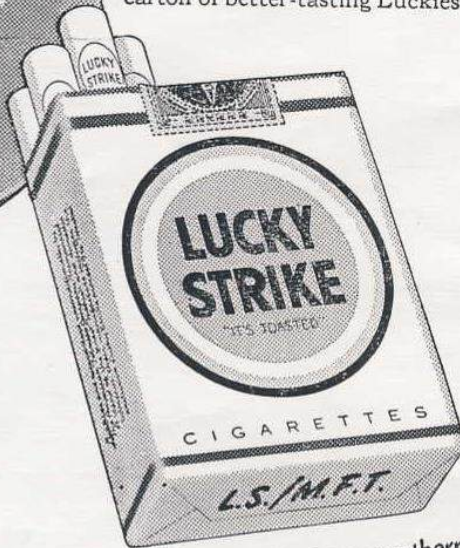
The college survey plainly shows  
How smart we students are—  
We've chosen Lucky Strikes again,  
The smoothest smoke by far!

William Hanlon  
Holy Cross College



### COLLEGE SMOKERS PREFER LUCKIES

A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in colleges from coast to coast prefer Luckies to all other brands! The No. 1 reason: Luckies' better taste!



ment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco . . . light, mild, good tasting tobacco. Second, Luckies are actually made better to taste better . . . always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or carton of better-tasting Luckies today.

You may be from a northern state;  
You may be from Kentucky;  
But, nation-wide, here's one good tip:  
Be Happy and Go Lucky!

Gwendolyn N. Jenkins  
Fisk University



COPR., THE AMERICAN TOBACCO COMPANY

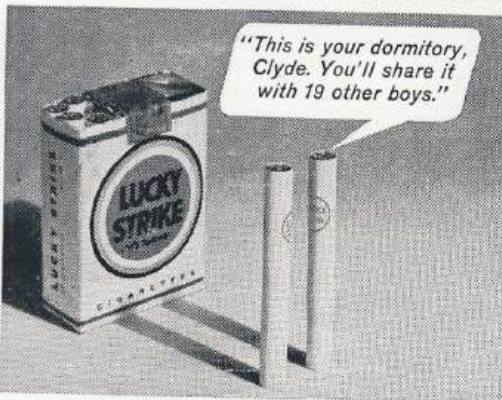
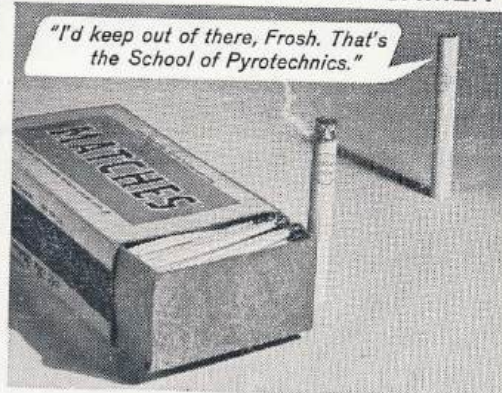
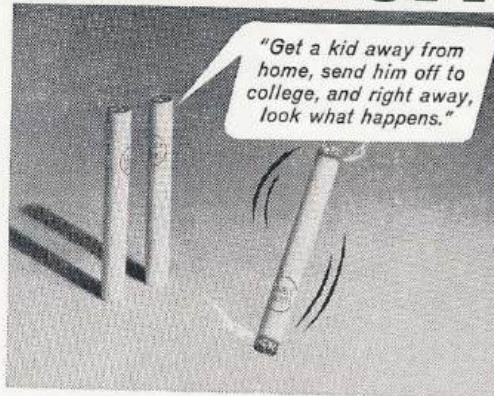
# LUCKIES TASTE BETTER. CLEANER.



LUCKY STRIKE  
presents:

# LUCKY STRIKE LUCKY STRIKE LUCKY STRIKE

"THE FRESHMEN"



SOPHOMORES, JUNIORS, SENIORS: DON'T TREAD ON FRESHMEN! They have been known to become employers. A freshman wants, above all, to be inaugurated into your world. Walk him to class, teach him longhand, explain how the Ph.D. wears his tassel, introduce him to Luckies (and tell him how college students smoke more Luckies than any other regular). You'll be a bigger man, and you'll be able to borrow Luckies from him any time.

**CHANGE TO LUCKIES** and get some taste for a change!

© A. T. Co.

Product of The American Tobacco Company - "Tobacco is our middle name"



THE PHILIP MORRIS

# CALL NEWS



VOLUME 5

NUMBER 19

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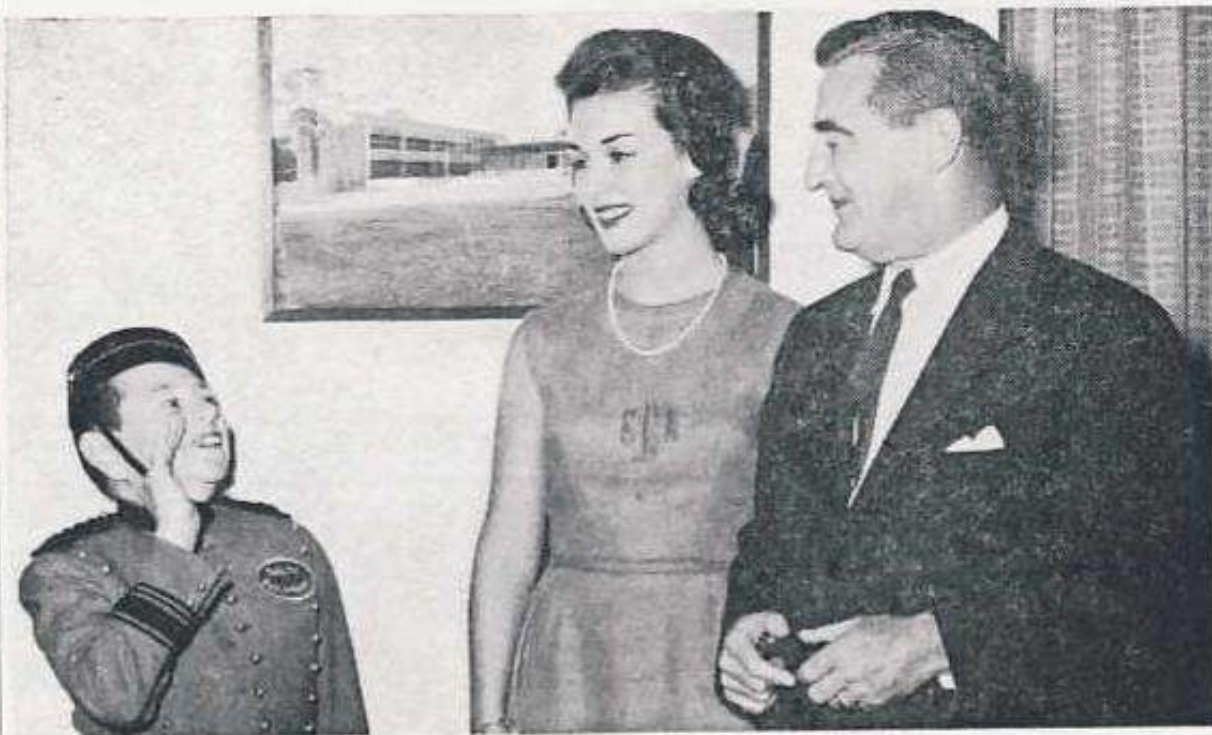
## A Salute

The annual Tobacco Festival has been an exciting feature of the Richmond scene for the past 15 years.

As the 16th Festival gets underway it's well to remember that tobacco itself has been vital to Richmond for almost 350 years. In 1616 John Rolfe exported 2,500 pounds of prime leaf. It was the first cured Virginia tobacco to reach Britain and it assured the struggling colony of a place in the 17th century world economy.

Today exported Virginia leaf is still a vital part of the tobacco industry around the world as are the superior products manufactured here in Richmond. Philip Morris has taken a major place on the industry's international scene, but we have taken it from a secure base here in Richmond.

## Tobacco Queen Robin Link Visits PM



NEW YORK — Robin Link, 1964 Queen of Tobaccoland, was a guest of Philip Morris last summer during her first trip to New York.

Miss Link toured the World's Fair with Little Johnny. She and Johnny were guests of honor at ceremonies at the Light and Power Pavilion where they threw the switch turning on the world's most powerful beam of light.

Before going to the Fairgrounds the Queen toured the Philip Morris' offices. She is a junior at the University of North Carolina, having completed her first two years of college at Sweet Briar, and is majoring in Political Science.

A native of Danville, Va., Miss Link was selected by Danville tobacco men to represent their area as a Princess at last year's Richmond Tobacco Festival. She was chosen

Queen from a group of 28 princesses. Four Danville girls have been elected Queen of Tobaccoland over the years, a record for any one area.

Miss Link said that being Queen "has been grand." She has toured many tobacco growing and manufacturing areas. Her last official appearance as Queen of Tobaccoland will be this week at the Festival. Next Saturday, October 10, next year's Queen will be crowned.

### PM Commissions Top Artist

### Museum Saves



THE PHILIP MORRIS  
**CALL NEWS**

VOLUME 2, NUMBER 13

SEPTEMBER 1, 1961

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Editorial Board: Roger Pickhardt, Chairman; Robert Roper, Ray Jones, George Dawson, James Bowling.

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Buck Peters  
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## A Share In Success

Within the last week the United Auto Workers Union and American Motors agreed, at least in principle on details for a new contract. It was a hopeful sign for the nation which has been watching the tense situation for some time. Many feared that a strike was right around the corner.

The point that spurred accord was the proposal by management to offer profit sharing.

Since 1956 profit sharing has been a major benefit for us at Philip Morris. Many feel, and rightly so, that it is one of the most important "extras" we receive from our company.

Let's take a quick look at what profit sharing really is. According to the text books profit is a reward to investors for taking a risk. When they put money into a firm they do it in the hope that the company will be successful and it's easy to see why they deserve a return for the chance they've taken.

But why is a company successful? Why does it show a profit? Here are some of the reasons: good management, hard working employees and a line of products people want which is as good



## College Opening Heralds Busy Days For Philip Morris Campus Reps

NEW YORK—College opening is right around the corner and within the next few weeks 166 campus representatives for Philip Morris will resume their busy jobs keeping all our flavorful brands before the attention of their fellow undergraduates.

This Philip Morris' selling effort is a unique one. Our campus reps act as an extension of our regular Sales-force and help promote our products in a market of better than 3½ million students.

Our program is represented on 335 campuses and directly contact nearly 70% of all college students.

### Their Job

What sort of work do our college reps do?

They see that advertising and display material receives prominent presentation, both on campus and in the surrounding areas. With the help of trained Division Managers they organize contests to bring attention to our products. They represent our company in dealings with school newspapers, and in general act as good will ambassadors between Philip Morris and one of the largest consumer markets we serve.

The Philip Morris program for our campus representatives is a very businesslike operation. The undergraduates who work with us do so under a Work Scholarship Program. Fees they receive for their services are comparatively higher than similar programs of other companies and professional selling performance is demanded.

The program has been in effect for nearly thirty years and has been consistently successful. When students return to their college classrooms this fall Marlboro will again

be the number one best seller on campus. This, and the rapid rise of the newly-launched brands—Philip Morris Commander and Alpine—in the undergraduate market must be credited in part to the energetic efforts of Philip Morris' student salesmen.

## Vacation On The Wing For R&D Staffer

RICHMOND—"If you can't get around traffic, get over it." That's Bob Davidow's vacation-time motto.

Forsaking highways and turn-pikes, Bob, wife Lila and the family charted their own plane and piloted it themselves for a look at northern New York and Niagara Falls.

After flying to Buffalo the Davidows drove to the Canadian side of the Falls for a three-day visit, then doubling back picked up the plane and headed to De Johnsport, N. Y. for a two-day stay. A final leap through the wide, blue yonder brought them speedily to Richmond and home.

Bob, a recent member of the flying fraternity received his pilots license just three months ago.

Competition . . .



position. Pete Fernald leads markers.

## SH BOOTERS TEN IN MUD

rd, Conn., Nov. 5—In a  
played in rain and mud, the  
soccer team was stopped  
first time this season by a  
ong Trinity squad, 2-1.

Widing scored both goals for  
ity frosh with his first tally  
in the opening minute of play.  
fs evened the count in the  
eriod on a goal by forward  
sfeld. Trinity, however, came  
the same period with Wid-  
ing the deciding goal.  
muddy conditions may very  
ve decided the game since  
had played two previous  
under such conditions, where-  
Jeffs had played none.

**Can Win Little Three**  
ty continues unbeaten, with a  
ord which includes impressive  
ver the freshman squads of  
nd Springfield. The Jeffs are  
1 on the season, with their  
me coming up on Saturday  
Williams. A victory would  
the Little Three title for  
st.

AMHERST  
HOE REPAIR  
Fine Shoe Repair  
Skates Sharpened  
Main Street



Tel. 28  
Amherst  
Journal Record

late in the half.

### Strong Jeff Defense

The Amherst defense was outstand-  
ing, stopping Trinity three times  
within the five yard line. Jim Guetti,  
Charlie Rideout, and Dick Sucusy were  
standouts in the Jeff line.

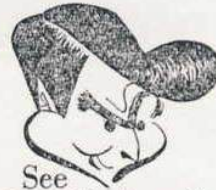
Quarterback Bob McLean saw only  
limited action due to an injured hip,  
but will be ready for the Williams  
game next Saturday.

score tells the story. We defeated a  
strong team that was leading the  
New England soccer league. We  
proved to be better in the difficult  
conditions under which the game was  
played, getting off 45 shots to Trin-  
ity's 14. It was a team victory,  
but John Goldthwait must be men-  
tioned for fine play in the goal. We  
are looking forward to next week's  
game with Williams."

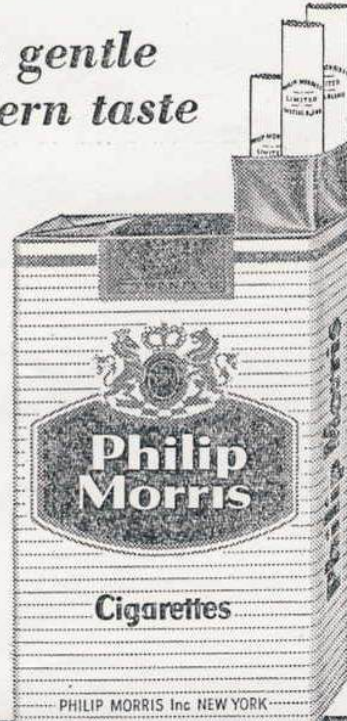
# New Philip Morris

*- made gentle  
for modern taste*

Enjoy the fresh unfil-  
tered flavor of this new  
cigarette—now in the  
smart new red, white and  
gold package.



See  
Max Shulman's  
column—  
"ON CAMPUS"  
in this issue, for  
the full, exciting story.



Regular or King Size . . . Snap-open Pack



THE UNIVERSITY OF  
**ALABAMA**  
CAREER CENTER

**Philip Morris  
USA**

**Student  
Hospitality  
Room**



FALL 2014

# CAREER FAIRS

Bryant Conference Center



THE UNIVERSITY OF ALABAMA  
**CAREER CENTER**  
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ALABAMA  
ALUMNI



TOWER  
LOAN





# Career Center Resume Submission

## Submitting your resume on the UA Career Center Website

- Access the following website: [www.career.ua.edu](http://www.career.ua.edu) and click on the link to CrimsonCareers
  - Click the student and alumni login
  - Login to the website
    - Click the Job Search tab
    - Look for the Job ID box
      - For full-time sales positions use Job ID number 7445
      - For intern positions please post resume on UA website in May 2006
    - Only one job profile should appear
      - Click onto the Territory Sales Manager job title
      - Click the Submit Resume button
      - Follow directions to submit your resume



Each company in the Altria family is an equal opportunity employer that supports diversity in its workforce.

**“WHO’S  
ALTRIA  
AND WHY WOULD I WANT  
TO WORK THERE?”**

**WE’RE THE FAMILY OF COMPANIES WHO ARE CHANGING  
WHAT IT MEANS TO BE IN THE TOBACCO BUSINESS.  
NO SMALL JOB IF  
YOU’RE UP FOR IT.**

**CANTBEATTHEEXPERIENCE.COM™**

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Altria Group Distribution Company  
Altria Client Services



**Altria**



IF YOU'RE LOOKING FOR

**BIG** OPPORTUNITIES,  
CHALLENGES,  
& RESPONSIBILITIES,  
LET'S TALK.

**Philip Morris USA Spotlight Session**

**February 26<sup>th</sup>, 5:30pm**

**The Bryant Conference Center**



**“I WANT REAL  
RESPONSIBILITY.  
AND I WANT IT STARTING  
DAY ONE.”**

Information Session  
Wednesday, September 20th, 7pm  
Bryant Museum,  
320 Paul W Bryant Dr.

**HOW MUCH WOULD YOU LIKE - AND  
HOW SOON  
CAN YOU START?**

Running a sales territory most of your peers will only dream about. Entering a training program that is recognized nationally. Doing business in a proactive, responsible and collaborative way. Sound like what you're after? Then check us out and apply online.



**WHICH  
COMPANY**

**HAS ONE  
OF THE BEST  
BENEFITS?  
PACKAGES GOING**





# Benefits

*A*

- |                                |                              |
|--------------------------------|------------------------------|
| Competitive Salary (\$40,000+) | ◆ Vacation/Paid Holidays     |
| Company Vehicle                | ◆ Incentive Compensation     |
| Computer/Printer               | ◆ Stock Purchase Plan        |
| Health Insurance               | ◆ Matching Gifts \$ (1 to 1) |
| Deferred Profit Sharing        | ◆ Scholarship Programs       |
| Retirement Pension             | ◆ Tuition Reimbursement      |
| Step Program                   | ◆ Education/Financial Advice |



**MENTION IT?  
WE HAVE A WHOLE  
WEBSITE  
DEVOTED TO IT.**

**CANTBEATTHEEXPERIENCE.COM - PHILIP MORRIS USA**

There's a wide range of opportunities that reflect who we are: around 11,000 proactive, responsible people who strive to be the very best at what we do. Included in that is the mission we've taken on: to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products - especially products intended for adults. If all that sounds like what you've been looking for, visit our website and search our database for open positions for which you may be qualified.

If you don't have access to the Internet, call 1-866-2-JOINPM to request having us mail the necessary forms to you.



## WELCOME TO THE ALTRIA GROUP OF COMPANIES CAREERS SITE!

With Altria Group's recent spin-off of Philip Morris International and acquisition of cigar/pipe tobacco maker, John Middleton, Altria Group and its operating companies are preparing for long-term growth.

