



## BAY AREA

# PRESCRIPTION DRUG ABUSE SUMMIT

*Speaker's biographies in order of appearance*

## WELCOME



### **Melinda Haag, United States Attorney**

Melinda Haag is serving as the United States Attorney for the Northern District of California after being nominated for the position by President Barack Obama and unanimously confirmed by the United States Senate in August 2010.

As U.S. Attorney, Ms. Haag oversees the investigation and litigation of all criminal and civil cases brought and defended on behalf of the United States in the Northern District of California, which encompasses San Francisco, Alameda, Santa Clara, San Mateo, Marin, Contra Costa, Napa, Sonoma, Mendocino, Lake,

Humboldt, Del Norte, Santa Cruz, San Benito, and Monterey counties. She supervises an office of more than 115 Assistant U.S. Attorneys, who handle a high volume of cases that include white collar crime, gang violence and organized crime, narcotics and firearms trafficking, public integrity and civil rights violations, human trafficking and child exploitation, computer intrusions and intellectual property theft, environmental violations, and export enforcement and national security matters. Ms. Haag serves as Co-Chair of the White Collar Crime Subcommittee of the Attorney General's Advisory Committee.

Ms. Haag is an experienced trial lawyer with 26 years of prosecutorial and private sector experience. She has personally handled securities fraud, mail and wire fraud, bank fraud, antitrust, Foreign Corrupt Practices Act, environmental, civil rights, defense contractor fraud, health care fraud, money laundering, narcotics trafficking, and child exploitation cases. Ms. Haag has served as lead or co-lead counsel in more than 19 jury and bench trials, including a number of complex white collar and civil rights cases.

Ms. Haag is a Fellow of the American College of Trial Lawyers and has been included on many lists of top lawyers. Ms. Haag was named five years in a row by Chambers USA as one of America's Leading Lawyers in White Collar Crime and Government Investigations, identified by Lawdragon as one of 500 Leading Lawyers in America, selected twice by the Daily Journal as one of the Top 100 Lawyers in

California, and named five years in a row as one of the Top Women Litigators in California. Ms. Haag received the Lawyers' Committee for Civil Rights Public Service Award in 2003.

Prior to her appointment, Ms. Haag spent seven years as a partner with the law firm of Orrick, Herrington & Sutcliffe, LLP, where she specialized in litigation and trial work. Before that time, Ms. Haag had nine years of experience as an Assistant United States Attorney in the Central District of California and the Northern District of California. Ms. Haag served as Chief of the White Collar Crimes Section in the Northern District, where she supervised the prosecution of white collar, environmental, child exploitation, and civil rights offenses. She was also a litigation associate at Gibson, Dunn & Crutcher, LLP and a partner at Landels, Ripley & Diamond, LLP.

Ms. Haag received her J.D. in 1987 from the University of California, Berkeley School of Law, and her B.A. in Political Science in 1983 from the University of California, San Diego.



### **Nancy O'Malley, District Attorney, Alameda County**

The Alameda County Board of Supervisors appointed Nancy E. O'Malley as District Attorney of Alameda County on September 18, 2009. She was sworn in as the County's first female elected District Attorney on January 3, 2011.

Ms. O'Malley has been an attorney in the District Attorney's office since 1984, and has held the position of Chief Assistant District Attorney since 1999. During her career in the office, Ms. O'Malley has served in many supervisory roles. She was the head of the Sexual Assault Unit, the leader of a Felony Trial Team as well as the Felony Preliminary Hearing Unit, the assistant team leader of the Law and Motion Department, and an Assistant Branch Head of the DA's Office at the Wiley Manuel Courthouse in Oakland.

Ms. O'Malley has also prosecuted hundreds of felony matters ranging from child sexual assault to domestic violence and murder. In her most recent jury trial, she obtained convictions against Jared Adams, who was charged with multiple felonies stemming from a crime spree that included attempted murder, robbery of a gas station and carjacking. During the robbery of the gas station, he shot and paralyzed a 10-year-old Oakland boy who was taking a piano lesson in a neighboring music school. After the trial, Ms. O'Malley secured a 70-year prison sentence for Adams.

Ms. O'Malley is a nationally recognized expert in the advancement of Victims' Rights. She also has national and statewide recognition as an expert in areas including Violence Against Women and interpersonal violence, including sexual assault, domestic violence, elder abuse, child abuse, stalking/threat management. She is an expert in ethics and discovery and has written statewide protocols in those areas.

Ms. O'Malley has produced numerous training programs and has written several legal articles related to child physical and sexual abuse, and violence against women. She serves as the Technical Advisor for the Sexual Assault Training through the California District Attorney's Association (CDAA) and produced the first statewide Symposium on Violence Against Women. She has produced three statewide 3R Conferences which addresses issues affecting teens, particularly sexual assault of teens.

In 2004, Ms. O'Malley was inducted into the Alameda County Women's Hall of Fame, Justice Category. In 1998, she was honored by the California Senate with the Woman of the Year award for her leadership in ending Violence Against Women and for her legislative contributions.

Ms. O'Malley was a member of the collaborative who created the Statewide Strategic Plan for ending Sexual Violence in California. She is Chair of the CDAA Sexual Assault Committee and serves on the Domestic Violence, Elder Abuse and Victim's Rights Committees.

Ms. O'Malley has written several bills which have been signed into law, including the expansion of protections for victims of Sexual Assault, Domestic Violence, Stalking, Elder Abuse as well as stronger protections for child victims and crime victims with disabilities. She serves as both a National and Statewide consultant to Legislators on pending legislation, including issues of Victim's Rights, Violence Against Women, and Sentencing.

Under Ms. O'Malley's leadership and vision, Alameda County opened the Alameda County Family Justice Center, a one-stop shop for victims of family violence, sexual assault, elder abuse and child abuse. The ACEJC is a model throughout the country.

Ms. O'Malley is the past President of the California Women Lawyers.

## DISTRICT ATTORNEY GREETINGS



### **Ed Berberian, District Attorney, Marin County**

Edward S. Berberian, Jr. has worked in the Marin County District Attorney's Office since 1976. Mr. Berberian received his Bachelor's Degree from the University of Arizona and his Juris Doctorate from the University of San Francisco.

During the past thirty-two years Mr. Berberian has been assigned to try some of the most complex criminal prosecutions handled by the Marin County District Attorney's Office. In April 1998 Mr. Berberian tried the only trial in the last forty years in California on whether a California Department of Corrections inmate (Horace Kelly) was sane for the purposes of execution. Mr. Berberian has also tried a variety of Department of Corrections' cases from weapon possession to capital murder. The capital trial was a three-defendant prison gang murder case of a correctional sergeant by members of the Black Guerrilla Family and was tried before two juries simultaneously. This was the first time such a procedure was used in Marin. From November 1976 until August 1998 Mr. Berberian's trial assignments covered the full range of criminal matters. His experience ranges from driving under the influence cases to a variety of property crime, arson, general assault, sexual assault, child abuse prosecutions, as well as murder investigations and trials. Mr. Berberian presently serves as the Marin County District Attorney's liaison and legal advisor to the Marin County Civil Grand Jury and also is the legal advisor for the Marin County Criminal Grand Jury when this body is impaneled.

