

-----Original Message-----

From: Inmann, Pam
Sent: Monday, May 14, 2001 5:32 PM
To: Scruggs, John; Turner, Henry
Cc: Hoel, John; Gimbel, Tod; Fisher, Scott; Camey, Alfonso; Berlind, Mark; Cooper, David; Wilson, Gregory B. (PMUSA); Goldman, Rochelle
Subject: Berlind NCSL presentation

WOW! Berlind did a fantastic job at the NCSL Health Committee panel on FDA regulation!

I wish it was taped! What a great training tool it would be for us and our consultants. It was wonderful constructive engagement and clearly, the legislators in the room if forced to vote that day, would probably have been unanimous with Mark.

Berlind was the first presenter followed by Karen Lightfoot of Waxman's office. Mark was very clear, addressing many of the concerns that a state legislator would care about. (Once I get Berlind's comments I'll forward them to you) And Berlind was very clear why PM supports reasonable FDA regulation. Ms Lightfoot was the second presenter stating that Waxman had 2 bills, one to regulate nicotine as a drug and the cigarette as a drug delivery device. The second bill was to require certain performance standards.

After the presentations, it was opened up to questions from the floor (Melissa put together her notes and once Mark reviews I'll get that out to you as well). Clearly, Mark had 90% of all of the questions. Some legislators tried to trap Berlind. And Berlind was a master at constructive engagement. Addressed the question straight on and went on to deliver our message. For example, there was one question that inferred that we need to target children to smoke so that we can keep our market share. Berlind's response was that underage smokers has hurt our company, our stock price and our employees and we do not want children smoking. Then, my notes get a little fuzzy, but he got into YSP. Clearly the answer resonated with the audience.

It was a presentation extremely well done. Thanks John for suggesting Berlind.

Again, once we get berlind's presentation and our notes of the meeting, I'll forward them. I think some of the questions might be very helpful for our June 15th meeting.

Tracking:
 Recipient
 Berlind, Mark

Read
 Read: 5/14/2001 9:16 PM