This interim site allows you to search and apply for jobs and learn about the Altria group of companies. Check back often as we re-build the site to reflect the opportunities developing at Altria.

### JOIN OUR FAMILY

Why work at an Altria company? It's common to hear reasons such as great people, opportunities, challenging work and corporate and individual responsibility.

### LOOKING FOR A JOB WITH REAL RESPONSIBILITY?

[SEARCH FOR JOBS NOW](#)

Profiles let you receive e-mail with new job postings, save job searches, store resumes and cover letters and review previously submitted job applications.

[CREATE A NEW PROFILE](#)

[ACCESS AN EXISTING PROFILE](#)

### ALTRIA GROUP OF COMPANIES

#### ALTRIA GROUP, INC.

is the parent company of several subsidiary companies listed below. Altria Group trades on the New York Stock Exchange under the symbol "MO." Altria Group's mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco consumers with superior branded products.

#### PHILIP MORRIS USA INC.

is a wholly-owned subsidiary of Altria Group that manufactures and markets cigarettes and smokeless tobacco products in the United States. consumers with superior branded products.

### MEET THE PEOPLE OF ALTRIA



#### SAN

**PHILIP MORRIS USA  
RD&E, SR. RESEARCH SCIENTIST**

PM USA is a place where you are encouraged to pursue good ideas that have the potential to benefit society and that's why I became a scientist in the first place.



# MEET THE PEOPLE OF ALTRIA



**VANESSA**  
**PHILIP MORRIS USA**  
**SALES, DISTRICT**  
**MANAGER**

The people here are absolutely great. We don't just talk about values and leadership responsibility; we live them and are guided by them in everything we do.



Search Help

## About Us

[Mission & Values](#)
[Company Information](#)
[Financial Information](#)
[Careers](#)
[Why Work for PM USA](#)
[Our Benefits](#)
[Student Center](#)
[University / College Profiles](#)
[Summer Internships](#)
[Co-op Programs](#)
[Intern & Co-Op Testimonials](#)
[Our Recruiting Process](#)
[Recruiting Calendars](#)
[Resume & Interview Prep](#)
[Careers News & Announcements](#)
[Search Our Jobs](#)
[Press Room](#)
[TV Advertisements](#)

## Product Facts

## Health Issues

## Responsible Marketing

## Policies, Practices & Positions

## Customer Service

## About Us

### University / College Profile

[< View other University / College Profiles](#)

### University of Wisconsin - Madison

Welcome, Badgers, to the Philip Morris USA University Recruiting site!

As you consider your career options, keep Philip Morris USA in mind. We have challenging and rewarding opportunities in a wide variety of roles and departments.

#### A Message from Mike Szymanczyk

Take a moment and read what our Chairman and CEO, Mike Szymanczyk, has to say about our mission and values and our actions to be the most responsible company we can be.

[Read More](#)

### Campus Recruiting Calendars

#### Campus Events

Career Fair for Student Athletes	January 30, 2006 6:00 pm - 8:00 pm Fetzer Center <i>Open to All Students Interested in Full Time or Intern Positions</i>
Mock Interviews	February 3, 2006 10:00 am - 3:00 pm Business Career Services <i>Open to All Business School Students</i>
PM USA Information Session	February 27, 2006 6:00 pm - 7:00 pm Grainger Hall <i>Open to All Students Interested in Full Time or Intern Positions</i>
Spring Biz Job Fair	March 28, 2006 5:00 pm - 8:30 pm Kohl Center <i>Open to All Students Interested in Full Time or Intern Positions</i>


[View All University / College Events](#)
[Print Page](#)
[Email Page](#)
[En Español](#)


#### University of Wisconsin - Madison Alumni



**Matthew**  
Market Information and Planning

February 9, 2006

## About Us

### University / College Profile

[< View other University / College Profiles](#)

## Rutgers University

Welcome, Scarlet Knights, to the Philip Morris USA University Recruiting site!

As you consider your career options, keep Philip Morris USA in mind. We have challenging and rewarding opportunities in a wide variety of roles and departments.

#### A Message from Mike Szymanczyk

Take a moment and read what our Chairman and CEO, Mike Szymanczyk, has to say about our mission and values and our actions to be the most responsible company we can be.

[Read More](#)

### Campus Recruiting Calendars

#### Campus Events

NJ Diversity Career Fair	January 4, 2006 10:00 am - 3:00 pm RSC
Internship Career Day	January 26, 2006 10:00 am - 3:00 pm BCC
Business School Internship Career Fair	January 27, 2006 10:00 am - 3:00 pm BCC <i>Open to All Undergraduate &amp; Graduate Students</i>
Internship Career Fair	February 3, 2006 10:00 am - 3:00 pm BCC <i>Open to All Undergraduate &amp; Graduate Students</i>
Career Fair	February 17, 2006 10:00 am - 3:00 pm RSC <i>Open to All Undergraduate &amp; Graduate Students</i>
Big East Career Fair	March 10, 2006 TBD NY, NY <i>Open to All Undergraduate &amp; Graduate Students</i>

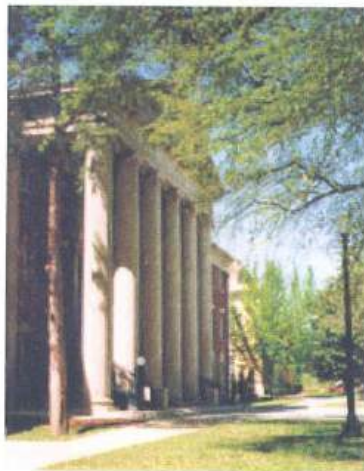
 THE STATE UNIVERSITY OF NEW JERSEY  
**RUTGERS**

### Rutgers University Alumni



**Thomas**  
Operations





## *The 2007 Corporate Citizenship Panel*

*April 17, 2007*

*Presented by :*



**The  
Community  
Service Center**

## **PhilipMorrisUSA**

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### **Mr. Jeff Young**

Jeff Young is a district manager for Philip Morris USA. Appointed to this role in August 2005, he manages a \$300 million dollar operation that employs 29 people and covers middle Tennessee and southwestern Kentucky.

Jeff is responsible for contributing to the company's efforts to be the most responsible, effective, and respected developer, manufacturer, and marketer of consumer products, especially products intended for adults. He is particularly focused on engaging with retail and wholesale trade consumers, developing relationships with key stakeholders, recruiting leadership talent, and developing the capability of his organization.

A native of Pensacola, Florida, Jeff began his career with Phillip Morris in the summer of 1997 as a territory sales manager in Huntsville, Alabama. Since then he has held various positions within the company, including sales development associate, unit manager, and sales compliance coordinator.

Jeff earned a Bachelor of Science/Bachelor of Arts degree in marketing from The University of West Florida. He currently resides in Nashville, Tennessee.



# CAN'T BEAT THE EXPERIENCE - PHILIP MORRIS USA

**Position Title** Territory Sales Manager - Southeastern Territories

**Requisition Number** 3917BR

**Job Description** Philip Morris USA is an operating company within Altria Group, Inc. Altria is a Fortune 10 company and the largest consumer products company in the world. PM USA is the domestic tobacco operating company of Altria. Powered by people, PM USA plans for continued growth as a leader in marketing and manufacturing of consumer products made for adults.

Key among those people, are Territory Sales Managers (TSMs) who are each assigned to a geographic territory with approximately \$10 million in annual sales. TSMs are responsible for establishing a consultative relationship with customers as well as selling and implementing sales promotions and programs. TSM positions within these territories include the geographical areas of Georgia, Alabama, Tennessee, and the panhandle of Florida as well as parts of Kentucky and Virginia.

**Specific Skills**

We look for people who know how to:

- communicate ideas that influence others,
- work effectively with customers and other employees,
- plan the use of their time and resources efficiently,
- apply and enhance their abilities to evaluate information,
- produce innovative, quality results, and
- understand their impact on a business.

A valid driver's license is essential. We offer a competitive base salary, a bonus program and comprehensive benefits package. We also provide a company vehicle, notebook business computer, and extensive organizational training and development support.

**Additional Information**

Now, before you proceed, take a few minutes to look at the following list of considerations about the TSM job. Some of the items on the list may affect how well you will enjoy the job and whether you will be successful doing it. Consider each characteristic below and decide for yourself how it will likely affect you. You do not have to record your responses -- this information is provided simply to help you decide for yourself whether you really want to be a TSM in the Field Sales Force for Philip Morris USA.

Do you want to work...

- for a company that is striving to enhance and extend its leadership status in its business sector? But, keep in mind that this goal will often require you and your peers to do your jobs at a fast pace and work long hours.



## Sales Opportunities

### *Territory Sales Manager*

Territory Sales Managers (TSMs) are assigned to a geographic territory generating \$10 million in annual sales.

TSMs are responsible for establishing a consultative relationship with customers as well as selling and implementing sales promotions and programs. A TSM is expected to demonstrate leadership, collaborate and communicate effectively with assigned accounts' and key decision makers, analyze and solve problems and persuasively implement recommendations that contribute to building our mutual business.



\* A valid driver's license is essential. Must be able to lift and carry items weighing as much as 20 lbs; ability to climb, stoop, kneel, push and pull.

## Daily Snapshot

- Plan and organize priorities
- Schedule account calls
- Negotiate shelf space
- Merchandise brands
- Uphold contract elements
- Analyze business trends
- Promote line extensions to a brand family
- Allocate product promotions

## What does Philip Morris look for?

- Strong selling and presentation skills
- Self-starters with initiative and goal orientation
- Interpersonal ability
- Analytical ability
- Ability to plan independently
- Leaders

## Training

We offer an extensive 180-day in field training plan, which starts with one week at sales school in Richmond, VA and includes focused training modules of 30, 60, and 90 day assessments. We provide Unit Manager demonstration at retail and peer based team training.

Career success at the TSM level can lead to sales management positions at various levels in a variety of geographies and disciplines.

## Field Sales Career Path

Vice President Region Sales (VPRS)

Section Sales Director (SSD)

District Manager (DM)

Unit Manager (UM)

Sales Development Associate (SDA)

Territory Sales Manager (TSM)

## PM Culture and Community Involvement

TSMs are participative members of an upbeat, energetic, and socially connected network of work groups called unit teams.

- Building the bond events
  - Intramural sports
  - Extracurricular activities (Mini-golf, Flag-football, Race day)
- Community Service Activities:
  - Community Clean-up
  - Special Olympics
  - Habitat for Humanity







## Philip Morris USA Summer Sales Intern Overview

<b>Position Title</b>	Summer Sales Intern - Southeastern Territories
<b>Requisition Number</b>	3918BR
<b>Job Description</b>	<p>Philip Morris USA is an operating company within Altria Group, Inc. Altria is a Fortune 10 company and the largest consumer products company in the world. PM USA is the domestic tobacco operating company of Altria. Powered by people, PM USA plans for continued growth as a leader in marketing and manufacturing of consumer products made for adults. Philip Morris USA produces and markets some of the world's most recognized and best brands in 76 domestic USA markets: Marlboro, Merit, Benson &amp; Hedges and Virginia Slims, to name a few. As a Summer Sales Intern, you will work within a specified geographical market interacting with customers in retail outlets. You will execute assigned duties requiring research, data collection and analysis. You will also work on assigned projects to analyze aspects of PM USA's business. Typical activities Include: -- Sell and execute sales programs and promotions. -- Assist retailers with inventory management -- Consult with retailers on profitability, presence (location, visibility, and advertising), promotion (type, quantity, quality, frequency) -- Collaborate with sales force</p>



**PHILIP MORRIS USA**  
YOUTH SMOKING PREVENTION



Philip Morris USA Youth Smoking Prevention

Responsible Marketing

Our Approach: Positive Youth Development

Parent Communications

Grant Programs

Youth Access Prevention

Public Policy

Research

Events, Resources & Contact Information





PHILIP MORRIS USA  
YOUTH SMOKING PREVENTION

Strengthening  
**RESOLVE**

Building  
**RESILIENCE**





## OUR MISSION

Our goal is to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products, especially products intended for adults. Our core business is manufacturing and marketing the best quality tobacco products to adults who choose to use them.

We will support our Mission by proactively engaging with our stakeholders to enhance our ability to act in a way that is consistent with society's

**We will be successful in achieving our goal when we:**

- **Help Reduce Youth Smoking** – Identify, support and develop programs to discourage youth smoking while promoting positive youth development.
- **Market Our Products Responsibly** – Responsibly market our brands to adults who choose to smoke.
- **Communicate Health Effects of Our Products** – Communicate openly, honestly and effectively about the health effects of our products.
- **Provide Smoking Pleasure/Reduced Harm** – Respect our adult consumers by meeting or exceeding their preferences, providing them with smoking pleasure and continuously developing new methods and technologies with the potential to reduce harm associated with our products.



- **Value Our Employees** – Respect each member of our diverse workforce by providing an attractive and safe work environment where rewards and growth opportunities are based on contributions to our Mission and behaviors consistent with our Values.
- **Engage with Our Business Partners** – Establish and maintain productive relationships with our business partners, including farmers, suppliers, distributors and retailers, and advocate financially and socially responsible actions as part of those relationships.
- **Reduce Environmental Impact** – Explore and advocate policies to reduce the environmental impact of our business and products from sourcing to disposal.
- **Play an Active Role in Community Development** – Enhance and support the communities where we live, work and do business to help improve quality of life.
- **Provide Shareholder Return** – Provide returns to our shareholder, Philip Morris Companies, to justify its investment and confidence in us.



## OUR VALUES

- We believe in operating with integrity, trust and respect, both as individuals and as a company.

We conduct ourselves within both the spirit and the letter of the law, regulations, agreements and policies that govern us. We are honest with one another and with our stakeholders, fully disclosing all appropriate information, and not just that which supports our point of view. We have the courage to do what's right.

- We demonstrate a passion to succeed in every aspect of our business.

We bring optimism, initiative and dedication to our work, displaying confidence in our ability to succeed. We continually raise our expectations for what is possible, and encourage a constructive dissatisfaction with our results. We apply our learnings to the future, using both our successes and our disappointments as stepping stones to continued success.

- We believe in executing with quality, by understanding and responding to our adult consumers' preferences.

We plan collaboratively to ensure consistent and achievable goals. We execute by saying what we will do, doing what we say, and documenting the results. We establish clear accountabilities and strive to produce superior results for our shareholder.

- We believe in driving creative solutions to everything we do, resulting in continuous improvement for our consumers and our business.

We encourage everyone to think things differently and to do different things, bringing vigorous challenge to everything we do. We build and develop ideas through collaborative leadership and by fully utilizing the unique talents within our Company. We are receptive to new ideas, and applaud those who dare to think differently.

- We believe in sharing with our communities, unleashing the tremendous power of our people as a force for good in the communities in which we live.

We foster an environment where everyone can contribute their time, energy and commitment to their families, their neighbors, their colleagues and their communities. We share ideas, opinions and expertise openly and unselfishly both within the Company as well as with those with whom we interact in our business dealings, in the true spirit of collaboration. We promote personal and professional pride and growth. As a company, we acknowledge and embrace our role as a responsible, involved citizen and community leader.

- We believe in operating with integrity, trust and respect, both as individuals and as a company.

- We demonstrate a passion to succeed in every aspect of our business.

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AN EVENING WITH

# PHILIP MORRIS

6:30 p.m., TUESDAY, FEBRUARY 7

**This is Philip Morris' kick off for UA's Career Fair and the first step in the company's interviewing process. If you're graduating in May and looking for a job or internship, don't miss this event!**

**Business attire suggested.**











# ALTRIA

FAMILY OF COMPANIES

Philip Morris USA  
COTY  
US Smokeless  
TOBACCO CO.

## OUR MISSION

Altria Group's mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with superior branded products.

## OUR LEADERSHIP MODEL

## OUR KEY STRATEGIES

# ALTRIA

FAMILY OF COMPANIES

Philip Morris USA  
US Smokeless  
TOBACCO CO.  
John Middleton







# ALTRIA

FAMILY OF COMPANIES

**Philip Morris USA**  
an Altria Company

**100% Smokeless TOBACCO CO.**  
an Altria Company

*John Middleton*  
an Altria Company

*The Michetto*  
WINE ESTATE  
an Altria Company

PHILIP MORRIS  
CAPITAL CORPORATION  
an Altria Company

Altria Cl

Altria

## OUR MISSION

Altria Group's mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco and wine consumers with our branded products.

BRAND PLACEMENT OPPORTUNITIES























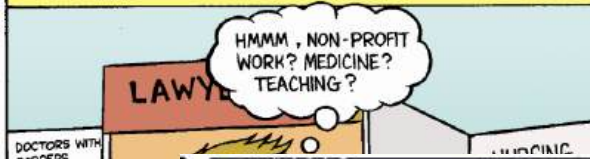
# The MARLBORO JOURNAL of MEDICINE

by Matt Bors

WITH HELP FROM ALAN BLUM, MD

JOB FAIRS. A TIME WHEN COLLEGE STUDENTS SPREAD THEIR WINGS AND EXPLORE CAREER OPTIONS.

AND AMONG THOSE TRYING TO CATCH THEIR EYE...



IT'S A CAMPAIGN CALLED "CAN'T BEAT THE EXPERIENCE."

INTEGRITY, TRUST, RESPECT, PASSION TO SUCCEED, CREATING LONG TERM VALUE— ALL THOSE THINGS ARE PART OF WHAT WE DO! \*



UNIVERSITIES ARE BEING ROLLED UP LIKE CARPETS FOR THE NEW RECRUITMENT

OUR MED SCHOOL IS GETTING MORE PATIENTS



GREAT POSITION: "TEAM LEAD FOR PROJECT MANAGEMENT SERVICES." \*

PHILIP MORRIS PORTRAYS THE WORLD'S MOST ETHICAL CORPORATION.

PHILIP MORRIS IS PART OF AN INDUSTRY THAT SELLS PRODUCTS THAT HARM PEOPLE, CAUSE DEATHS OF DISEASES, AND HURT PEOPLE'S HEALTH TO MAKE SURE PROFITS ARE VERY HIGH.



PHILIP MORRIS IS THE BEST COMPANY FOR PHILIP MORRIS SELLING TO THE POOR.

PHILIP MORRIS IS BASED ON SELLING TOGETHER PRODUCTS TO MEET CONSISTENT CUSTOMER EXPECTATIONS." \*



\* ACTUAL PHILIP MORRIS SALES SPEAK!



# With open arms

## *UA welcomes cigarette makers to campus*

By ALAN BLUM

**M**ore than 40 years after U.S. Surgeon General Luther Terry, an Alabamian, published the landmark report "Smoking and Health," the toll taken by tobacco is greater than ever.