For many years Mr. Berberian was the primary law enforcement on-call contact responsible for providing legal advice and callout support for all criminal investigations outside the normal workday hours. Mr. Berberian remains on the team of three senior attorneys who handle all homicide and officer involved shooting callout assignments.

In addition, Mr. Berberian has been intimately involved in the hiring and training of the new deputies in his office and has participated in instructional programs for Marin County law enforcement agencies and presently teaches Administration of Justice classes at the College of Marin in Kentfield.

In August 1998, Mr. Berberian assumed the supervision of the Criminal Division of the Marin County District Attorney's Office. The attorneys, investigators and victim advocates under his supervision handled all the criminal prosecutions, as well as the consumer and insurance fraud prosecutions undertaken by his office. In 2000 Mr. Berberian spearheaded the creation and now manages the



Northern California Computer Crimes Task Force which covers ten counties (working agreements with three additional counties brings the total counties serviced to 13) stretching from the northern rim of the Bay Area to the Oregon border. This group handles the investigation and forensic examination of all types of computer related crime, encompassing cyber terrorism, child exploitation and identity theft.

Mr. Berberian also serves as the Project Manager for the Child Abuse Treatment Program (CHAT) which provides clinical follow-up for abused children (sexually, physically and those exposed to domestic violence). The CHAT program has been integrated into the Jeannette Prandi Children's Center (a resource for interviewing abused and neglected children) where Mr. Berberian sits as a member of the Steering Committee which serves as the Center's Board of Directors.

In January 2004, Mr. Berberian was appointed as Chief Assistant District Attorney.

Other community-based activities in which Mr. Berberian participates include sitting on the Board of Directors for the Marin County Bar Association; membership on the Leadership Council for the Marin Human Rights Roundtable on Hate Violence; membership in the California District Attorney's Association; work with Community Violence Solutions (Marin Rape Crisis Center) in training its volunteers and serves on the Marin Sexual Abuse Response Team; the Marin County Office of Education/Law Enforcement Partnership Taskforce and the Marin County Child Death Review Committee.

In 1987 Mr. Berberian was presented with the Outstanding Prosecutor's Award for Marin County. In 1990 Mr. Berberian received a Meritorious Service Award from the Marin County District Attorney. Mr. Berberian was nominated in 1991 for the CDAA Outstanding Prosecutor of the Year Award and did receive the Outstanding Trial Attorney Award (Region I) for 1991 from the Association of Government Attorneys in Capital Litigation. In April 2002 the Jeannette Prandi Children's Center presented him with its Children's Champion Award for his work with administrating the day to day activities of the forensic team assigned to the Prandi Center.

In January 2005, Mr. Berberian was appointed by the Board of Supervisors to serve as the District Attorney of Marin County, and was subsequently re-elected in 2006 and 2010.



### **George Gascon, District Attorney, City & County of San Francisco**

George Gascón is the District Attorney for the City and County of San Francisco. He has earned a national reputation as a criminal justice visionary and as a leader who uses evidence based practices to make communities safer by lowering crime. He is the first Latino to hold the office in San Francisco and is the nation's first police chief to become District Attorney.

District Attorney Gascón was elected on an agenda to transform the criminal justice system and make San Francisco the safest large city in America. His approach to public safety and reform is based on the need to hold people accountable without breaking the wallets of California taxpayers. Throughout his thirty year career in law enforcement, he has successfully lowered crime in all his positions by taking a surgical approach to crime and offenders, seeking the right amount of intervention to change behavior and improve public safety. To begin addressing the high recidivism rate in California, District Attorney Gascón launched three groundbreaking initiatives – the Alternative Sentencing Program, the Neighborhood Courts and Neighborhood Prosecution Program and a county level Sentencing Commission.

He created the nation's first Alternative Sentencing Program to support prosecutors in assessing risk to determine the most appropriate course of action in each case. The goal is to protect victims and the community by addressing offenders' risk factors to break the cycle of crime and recidivism.

District Attorney Gascón launched the Neighborhood Courts and Neighborhood Prosecution Program as a way to keep low level offenders from entering the criminal justice system. The program takes non serious cases away from overcrowded courtrooms and into the community where trained neighborhood stakeholders can ensure law breakers are accountable to victims and the community without criminalizing first time low level offenders.

Additionally, under District Attorney Gascón's leadership, San Francisco created the first Sentencing Commission in California in an effort to reform sentencing practices by applying evidence based practices to prosecutions.

A former high school dropout, District Attorney Gascón understands the importance of keeping kids in school to reduce violence and prevent crime. In partnership with the San Francisco Unified School District, the District Attorney's Office has launched innovative programs to reduce truancy, increase mentoring opportunities for youth, and reduce bullying.

District Attorney Gascón is addressing crime underreporting by breaking down cultural and language barriers that prevent victims and witnesses from engaging with law enforcement. He expanded his office's multilingual Victims Services Unit beyond the Hall of Justice and into community centers in the Mission, Chinatown, and Bayview Hunters Point.

District Attorney Gascón is a known innovator for his use of technology to prevent and predict crime. He improved the Compstat system at the Los Angeles Police Department and introduced the system to the San Francisco Police Department during his tenure as Police Chief. District Attorney Gascón believes in using well developed metrics and technology to drive organizational performance and improve public safety. He is currently working on launching a version called "DA Stat" to the District Attorney's Office.

District Attorney Gascón has thirty years of experience in law enforcement promoting through the ranks to become Assistant Chief at the Los Angeles Police Department, Chief of Police in Mesa, Arizona and Chief of Police in San Francisco. In addition to his criminal justice work at the local, state, and national level, District Attorney Gascón has worked on public safety initiatives in Latin America and the Middle East. He is a Board member of the Council of State Government's Justice Center, is a graduate of the FBI's National Executive Institute, and is a member of the Harvard University/Kennedy School of Government's Executive Session on Policing and Public Safety.

District Attorney Gascón has a Bachelor of Arts in History from California State University, Long Beach, and a Juris Doctor Degree from Western State University, College of Law.



## **Gary Lieberstein, District Attorney, Napa County**

### **Academic**

1976: Bachelor of Science, Political Science, UCLA. Magna Cum Laude

1979: Juris Doctor, University of California, Hastings College of Law

1985 – 1998: Deputy District Attorney, Napa County

1998: Elected Napa County District Attorney

2002, 2006, 2010: Re-Elected Napa County District Attorney

## **Professional Achievements/Community Boards**

2009 – 2010: President, California District Attorney's Association

2010 – Present: Appointed by CalEMA to California Sexual Assault State Advisory Committee

2010 – Present: Appointed by Governor Swarzenegger to California Sex Offenders Management Board

2008 – Present: Vice-President National District Attorneys Association

2010 – Present: Co-Chair National DA Association National Crime Victims Advocacy Committee

2002 – 2008: Chair, California District Attorneys Association Victims' Rights Committee

Past Chair/ Executive Committee, Napa County Gang and Youth Violence Prevention Commission

Chair, Napa County Gang and Youth Violence Prevention Council

Chair, Napa County Child Abuse Prevention Council

Chair, Napa County Elder Abuse Prevention Council

Executive Committee, Fight Crime Invest in Kids California

Advisory Board, Crime Victims United of California

Advisory Board, Junior League of Napa-Sonoma

Honorary Board, COPE Family Center Napa

Honorary Board, Family Service of Napa Valley

Honorary Board, If Given A Chance Foundation

Member, Napa Sunrise Rotary



### **Mark Peterson, District Attorney, Contra Costa County**

Mark Peterson was raised in Anchorage, Alaska. He obtained a Bachelors of Arts in History at the University of Colorado, and his law degree from the University of Denver. He began working at the Contra Costa District Attorney's Office in 1984. Mark was elected to the Concord City Council in 1995, and served as a Councilmember for fifteen years. He was selected as Mayor of the city three times.

Mark also serves on the Board of Directors of the One Hundred Club and Kops for Kids. Mark Peterson was elected District Attorney of Contra Costa County on November 2, 2010. He leads a District Attorney's Office of 180 employees, including 97 attorneys, with a budget of over \$30 million.



### **Steve Wagstaffe, District Attorney, San Mateo County**

Steve Wagstaffe grew up in Menlo Park and is a lifelong resident of San Mateo County. He obtained his Bachelor's Degree at the University of Notre Dame in South Bend, Indiana in 1974 and his Law Degree at the University of California, Hastings College of Law in 1977. While in law school, he worked as a law intern at the San Mateo County District Attorney's Office from 1975-1977.

Steve was hired as a Deputy District Attorney in 1977 and was promoted to Training and Supervising Deputy in 1979. In 1981 he was promoted to Assistant District Attorney and over the next ten years managed the felony and misdemeanor divisions of the office. In 1991 he was appointed Chief Deputy District Attorney and served in this role for 19 years.

In 2010 he was elected San Mateo County District Attorney and took office in January, 2011. During his time in the DA's office, he has prosecuted 35 murder trials and five death penalty cases, including all prosecutions of police officer murder cases in the last thirty years.

Steve Wagstaffe is presently president of The One Hundred Club of San Mateo County which is dedicated to supporting San Mateo County law enforcement by providing immediate financial assistance to the families of peace officers killed in the line of duty.



**Patrick Vanier, Supervising Deputy District Attorney, Santa Clara Co.**

Patrick Vanier is the Supervising Deputy District Attorney for the Santa Clara County District Attorney's Office Narcotics Prosecution Team. Mr. Vanier has been a prosecutor with Santa Clara County since 2006, where he has served on the Sexual Assault Team and the Narcotics Prosecution Team.

Prior to coming to Santa Clara County, Mr. Vanier was a Deputy District Attorney at the Contra Costa County District Attorney's Office for seven years. Mr. Vanier has spent more than half of his career working with law enforcement agencies

investigating and prosecuting major narcotics cases with a particular emphasis on Mexican National drug cartels operating within California.

Mr. Vanier's area of expertise is in the area of wiretap investigations. He has reviewed more than 100 wiretap applications and prosecuted dozens of wiretap cases. Mr. Vanier has instructed on the subject of wiretaps for the California District Attorney's Association, California Narcotics Officers Association and Northern California High Intensity Drug Trafficking Area.

## OPENING REMARKS



**Tom Torlakson, California State Superintendent of Education**

Tom Torlakson was elected to a four-year term as California's 27th State Superintendent of Public Instruction on November 2, 2010. As chief of California's public school system and leader of the California Department of Education, Superintendent Torlakson applies his experience as a science teacher, high school coach, and state policymaker to fight for our students and improve our state's public education system.

Torlakson's journey has led him from the classrooms of Contra Costa County's Mount Diablo Unified School District (where he remains a teacher-on-leave), to the Antioch City Council, Contra Costa County Board of Supervisors, and the California State Senate and State Assembly.

During his tenure in the California State Legislature, Torlakson acted to protect education funding, improve student nutrition and physical education, and ensure school safety. He also championed legislation to increase funding for textbooks, computers, and other instructional materials and efforts to close the digital divide, eliminate the achievement gap, and reduce the dropout rate.

In 1998 Torlakson authored legislation leading to the development of the largest system of after school programs in the nation. In 2006, he authored the bill that led to a 300 percent expansion in these programs—so they now reach 4,000 schools around the state. Torlakson authored the Quality Education Improvement Act (SB 1133) in 2006, which dedicates nearly \$3 billion to our lowest performing schools. He also played a key role negotiating and authoring the \$9 billion Proposition 1A



bond measure in 1998—which has led to public votes supporting over \$36 billion to build new schools and improve existing school buildings.

As the chair and founder of the California Task Force on Youth and Workplace Wellness, Torlakson Steve Pasierb is the President and CEO of The Partnership at Drugfree.org. He leads the nation's largest nonprofit organization dedicated to evidence-based solutions to adolescent substance use disorders.

In addition to its renowned programs in prevention, intervention and in support of treatment including The Medicine Abuse Project, The Partnership recently completed the acquisition of Join Together from Boston University, the acquisition of The Meth Project Foundation and became the program lead on the national teen drug use prevention campaign Above The Influence.

Prior to being named chief executive in 2001, Mr. Pasierb directed the Partnership's State Alliance Program, which forms public-private partnerships to operate comprehensive prevention programs in states and cities across the nation. Previously, he served as manager of marketing and media communications for then-Maryland Gov. William Donald Schaefer's Drug & Alcohol Abuse Commission. Prior to the Commission, he was an executive in the communications industry in both Baltimore and Pittsburgh. He is a member of the Board of Directors of the Treatment Research Institute affiliated with the University of Pennsylvania.

A member of the honor society of Phi Kappa Phi, Mr. Pasierb holds a Master of Education degree with honors in communications media and a Bachelor of Science in criminology. He has been a leader on banning junk food from our schools, providing healthier school meals, promoting student health and fitness, and combating diabetes and obesity among our children.

Born in San Francisco, Torlakson served as a fireman in the United States Merchant Marine, earning the Vietnam Service Medal. He earned a B.A. in History, a Life Secondary Teaching Credential, and an M.A. in Education from the University of California, Berkeley. Tom lives in Pittsburg with his wife, Mae Cendaña Torlakson, a member of the Ambrose Recreation and Park District Board of Directors.