The 1964 indictment of cigarettes as a principal cause of lung cancer and other diseases should have marked the beginning of the end of the Marlboro Man. But far from heading off into the sunset, the tobacco industry has more than met the challenge of keeping America smoking. The sad result is that cigarette smoking remains the nation's No. 1 avoidable health problem, accounting for 440,000 deaths a year.

In Alabama alone, annual deaths from cigarette-related diseases such as emphysema, heart attack, stroke and lung cancer total 7,600, more than all the deaths from AIDS, illegal drugs, alcohol, motor vehicle accidents, homicides and suicides combined. Among all states,



▶ See Cigarette, Page 8B

encouraging mass transit and requiring car makers to meet fuel efficiency standards. This newspaper supports both these initiatives. But neither has proved strong enough to change our behavior.

Alan Blum, M.D., is director of the University of Alabama Center for the Study of Tobacco and Society and the Gerald Leon Wallace Endowed Chair in Family Medicine. E-mail: alblum@echts.ua.edu.

Ellen Guilan  
director of  
Disabilities  
based at the  
Alabama E



## Blum, Alan

---

**From:** Woods, Marianne  
**Sent:** Monday, March 13, 2006 1:43 PM  
**To:** Blum, Alan  
**Cc:** Tanta Myles  
**Subject:** RE: Meeting with Dr. Alan Blum

Alan: I had a person report that you were doing ethnographic research involving human subjects. As chairperson of the IRB, I reported this accusation to the Institutional Review Board for the Protection of Human Subjects (IRB). The IRB asked that I meet with you and discuss the nature of your research and remind you that you need an approved protocol before you can do research involving human subjects. If you feel that you need an ombudsperson with you for this meeting, please let me know and I will schedule a more formal meeting with myself, the Vice President for Research and the Provost. Thanks.

Dr. Marianne R. Woods  
Associate Vice President for Research  
The University of Alabama  
Office for Research  
152 Rose Administration  
801 University Blvd. East  
Box 870117  
Tuscaloosa, AL 35487-0117

Email: [marianne.woods@ua.edu](mailto:marianne.woods@ua.edu)  
Phone: 205.348.5152  
Fax: 205.348.8882



## FACULTY SENATE STEERING COMMITTEE MEETING

FEBRUARY 14, 2006 – 3:00 PM – 206F SHELBY HALL

## UNAPPROVED MINUTES

ATTENDING: Mathew Winston, John Vincent, Karen Steckol, Karen Burgess, Priscilla Davis, Margaret Garner, Jenice "Dee" Goldston, Jim Hall, John Mason, Clark Midkiff, Steve Shenard, Boh Sieler, Jeanette Vandermeer

Senate. The Steering Committee was urged to draw something along the lines of the memo to hand out to members of their colleges. Prescription drug benefits were discussed. The University is self-insured with Blue Cross-Blue Shield administering the health plan. It was pointed out that the University should notify faculty by October of any increase in **health insurance coverage** costs. This would give an opportunity to make financial decisions concerning BamaFlex. Mathew Winston received an email expressing concern about **cigarette companies** being on campus to recruit future employees. These companies have diversified greatly. Concern was expressed about these companies being an inappropriate partnership with the University. The consensus of the Steering Committee was to take no action on this issue.

**Vice President's Report** – (*John Vincent*) No report.

**Secretary's Report** – (*Karen Steckol*) Karen presented current statistics regarding

thereof, serving on the date of the election under a regular appointment as an instructor, assistant professor, associate professor, or professor engaged in teaching or research at least half of a normal load during the regular year, or a librarian having corresponding rank and professional engagement."

The request from Institutional Research should be for half-time, associate, assistant or full



# Lighting up the Career Fair

Several groups gathered during Wednesday's Career Fair to give information about the Career Center's affiliation with Philip Morris

By: Aaron Shakra  
*Pulse Reporter* |

Issue date: 5/8/03 Section: News

As job-seeking students arrived for Wednesday's Career Fair, a different group gathered near the stairwell leading to the EMU Ballroom. Their goal: to alert students to the business ties between the University's Career Center and Philip Morris, one of the companies exhibiting at the fair.

Protest organizer Kelly Huckestein said the group of students weren't affiliated with any specific organization. The group handed out materials attacking "big tobacco" and accusing Philip Morris of shady business practices concerning worker exploitation and environmental degradation.

"We are here to show that Philip Morris is a partner with the Career Center and using it to hide their dirty business practices," she said. "They are just plain disgusting."

Career Center Director Larry Smith said Philip Morris, which manufactures Marlboro cigarettes, has "gold status" at the Career Center, and that any employer meeting the qualification is able to gain this status by paying a \$3,000 fee. Smith said while the



**Danielle Hickey** Emerald Campus Health Action on Tobacco member Amber Peterson demonstrates a what a human lung would look like if a person smoked a pack a day for 20 years in front of the EMU on Wednesday.











## Health

# Smoking makes the campus scene

## Study focuses on parties backed by tobacco industry

By Liz Szabo  
USA TODAY

College life has long provided young people with a smorgasbord of late-night diversions.

But now students have been flocking to bars, nightclubs and campus parties for a new kind of social event: tobacco-industry-sponsored parties, complete with complimentary cigarettes. A new study suggests these parties are a powerful marketing tool that encourages some to start smoking.

Nearly one in 10 college students have gone to an industry-sponsored party, according to an article in the January edition of the *American Journal of Public Health*. Students at all but one of 119 colleges surveyed have attended the parties. At some schools, 27% of students have attended tobacco bashes, which often include live music and freebies such as T-shirts.

Students who did not smoke before college were almost twice as likely to start if they attended industry-backed parties that included free cigarettes, the article said. The article was based on results from the Harvard School of Public Health College Alcohol Survey, for which nearly 11,000 students were interviewed in 2001. Although the study does not prove that such par-



By Jay L. Clendenin for USA TODAY

**Hazy days:** At some schools, 27% of kids have attended tobacco parties.

ties directly led people to smoke, the authors say there might be a strong link.

The findings should serve notice to college administrators, says Nancy Rigotti, director of the Tobacco Research and Treatment Center of Massachusetts General Hospital.

Tobacco-sponsored events aim to link smoking with alcohol, music and socializing, Rigotti says. Binge drinkers and marijuana users were more likely to attend these parties. The rate of cigarette smoking declined from 1993 to 2000 among all adults, except those ages 18 to 24,

according to the study. Researchers note that college students are the youngest legal target for tobacco marketing.

Tobacco companies agreed not to market to anyone under 18 as part of the 1998 Master Settlement Agreement with 46 state attorneys general. Tobacco companies have since shifted their marketing efforts toward brand-centered social events, Rigotti says.

"The tobacco industry is still clearly marketing to young adults as replacement smokers to replace the ones who die," Rigotti says.

David Howard, a spokesman for R.J. Reynolds Tobacco, says the company does not hold any promotional events on college campuses. The company does give away cigarettes at events at bars and nightclubs — which may be located near colleges — but only to smokers who can prove they are 21 or older.

Customers also must sign an agreement certifying that they are interested in the promotion.

"Brand-sponsored events are a very effective and responsible way for us to communicate with adult smokers," Howard says.

Dana Bolden, a spokesman for Philip Morris USA, says the company does not give out free cigarettes, and its events are open only to those with invitations who are over 21.

The American College Health Association suggests that colleges should not permit companies to give away tobacco products, such as cigarettes or smokeless tobacco, or to sponsor events on campus.



3 SKIN DEEP

QVC replaces the cosmetics counter. BY HILARY HOWARD

4 BROWSING

It's time to get outfitted for fall. BY ERICA M. BLUMENTHAL



7 SCENE CITY

Oprah Winfrey leads a stellar parade. BY JACOB BERNSTEIN

6 ENCOUNTERS

A Brooklyn novelist, on (and in) Brooklyn. BY MARY BILLARD

FASHION | BEAUTY | NIGHTLIFE

# ThursdayStyles

The New York Times

THURSDAY, AUGUST 8, 2013 E1

## Smoking Is Back, Without the Stigma

E-cigarettes have ushered in a generation of smokers who needn't cower in doorways.

By STEVEN KURUTZ

Maybe it was the thumping music, the alcohol or the beating sun, or some hallucinatory combination, but for a moment in early July, it appeared as if a waterfront state park in Williamsburg, Brooklyn, had turned into a smoker's paradise.

Bikini-topped women and sweaty guys in muscle tees were puffing away as they danced at a techno party hosted by Verboten, a roving nightclub. The surgeon general might have had a stroke.

One of the revelers, Howard Wang, 28,

an information technology consultant from New Jersey, took a deep drag in apparent disregard for the law and decades of anti-smoking campaigns. But on closer inspection, he wasn't puffing a Marlboro but a Bedford Slim, a brand of electronic cigarette marketed to the skinny-jean set.

"It's the future," said Mr. Wang, who does not classify himself as a smoker. "It's like when you watch 'Tron' and they're smoking something like this."

Ten years after Mayor Michael R. Bloomberg banned smoking in public places, it is returning to the city's bars, restaurants and workplaces, thanks to the growing popularity of e-cigarettes.

They can be spotted wherever tradition-  
CONTINUED ON PAGE E7



YANA PASKOVA FOR THE NEW YORK TIMES

Michele Dreiding with a Bedford Slims e-cigarette.









AP













New Center for Research and Technology facility in Richmond, Virginia

The Health Sciences Research Division of PM USA is seeking **Leading Scientists** in several biomedical-related research areas.

The primary goal of the Health Sciences Research Division (HSR) is to conduct health science research to facilitate the development of new methods and technologies with the potential to reduce harm associated with our products.

In June 2007, PM USA research scientists will begin occupying the new 450,000 sq. ft., state-of-the-art Center for Research and Technology (CRT) facility. HSR scientists will work in collaboration with other PM USA scientists at the CRT to investigate and discover technologies for the reduction of harm associated with our products.

To view job descriptions and apply for the HSR positions, please visit [www.cantbeattheexperience.com](http://www.cantbeattheexperience.com) and select RD&E under Job Searches.

## Health Sciences Research for Harm Reduction New Positions at Philip Morris USA

### Cigarette Smoke-Related Disease Scientists

Will participate in the development of models and biomarkers of cigarette smoke-related diseases including:

- Cancer Scientists** investigating cancer with emphasis on lung cancer. Req #8859BR
- COPD Scientists** investigating chronic obstructive pulmonary disease. Req #8858BR
- CVD Scientists** investigating cardiovascular disease.

### Experimental Pathologists

Will participate in the development and use of microscopic and imaging techniques to investigate the cause of cigarette smoke-related diseases. Req #8857BR

### Oxidative Stress Scientists

Will participate in studies investigating the role of oxidative damage and cell death processes in cigarette smoke-related diseases. Req #8964BR

### Inflammation/Immune System Scientists

Will participate in studies investigating the role of inflammatory/immunological processes in cigarette smoke-related diseases. Req #8860BR

### Inhalation Toxicologist for Aerosol Dosimetry

Will participate in studies investigating in vitro and in vivo exposure to cigarette smoke to quantify airway smoke deposition and develop relevant exposure models. Req #9226BR

### Toxicologist for PK-PD Studies

Will study the PK-PD of exposure to cigarette smoke during smoke inhalation for the purpose of developing clinically predictive cell and tissue dose models. Req #9227BR

### Epidemiologists (Molecular/Genetic and Chronic Disease)

Will participate in the design, conduct and analysis of large-scale, high-throughput, molecular and chronic disease epidemiologic studies on the cause of cigarette smoke-related diseases (CVD, COPD, Cancer). Req #8211BR

### Biostatisticians

Will participate in the design and analysis of large-scale epidemiologic, in vitro and in vivo studies on the cause of cigarette smoke-related diseases (CVD, COPD, Cancer). Req #8730BR

### Geneticists (Statistical and Population)

Will participate in the design and analysis of large-scale, high-throughput, molecular epidemiologic and in vivo studies on cigarette smoke-related diseases (CVD, COPD, Cancer). Req #9219BR

### Complex Systems Analysts (Systems Biology)

Will participate in the integration and modeling of high-throughput, cross-platform, trans-species data on cigarette smoke-related diseases (CVD, COPD, Cancer). Req #8210BR

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Philip Morris USA is a drug free workplace.

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# Tobacco company donates \$25 million to university

The Associated Press

CHARLOTTESVILLE, VA. | Philip Morris USA, the nation's No. 1 cigarette maker, has donated \$25 million to the University of Virginia for research on addiction and youth smoking.

The donation represents the largest corporate gift in U.Va.'s \$3 billion fundraising campaign, launched in September.

Approximately \$20 million of the funding will go to the School of Medicine to support projects that seek to develop a

better understanding of the causes of addiction. The remaining \$5 million will supplement programs that include development of an anti-smoking marketing campaign aimed at young people.

"The gift supports research that may ultimately prevent or cure addictions and serious diseases, such as lung cancer, heart disease and emphysema," U.Va. President John T. Casteen III said in a statement Friday.

Philip Morris CEO Mike Szymanczyk said the gift will

support efforts to "try to solve some of the complex problems related to smoking."

U.Va. researchers are exploring "which chemicals in the blood or genes determine or help predict who will become addicted," said Arthur Garson Jr., dean of the medical school. The goal of the research is a vaccine to prevent cigarette dependency, he said.

David Hazelip, who conducts programs to help people quit smoking, said the gift seems strange because the donor makes cigarettes.





## The Muse

War stories

The Muse dissects the Iraq war with the director of *Stop-Loss* page 4

## CAMPUS & CITY

Allston anxieties

Residents voice concerns about Harvard's planned expansion page 3

## OPINION

Recycling ideas

Justin Hook proposes zany solutions to end homelessness page 9

## Sports

Split decision

Softball wins half of a doubleheader against Conn. page 12

## WEATHER

Today: Sunny, High 44  
Tonight: Cloudy, Low 33  
Tomorrow: 36/31

Data courtesy of weatherservice.net

# THE DAILY FREE PRESS

The Independent Student Newspaper at Boston University

Year XXXVIII. Volume LXXVI. Issue XLV.

Thursday, March 27, 2008

www.dailyfreepress.com

## Tobacco grants funded BU cancer research

By Abbie Ruzicka  
Daily Free Press Staff

Boston University has received more than \$3.5 million from tobacco giant Philip Morris since 1995, much of which has directly funded research on the BU Medical Campus, according to a university database and research and corporate documents.

Research done by the BU Cancer Research Center, the School of Medicine's genetics and genomics department and the Pulmonary Center cited Philip Morris and its subsidiaries, including the Philip Morris External Research Program, as funding sources, according to study and research pre-

sentation documents.

Some of the money granted to the BU Medical Campus funded research about cancer gene therapy, the relationship between heart disease and nicotine, the effects of cigarette smoke on the pulmonary system and genetic predisposition to hypertension, according to a PMERP management report from 2004.

Cancer Research Center Director Douglas Faller received \$268,759 from the Philip Morris Foundation for a 2004 study involving cancer treatment, according to a BUMC research report.

"I can't see how any research that I have

done plays into any marketing campaign," he said, "I'm relatively willing to take research funds from anyone that will help me help people."

A chain of emails between BU and Philip Morris employees from 2002 discussed plans for the PMERP to fund research at BU.

"The grants total a little over \$2M; \$1M of which goes directly to the University," states a June 12, 2002 email sent to Rick Solana, now the senior vice president of research and technology at Philip Morris USA.

Because of a 1998 U.S. Supreme Court ruling tobacco companies are required to dis-

close all their company documents.

BU School of Public Health social and behavioral sciences department Associate Chairman Michael Siegel said he did not know about Philip Morris funding at BU.

"I'm not questioning the validity or objectivity of the research," Siegel said. "The problem with this research is that by virtue of taking this money BU is basically allowing itself to be used as a pawn in the marketing scheme that the tobacco companies are playing."

Philip Morris launched the External

**TOBACCO**, see page 5



# VCU chief orders review of policies

Trani backs board decision in Monroe case, picks task force in Philip Morris case

BY KARIN KAPSIDELIS  
Times-Dispatch Staff Writer

Controversies about former Richmond Police Chief Rodney D. Monroe's degree and a research agreement with Philip Morris USA warrant further scrutiny, Virginia Commonwealth University President Eugene P. Trani said last night.

Trani said he was saddened by the two recent incidents that have brought the university unfavorable news coverage.

He said "a compelling factor" behind the VCU board of visitors' decision Friday not to revoke Monroe's degree was a university policy that needs to be re-examined.

That policy allows for only "a very narrow reason for revocation of a degree" — and that is, academic misconduct must occur before the degree is awarded.

"In effect, we would have had to violate another policy because [one] policy was violated," said Trani, speaking by phone from Boston, where he is on sabbatical this summer.

He said the university will examine the policy to determine if it is too narrowly constructed, but Trani said he stands by the board of visitors' decision to let Monroe keep his bachelor of interdisciplinary studies degree because there was no evidence of misconduct on the part of Monroe, who became police chief in Charlotte, N.C., this month.

Monroe received six credit hours at



VCU President Eugene P. Trani is on sabbatical in Boston. He was interviewed by phone last night.



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The primary responsibility of the Board of Directors is to foster the long-term success of the company, consistent with its fiduciary duty to the shareholders. The Board has responsibility for establishing broad corporate policies, setting strategic direction, and overseeing management, which is responsible for the day-to-day operations of the company.

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# N.C. State's addiction to tobacco money

By MICHAEL SCHWALBE

RALEIGH

When N.C. State University gave former U.S. Sen. Jesse Helms its first ever "Distinguished Service to Tobacco" award earlier this month, the university merited an award of its own—for disservice to science and public health.

During his 30 years in office, Helms was a reliable friend of Big Tobacco. He rewarded the industry's support of his political campaigns by opposing every effort to regulate tobacco products and to hold cigarette companies accountable for the harm they caused.

## POINT OF VIEW

There will always be politicians like Helms, ready to serve corporate interests even if it means ignoring scientific evidence and resisting health policies that could save millions of lives. Universities, however, should be held to a higher standard.

The trust the public bestows upon universities and professors rests on faith that our mission is to tell the truth, even if it troubles the powerful. When a university gets in bed with the most deceitful industry in the history of the nation, this public trust is betrayed.

N.C. State University indeed shares a lucrative bed with the tobacco industry. Since 2001, Philip Morris has given N.C. State research grants worth over \$21 million. The company also donates over half a million dollars a year to the College of Agriculture and Life Sciences.

Since 1994, N.C. State has done grant business not only with Philip Morris, but with RJ Reynolds, Liggett, Brown & Williamson, Vector Tobacco, BT Tobacco and Alternative Cigarettes Inc.

In the halls of N.C. State, to ask whether the university ought to feed at the tobacco trough is to invite a sermon. One is told that tobacco money pays for basic research in crop science, for scholarships and graduate student training, and that this support in turn bolsters the economy of North Carolina.

What's not mentioned are the wider health costs of the crop: over 400,000 Americans, including 11,500 North Carolinians, dying every year from tobacco-related disease. Nor is there mention of the estimated 200,000 North Carolina teenagers alive today who will succumb to the industry's marketing and die prematurely from smoking.

So while grants and donations boost the careers of a few, millions suffer. To ignore this damage is shortsighted and selfish. A century's worth of endowed professorships would not offset the suffering caused by tobacco addiction in a single year.

But no matter what it pays for, tobacco money harms the university as an institution. By making itself even partly dependent on money from an industry that has

fought to hide the truth about the dangers of its products, the university inherently compromises its integrity and puts its reputation at risk.



Raleigh (NC) News & Observer

12/19/05 p. 11A

For decades after medical research had conclusively linked smoking to cancer, the industry used its propaganda organ, the Tobacco Institute, to deny that smoking causes disease. But as industry documents and insider testimony in the six-year Department of Justice trial revealed, the industry knew from its own research, dating to the 1950s, that smoking causes cancer and that nicotine is addictive.

In short, the industry lied and millions have died because of it. And though the Tobacco Institute was abolished as part of the 1998 Master Settlement Agreement, the lying goes on. Even as Philip Morris was handing checks to smiling university administrators, the company was paying for "research" to confuse the public about the dangers of secondhand smoke.

As reported in the March 2005 issue of Pediatrics, in 2001 Philip Morris executives paid for and manipulated a study of sudden infant death syndrome (SIDS) to try to create the impression, contrary to the data, that parental smoking does not increase the risk of SIDS. In fact, it does. In 2003 the Center for Indoor Air Research, an arm of Philip Morris, funded a study that, by using the wrong data, tried to show that secondhand smoke is harmless. The study, later refuted, nonetheless got media attention and did what Philip Morris wanted it to: create the illusion that there is controversy about the harmful effects of secondhand smoke.

Here again we see one wing of the industry pursuing profit by spreading lies, while another wing seeks respectability and tries to buy silence by giving money to universities.

By taking this money, N.C. State makes itself complicit in the industry's ongoing offenses against public health and against science. The university also teaches its students a bad lesson: don't worry about what's ethical; if it's legal, take the money and be happy.

Perhaps someday N.C. State will overcome its addiction to tobacco money and give Jesse Helms the award he deserves. During Helms' years in office, over 250,000 North Carolinians died from tobacco-related disease. That surely constitutes distinguished service to the funeral industry.

*Michael Schwalbe is an associate professor of sociology at N.C. State University.*



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# Smoking, and ire, at UCLA

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A study of nicotine addiction is funded by a tobacco company.

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By RICHARD C. PADDOCK  
*Times Staff Writer*

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Here's a recipe for academic controversy:

First, find dozens of hardcore teenage smokers as young as 14 and study their brains with high-tech scans. Second, feed vervet monkeys liquid ni-

searchers is following this formula to produce what it hopes will be a groundbreaking study of addiction. So far, the scientists have proved that the issues of animal testing and tobacco-funded research are among the most contentious on university campuses.

UCLA professor Edythe London, the lead scientist on the three-year study, said it could discover new ways to help people quit smoking and lead to innovative treatments for other addictions.

"We are doing this because

But even before she had a chance to select her first teenager for study, London paid a price for her research. In October, activists opposed to animal testing flooded her West-side home with her garden hose, causing more than \$20,000 in damage. They struck again this week, leaving an incendiary device at night that charred her front door. A gardener discovered the damage Tuesday.

The activists, who have also targeted other UCLA researchers, accused London of using



# Teens and monkeys in study

[Tobacco, from Page A1]

Morris' role in the study has drawn sharp criticism from anti-tobacco activists. They doubt that the company wants to help people stop smoking and question whether the study of teenage and monkey brains could help Philip Morris design a more addictive cigarette.

"It's stunning in this day and age that a university would do secret research for the tobacco industry on the brains of children," said Matt Meyers of the Campaign for Tobacco-Free Kids in Washington, D.C. "It raises fundamental questions about the integrity, honesty and openness of research anywhere at the University of California."

London said that Philip Morris would not have any

At UCLA, as at other University of California campuses, faculty members are free to accept money from any source. The only restriction is that studies involving animal and human subjects be approved by university review committees to ensure that they meet standards for the treatment of their subjects, university officials said.

For more than a year, anti-tobacco scientists and activists have pushed UC to prohibit faculty from accepting money from tobacco companies for research on tobacco. The Board of Regents, citing academic freedom, agreed instead to establish a committee that will review tobacco company research proposals.

UCLA officials say that the idea for the study of teenagers

## Philip Morris' grants

Tobacco company Philip Morris is sponsoring 23 tobacco-related research projects at seven University of California campuses. Here are the grants, by school, as of June 2007.

■ UCLA .....	\$7,674,604
■ UC Davis .....	\$3,811,200
■ UC Berkeley .....	\$2,066,867
■ UC San Diego .....	\$1,537,813
■ UC Santa Barbara .....	\$647,815
■ UC Irvine .....	\$582,228
■ UC Riverside .....	\$327,134
<b>Total .....</b>	<b>\$16,647,661</b>

Source: University of California

that UCLA could face a legal challenge but said that protecting researchers comes first.

"It's not like we are trying to protect this Philip Morris center because we have some secret to hide," Peccei said. "We will probably wind up in court, but we don't want firebombs in the backyards of people who work on animals."

In interviews, London and Peccei discussed some aspects of the study, which will include research on rats as well as monkeys.

In the first phase, researchers will test smoking-cessation



EXPLOSION: Sp... official said it was t

# Four Ga. s



# UC regents delay tobacco funds vote

Board is unable to reach an agreement on whether to ban research money from cigarette makers. A compromise will be sought.

By RICHARD C. PADDOCK  
*Times Staff Writer*

SANTA BARBARA — Members of the UC Board of Regents, unable to agree on a proposal to ban tobacco industry money for research, said Wednesday that they would seek a compromise to maintain the university's integrity while protecting academic freedom.

But finding a solution to the long-running ethics issue may prove difficult.

The board is divided between regents who oppose the acceptance of any tobacco funds be-

cause of the industry's history of manipulating research and members who believe the university should trust the faculty to decide what grants to accept.

The issue has come before the board repeatedly during the past year, and each time a decision has been postponed. On Wednesday, the board agreed to consider the question again in September.

"One thing we can all agree on when it comes to tobacco funding of research — and that is that passions run high on every side of this issue," said board Chairman Richard Blum, who supports a ban.

Researchers at seven of UC's 10 campuses are conducting research under 23 grants from Philip Morris USA totaling \$16,647,661, according to the UC Office of Research.

Among the leading campuses are UCLA, with grants totaling \$7.7 million, UC Davis with

\$3.8 million, UC Berkeley with \$2.1 million and UC San Diego with \$1.5 million.

During Wednesday's debate at UC Santa Barbara, the regents heard from former U.S. Justice Department attorney Sharon Eubanks, who led the government's successful nine-year racketeering case against the tobacco industry.

U.S. District Judge Gladys Kessler ruled in that case last year that the major American tobacco companies conspired for decades to deceive the public and had manipulated research to make it appear that scientists disagreed on the effects of second-hand smoke. One study she cited was conducted by UCLA researcher James Enstrom.

Eubanks urged the regents to ban tobacco funding.

"Why would the University of California permit university researchers to accept money from a group of racketeers who inten-

tionally mislead the public?" she asked. More than 20 other universities across the country have banned the acceptance of tobacco research funds. Eubanks predicted that, as a result, the industry will pump increasing amounts of money into UC.

"There is a lot of money that will come to UC as other universities adopt a ban," she said. "UC without the policy will become the poster child for this research."

But most of the board members were not persuaded. Some expressed concern that prohibiting faculty members from accepting funds from one industry could lead to bans on grants from other industries.

Several regents also argued that the board should respect the recommendation of UC's Academic Senate, which voted earlier this year in favor of allowing continued tobacco industry funding of research.

"I think this goes to the fundamental relationship the university is built on," said regent Sherry Lansing. "I don't think this is just about tobacco. We asked the Academic Senate to come back with how they felt about it . . . and I trust them."

Under UC's code of conduct, researchers can accept money from any source to finance their work. Blum and UC President Bob Dynes, who opposes a ban, said after the meeting that they would attempt to come up with a compromise that would stop short of a ban but allow the regents to review research applications for tobacco industry funds before grants are awarded.

"At the end of the day, I think the regents will want to know about a proposal to take tobacco money for research," Blum said. "What form that will take we have to work out."

*richard.paddock@latimes.com*



We, the Undersigned, endorse the following petition:

## Support Academic Freedom at the UC!

Target: UC Regents, University of California Regents


Sponsor:

The freedom of academic units at the University of California is being threatened by a proposed policy that would deny individual units the right to not accept tobacco industry funding for research.

▾ Signatures: 332

▾ Goal: 5,000

▾ Deadline: 10-1-2005

 [See Full Petition](#)

[Email this Petition](#)

### Step 1. Enter your name:

Or log in.

Display in public list as "Anonymous"

**Sign Now!**

View Signatures: |< < 332 300 250 200 150 100 50 > >|

Number	Date	Name	University	Affiliation with UC
332	11:37 am PDT, Apr 18	Frederic Grannis	University of California San Diego	Assistant Clinical Professor of Surgery
331	11:20 am PST, Apr 1	Jeremiah Mock	UCSF	Research Scientist
330	7:56 am PST, Mar 31	Gwen Drenick	UCLA	Alumni
329	1:33 pm PST, Mar 29	Anonymous	north dakota state university	none
328	9:16 pm PST, Mar 28	michele wu	University of California, Irvine	Student
327	4:18 pm PST, Mar 28	Kellis Parker	Seattle Seattle Central Community College/Bastyr University	none
326	11:05 am PST, Mar 28	Toni Canton	UC Davis	Alumni
325	8:34 am PST, Mar 27	Tony Osborne	None	None direct
324	12:04 pm PST, Mar 26	Patty Young	UCSF	Provide funding.
323	4:39 pm PST, Mar 22	sallie Joyce	none	none
322	3:12 pm PST, Mar 22	Kirsten Hansen	None	None
321	2:52 pm PST, Mar 22	Gerardo Sahagun	Unaffiliated	Unaffiliated



## Funding by tobacco companies examined

### Faculty Senate declined to ban tobacco-funded research one year ago; such research had already dwindled

May 19, 2008

By Andrew Valencia

\*\*\*CORRECTION: In this article, The Daily inaccurately reported that Prof. Hugh McDevitt received \$100,000-\$150,000 per year from the Tobacco Research Council to fund his research. In actuality, McDevitt only received travel expenses to attend the CTR scientific advisory board's meetings, plus a small honorarium.\*\*\*

One year ago this month, Stanford's Faculty Senate rejected a resolution that would have banned faculty from conducting research sponsored by tobacco companies.

Though the presence of tobacco-sponsored research on campus dwindled considerably even before the ban was considered, large sums of tobacco money have been granted to Stanford researchers over the years, and the issue of tobacco industry sponsorship remains controversial.

#### THE HISTORY OF TOBACCO FUNDING

In March 2008, the Philip Morris External Research Program (PMERP) — one of the principal sources of tobacco industry research grants in the nation — disbanded after nearly eight years in operation.



# Group Wants UC to Cut Sudan Ties

Activists at UCLA cite the thousands who have died in Darfur to urge regents to divest from businesses with links to Sudanese government.

By REBECCA TROUNSON  
Times Staff Writer

Standing near a mock graveyard intended to commemorate victims of political violence in Sudan, a group of UCLA students and other activists on Tuesday urged the University of California's Board of Regents to divest from companies with business links to the Sudanese government.

In a news conference and rally on the UCLA campus, about a dozen students called on UC's governing board to "do the right thing" and vote for divestment when it takes up the issue this week. The regents are scheduled to begin a two-day meeting today at UC San Diego and are expected to consider the divestment issue Thursday.

"We're asking the university to divest completely from companies we've identified as doing business there," said Michael Garner, a fourth-year UCLA student who is a member of the UC Sudan Divestment Task Force, which includes about 100 students on various UC campuses. "The UC is a highly respected institution and we think UC divestment would send a powerful message to others to consider divesting."



**FACE TIME:** Likenesses of UC regents, who are meeting this week in San Diego, are shown in front of a mock graveyard.

In response to a student campaign that has continued for more than a year on the Sudan issue, a regents committee in November asked UC officials to return to the full board this month with a plan for possible divestment. UC Senior Vice President Joseph P. Mullinix on Thursday will present the regents with a range of options on the issue, including maintaining the status quo, writing letters of concern to various companies and complete divestment.

The university is estimated to have at least \$100 million indirectly invested through index funds in firms with holdings in Sudan, but does not directly own stock in such companies.

UC spokesman Trey Davis said Tuesday he could not pre-

dict the outcome of any vote by the regents on the issue. "The regents have a general policy of making investment decisions based strictly on market and financial criteria," he said.

To press their cause, Garner and other students have spoken repeatedly at regents meetings, staged rallies and set up mock refugee camps to dramatize the suffering of civilians in the Darfur region of Sudan.

The United Nations has estimated that more than 180,000 people in Darfur have died from disease, hunger and fighting since a civil war began in 2003. Many of the victims are black Africans, believed to have died mainly at the hands of Arab militias backed by the Sudanese government.

In other issues, Gov. Arnold Schwarzenegger, who is a UC regent by virtue of his state position, is expected to attend today's regents meeting to discuss his budget proposal for the university for the coming school year. Schwarzenegger recently announced a plan to cancel a scheduled fee increase for UC and Cal State University students for the 2006-07 school year, saying the state's improved economic outlook will allow the fees to be frozen at current levels. University officials and students have applauded the proposal, which must still be approved by the Legislature.

Regents also will consider several actions related to a continuing controversy about executive compensation, including the establishment of a compensation committee to keep better track of such spending and a preliminary report from an outside auditor. The university has been under pressure in recent months to improve its oversight of compensation practices, amid reports that it has spent millions on bonuses, relocation packages and stipends for senior executives in recent years, while raising student fees.

The Joint Legislative Audit Committee on Tuesday authorized an audit of the university's compensation practices, in response to a request from Assembly Speaker Fabian Nuñez (D-Los Angeles) and other legislators. In making the request, Nuñez said UC officials had shown "flagrant disregard for the use of taxpayer dollars" in providing bonuses to executives.

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# Business

↓	<b>Dow Jones</b>	10,784.82	-11.44
↓	<b>Nasdaq</b>	2,218.16	-10.78
↓	<b>S&amp;P 500</b>	1,254.42	-3.75
↓	<b>10-year T-bond</b>	4.36%	



Complete investing report, G5-7

**G3** Private Quarters: Couple finds magic in Decatur.

CONTACT US: Henry Unger, deputy business editor / hunger@ajc.com / 404-526-5489

# U. of Michigan kicks Coke out

## School cites labor practices abroad

By **CAROLINE WILBERT**  
cwilbert@ajc.com

The University of Michigan is the latest school to kick Coca-Cola off campus because of concerns about the company's

labor practices in Colombia.

Labor activists for several years have been pressuring universities to stop selling Coke. Michigan, which has more than 50,000 students on its three campuses, is the activists' larg-

est victory to date. New York University recently announced a ban as well.

At least nine schools have stopped selling Coke products, citing Colombia as one of the reasons.

The anti-Coke people claim that the company was complicit in violence against union workers in Colombia. Coke has vigorously denied those charges.

The activists also have accused Coke of bad water quality and water usage practices in



### ON AJC.COM

For breaking news about Coke, go to [ajc.com.business](http://ajc.com.business)

India. Again, Coke denies any wrongdoing.

Sales on university campuses, which represent a sliver of overall sales volume for Coke

in the United States, aren't particularly important from a business standpoint. However, the public relations impact from the bans is significant for a company that relies so heavily on its marketing image.

Earlier this year, representatives from a number of univer-

► Please see **COKE, G5**



# SGA Senate talks genocide, parking



CW/T.G. Paschal  
Members of the SGA Senate discussed a variety of topics at their weekly meeting in the Ferguson Center on Thursday evening.

By MEGAN NICHOLS  
Student Life Editor

In its shortest and least prolific formal meeting of the year, the SGA Senate passed four resolutions and introduced three in merely 20 minutes Thursday night.

Resolution 104-04 concerning graduate student parking authored by Graduate School Sen. Elizabeth Hendrix was passed with changes. A similar resolution failed earlier in the semester.

The resolution recommends that "Transportation Services investigate the possibility of allotting some of the newly added faculty/staff spaces to graduate teaching assistants."

Hendrix said she approved of the changes.

Another parking resolution was passed at Tuesday night's meeting. Resolution 106-04, authored by College of Arts and Sciences Sen. Grayson Menard recommends that the entire small parking lot next to the Ferguson Center be changed to 30-minute spots. The lot is now about half 30-minute spots and half commuter.

Resolution 103-04, authored by Hendrix and recommending recycling bins for ink and toner cartridges be placed in Wilson, Graves and Carmichael Halls, was also passed.

Hendrix also authored a resolution recommending that the University support Alabama Arise, a group that fights poverty. That resolution passed Thursday night as well.

See SENATE, Page 2



# Yale Law, Defeated, Agrees to Military Recruiters

By THOMAS KAPLAN

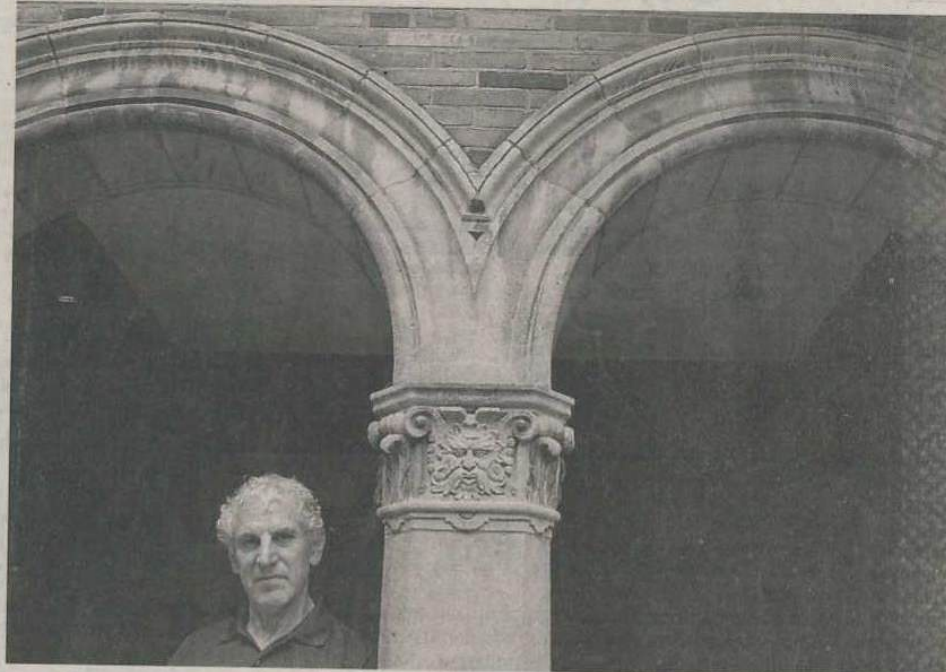
NEW HAVEN, Sept. 30 — For five years, Yale Law School has fought to restrict military recruiters from its job fairs because of the Pentagon's policy that bars openly gay or bisexual people from the military. But with the federal government threatening to withhold \$350 million in grants if the university does not assist the recruiters, that fight will all but end on Monday.