## SETTING THE STAGE



### **Steve Pasierb, Chief Executive Officer, The Partnership at DrugFree.org**

Steve Pasierb is the President and CEO of The Partnership at Drugfree.org. He leads the nation's largest nonprofit organization dedicated to evidence-based solutions to adolescent substance use disorders.

In addition to its renowned programs in prevention, intervention and in support of treatment including The Medicine Abuse Project, The Partnership recently completed the acquisition of Join Together from Boston University, the acquisition of The Meth Project Foundation and became the program lead on the national teen drug use prevention campaign Above The Influence.

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Baltimore and Pittsburgh. He is a member of the Board of Directors of the Treatment Research Institute affiliated with the University of Pennsylvania.

A member of the honor society of Phi Kappa Phi, Mr. Pasierb holds a Master of Education degree with honors in communications media and a Bachelor of Science in criminology.

## OVERVIEW OF THE PRESCRIPTION DRUG EPIDEMIC

### **Introduction: Bruce Goldberg, Assistant Special Agent in Charge, DEA**

Bruce E. Goldberg has been a Special Agent with the DEA for over 24 years. Agent Goldberg is currently the Assistant Special Agent in Charge for the San Francisco Field Division. Agent Goldberg has served in three different domestic field divisions, the Office of Training, the Office of Inspections at DEA headquarters, and overseas in the Quito, Ecuador Country Office.



### **Duane Stickles, Staff Coordinator for the DEA Office of Diversion Control, Pharmaceutical Drugs Section, Washington, D.C.**

Duane Stickles has been a Special Agent with DEA since 1991. S/A Stickles have served in the Seattle Field Office, the Honolulu District Office, the Orange County, CA Resident Office, and the Los Angeles Field Office. S/A Stickles served as the supervisor of the Los Angeles Tactical Diversion Group from 2006 through 2009. Presently S/A Stickles serves as the Unit Chief of the Pharmaceutical Investigations Section at DEA Headquarters, Arlington, Virginia.



### **Introduction: Mike Sena, Director, Northern California High Intensity Drug Trafficking Area, Northern California Regional Intelligence Center, San Francisco, California**

ike Sena is a Captain with the San Mateo County Sheriff's Office assigned as Director of the Northern California Regional Intelligence Center (NCRIC). Director Sena is tasked with managing and developing the Northern California High Intensity Drug Trafficking Area (NCHIDTA). The NCHIDTA is funded through the White House's Office of National Drug Control Policy (ONDCP)

and governed by a balanced executive board comprised of 8 Federal law enforcement executives and 8 State and Local law enforcement executives. The NCHIDTA is one of the 28 HIDTA programs in the nation that were created by Congress with the Anti-Drug Abuse Act of 1988, to provide assistance to Federal, State, Local, and Tribal law enforcement agencies operating in areas determined to be critical drug-trafficking regions of the United States. The NCHIDTA provides support for narcotic enforcement initiatives comprising Federal, State and Local investigative task forces; narcotic intelligence and information-sharing initiatives; maintains a specialized investigative equipment pool and provides regional narcotic and officer safety training.

Director Sena is also tasked with managing and developing the Northern California Regional Intelligence Center (NCRIC). The NCRIC is one of the 77 Governor designated and Department of Homeland Security (DHS) recognized Fusion Centers located in the United States and US Territories. The NCRIC is a multi-agency task force with more than seventy intelligence officers, intelligence

analysts, critical infrastructure specialists, investigative equipment technicians, support staff, and private sector outreach officers from federal, state and local law enforcement, fire service, public health, and emergency management agencies. The NCRIC conducts outreach and provides homeland security training to public safety and critical government and private sector organizations; provides analytical resources for major criminal and homeland security threats to the regions law enforcement agencies; uses powerful technology to support terrorism, gang, drug, organized crime, money laundering and major crime cases; and also develops and disseminates both tactical and strategic assessments related to terrorism, major criminal threats and major crime investigations.

Director Sena has a diverse nineteen year law enforcement career as a veteran investigator with the California Department of Alcoholic Beverage Control, the California Bureau of Narcotic Enforcement, and the California Bureau of Investigation and Intelligence and the California Department of Justice's Bureau of Investigation. His assignments have included the investigation of major narcotic violators, violent gang organizations, career criminal enforcement, terrorist and organized crime groups.

Mr. Sena serves as the president of the National Fusion Center Association, is a member of the Criminal Intelligence Coordinating Council, is a member of the Homeland Security Information Network – State and Local Intelligence Community Executive Board, and is the chairman of the Bay Area Urban Areas Security Initiative's Advisory Group.

Mr. Sena was the recipient of the 2010 State and Urban Area Fusion Center Representative of the Year Award at the National Fusion Center Conference in New Orleans, LA.

Director Sena holds a Bachelor of Arts Degree in Criminal Justice from the California State University, San Bernardino.



**Michael Gottlieb, National Director, High Intensity Drug Trafficking Area (HIDTA) Programs, Office of National Drug Control Policy, Executive Office of the President, Washington, D.C.**

Michael K. Gottlieb is the National Director of the High Intensity Drug Trafficking Area (HIDTA) Program at the White House Office of National Drug Control Policy (ONDCP). ONDCP advises the President on drug-policy issues, coordinates drug-control activities and related funding across the Federal government, and develops the Administration's National Drug Control Strategy.

In his role as National HIDTA Director, Mr. Gottlieb oversees the \$238 million grant program that funds 670 investigative, prosecution, interdiction, and prevention initiatives. The HIDTA Program is a national model for facilitating coordination and cooperation among Federal, state, local and tribal law enforcement agencies in order to combat drug-related safety and health consequences. He also collaborates closely with law enforcements and public health leaders nationwide.

Mr. Gottlieb has served in numerous leadership posts at ONDCP since 2001. He has advised the Obama, Bush, and Clinton Administrations in prominent legal and management roles at ONDCP including Deputy General Counsel and Acting Chief of Staff. For more than a decade, Mr. Gottlieb served as ONDCP's liaison with the domestic and international sport community on matters related to drugs in sport. He represents the United States Government on the World Anti-Doping Agency (WADA) Foundation Board and participates on numerous international committees and expert working groups addressing doping in sport.

Previously, Mr. Gottlieb served as Associate General Counsel at the U.S. Food and Drug Administration (FDA). He provided enforcement and regulatory counsel to the Office of Criminal Investigations and the Center for Drug Evaluation and Research. In 2000, he received the FDA Commissioner's Award for Distinguished Service.

Mr. Gottlieb began his legal career by serving the Federal Judiciary as a law clerk for Senior United States District Judge Glen M. Williams of the Western District of Virginia. He is an honors graduate of James Madison University and Pennsylvania State University's Dickinson School of Law.