After an appeals court ruled in favor of the Defense Department on Sept. 17, the law school said it would allow recruiters from the Air Force and Navy to participate in a university-sponsored job interview program for law students on Monday afternoon. For now, the legal battle to stop the recruiters is over, said Robert A. Burt, a Yale law professor and the lead plaintiff in the case.

"The judges who hold office at the moment disagree with us," Professor Burt said. "We must wait for history to vindicate our position."

At question is a statute called the Solomon Amendment, which allows the federal government to withhold funds from universities that do not extend the same welcome to military recruiters as they do to other recruiters. Since 1978, Yale Law School has required recruiters to sign a pledge of nondiscrimination. Military recruiters would not do that because of the Defense Department's "don't ask, don't tell" policy, which permits homosexuals to serve in the armed forces as long as they keep their sexual orientation private.

But in 2002, the federal government threatened to withhold the millions it grants to Yale every year, mostly for medical and scientific research, if the law school did not accommodate the recruiters. The law school complied, but



CHRISTOPHER CAPOZZIELLO FOR THE NEW YORK TIMES

Robert A. Burt, a Yale law professor, led a suit to restrict military recruiters from job fairs because the Pentagon's policy on gays in the military did not meet the school's nondiscrimination policy.

Court of Appeals for the Second Circuit in Manhattan against the professors last month was widely anticipated here.

Still, that did not lessen the ruling's sting for gay rights advocates like Sara Jeruss, a third-year law student and the co-chairwoman of OutLaws, an or-

**The university risked losing federal grants because it did not conform to legislation.**

could continue to exclude the military, and Yale University would have lost \$300 million per year," Professor Burt said in an interview here recently. "We're not going to bring the medical school and the whole science enterprise to its knees."

And so the law school obliged when officials from the Judge Advocate General's Corps in the Air Force and Navy asked to be part of the law school's fall job interview program, which begins Monday afternoon at a hotel near the campus. Yale will be one of nearly 200 law schools that the Air Force's judge advocate corps will visit this year, said Capt. Eric Merriam, the chief of recruiting for the corps.

phen Vaden, a third-year law student and an opponent of don't ask, don't tell, said the school would be better able to effect change in the military's policies if more students were exposed to career opportunities within the armed forces.

"I think that those individuals who want to change the don't ask, don't tell policy are going about it in completely the wrong way," said Mr. Vaden, president of the Yale Law Republicans. "Standing in the courtroom, screaming 'Discrimination!' and trying to ban them from the law school," he added, "they're doing themselves more harm than good."





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### Job Detail

## Associate Research Scientist

POSTED: Jul 27

Job Code: 7680BR

Salary:	Open	Location:	Richmond, Virginia
Employer:	Philip Morris USA	Type:	Full Time - Middle
Categories:	Applied/Practicing, Physical/Biological, Social/Cultural	Required Education:	4 Year Degree

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### Description

Philip Morris USA Inc., a global leader in the manufacturing and marketing of consumer products made for adults, seeks a Consumer Research Study Lead to help advance the consumer research infrastructure within our Research, Development and Engineering Department in Richmond, Virginia. The candidate selected will collaborate with the Product Development team to set the direction for consumer research initiatives.



# Metropolitan News

NEW YORK, NEW JERSEY, CONNECTICUT / WEDNESDAY, JANUARY 25, 1989

B1

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## Tisch Family Gives \$30 Million to N.Y.U.

By KATHLEEN TELTSCH

Laurence A. and Preston Robert Tisch and their families have given \$30 million to New York University and its Medical Center. In gratitude, the university said it was changing the name of the 26-year-old University Hospital on First Avenue to Tisch Hospital.

The name change will be formalized today when a temporary violet-and-white banner is draped across a canopy at the building's entrance near 32d Street.

The Tisch family has contributed more than \$45 million over the years to New York University, which already has a Tisch School of the Arts at the Washington Square campus and a Tisch Hall at the College of

Business and Administration, named for the late patriarch, Al, who taught his sons to be generous to their community, the brothers frequently say.

"We are so proud of how the university has emerged as one of the great institutions in this country," said Laurence Tisch, 65, who is president and chief executive officer of CBS Inc. and chairman of the Loews Corporation. He graduated *cum laude* from New York University at 18, and is chairman of the university's board of trustees. His brother, three years younger, known as Bob, is president and co-chief executive officer of the Loews Corporation, and is a former Postmaster General.

The latest Tisch gift will be used mainly for biomolecular medical research, or more

precisely, to improve salaries so the university can compete for top scientific and research talent that has tended to move to California and Texas, said Dr. Saul J. Farber, dean of the N.Y.U. School of Medicine.

The Tischs' \$30 million gift equaled the record pledged gift last September from Leonard N. Stern, chairman of the Hartz Group. His gift was to strengthen the university's school of business, which was renamed for him, and will enable the school to move to a new building at Washington Square.

These multimillion-dollar gifts have been made since John Brademas became the university's president in 1981 and brought its

In his post as administrator of the market, Mr. Wohl said yesterday, he has broad powers to investigate corruption at the market and to draw up rules for its operation. "I would assume that this decision would not have any impact on my ability to perform the mission that I was originally appointed to perform," he said. In his post Mr. Wohl does not have the power to control any of the more than 70 wholesale businesses that make up the market.

Legal experts said the decision illustrated the frustration that prosecutors are encountering as they attempt to use anti-racketeering laws to make unions more democratic.

The two union leaders involved in the case were Anthony Cirillo, the president, and Dennis Faicco, the secretary-treasurer, of United Seafood Workers Local 359 of the United Food and Commercial Workers, A.F.L.-C.I.O. As far back as the 1920's,

Continued on Page B2

Continued on Page B4



here's Jackie Mason's. He takes his name off his own. He's the first person to stop talking to you. You're surprised if you happen to be talking to you. You're

aggressive. For two decades because we misunderstood Sullivan Show. Many times when all he was doing was being careful or he'll stop

because he's not talking to you. It's not based on the availability of the street he'll cross just so that he can get out if I ever come in. Jackie Mason is a kind of a rudge), I'd say it was a mistake. Anyway, apart from that, he isn't talking to me.

Since he isn't talking. I'm the lawyer (who doesn't want to be and maybe being a cause, let's face it, who Jackie really has, with all the worshipers; he might be running the whole shebang. Jackie wasn't talking to me. He's since Jackie may not be Jackie's own status is controversial as a time when Jackie was talking to a man who can

we can tell, rumor and Jackie is definitely not talking to me through this third

*On January 25, New York University announced that, in recognition of a \$30 million donation from Larry Tisch and Preston Robert Tisch, the University Hospital at NYU Medical Center would be officially renamed The Tisch Hospital, The University Hospital of NYU Medical Center. The announcement prompted an exchange of letters between John Brademas, NYU's president, and Dr. William G. Cahan, a senior attending surgeon at Memorial Sloan-Kettering Cancer Center. Excerpts from the letters appear below.*

*The Tisch contribution will go toward construction of a new biomolecular research building, which will also include housing for nurses and residents. This gift—the largest single donation in NYU Medical Center's history—brings to over \$40 million the amount the Tisch family has given to NYU. Other major gifts include \$2 million in 1972 to build Tisch Hall at the Washington Square campus, and \$7.5 million in 1982 to what became the Tisch School of the Arts. In addition, Larry Tisch has been chairman of the university's board of trustees for ten years; Preston Tisch is also a board member.*

*Cahan, whose speciality is lung cancer, has attacked the renaming on the grounds that, through the Loews Corporation, the Tisch brothers own Lorillard, which makes Newport, Kent, and True cigarettes, among other things.*

## UNSEALED DOCUMENT

# THE TISCH HOSPITAL LETTERS



prevail over standard business practices that are known to be amoral. . . .

This is not a personal diatribe against Larry and Preston Tisch, both of whom I know, who may have pure motives for their philanthropy. However, they are part of a system that enables those responsible for Holocaust-sized slaughter to use cynical means to buy respectability. By association, those who accept their gifts, are tainted as well.

I will be anxious to hear your reactions to this.

My best to the beautiful M.D.

Sincerely,

even as I trust you will receive my comments in the same fashion.

My best to la bella Mirabella.  
Sincerely,  
John Brademas

February 28, 1989

Dear John:

I realize that I may have put you in a difficult spot, so that I doubly appreciate the friendly tone of your answer as you took issue with several of my points. . . .

I do not intend to discuss the huge ethical question as to the morality of accepting large donations from those engaged in questionable practices. What I feel is unequivocal, however, is that NYU's gratitude and affection for the Tisches has blinded it to the irony of naming NYU's hospital after two executives with a long and close relationship with cigarette manufactur-

ing. As a fellow Loews board member, you know that it owns 100 percent of P. Lorillard and Company. As Lorillard has 8 percent of the cigarette market, it probably contributes to some 31,000 of the 390,000 cigarette-smoking related deaths that occur annually in this country. . . .

You state that NYU accepts donations only from legal sources. As an academic, as well as a former Congressman, you must realize that "legal" does not always stand for moral. In this case, there is no escaping the fact that, for profit, Lorillard and other tobacco giants are the chief causes of



# NYU Today

A newspaper for the New York University community



After the news conference announcement about the Robert Wood Johnson Foundation's \$25.4 million "Fighting Back" program, from left: President Brademas, Leighton E. Chaff, Ruby F. Hearn, Chancellor Gilman, W. Anderson Spickard, Jr.

## Brademas Leads Review Committee For Grants to Fight Drug Abuse

**N**EW YORK University President John Brademas will chair a group of 11 national experts reviewing community grant proposals for a total \$26.4 million given by the Robert Wood Johnson Foundation to reduce demand for illegal drugs and alcohol.

The \$26.4 million for a new nationwide "Fighting Back" program is the largest single commitment of private funds to the problem of substance abuse, according to officials of the Foundation, the nation's largest health care philanthropy.

Founded by the chairman of Johnson & Johnson, the foundation, based in Princeton, N.J., awards grants totaling \$100 million a year for model health services programs, health care and health policy research, and training for health professionals.

University Chancellor L. Jay Oliva, who served recently on President Reagan's White House Conference for a Drug-Free America, will be vice chair of the committee to help select "Fighting Back" community proposals for recommendation to the foundation's board of trustees. As many as 12 communities can receive one-year or two-year planning grants of \$100,000 a year, and eight communities will be selected to carry out their strategies for education, prevention, treatment and aftercare, using subsequent grants of \$3 million each over five years. The first winners will be named next year.

"I am pleased and honored to be part of this effort," Brademas

said at a news conference Feb. 6 in Bobst Library to announce the new initiative.

"One of the measures I sponsored in Congress in which I continue to take great pride was the Drug Abuse Education Act of 1970 which, for the first time, provided federal funds for special drug abuse education programs in elementary and secondary schools and in adult and community education programs. Four years later, in 1974, Congress broadened the program to include alcohol abuse education.

"We who lead the nation's colleges and universities feel a special obligation to the students who attend them," Brademas added. "Moreover, for universities like NYU, located in the heart of a major urban center, we feel an added responsibility to lead our resources to help meet the problems that affect the communities in which we are located."

The national "Fighting Back" effort is aimed at medium-sized communities with populations of 100,000 to 200,000, said Leighton E. Chaff, M.D., foundation president. Multi-county regions or parts of larger cities are eligible to compete for the funds.

"To date, most communities have focused on limiting the supply of illegal drugs and alcohol—a crucially important endeavor," he said at the news conference. "But efforts to reduce the demand for these substances have been fragmented and short-lived. The result has been an overwhelming sense of frustration—a sense that nothing can be done to solve the problem. This initiative has been designed to help communities fight

back, using prevention and treatment to complement the important law enforcement efforts already under way."

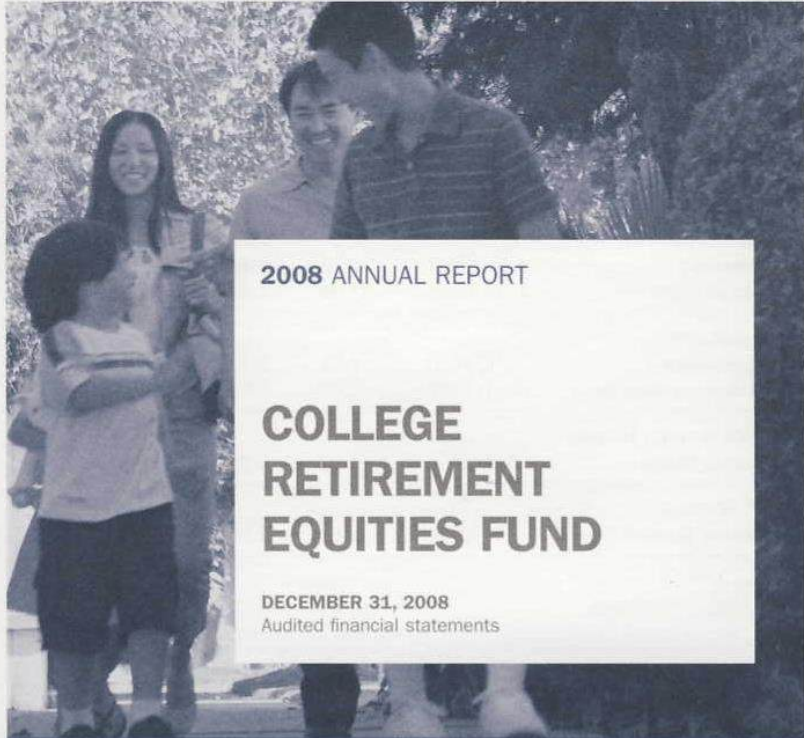
W. Anderson Spickard, M.D., professor of medicine at Vanderbilt University in Nashville, Tenn., will direct the new program. Communities must create a citizens task force to compete for the funds, he said. "The task forces will ensure that the initiatives truly belong to those communities, as well as provide the broad-based support needed to sustain these efforts," he explained.

"Coordination of efforts takes money," said Ruby F. Hearn, Ph.D., vice president of the foundation. "We see our money as glue to help communities take advantage of state and federal money and improve the availability of treatment and aftercare."

"Most people think of this problem as a national one, but we think that the solutions can be found at the local level, particularly in the area of reducing the demand for illegal drugs and alcohol," declared Brademas.

According to the foundation, one in eight Americans past the age of 11 used an illegal drug at least once in the last month; some 18 million Americans, or one out of every 10 adults, have symptoms of alcohol dependency or significant problems associated with alcohol; about half of all U.S. motor vehicle fatalities are alcohol-related, and society's annual costs for drug and alcohol abuse are expected to reach \$20 billion in 1990—including \$1.96 billion for alcohol abuse, and \$76 billion for drug abuse, and \$17 billion for intravenous drug-related AIDS.





2008 ANNUAL REPORT

# COLLEGE RETIREMENT EQUITIES FUND

DECEMBER 31, 2008  
Audited financial statements

Stock

Global Equities

Growth

Equity Index

Bond Market

Inflation-Linked Bond

Social Choice

Money Market

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# SUMMARY PORTFOLIO OF INVESTMENTS *continued*

CREF GROWTH ACCOUNT ■ DECEMBER 31, 2008

Shares	Company	Value (000)	% of net assets
<b>PAPER AND ALLIED PRODUCTS</b>			
		\$ 12,586	0.15%
<b>SECURITY AND COMMODITY BROKERS</b>			
4,262,442	Charles Schwab Corp	68,924	0.84
	Other	110,928	1.35
		<u>179,852</u>	<u>2.19</u>
<b>SPECIAL TRADE CONTRACTORS</b>			
		<u>2,742</u>	<u>0.03</u>
<b>STONE, CLAY, AND GLASS PRODUCTS</b>			
		<u>49,598</u>	<u>0.60</u>
<b>TOBACCO PRODUCTS</b>			
2,626,998	Altria Group, Inc	39,563	0.48
2,842,189	Philip Morris International, Inc	123,663	1.50
	Other	4,722	0.06
		<u>167,948</u>	<u>2.04</u>



SECURITY AND COMMODITY BROKERS

4,262,442 Charles Schwab Corp  
Other

68,924 0.84

110,928 1.35

179,852 2.19

SPECIAL TRADE CONTRACTORS

2,742 0.03

STONE, CLAY, AND GLASS PRODUCTS

49,598 0.60

TOBACCO PRODUCTS

2,626,998 Altria Group, Inc  
2,842,189 Philip Morris International, Inc  
Other

39,563 0.48

123,663 1.50

4,722 0.06

167,948 2.04



# Point of View

By Alan Blum

## *Colleges Must Eliminate Tobacco Stocks From Their Portfolios*

**F**EW PEOPLE IN THIS COUNTRY, apart from those involved in the tobacco industry, the uneducated, or the willfully ignorant, still dispute the findings of the Surgeon General and every major medical group that tobacco use is the most preventable cause of death, disease, and disability in the United States. Each year more Americans die from diseases caused by smoking than from AIDS, pneumonia, tuberculosis, homicide, suicide, alcohol, and illegal drugs combined. Worldwide, preventable deaths attributed to tobacco are estimated at 2.5 million a year; the number is expected to rise to 4 million by the turn of the century.

The Surgeon General's report on smoking was released early in 1964, and cigarette ads on radio and TV were banned six years later. In 1981, a group of young physicians that I coordinated finally succeeded in persuading the American Medical Association to eliminate several million dollars' worth of tobacco stocks from its retirement fund. In 1984, we focused on university-based medical schools in Illinois. The resulting publicity led a few institutions, such as the University of Illinois, to sell their tobacco stock, but others, such as Loyola, refused to do so.

Until this past June, when Harvard University and the City University of New York separately announced that they would divest millions of dollars in tobacco-stock holdings, little more was said or done in the academic community about the ethics of profiting from the sale of tobacco. Harvard acted after a local newspaper pointed out the hypocrisy of the university's investing in tobacco companies while collecting \$54-million in research grants from the National Cancer Institute in 1988, and after a group of physicians at its School of



MARK WILLIAMS FOR THE CHRONICLE

companies refuse to do so. In fact, the industry has hired a handful of university scientists to travel from state to state testifying against anti-smoking legislation. They argue that before such laws are enacted, considerably more research is needed to prove that tobacco smoke harms the non-smoker. As a rule, these witnesses avoid responding when asked directly whether to

over 70 per cent of the profits. (Even if domestic cigarette profits were to slip, they would be more than made up for by growth in sales in other countries.)

My efforts to raise the alarm about the tobacco industry have often been treated with greater seriousness by company spokesmen than by my medical colleagues. Most doctors and researchers do not pretend to be activists—they are looking for cures, not crusades. Of course, the cure for lung cancer lies not in the test tube but in not lighting up. Yet countless hours and millions of dollars are being spent to find out whether vitamin A supplements might help stave off cancer in people who smoke. This is the same logic as that used by the National Cancer Institute in the 1970's, when it spent \$40-million in a search for a safer cigarette. Yet much less public money has been used to finance anti-smoking campaigns. The budget of the Department of Health and Human Services' Office on Smoking and Health is barely \$3-million a year (compared with the \$3-billion a year tobacco companies spend to advertise cigarettes in the United States).

Even the much-touted California referendum, intended to use cigarette tax money to fight smoking, will provide just \$28-million for paid advertising in the mass media, or less than 5 per cent of the amount cigarette companies will spend at the same time in that state.

**F**OR A UNIVERSITY in 1990 to continue to hold a stake in a tobacco company shows contempt for the very knowledge that has been gained by university researchers about tobacco during the past 50 years. Yet the difficulty in communicating this to the academic community can be illustrated by my experience at a seminar on socially responsible



# Some Campuses Decide Tobacco Company Money Is 'Tainted'

By ALAN FINDER

Officials at the University of Texas business school in Austin became uneasy when they realized that a reliable donor to student activities — the parent company of the tobacco maker Philip Morris — wanted a more prominent role in sponsoring events, and more interaction with students.

So the school decided two months ago to draw a line, and refuse all tobacco money for student groups, as well as for faculty research.

"What it came down to for us was the ethical dimension," said George W. Gau, dean of the Texas school, the McCombs School of Business. "The leadership of the school felt that in some sense it was tainted money, that it is money gotten from a product that is significantly harming people."

Across academia, universities and graduate schools are wrestling with whether to accept financing from tobacco companies for research or student activities. In the past few years, 15 public health and medical schools have turned away donations from the industry; McCombs' move was unusual because of its longstanding ties to an array of corporations.

But on some campuses, faculty who get tobacco money for research grants have led pitched battles over proposed bans. Last spring, because of such faculty opposition, Stanford University and regents of the University of California system rejected prohibitions on tobacco dollars.

Many faculty members argued that the restrictions would infringe on academic freedom and



ERIN TRIEB FOR THE NEW YORK TIMES

George W. Gau, dean of the McCombs School of Business at the University of Texas, and Paula C. Murray, an associate dean. It was a "no-brainer" to ban tobacco money, Ms. Murray says.

gents decided in September that rather than ban tobacco money, it would require research financed by tobacco companies to be approved by the chancellor on each campus.

The origins of the movement to

use, awards research and other grants to universities, but only if the unit of the university seeking financing does not accept tobacco money.

The medical school at Emory University and the public health

**Pitched battles about accepting research funds from cigarette makers.**

knowledge." He declined to disclose how much the company spends on research grants.

Philip Morris is currently financing one research project at the University of Texas at Austin, a three-year, \$455,000 effort to study how certain toxic compounds in cigarette smoke react with DNA, causing damage that can lead to cancer. Jennifer S. Brodbelt, a chemist who is a researcher on the study, said the company has had no role in the research.

"We are all struggling to maintain our research programs," Dr. Brodbelt said. "If we can find new sources to support meritorious research, I say let's make the most of it."

Some of the nearly \$150,000 that Philip Morris or its parent company, the Altria Group, gave to the McCombs school in recent years helped support two research centers. But most of the money went to student groups and activities, from the Hispanic Business Students Association to a conference on women in business leadership.

Because Philip Morris recruits employees from the business school — an activity not affected by the ban — it wants to support student events and educational programs, said Mr. Phelps, the company spokesman. The company donates money for similar activities at several dozen colleges and universities, he said.

But department chairmen and deans at the business school had become uncomfortable with the company's role, and in particular its desire for more interaction with undergraduates. Some wondered whether giving the compa-



*Tobacco  
Use Among  
College and  
University  
Students*

Friday,  
April 27, 2001

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Minneapolis Campus

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School of Nursing  
Blue Cross and Blue Shield of Minnesota  
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Against Tobacco

TOBACCO SUMMIT





NO. 1 IN THE USA



By Eric McCandless, Hallmark Channel  
 Teri Polo: To star in Fox's *The Wedding Bells*.

### TV's 2nd season — sort of

■ New shows are ready to go for midseason, whatever that is these days, 7D  
 ■ Networks' ups and downs, 8D

own  
 the  
 re

s many  
 4 teams  
 clinch  
 A hoop  
 this  
 kend,

## Low twister hit school

Tornado kills five Alabama high school; two others injured; 35 hospitalized; state, 3A

Enterprise, Ala.: Military helicopters evacuate injured from high school.



By Peter Casz, AP

## Chip Foose overhaulin' mainstream designs

His cars are So Cal cool, and now he's bringing his vision to Ford



Marco R. della Cava  
 USA TODAY

HUNTINGTON BEACH, Calif. — Chip Foose recently



garage staples) and designer for hire (from snowboard graphics to a new Detroit casino).

And now Foose is com-

## More colleges banning smoking

Trend now reaching bigger universities

By Emily Bazar  
 USA TODAY

Colleges are snuffing out smoking everywhere on



## U.S. Colleges and Universities with Smokefree Air Policies

Note: While it has become relatively common for colleges and universities to have policies requiring that all buildings be smokefree with the exception of residential housing, this list only includes those colleges and universities with either smokefree residential housing, with entirely smokefree campuses, or with entirely smokefree campuses with a minor exemption for smoking in limited, remote outdoor areas.

*April 20, 2009*

### Colleges and Universities with Smokefree Policies: Entire campus, both indoors and out

*Below is a partial list of U.S. colleges and universities that have enacted 100% smokefree campus policies. There are now at least **305** 100% smokefree campuses with no exemptions. Residential housing facilities are included, where they exist.*

<b>Arkansas</b>	All Public Colleges and Universities (33 campuses)	Associated Mennonite Biblical Seminary Bethel College Crossroads Bible College Goshen College Grace College Huntington University <a href="#">Indiana University System</a> (9 campuses) Indiana Wesleyan University Ivy Tech State College System (23 campuses) Martin University Purdue University - North Central Purdue University - West Lafayette Taylor University Taylor University - Fort Wayne University of Indianapolis Valparaiso University
<b>California</b>	Cuyamaca Community College Fresno Pacific University Grossmont Community College Mesa College Oxnard College Point Loma Nazarene University San Jose City College Santa Monica College Santa Rosa Junior College Simpson University Stanford University University of California - San Francisco University of California - Davis Medical School West Valley-Mission Community College	



**FOR RELEASE: Monday, May 14, 2007**

## **University of Arkansas to Be Tobacco-Free**

*University of Arkansas will ban tobacco products on campus starting July 1, 2008.*

FAYETTEVILLE, Ark. - The University of Arkansas is on schedule to become one of the first major universities in the country to completely ban tobacco and tobacco products from its campus. University officials intend to give the Fayetteville campus community and its visitors more than a year to adjust to the policy: the ban is scheduled to go into effect July 1, 2008.

"Obviously, this is a health issue," said Mary Alice Serafini, assistant vice chancellor for student affairs and director of the Pat Walker Health Center. "Tobacco is harmful to anyone who uses it, and even non-users are harmed by second-hand smoke. We see a tobacco-free campus as a health benefit for the entire campus community."

In 2001, the University of Arkansas joined many other schools in the country to ban smoking in its buildings and within 25 feet of all building entrances. Tobacco sales also were banned on campus. Since then, two members of the University of Arkansas System have done more. The



# CAMPUS Firewatch™

FEBRUARY 2002

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Legislation Update .....5  
Campus Fire Log .....9  
Questions and Answers .....11

## Campus Firewatch Compilations

Have you wondered what you missed in the past issues of *Campus Firewatch*? Would the *Campus Firelogs* and the *Campus Fatal Firelogs* for 2000 and 2001 help you when you are trying to make your point about the dangers of student fires?

Now you can have all of this information right on your computer. *Campus Firewatch* has prepared two CD compilations that are now available through our website at [www.campus-firewatch.com](http://www.campus-firewatch.com).

**CFW Silver** contains all 20 back issues with an index for 2000 and 2001. Each issue is here in its entirety, and the index lets you go quickly to the articles that are of interest to you.

**CFW Gold** contains all 20 back issues and the indices, PLUS the *Campus Firelogs* and *Campus Fatal Firelogs* for 2000 and 2001. Each month, *Campus Firewatch* compiles information on incidents involving students, colleges and universities from across the country. These *Firelogs* provide a wealth of information that campus fire safety professionals can use in making their own programs safer and stronger.

Continued on page 4

## Smoke-Free New England Campus Initiative

By Jessica Morganoff

When you think about college students' recreational activities, cigarettes usually make their way into the picture. Walking around a college campus, it has become difficult to walk down any street, enter a dormitory or classroom or go to a restaurant or bar without breathing in cigarette smoke.

Those who choose to smoke are aware of the health risks associated with tobacco but what many colleges and universities often overlook is that cigarette smoke is more than a health hazard to the individual smoker. It also poses a significant health and safety issue to those who are around the smoker. Secondhand smoke has been classified as a class-A carcinogen, just like asbestos. Containing over 50 compounds known to cause cancer, there is no safe exposure to secondhand smoke.

Furthermore, according to a study prepared by the National Fire Protection Association, smoking materials such as cigarettes and matches are the number one cause of civilian fire deaths, killing an average of 800 people each year. Since 2/3 of the nation's students live off-campus in apartments and houses, this statistic can be very chilling.

Many colleges have placed bans on burning candles and lighting incense, yet students are still free to light up cigarettes wherever they go. In some cases, this is cited as a "personal freedom" of the student, and that the administration does not have the right to enforce what actions occur within a residence hall room.

In response to the lack of action by college and university administration, The American Cancer Society's New England division has created "The Smoke-Free New England Campus Initiative." This initiative is a grassroots, student run/led program that empowers college students and provides them the opportunity to take on leadership roles within their college communities, encouraging administrators to take action against tobacco and tobacco use. Since 1999, the American Cancer Society has collaborated with government agencies, other non-profit organizations, and private sector partners to implement program initiatives that aim to reduce and eliminate smoking in public places, as well as reduce and prevent tobacco use.

The American Cancer Society first concerned itself with college students after realizing that one in ten college students smoke. Knowing that 30% of all can-

Continued on page 3







## In My Community



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### Smoke-Free New England Campus Initiative


Responding to a dramatic increase over the past decade in the numbers of college-age smokers, the American Cancer Society's Smoke-Free New England Campus Initiative is a comprehensive seven-step program that empowers college students to make their campuses smoke-free.



The program's immediate goals are to prevent tobacco-related deaths and to promote civic and individual wellness on college campuses throughout New England. Looking to the future, the program's long-term objective is to positively affect the behavior of an entire generation. **(Links to a how-to manual and other helpful documents for college activists are listed below.)**

Among all smokers, the prevalence by age is highest among college-age people (ages 18-24). The annual prevalence of tobacco use among all smokers since 1990 has remained virtually unchanged, meaning that

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Help in the fight against cancer. Donate and volunteer. It's easy and fun!

▶ [Learn more](#)



TO THE MEDICAL STUDENTS,

RESIDENT GRADUATES,

AND

SCHOLARS OF EVERY CLASS.

YOUR application for a copy of my lecture for the press indicates a disposition to persevere in the general resolution, to relinquish an unhealthy and unseemly practice.

I shall set a value on this production, should I hereafter find, that it has in any way assisted you in the attainment of that greatest of all earthly blessings, "A SOUND MIND IN A SOUND BODY."

BENJAMIN WATERHOUSE.

*Cambridge January 1805.*



**Alan Blum, M.D.**

**Director, The University of Alabama  
Center for the Study of Tobacco and Society**

**ablum@ua.edu**



WEEKLY WORLD

# NEWS

February 28, 1995

99¢/\$1.09 CANADA 70p UK

**Secret Service photo captures  
astonishing encounter!**

# SPACE ALIEN MEETS WITH NEWT GINGRICH!



**2-HOUR SUMMIT WITH SPEAKER OF  
THE HOUSE WILL CHANGE THE WORLD!**



February 28, 1995



**Shocking confessions  
rock nation's capital**



# 12 U.S. SENATORS ARE SPACE ALIENS!



"IT'S ALL TRUE. We are space aliens. I'm amazed that it's taken you so long to find out."  
— Senator Phil Gramm

"AT LAST the cat is out of the bag."  
— Senator Bennett Johnston



CHRISTOPHER DODD  
D—Connecticut



BENNETT JOHNSTON  
D—Louisiana



WILLIAM S. COHEN  
R—Maine



DENNIS DECONCINI  
D—Arizona



ORRIN HATCH  
R—Utah



NANCY KASSEBAUM  
R—Kansas



ALAN SIMPSON  
R—Wyoming



PHIL GRAMM  
R—Texas



HOWELL HEFLIN  
D—Alabama



JOHN D. ROCKEFELLER IV  
D—West Virginia



SAM NUNN  
D—Georgia



JOHN GLENN  
D—Ohio

**'America's destiny is being shaped by entities who aren't even human,' says expert**

**Inside:** **Miracle girl heals the sick with the touch of her hand**

**DRACULA'S SKULL FOUND!**

**College student killed by arm-wrestling machine!**

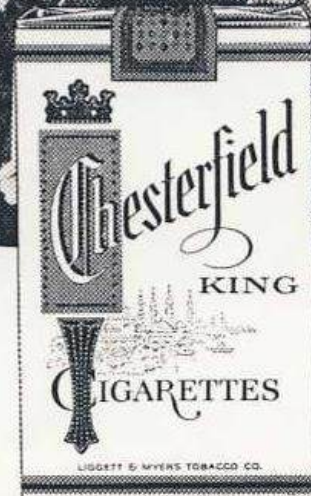




# SIC FLICS



**“Every fraternity needs  
some kind of mascot...”**



**21 GREAT TOBACCOS MAKE 20 WONDERFUL SMOKES!  
GET WITH THE GRAND PRIX . . . ENTER TODAY, ENTER INCESSANTLY!**



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CAREER CENTER *presents*

**FALL 2007**

**General Interest  
CAREER FAIR**

Wednesday, September 19th  
Bryant Conference Center  
9:00 am - 3:00 pm



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# JOB CHOICES 2012

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Take the Networking  
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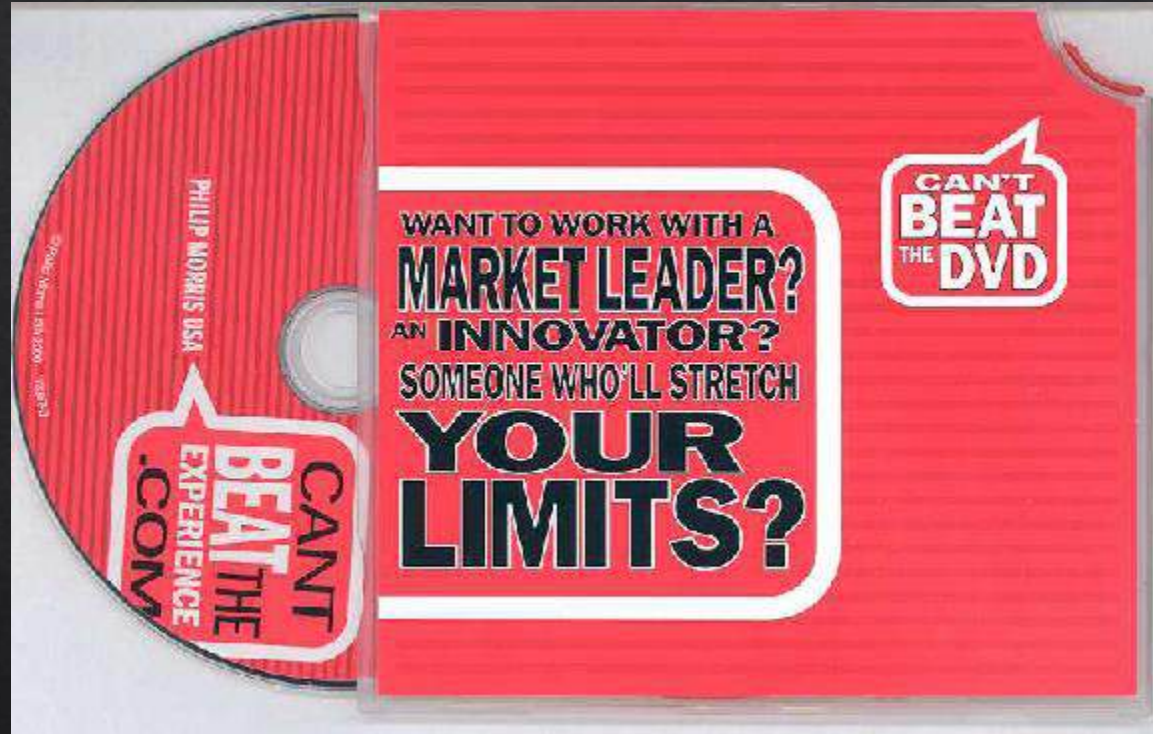
See the digital edition at  
[jobchoicesonline.com](http://jobchoicesonline.com)











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BEAT THE  
EXPERIENCE  
.COM

WANT TO WORK WITH A  
**MARKET LEADER?**  
AN **INNOVATOR?**  
SOMEONE WHO'LL STRETCH  
**YOUR  
LIMITS?**

CANT  
**BEAT**  
THE  
**DVD**



PHILIP MORRIS U.S.A.



OUR BUSINESS IS TOBACCO.  
OUR SUCCESS IS IN OUR PEOPLE.