## **THE SIZE AND SCOPE OF THE ISSUE: TRAFFICKING & ABUSE TRENDS IN THE BAY AREA & LOCAL RESPONSE**

**Moderator: Nancy O'Malley, Alameda County District Attorney**  
*See Bio above*



### **Sergeant Tim Simmons, Richmond Police Department**

Sgt. Tim Simmons has over 12-years of experience dealing with Prescription Narcotics and has been licensed with the State of California Board of Pharmacy since 2000. He is currently a Police Sergeant with the Richmond Police Department and has served in Law Enforcement for the past 7-years. Over the past seven years, Sgt. Simmons has conducted numerous Prescription Narcotic investigations and has testified as a subject matter expert in Contra Costa County Superior Court dealing with Prescription Narcotic cases.

Sgt. Simmons obtained formal Prescription Narcotic training through Kaiser Permanente's School of Pharmacy and Raley's/Bel-Air Pharmacy Technician training program. Sgt. Simmons has in excess of 10,000 hours working primarily in community pharmacies. Sgt. Simmons is a graduate of the California POST Instructor Development Institute (IDI) Levels 1, 2 and 3 (advanced). In addition to this, Sgt. Simmons has trained hundreds of law enforcement officers in the field of Prescription Narcotic Investigations.



### **Alice Gleghorn, Ph.D., San Francisco Department of Public Health**

Dr. Alice Gleghorn is a Clinical Psychologist with 26 years of experience in the Substance Abuse and Mental Health fields as a provider, researcher, administrator and policy maker. She received her doctoral degree from the University of South Florida in 1988, completing her internship and postdoctoral studies at the University of California San Diego where she specialized in clinical work with chronic mental illness and substance use disorders at the VA Medical Center in La Jolla. She joined the faculty of the Johns Hopkins School of Hygiene and Public Health as an Assistant Professor in 1991, and conducted federally funded research on HIV prevention strategies and behavioral interventions with high-risk populations of young adults, women, injection drug users, and STD clients. Her research on the effectiveness of using bleach in the disinfection of injection syringes led to collaboration with numerous federal agencies (NIDA, CDC, SAMHSA) and scientific colleagues to design and disseminate national guidelines and policy recommendations for HIV risk reduction among injection drug users in 1993.

For the past 19 years she has worked for the San Francisco Department of Public Health, achieving promotions to positions of increasing responsibility within the Community Programs division and Community Behavioral Health Services. As Deputy Director of CBHS, she was responsible for the planning and realization of the Mental Health Services Act (MHSA) objectives, and for the integration of substance abuse and mental health services into a behavioral health system. These initiatives called for system transformation across all levels- from consumers to providers and administrators. Central to this process was the incorporation of the substance abuse and mental health service access programs into a single Behavioral Health Access Center (BHAC). In 2008, Dr. Gleghorn was honored with the Public Policy Leader Award by the Mental Health Association for upholding the vision of Proposition 63 by initiating a consumer employment program at CBHS to implement MHSA services. She was also honored with the California Society of Addiction Medicine's Community Service Award in 2012.

Her initial work with SFDPH involved implementing and evaluating HIV Prevention strategies for federal grants at the AIDS Office. After 2 years, she advanced to working for the Community Substance Abuse Services division where she created the Grants, Research, Evaluation and Development unit, funded entirely through federal grants, and focused on developing practice/research collaborations with community substance abuse treatment providers. Over 10 years, she received more than \$20 million in grant funding to develop, implement and assess innovative service strategies for key target populations. Through legislative efforts, grants and collaborative programming, Dr. Gleghorn created the pioneering Office-Based Opiate Treatment (OBOT) program and Mobile Methadone Van – currently the only such programs in California. Dr. Gleghorn also redesigned and expanded the Opiate treatment system, including integration of these services in primary care. CBHS has successfully deployed these services with broad community support, and is now moving towards further integration with the primary health care system. In 2010, Dr. Gleghorn was designated as the San Francisco County Alcohol and Drug Administrator and the Privacy Officer for SFDPH Community Programs, and has assumed responsibility for legislative and policy issues for mental health, substance abuse and primary care, with emphasis on the impact of healthcare reform on the public health service system. She is an active member of CADPAAC and has participated in numerous local, federal and state planning and advisory processes, including the NIDA Community Epidemiological Working Group, the MHSA Oversight & Accountability Dual Diagnosis Committee, and the San Francisco Treatment on Demand Planning Council.



### **Phillip Coffin, M.D., M.I.A., San Francisco Department of Public Health**

Phillip Coffin is the director of substance use research at the San Francisco Department of Public Health, where he directs clinical trials and implementation science studies of pharmacologic and behavioral interventions to reduce the medical sequelae of substance use. He is also a practicing internist and infectious disease clinician, as well as an assistant clinical professor of HIV/AIDS at the University of California San Francisco.







## **Matthew Willis, M.D., M.P.H., Public Health Officer, Marin County Department of Public Health**

In December, 2012, Dr. Matt Willis assumed the role of Public Health Officer in Marin County, where he had served as an Internal Medicine Physician at Marin Community Clinics, and where he was raised.

Dr. Willis earned several advanced degrees in public health and medicine including the following:

- Cambridge Hospital, Harvard Medical School, Cambridge, MA
- Internship and Residency, Internal Medicine, 2001-2004
- Temple School of Medicine, Philadelphia, PA
- Doctorate of Medicine, 1996-2001
- Harvard School of Public Health, Boston, MA
- Masters of Public Health, International Health, 2000
- Brown University, Providence, RI
- Bachelor of Arts, Medical Anthropology, 1993

After obtaining a Masters in Public Health in 2000, Willis chose an Internal Medicine Residency at Cambridge Hospital, a community based primary care program. As a clinical instructor at Harvard Medical School he was able to teach medical students and new doctors how diseases treated on the wards often represent failures of public health efforts to prevent disease. Willis then began a six year career in the U.S. Public Health Service.

From 2005-2009, Willis served in the Indian Health Service on the Navajo reservation in Northeastern Arizona. Operating on the principle that every person deserves the highest attainable standard of health, he worked to improve systems of care for the Fort Defiance Service Unit as Director of Ambulatory Care, Laboratory Director and Tuberculosis Controller.

In late 2009, Willis transferred to the U.S. Centers for Disease Control and Prevention (CDC) where he served for two years as an epidemiologist in the Epidemic Intelligence Service. While at the CDC he conducted research studies and published papers describing tuberculosis and HIV in the United States, Rwanda, India and Kazakhstan. He also helped develop the disease surveillance system in post-earthquake Haiti.

Willis developed a love for being active in the outdoors while growing up in the hills of Marin. Before entering college he was a full time competitive road cyclist, spending four years racing on the U.S. National Cycling Team. He credits his passion for promoting wellness to lessons learned mainly outside of the classroom.