**ONE OF OUR TOBACCO BRANDS  
IS THE BIGGEST IN THE WORLD.  
OUR OTHERS AREN'T FAR BEHIND.**

*Philip Morris U.S.A. is committed to acting responsibly in marketing its tobacco products to adults who choose to smoke. We demonstrate this commitment by implementing all of our marketing programs in compliance with both the letter and the spirit of the laws, rules, policies and restrictions that govern our business practices.*

Marlboro is the largest tobacco brand in the world—and bigger than the next seven tobacco brands combined.

And that's just one of our brands. Others, such as Basic, Merit, Benson & Hedges 100's, Virginia Slims, Parliament and Cambridge account for approximately 25% of all cigarettes sold in the U.S.

An interesting set of facts. And some might say, an impressive set of conclusions. But we look at it as someplace to start.

Because there was a time when most of these brands didn't exist, or were barely a bump in the marketplace.

That's changed because of the leadership of PM USA people in Manufacturing, Human Resources, Marketing, Sales, Leaf, Finance and a half dozen of our other divisions. And, as always, we're looking for other leaders to join them.

We need people who pursue bigger ideas and better ways to execute them. People who thrive on teamwork, who are smart, energetic, creative, who bring diversity and enthusiasm to the table. People who want to leave the status quo at the door. People who will be satisfied

with nothing less than starting at the top, and working their way up from there.

And people who will join us in our goal to be the most responsible, effective and respected developer, manufacturer and marketer of consumer products made for adults.

We hope you're one of them.



**YOU START WITH A BIG,  
HIGHLY SUCCESSFUL COMPANY.  
AND THEN YOU REINVENT IT.**

*Our Role: To contribute to the PM USA Mission by providing knowledge, counsel and services—all focused on helping the line and staff functions of PM USA build individual and organizational capability. We contribute what we know about “people at work” to the PM USA equation, helping to build a mission-capable company, made up of talented, engaged and committed people, all fully aligned with our Values, and focused on our strategies.*



Chris Hilton  
B.S. Wingate University: 1988  
M. Ed., Auburn University: 1991  
Master of Labor & Human Resources  
Ohio State University: 1994

The opportunities to be proactive and approach work energetically are two of the reasons Chris Hilton came to Philip Morris U.S.A.

“I wanted interesting and challenging work in a place with options and opportunity.”

As a Senior Decision Support Professional, he functions as a business partner with departments throughout the Company, providing consultative and assisting in the implementation of programs and systems that enhance effectiveness and build the capabilities of PM USA employees.

Chris came to Philip Morris U.S.A. as a Benefits Analyst, and also worked in Compensation before becoming the primary Human Resources contact for managers and directors in departments such as Purchasing, Operations Planning, Manufacturing, Information Systems and Quality. Chris was recently appointed to a manager position within the Management and Organizational Development Department and is excited about new challenges and opportunities.

“I enjoy the challenge of helping people develop to their fullest potential. Our Company is doing exciting and innovative things in Human Resources. Recent initiatives have helped to develop capability from executive management down to ‘front line’ supervisors at our manufacturing facilities by giving them exposure to the Company’s leadership model and clarity about their responsibilities. Other programs for new employees and for production workers have helped to build strong connections between each person and the larger corporation, giving us all a powerful voice in our Company. Through these structures, we have empowered our people as leaders within PM USA, who represent our future success. It’s very rewarding to see the difference we can make.

“I came to Philip Morris U.S.A. after four years with another company. What drew me to PM USA was the ability to move, grow and handle diverse opportunities—all within a company with limitless potential. My other employer was excellent, but if I could do it all over again, I would have started here.”

During a day of team-building, Chris Hilton tackles the Climbing Wall in Richmond, where “team” takes on an even deeper n





## WHERE INSIGHTS ARE GLEANED THROUGH MARKET ANALYSIS.

*Our Role: To be a high performance team that provides accurate marketplace intelligence and insights that drive the development of successful strategy.*

Christina Hollis  
B.A., Franklin & Marshall College, 1991  
M.B.A., NYU, 2002

*"My first exposure to Philip Morris U.S.A. was through an on-site consultant position with an outside research company. I knew right away I wanted to work here. The people, the corporate culture, career development opportunities...they were all very powerful reasons to join."*



Christina Hollis' position in the Market Information and Planning (MIP) department is responsible for providing marketplace intelligence for Marketing, Sales and Corporate Affairs. Beyond that, the role of MIP is also to identify business opportunities by generating ideas and analyzing potential strategies.

*"The thing I love most about my learning. MIP is a never-ending quest for answers to complex questions; I'm responsible for both quantitative and qualitative analysis of cigarette brand data. The marketplace we obtain and analyze is needed to develop solid business strategies.*

*"It's about finding insights and understanding implications. It takes creativity, savvy and keen market understanding. Luckily, we don't have to do it all alone. Not only do my colleagues in MIP support me, but we work together with our clients and vendors."*

*"At PM USA, there's open sharing between departments to find the best and most efficient ways to achieve our goals. It shows the integrity, trust and respect we have for each other. We share a common passion to succeed."*

Sometimes the best way to uncover new market strategies is to chat with colleagues. Here, Christina Hollis leads an off-site brainstorming session with colleagues from



## IN INTEGRATED MARKETING CIRCLES, THIS IS A HALL OF FAME.

*Our Role: Marketing's unique contribution is to discover the most responsible, effective and profitable ways to connect to adults who choose to smoke.*



Tom Lauinger  
B.A., Georgetown University; 1991  
M.B.A., Columbia Business School; 1995

"My very first job was in banking operations. After business school, I wanted to be in a field that combined the analytic challenge of running a business and the creative challenge of connecting to consumers with compelling messages and offers.

"When I interviewed with PM USA, I knew this was it: well-known and exciting brands, the resources to engage in exciting marketing programs, and most of all, creative, intelligent and dynamic people."

Brand Marketing strives to make connections with adult smokers by constantly learning about our consumers and developing exciting programs that exceed their expectations. From Party at the Marlboro Ranch to Basic's Antique and Appraisal Fest, Virginia Slims' fashion and lifestyle V-Catalog or Parliament's Escape to Summer Sweepstakes, every big idea at Philip Morris U.S.A. requires keen market understanding—along with planning and management of enormous scale.

Tom's current job as Senior Brand Manager for Marlboro Retail Promotions involves managing all elements of Marlboro retail promotions and creating exciting offers for adult smokers. Price promotions, product promotions and incentives with purchase are a few of the programs

created to reward loyalty and generate trial among competitive adult smokers.

Managing all of these tasks makes for a job that varies day-to-day. "One minute, I'm working on a business analysis using geographic trend information, the next I'm evaluating creative concepts for a new pool of point-of-sale materials, and then it's off to working on logistical issues with a cross-departmental task squad. And it's not just work in the office, either. In my other brand assignments, I've traveled from Alaska to Hawaii to get the job done.

"It's never boring here. There's always a new challenge or responsibility to keep you motivated."



Here in the retail set-up area on the twelfth floor, in-store signage and materials are planned, evaluated and judged in mock environments to make sure they meet our strict standards.





## **Our Business Is Tobacco Our Success Is In Our People**

Have you ever wondered what it takes to be part of a Fortune 50 company? Are you up to the challenge of making us the most responsible, effective and respected developer, manufacturer and marketer of consumer products for adults? If so, then visit our career web site and search our database for open positions you are qualified for. Go ahead, what are you waiting for?

**Visit [www.philipmorrisusa.com/careers](http://www.philipmorrisusa.com/careers): Apply Online and Search Our Jobs**

Imagine the possibilities that come with joining a workforce comprised of over 12,000 talented, engaged, committed individuals! Need more convincing? At Philip Morris USA, we recognize that it takes world class professionals like you offering multiple levels of skills to help advance our business into the next millennium.

If you do not have access to the Internet, you can call 1-866-2-JOINPM to request that the necessary Internet forms be mailed to you.

Sorry, no hard copy resumes can be accepted.

*"Philip Morris USA is an equal opportunity/affirmative action employer (M/F/V/D).  
We support diversity in our workforce."*

**(Please turn over)**



# A PASSION TO DO WHAT'S RIGHT. AND THE TOOLS, KNOWLEDGE AND SUPPORT TO DO IT WELL.

*Our Role: At Philip Morris U.S.A., we believe we have an important role to play in helping to prevent youth smoking.*

"As I was finishing my M.B.A., I interviewed and accepted a job with PM USA. After two years there, an opportunity was presented to work in the Youth Smoking Prevention (YSP) department. I was very excited to be involved with one of the most important initiatives at PM USA. I knew it would give me a chance to broaden my skill set and learn more about our Company overall."

As a Senior Research Analyst in YSP, Alvin's job involves working with primary and secondary information sources for topics concerning youth smoking prevention and positive youth development. This includes an internal study, the Teenage Attitudes and Behavior Study (TABS). TABS is an ongoing survey that provides a current view of underage smoking and helps identify potential explanatory factors for underage smoking. It's information Alvin and his colleagues use to help aid in the prevention of youth smoking.

Philip Morris U.S.A.'s youth smoking prevention communication efforts are directed at the most important influencer



Alvin Mathew  
NYU: B.S., 1995; M.B.A., 2000

in kids' lives: their parents. Through print and TV, direct mail and internet, community outreach and other venues, YSP's efforts are intended to help parents help their kids stay away from cigarettes. Beyond parental communication, YSP supports programs that provide kids with the skills and

knowledge needed to make good decisions and to avoid risky behaviors, including the decision not to smoke. YSP also focuses on access prevention through retailer education and training programs such as "We Card."

"My job involves conducting market research, viewing focus groups, attending YSP commercial shoots, website maintenance and any ad hoc analyses that may be needed to help prevent youth smoking.

"As the manufacturer of a product made for adult smokers that has serious health effects, we have a responsibility to help prevent kids from using it. And we take that responsibility very seriously."



## A LONG HISTORY OF HELPING OTHERS AND GIVING BACK TO THE COMMUNITIES WHERE WE LIVE AND WORK.

At Philip Morris U.S.A., sharing with others is one of the core values that guides our decisions and our actions. We strive to foster an environment in which our employees can contribute their time and energy to their families, their neighbors, their colleagues and their communities. As a company, we are committed to supporting and strengthening the communities where our employees live and work.

In order to better serve those communities and to better align our corporate contributions with our Mission and Values, we focus our giving in specific program areas: positive youth development, education, the environment and community development.

### **Positive Youth Development**

Our positive youth development grantmaking initiative supports the objectives of Philip Morris U.S.A.'s Youth Smoking Prevention department by funding programs that focus on positive youth development by providing young people with the protective factors needed to help them make the right decisions in their lives, including the decision



not to smoke. In the three years that we have been supporting this initiative, PM USA has



made nearly 600 grants in 40 states plus Washington D.C. and Puerto Rico to support after-school and summer programs as well as food expenditures

for youth-focused programs.

### **Education**

Our goal is to help universities and colleges develop and prepare tomorrow's leaders to enter a workforce that is rich in diversity. We provide university-administered scholarships for minorities and those pursuing engineering and M.B.A. degrees; grants to support educational programs, such as providing new technology to support marketing curriculum; grants that sponsor activities, such as interview training; and grants that aid placement office activities, such as providing new equipment, internships and facility improvements. We are proud to fund scholarships through the Thurgood Marshall Scholarship Fund, a merit-scholarship program that awards four-year scholarships to students who attend historically black colleges and universities throughout the United States.



**University of  
Arizona**

Philip Morris USA  
Recruiting Calendars - Campus Calendar

Sales	<ul style="list-style-type: none"><li>• Sales Management Class Presentation</li></ul>	<ul style="list-style-type: none"><li>• January 31, 2006 9:30 am - 10:45 am McClelland Hall <i>Open to Students in Vic Piscitello's Sales Mgmt Class Only</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Eller B.A.D. 202</li></ul>	<ul style="list-style-type: none"><li>• February 8, 2006  Classroom Presentation 3:00 pm - 5:30 pm McClelland Hall <i>Open to Students in Lisa Lovallo's Sales Class Only</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Terry J. Lundgren Center for Retailing Career Expo</li></ul>	<ul style="list-style-type: none"><li>• February 15, 2006 10:00 am - 3:00 pm Student Union Ballroom <i>Open to All Interested Students</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Eller Career Expo</li></ul>	<ul style="list-style-type: none"><li>• February 16, 2006 10:00 am - 5:00 pm McClelland Hall <i>Open to All Interested Students</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Information Session</li></ul>	<ul style="list-style-type: none"><li>• February 21, 2006 4:00 pm - 9:00 pm Career Services Building-4th Floor <i>Open to All Interested Students</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Campus Interviews Start</li></ul>	<ul style="list-style-type: none"><li>• Week of February 27th TBD Career Services Building-4th Floor <i>Open to Pre-Selected Students Only</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Terry J. Lundgren Center for Retailing College- Dining Ettiquette Event</li></ul>	<ul style="list-style-type: none"><li>• Week of February 27th 5:00 pm - 8:00 pm Park Student Union <i>Open to All Interested Students</i></li></ul>
Sales	<ul style="list-style-type: none"><li>• Leadership Ethics &amp; Management Practices- Classroom Presentation</li></ul>	<ul style="list-style-type: none"><li>• Week of February 27th 9:30 am - 10:50 am Family Consumer Science Building <i>Open to Students in Felicia Frontain's (Leadership Ethics &amp; Management Practices)Class</i></li></ul>



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**University of Wisconsin - Madison**

Welcome, Badgers, to the Philip Morris USA University Recruiting site!

As you consider your career options, keep Philip Morris USA in mind. We have challenging and rewarding opportunities in a wide variety of roles and departments.

**A Message from Mike Szymanczyk**

Take a moment and read what our Chairman and CEO, Mike Szymanczyk, has to say about our mission and values and our actions to be the most responsible company we can be.

[Read More](#)

**Campus Recruiting Calendars**

**Campus Events**

Career Fair for Student Athletes January 30, 2006  
6:00 pm - 8:00 pm  
Fetzer Center  
*Open to All Students Interested in Full Time or Intern Positions*

Mock Interviews February 3, 2006  
10:00 am - 3:00 pm



**University of Wisconsin - Madison Alumni**



**Matthew**  
Market Information and Planning



Each company in the Altria family is an equal opportunity employer that supports diversity in its workforce.

"I WANT TO WORK ON THE  
**BIGGEST  
BRANDS  
YOU'VE GOT."**

SO, WOULD FOUR OF THE  
**NATION'S TOP BRANDS  
WORK FOR YOU?**

Marlboro. Copenhagen. Skoal. Black & Mild. Managing some of the country's most valuable tobacco brands and marketing them responsibly to adult tobacco consumers is no small job. If you're up for the challenge, look us up.

**CANTBEATTHEEXPERIENCE.COM™**

Philip Morris USA  
U.S. Smokeless Tobacco Company  
John Middleton  
Altria Group Distribution Company  
Altria Client Services

**ALTRIA  
FAMILY OF  
COMPANIES**



# GENERAL INTEREST & BUSINESS FAIR

Table #	Organization Name	Targeted Majors	Targeted Degrees	Position Type
63	AAA - Automobile Club of Missouri	All Majors	All	FT
25	AAA Cooper Transportation	All Majors, Culverhouse, College of ED	Bachelors	FT
52	Aflac	Culverhouse, College of C&IS, College of ENG	Bachelors, Masters	IN, FT
56	Aldi	Culverhouse	Bachelors, Masters	IN, FT
1	Altria Group Distribution Company	Culverhouse, College of C&IS, College of A&S	Bachelors	IN, FT
82	American Junior Golf Association	Culverhouse, College of C&IS	Bachelors, Masters	IN
79	AmeriCorps NCCC	All Majors	All	FT
53	ARAMARK	All Majors	Bachelors	FT
96	ARI Logistics	MGT, MKT, GB, OM	Bachelors	FT
91	Ashford Advisors	Culverhouse	Bachelors, Masters	FT
88	Auto-Owners Insurance	All Majors	Bachelors, Masters	IN, FT
87	BB&T LDP	FI, MKT, AC, EC, GB, MIS, OM, TXAC, MBA	Bachelors, Masters	FT
33	BBVA Compass	Culverhouse	Bachelors, Masters	FT



1 OFF SIDE

2 ILLEGAL POSITION or PROCEDURE

3 ILLEGAL MOTION or SHIFT

4 DELAY of GAME

5 PERSONAL FOUl

6 CLIPPING

7 ROUGHING KICKER

8 UNSPORTSMANLIKE CONDUCT

9 HOLDING by DEFENSE

10 ILLEGAL USE of HANDS and ARMS

11 INTENTIONAL GROUNDING

12 ILLEGALLY PASSING or HANDING BALL FORWARD

13 FORWARD PASS or FAIR CATCH INTERFERENCE

14 INELIGIBLE RECEIVER DOWN FIELD on PASS

15 BALL ILLEGALLY TOUCHED, KICKED or BATTED

16 INCOMPLETE FORWARD PASS; PENALTY DECLINED; NO PLAY or NO SCORE

17 CRAWLING; HELPING the RUNNER or INTERLOCKED INTERFERENCE

18 TOUCHDOWN or FIELD GOAL

19 SAFETY

20 TIME-OUT

*Here's the Signal for Perfect Smoking Pleasure!*

From all over America ... PHILIP MORRIS smokers report\*

**NO CIGARETTE HANGOVER**

because

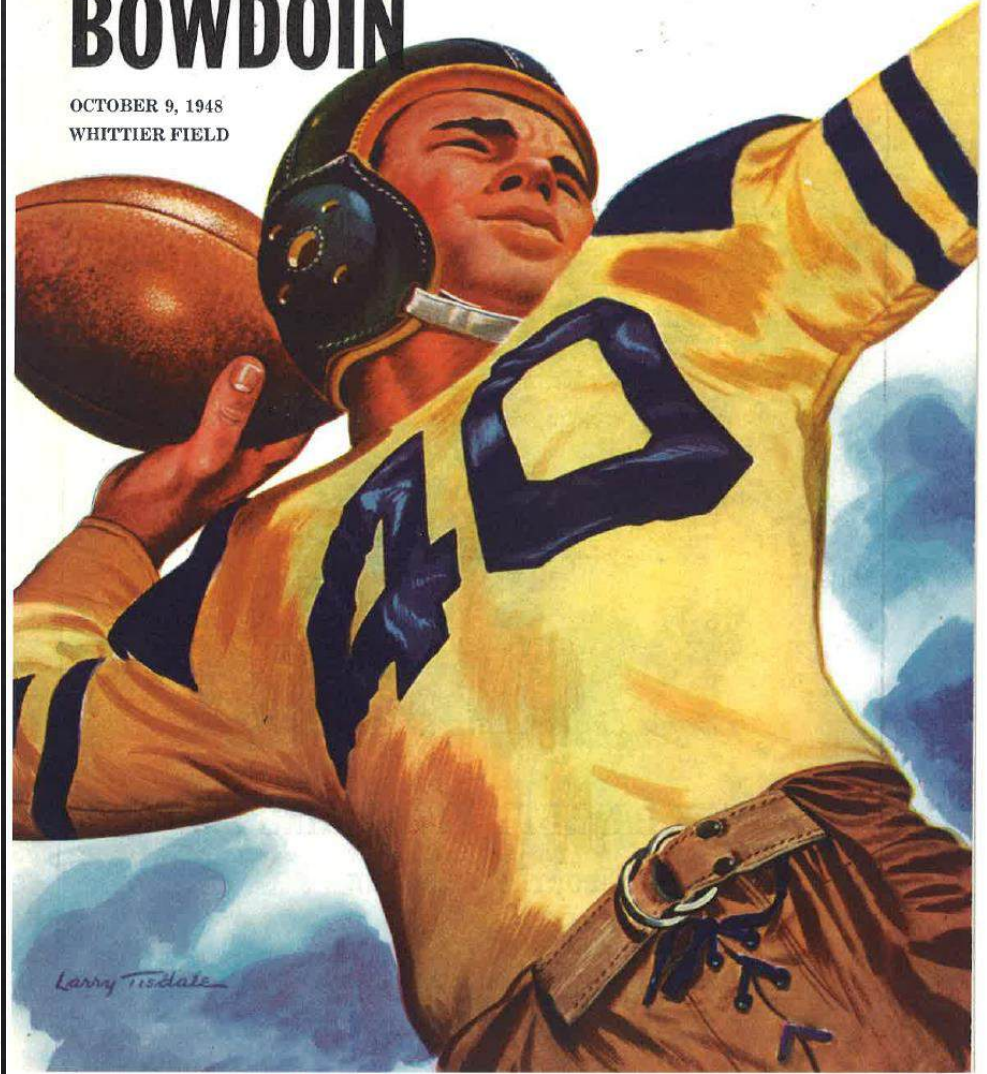
**PHILIP MORRIS** is definitely **LESS IRRITATING** than any other leading brand!

\*Unsolicited letters on file

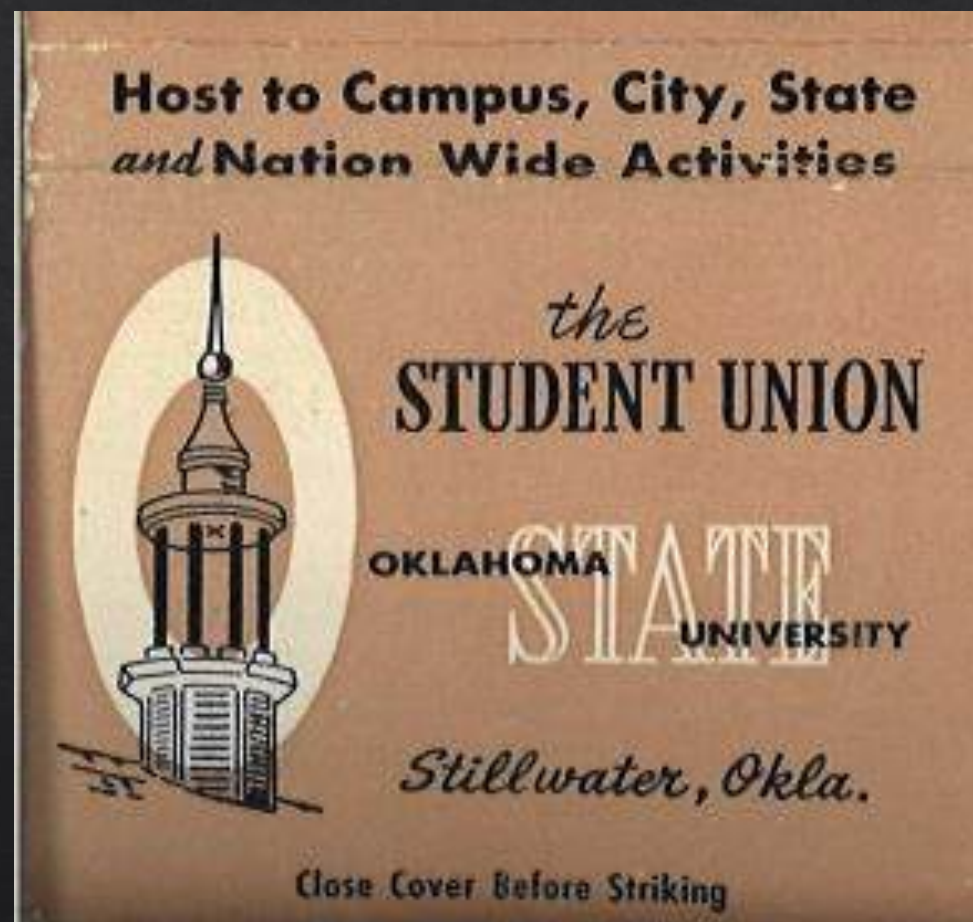
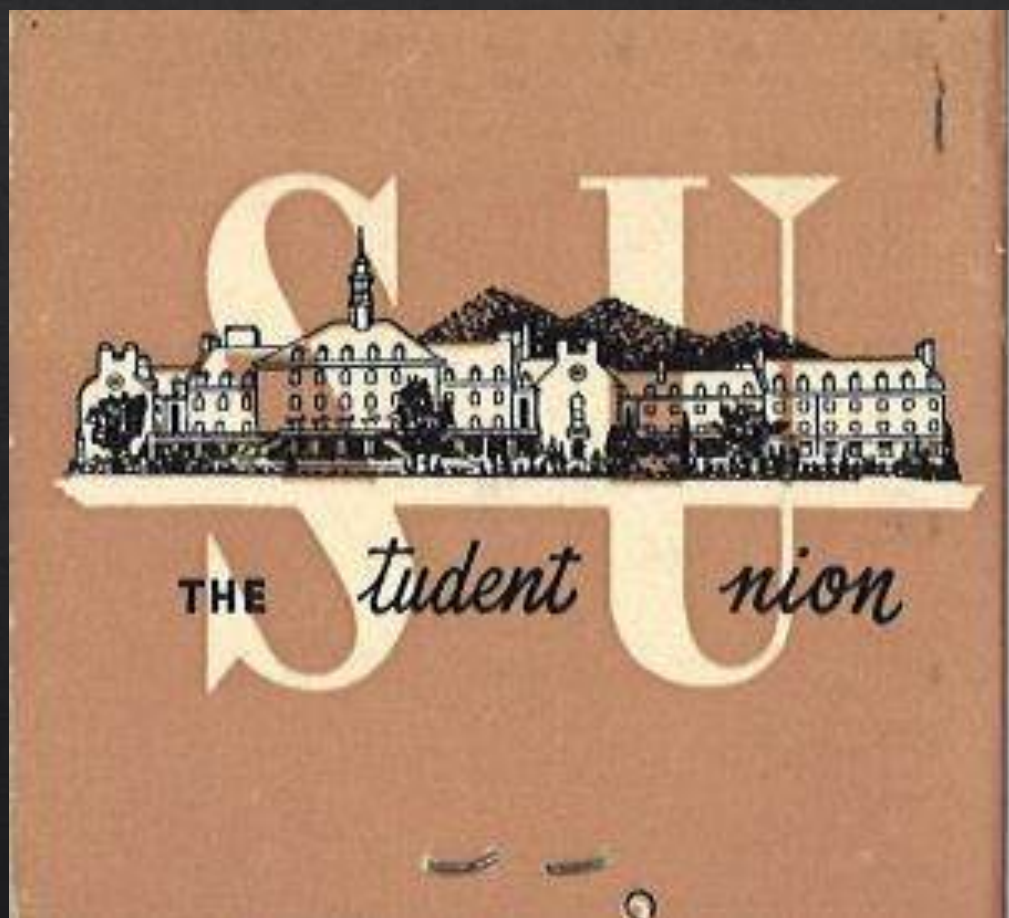
*Yes!* You'll be glad tomorrow ... you smoked PHILIP MORRIS today!

# AMHERST BOWDOIN

OCTOBER 9, 1948  
WHITTIER FIELD









GRADUATE TO  
THE "CALL FOR"  
**PHILIP MORRIS**

*America's  
Finest  
Cigarette*





Introducing Chesterfield's  
own graduation cap



*Learn Real Mildness... it's easy*

Just make your next pack Chesterfields, that's all, and as quick as you can light up, you'll learn the meaning of real mildness . . . and you will learn this too, Chesterfields are cooler and definitely better-tasting. You get all of the right answers to your smoking pleasure with Chesterfields . . . the busiest cigarette in America.

*Chesterfield*  
THEY SATISFY



## Some med school faculty also work for tobacco giant

WINSTON-SALEM, N.C. (AP) — John Robinson, PhD, sees no conflict between his job as a scientist at R.J. Reynolds Tobacco Co. and his work as a medical school faculty member.

"I don't consider myself a scientist at Reynolds part of the time and a scientist at Bowman Gray part of the time," he said. "I consider myself a scientist."

Dr. Robinson is one of eight scientists at the tobacco company who are also adjunct faculty members at Bowman Gray Medical School's Dept. of Physiology and Pharmacology.

To its defenders, the relationship benefits the medical school and the tobacco company. To its critics, it taints the school by mixing medicine with an industry whose products cause severe health problems.

"We're a health-promoting industry, and they're an illness-causing industry," said David Altman, PhD, a professor of public health at the medical school. "I think that having adjunct faculty from Reynolds Tobacco Company makes this institution stand out among nearly all medical schools in the United States, and I don't see that notoriety as being helpful to us."

The medical school and the tobacco company are bound together by history. Wake Forest College moved its medical school here from Wake Forest in 1941 with \$750,000 from the estate of Bowman Gray, the third president of the tobacco company.

The American Medical Association has called on medical schools to stop

accepting grants from the tobacco industry. At least five medical centers have banned such grants. Two journals that specialize in lung disease have stopped publishing research that was paid for with tobacco money. And there is a growing movement among health organizations to divest their endowments from tobacco stocks.

### Tobacco legacy at med school

There's no escaping the legacy of tobacco at Bowman Gray. Tobacco executives frequently serve on the medical school's board of visitors. Three buildings are named for tobacco executives or their families, including the newest, the J. Paul Sticht Center on Aging, named for a retired chairman of RJR Nabisco, Reynolds' parent company.

Reynolds has paid for research projects, a laboratory and salaries for researchers. Since 1963, the tobacco industry has provided \$17 million to pay for buildings and other costs and \$3.5 million in the past five years to pay for research, according to the school. These grants represent only a small fraction of the school's \$58 million annual research program, yet they are important support for the researchers who accept them.

The latest is a \$993,000 grant from Reynolds to the Dept. of Pulmonary Medicine for a study comparing health effects of ordinary cigarettes to those of Reynolds' new low-smoke cigarette called Eclipse. Reynolds made similar grants to four other medical centers.

### Disagreement on tobacco research

Wain L. White, MD, a pathologist at Bowman Gray, said the study clarified for him why the school shouldn't accept tobacco money.

"I don't think we ought to be in the business of making a safer cigarette," he said. "That's what the industry is interested in. It's a trial to legitimize another cigarette, is what Reynolds is trying to do. We're sleeping with the enemy."

James N. Thompson, MD, dean of the medical school, declined to be interviewed. In a written response, he said his school's relationship with Reynolds was based on a common interest in science. "There are some [faculty members] who feel very strongly that we should not accept money from the tobacco industry," he wrote. "I think the majority, however, feel that as long as we are acting credibly with the money and that we're accepting it to promote good science, that it is extremely risky and a slippery slope to start declaring some money dirty and some not."

Much of the grant money is spent in the Dept. of Physiology and Pharmacology, where researchers use science to explain the complex factors that make people smoke cigarettes or snort cocaine. The word addiction is rarely used. Instead, researchers talk about how drugs cause dependency or a compulsion to use.

James E. Smith, PhD, department chairman, said he admires Reynolds for trying to develop safer products, such as the low-smoke cigarette Eclipse, and for

giving generously to science.

"I see what they are trying to do, and I have no problem with them being part of our faculty," Dr. Smith said. "As long as our science is not directed by corporate interests, then the source of the money becomes unimportant."

In North Carolina, the medical school at Duke University, also founded with tobacco money, and the University of North Carolina at Chapel Hill also get research grants from the tobacco industry to carry out tobacco and nicotine research.

Bowman Gray's tobacco legacy has not prevented its doctors from counseling patients to stop smoking. In fact, researchers at the medical school have led the fight against tobacco. They have worked on smoking-cessation guidelines, published papers on the links between smoking and strokes and spoken publicly here about the links between infant deaths in Forsyth County and high rates of smoking. And on his first day as dean in 1994, Dr. Thompson banned smoking in the medical school.

Reynolds has a long tradition of hiring top-quality scientists and paying for medical research. Officials say they have good reason.

"If we make a legal product that is accused of a wide variety of problems, it makes sense that we understand that product better than anyone and the nature of the organ systems that we're supposed to be affecting," said Gary T. Burger, Reynolds' senior vice president for research and development.



# Universities have no business holding tobacco stocks

BY ALAN BLUM  
SPECIAL TO THE HOUSTON POST

Few people in this country, apart from those involved in the tobacco industry, the uneducated or the willfully ignorant, still dispute the findings of the surgeon general and every major medical group that tobacco use is the most preventable cause of death, disease and disability in the United States.

Each year more Americans die from diseases caused by smoking than from AIDS, pneumonia, tuberculosis, homicide, suicide, alcohol and illegal drugs combined. Worldwide, preventable deaths attributed to tobacco are estimated at 2.5 million a year; the number is expected to rise to 4 million by the turn of the century.

The surgeon general's report on smoking was released early in 1964, and cigarette ads on radio and TV were banned six years later. In 1981, a group of young physicians that I coordinated finally succeeded in persuading the American Medical Association to eliminate several million dollars worth of tobacco stocks from its retirement fund. In 1984, we focused on university-based medical schools in Illinois. The resulting publicity led a few institutions, such as the University of Illinois, to sell their tobacco stock, but others, such as Loyola, refused to do so.

Until this past June, when Harvard University and the City University of New York separately announced that they would divest millions of dollars in tobacco stock holdings, little more was said or done in the academic community about the ethics of profiting from the sale of tobacco.

This heightened focus on the ethics of profiting from the sale of tobacco has led people on and off the campuses to realize that the issue is not a battle between those who smoke and those who do not, but rather one that pits the tobacco industry against those who promote good health.

Encouraged by the Boston-based Tobacco Divestment Project, students, faculty and alumni at other universities have formed organizations that are urging their institutions to dump cigarette stocks.

In a speech delivered at the University of Texas on Oct. 5, former Surgeon General C. Everett Koop strongly endorsed the efforts of a newly formed group, Students Against Tobacco Investments. Koop noted the contradiction of a "great university with a world-renowned reputation for the treatment of cancer at your M.D. Anderson Hospital, where 10,000 people are there each year because they smoked, and at the same time



this university has an investment of almost \$50 million in tobacco."

Thus far the chairman of the UT Board of Regents, Louis A. Beccherl, Jr., has defended the traditional policy of maximizing the return on endowment funds.

At Rice University, which holds more tobacco stocks (\$33 million) than any other private educational institution in the United States, 30 members of a group called Rice Alumni for Tobacco Divestment last week sent a letter to university president George Rupp urging Rice to follow the lead of Harvard and CUNY in selling off tobacco stocks. The group is coordinated by Rice alumnus Phil Huang, M.D., who led the Harvard divestment effort.

The issue of tobacco companies' support of university-based research may be an even hotter potato — but ultimately more meaningful — than divestment, because a refusal to accept such support would emphasize not only the immorality of profiting from tobacco sales, but also the intellectual dishonesty of the tobacco industry in its purposeful misuse and distortion of research.

The industry uses selected findings from research it pays for in advertisements, legal and legislative testimony and publicity campaigns by the Tobacco Institute, its public relations arm. The institute promotes the views of industry-supported researchers, thus fostering the notion that there exists a serious scientific dispute about the risks of smoking. It plays down re-

search that has found smoking to cause illness while publicizing findings on the role of other factors, such as stress, eating habits or air pollution.

An example of how the tobacco industry tries to sabotage science came to light in October when the Associated Press revealed last-ditch efforts by Philip Morris to place tobacco industry-financed researchers on an Environmental Protection Agency panel that was convened to consider an EPA proposal to classify secondhand tobacco smoke as a cause of lung cancer in people who do not smoke.

While the makers of alcoholic beverages, pesticides and a host of other harmful substances now acknowledge the risks of exposure to their products, tobacco companies refuse to do so. In public-health circles, a new definition of "infinite" has been coined: the number of studies it would take for a tobacco company to acknowledge that smoking can cause even a cough or that cigarette advertising helps lead children to smoke.

Although more than 1.5 million Americans stop smoking every year (through quitting or dying), more than 1.25 million take it up, virtually all of them adolescents. Ethnic minority groups, especially young blacks and Hispanics, show far higher smoking rates than the general population. Cigarettes are the most-advertised product in youth-oriented magazines.

A major obstacle to tackling the tobacco pandemic is complacency

est of all sources of revenue for the diversified companies.

My efforts to raise the alarm about the tobacco industry have often been treated with greater seriousness by company spokesmen than by my medical colleagues. Most doctors and researchers do not pretend to be activists — they are looking for cures, not crusades.

For a university in 1990 to continue to hold a stake in a tobacco company shows contempt for the very knowledge that has been gained by university researchers about tobacco during the past 50 years.

The only defensible purpose is holding tobacco stock is to use it to vote to end the companies' cynical promotion of tobacco to new markets. A better course would be to divest and join in ringing down the curtain on the industry before it can hook another generation.

Blum, an M.D., is assistant professor of family medicine at Baylor College of Medicine and former editor of the *Medical Journal of Australia*. In 1977 he founded the health-advocacy group, *Doctors Ought to Care*, that has pushed for divestment of tobacco stocks.

## NOTICE

The FIBERGLASS BASKETBALL BACKBOARD advertised in Today's Target Circular incorrectly states that a pole is included. Instead, THE BACKBOARD includes a net and goal. We apologize for any inconvenience this may have caused.

The MICKEY MOUSE JOG SETS advertised in Today's Target Circular were described as being made of polyester-cotton. Some styles are made of this blend, however, several are made of 100% acrylic or polyester-acrylic.

We apologize for any confusion this may have caused.

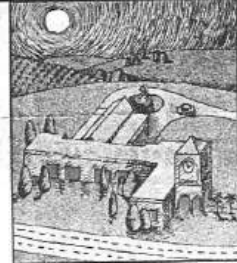
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