Willis lives in San Anselmo with his wife and children. He welcomes the opportunity to apply his diverse public health and primary care background toward advancing health in Marin as the Public Health Officer.



## **Alex Stalcup, M.D., New Leaf Treatment Center**

Dr. Alex Stalcup is a graduate of Whittier College and a graduate of the University of California, San Francisco, School of Medicine. He is Board Certified in Pediatrics, and in Addiction Medicine. He is certified as a Medical Review Officer by the American Society of Addiction Medicine (A.S.A.M.). Dr. Stalcup served three years as the Medical Director of the Drug Detoxification, Treatment & Aftercare Project at the Haight Ashbury Free Clinics in San Francisco. He then established a private practice in

addiction medicine. Since 1996, he has served as the Medical Director of the New Leaf Treatment Center in Lafayette, California.



### **Erin Loback, Deputy District Attorney, Alameda County**

Erin Loback has been a deputy district attorney in Alameda County for 10 years. She has been in the office's insurance fraud division for three-and-a-half years, and is the prosecutor assigned to the county's new healthcare fraud grant. Erin works with a team of DA investigators on cases ranging from doctor shopping to medical mills. Her team is currently working several undercover investigations targeting doctors who are prescribing obscene amounts of narcotics in Alameda County.



### **Elinore F. McCance-Katz, M.D., Ph.D., FAAAP, Chief Medical Officer, Substance Abuse Medical Health Services Administration (SAMHSA)**

As SAMHSA's first Chief Medical Officer (CMO), Dr. Elinore "Ellie" McCance-Katz provides medical/scientific/psychiatric advice in the development and implementation of SAMHSA policies.

Dr. Elinore McCance-Katz comes to SAMHSA from the University of California San Francisco where she was a Professor of Psychiatry and was the State Medical Director for the California Department of Alcohol and Drug Programs. She is board-certified in General Psychiatry and Addiction Psychiatry and is a Distinguished Fellow of the American Academy of Addiction Psychiatry. Dr. McCance-Katz has been working in the field of addiction medicine for 22 years as a clinician, teacher, and clinical researcher. Her specialty areas include pharmacotherapy for substance use disorders, clinical pharmacology of drugs of abuse, drug interactions, cocaine/alcohol/opioid medications development, and co-occurring HIV disease and addiction. Her clinical interests are in the treatment of those with co-occurring substance use disorders, infectious diseases including HIV and HCV, and mental illness. She is also interested in the treatment of those with chronic pain who have developed problems with opioid analgesic overuse/misuse often with co-occurring mental illness.

Dr. McCance-Katz worked on several SAMHSA projects prior to coming to SAMHSA as the Chief Medical Officer. She was the Medical Director of the Physicians' Clinical Support System for Buprenorphine and the Prescribers' Clinical Support System for Opioid Therapies which are Center for Substance Abuse Treatment (CSAT)/SAMHSA-sponsored national training and peer support programs for physicians and clinicians treating patients with clinical need for opioid medications. Dr. McCance-Katz has also helped to develop educational curricula to assist with the integration of substance use screening, brief intervention and treatment referral into primary care settings through an SBIRT grant to UCSF.

Internationally, she has been part of a World Health Organization (WHO) committee to develop guidelines on the treatment of drug users living with HIV/AIDS and has reviewed and contributed to WHO white papers on methadone and buprenorphine treatment of opiate addiction. She participated in the President's Emergency Program for AIDS Relief (PEPFAR) where she assisted with the development of methadone maintenance programs in Vietnam. Most recently, Dr. McCance-Katz has conducted studies of drug-drug interactions between opioids or alcohol and HIV therapeutics through

research studies funded by NIAAA/NIH and drug interactions between disulfiram and HIV therapeutics funded by NIDA/NIH.

## LUNCHEON PANEL 1: A TALE OF TWO FAMILIES



### **Moderator: Cheryl Jennings, ABC News/Channel 7**

Emmy Award winning Cheryl Jennings is weekday co-anchor of ABC7 News at 11:00 a.m. and anchor of ABC7 News at 5:00 p.m. Cheryl also files special assignment news reports and is the host of the community affairs program Beyond the Headlines.

Cheryl joined ABC7 in 1979 as a general assignment reporter and became the weekend news anchor in 1986. In 1988, she was promoted to weekday anchor.

Cheryl is a pioneer in reporting on children's issues, women's rights and domestic violence and has been recognized locally and nationally for her active involvement.

Cheryl worked on a six-part series on the children of Kosovo for which she received an Emmy nomination. She also hosted a breast cancer special called Fighting Back. In 1998, Cheryl won an Emmy for hosting a show on caring for aging parents and in 1996, won two Emmys for a special report on a camp for children with AIDS and for a segment of a program aimed at teenagers called Straight Talk N' Teens. She was also honored with "Innovative Strategies in Children's Television" by the National Association of Broadcasters in 1995 as the co-creator of Straight Talk N' Teens. The show dealt with issues affecting teens and children and was hosted by teens she trained and mentored.

Recently, Cheryl co-founded "Roots of Peace, Pennies for Peace Children's Program" in Marin County to demine playgrounds, soccer fields and schools in Afghanistan. The program was honored by U.N. Secretary General Kofi Annan. The mayor of San Rafael recently declared April 17, 2007 as "Cheryl Jennings Day" to acknowledge her efforts and support of the Roots of Peace Penny Campaign.

She was also inducted into the San Francisco/Northern California National Television Academy's prestigious "Silver Circle" for more than 25 years of "service, dedication and contributions" to the industry and community. Participants are selected by their peers. In addition, Cheryl was honored by the League of Women Voters of San Francisco. She was selected as one of six women who could be president of the United States. Also in 2003, Cheryl received a congressional commendation from Congresswoman Lynn Woolsey for her services to the community.

The "Search for the Cause" organization in Marin County, which is dedicated to fighting breast cancer, recently included Cheryl in the "100 Magnificent Marin Women Tribute" at the 6th annual Lunafest Film Festival on March 28, 2007. In 2005, Cheryl won an Emmy for a "Beyond the Headlines" program on youth and steroids featuring 49er Coach Bill Walsh. In 2004, The American Women in Radio and Television (AWRT) honored Cheryl with the "AWRT KUDO Award" for "Best TV Public Affairs Program, Sunday on Seven." In 2002, Cheryl received a national award from the AWRT called the Gracie Allen Award. It honors "superior quality and stellar portrayal of the changing roles and concerns of women." The report for which she was honored, "Behind Bars: Battered Women Who Kill Their Abusers," was a profile of women serving life terms for killing their abusive partners before a law was passed that allowed evidence of "battered woman's syndrome." Also in 2002, Cheryl was honored for her work with children by the National Academy of Television Arts and Sciences and by American Women in Radio and Television for "Outstanding Contributions"

Cheryl has also been honored for her news reporting during the 1989 Loma Prieta earthquake. She was the first ABC7 reporter on the air with live, late-breaking news reports, as the aftershocks continued to rock the station.

Cheryl began her broadcasting career in 1974 at a San Francisco radio station. She worked as a reporter, anchor and a news director before moving to television. In 1980, her documentary on sexual harassment of women in the work force received an award of merit from the National Commission on the status of women.

Cheryl also helps in fund-raising for Camp Okizu, a program that sends children with cancer to summer camp. In addition, she helps with fund-raising for The Taylor Family Foundation in Livermore which provides camp for children with life-threatening illnesses.

Cheryl is active in many community organizations. She is a long-time board member of the San Francisco Child Abuse Council, a member of the Trade Advisory Board of the Journalism Department at San Francisco City College. She works with the Tenderloin after-school program for children in San Francisco. Cheryl is also a volunteer for the San Francisco League of Women Voters and for "Community Action Marin" fundraisers and in-house videos to help the poor, disadvantaged and disabled in Marin County. She was recently featured in the book "100 Faces of Marin" 2004 for her contributions to the community in Marin County.

She is an honorary board member of LITA (Love Is The Answer), an organization in Novato which provides volunteer visitors for senior citizens in nursing and retirement homes. She is also an honorary board member of a program in Rohnert Park which serves children and families with AIDS, called Sunburst Projects. Cheryl also volunteers as a mentor for teens and young people.

Jennings attended both San Francisco State University and City College, where she majored in broadcast communication and journalism.

April Rovero, Founder/CEO, National Coalition Against Prescription Drug Abuse



### **April Rovero, Founder/CEO, National Coalition Against Prescription Drug Abuse**

April Rovero founded NCAPDA as a result of her son, Joey's, accidental death on 12/18/09 from a lethal mixture of alcohol and prescription drugs. April leads and oversees all aspects of NCAPDA and also Chairs both the Contra Costa County Prescription Drug Abuse Prevention Coalition and the California Prescription Drug Abuse Prevention Workgroup. She's also a Steering Committee Leader for the FED Up! Coalition that works on a national level to curb prescription drug abuse.

April has a Bachelor of Science degree in Business Administration and a Masters Certificate in Program Management from Stephen's Institute of Technology. April has been the recipient of multiple recognition awards for her advocacy work related to prescription drug abuse since founding her organization in 2010.



### **Nancy Erin Marie Daly, Author, *Generation Rx: A Story of Dope, Death, and America's Opiate Crisis***

Erin Marie Daly is a San Francisco-based freelance journalist and founder of the Oxy Watchdog blog. Her current project is a book on the prescription drug and heroin addiction epidemic called *Generation Rx: A Story of Dope, Death, and America's Opiate Crisis*. The book, which will be published by Counterpoint Press in August 2014, offers an entirely new look at what the prescription pill epidemic means for today's youth, and the world around them.

As a former senior reporter for the New York City-based legal newswire Law360, Erin wrote hundreds of articles on product liability issues in the health care industry, particularly relating to



pharmaceutical companies. In 2012, Erin was awarded the Sigma Delta Chi Award for Excellence in Journalism from the Society for Professional Journalists for "Suburban Junkies," which was reported in collaboration with the Center for Investigative Reporting and KQED Radio. In 2007, she was nominated for a GLAAD Media Award for Outstanding Digital Journalism for her profile of a homeless transgender teenager battling the streets of New York City.

She has freelance reported in countries such as India, Bosnia and Russia. Her cultural analysis has appeared in California Watch/Center for Investigative Reporting, KQED Radio, the SF Weekly, the Moscow Times, In The Fray Magazine, the Brooklyn Paper, and Art & Understanding, among other publications.

Erin holds a Masters of Arts in Cultural Reporting and Criticism from New York University and a Bachelor of Arts in Rhetoric from the University of California at Berkeley. For more information about Erin visit [www.erinmarriedaly.com](http://www.erinmarriedaly.com) or [www.oxywatchdog.com](http://www.oxywatchdog.com).

## LUNCHEON PANEL 2:

### RESPONSIBLE PLAYERS & THE PUBLIC HEALTH RESPONSE, DRUG MONITORING, PHYSICIAN & PRESCRIBER EDUCATION; UNDERSTANDING THE IMPACT IN THE COMMUNITY

**Moderator: Cheryl Jennings, ABC News/Channel 7**

*See Bio above*

#### **Ron Chapman, M.D., M.P.H., Director, California Department of Public Health**

On June 13, 2011, Ron Chapman, MD, MPH, was sworn in as director of the California Department of Public Health (CDPH) by California Health and Human Services Agency Secretary Diana S. Dooley.

Dr. Chapman is a board-certified family physician who has dedicated his career to public health and medicine caring for the uninsured and underinsured in California.

Prior to becoming the director of the California Department of Public Health, he was the chief medical officer of Partnership HealthPlan of California (PHC), a managed care Medi-Cal plan serving Yolo, Solano, Napa, and Sonoma counties. For six years prior to that, Dr. Chapman was the public health officer and deputy director of public health in Solano County, California. From 1998 to 2004, he worked at the California Department of Health Services as the founding chief of the Medicine and Public Health section.

Dr. Chapman has a medical degree from the University of Southern California, a Masters in public health from the University of Michigan and a Bachelor of Science from University of California, Irvine. He has completed fellowships in academic medicine at the University of California, San Francisco and graduated in the inaugural class of the California Health Care Foundation's Health Care Leadership Program. Before entering public health practice Dr. Chapman was on the faculty at the University of California, Davis School of Medicine. He is the American Medical Association 2008 Dr. Nathan Davis Award Winner for local government service.

Dr. Chapman's primary interests are in the areas of care for the uninsured, the interface between public health and medicine, and chronic disease management.



## **Mike Small, California Department of Justice, Controlled Substance Utilization Review and Evaluation System (CURES) Program Manager**

DOJ Administrator II, California Department of Justice, Bureau Criminal Identification and Investigative Services

Department of Justice Administrator II Mike Small has 30 years of criminal justice program and administrative experience with the California Department of Justice (DOJ). Mike served as a manager in the Firearms Division, Western State Information Network (WSIN), and DOJ's Intelligence Operations Program prior. Mike assumed program manager duties for DOJ's CURES/PDMP program during December, 2011.



## **Sharon Levine, M.D., Board President, Medical Board of California**

Sharon Levine, MD, is Director and Senior Advisor for Public Policy, Pharmacy, and Professional Development for The Permanente Medical Group of Northern California, and has held multiple leadership roles within the medical group and within Kaiser Permanente nationally. She currently has responsibility for clinical education, management training and leadership development for the group's physicians; government and community relations, health policy and external affairs; and pharmacy policy and drug use management.

A board certified pediatrician, Dr. Levine has held multiple leadership roles within the profession, including academic appointments at Tufts University School of Medicine and Georgetown University School of Medicine, and also spent two years as a Clinical Associate at the National Institutes of Health, Institute of Child Health and Human Development.

Dr. Levine serves on the Boards of Directors of the California Association of Physician Groups (CAPG), the Medical Board of California, Insure the Uninsured Project (ITUP) and is a member of the Committee on Evidence-Based Benefit Design of the National Business Group on Health. She was appointed to a six year term as a Governor on the Board of Governors of the Patient Centered Outcomes Research Institute (PCORI) in September, 2010. She has served as President of the Medical Board of California since July 2012.

A native of Boston, Dr. Levine received her undergraduate degree from Radcliffe College at Harvard University, and her MD degree and pediatric training at Tufts University School of Medicine. Dr. Levine is married and lives in Palo Alto, California.



## **Stan Weisser, R.Ph., Board President, Pharmacy Board of California**

Stanley Weisser, RPh, is serving his fifth term as president of the California State Board of Pharmacy. Weisser, of Redlands, has served on the Board since 2007.

He is a 1963 graduate of the University of Connecticut School of Pharmacy and earned his California pharmacist license that same year.

Weisser opened his first pharmacy in 1969 and his company, Network Pharmaceuticals, Inc. (NPI), grew to a chain of 30 pharmacies located in Southern California and Las Vegas, Nev. One of his pharmacies dispensed prescriptions to more than 1,000 patients in convalescent homes and 8,000 inmates in correctional facilities in San Bernardino and Riverside counties. His other pharmacies were located in medical buildings. Weisser retired as CEO and president of NPI in 2000.

Weisser is an associate professor of pharmacotherapy and outcomes science at Loma Linda University School of Pharmacy and a member of the California Pharmacists Association.

He is active in many San Bernardino County philanthropic activities and civic, cultural and educational programs including the Redlands Community Foundation, FEMA sponsored Emergency Food and Shelter Program, Redlands Unified School District Oversight Committee, San Bernardino County Schools Reorganization Committee, Redlands Theatre Festival and Grove Charter School for which he was the founding member and five-year chairman of the board.

He has been on the executive committee of the board of Redlands Community Hospital for 25 years and served as chairman for five of those years. He is also a trustee on the University of Redlands Board of Trustees, serving as a member of the executive committee.



### **Fran Burton, M.S.W., Board President, Dental Board of California**

Fran Burton was appointed by the Senate Rules Committee to the Dental Board of California in June of 2009. She served twenty-one years in California in the Legislative and Executive branches of government. She served in a number of capacities in the State Senate and her efforts concluded as a health and human services policy consultant to President pro Tempores Bill Lockyer and John Burton. In the Executive branch, Ms. Burton was Associate Secretary Programs and Legislation for the Health and Human Services Agency; Deputy Director Legislation and Public Affairs for the Department of Alcohol and Drug Programs; and, Deputy Director for Legislative and Governmental Affairs for the Department of Health Services. She currently consults on health policy issues. She holds a Master of Social Work degree from California State University, Sacramento. She lives in Carmichael and has an adult son. (Term Expires: January 1, 2017)



### **Lori Reisner, PharmD, Clinical Pharmacist, UCSF Neurological Surgery**

Dr. Lori Reisner joined the faculty of UCSF in 1987 as a Pharmacy Practice Resident and has served in various roles since that time, including as a lecturer in Clinical Pharmacy and Dentistry courses and as a clinical pharmacist for the UCSF Pain Management Center. She has also been a research pharmacist for the UCSF Pain Clinical Research Center as well as a consultant to the Center for TMD and Orofacial Pain in the UCSF School of Dentistry. She currently serves on various medication-related committees at UCSF Medical Center and enjoys her role as a preceptor for students and residents. Lori is a member of several professional organizations, including the American College of Clinical Pharmacy (ACCP), the American Pain Society (APS), and the International Society for the Study of Pain (IASP).

Dr. Reisner has been involved in the development of a pain traineeship with the American Society of Health-system Pharmacists (ASHP) and has served at different times on the Board of Directors, the Scientific Program Committee and the Task Force for Centers of Excellence in Pain Management for APS. She has also served on the membership committee of ACCP. She received the Long Foundation Award for Excellence in Teaching at UCSF in 1988 and in 2003.

Dr. Reisner has been invited to address national and international groups and has publications in peer-reviewed journals such as the New England Journal of Medicine, Neurology, Dental Clinics of North America and the Annals of Pharmacotherapy. She sits on the editorial board for the Journal of Pharmaceutical Care in Pain and Symptom Control, and is a peer reviewer for the Annals of

Pharmacotherapy and the Clinical Journal of Pain. She has authored chapters on pain management for the textbooks Clinical Pharmacy and Therapeutics and the Handbook of Non-Prescription Drugs.

*Current Title:* Clinical Pharmacist, Neurological Surgery, Health Sciences Professor, Clinical Pharmacy.

*First Year on UCSF Faculty:* 1987.

*Education:* B.S., California State Polytechnic University, 1982; Pharm.D., University of Southern California, 1987; Residency, University of California, San Francisco, 1988; Fellowship, University of California, San Francisco, 1990.

*Licensure:* Licentiate in Pharmacy, California; Licentiate in Pharmacy, Nevada.

*Specialty:* Pain Management/Neurosciences; Drug Safety and Managed Care.

## SOLUTIONS & IMPACT



### **Moderator: Jordan Shlain, M.D.**

Dr. Jordan Shlain is a practicing primary care doctor, writer and respected thought leader in national health policy. He is known in the health community as an advocate for empowering physicians and patients. He is the founder and chairman of Healthloop, a pioneering digital health company that connects and empowers doctors and patients to track, guide and connect between medical visits in the spirit of improving outcomes and access. He has been named a top 100 health innovator by the popular Healthspottr organization and writes for the

Huffington Post and The Health Care Blog.

Dr. Shlain is the Chairman of the Institute of Responsible Nutrition and an active board member of the non-partisan, Washington DC Hope Street Group, a board member of international wildlife conservation WildAid and recent past president of the American Academy of Private Physicians. He is a health advisor to Chicago based accelerator Avia Health Innovation, the Aspen Institute, the Partnership for the Future of Medicare and is a Mayoral appointed commissioner on the Health Service Systems Board of San Francisco. He has worked with the Robert Wood Johnson Foundation on their 'Flip the Clinic' project and served on United Healthcare's Optum physician advisory board and UCSF's Clinical and Translational Science Institute's early translational research team. . Center for Digital Translation. for many years.

Dr. Shlain is guest lecturer at UC Berkeley's College of Letters and Science's Pre-Med 101 as well as the College of Engineering's Industrial Design and Human Factors course.

He graduated with honors at UC Berkeley with a degree in Anatomy & Physiology. Prior to getting his medical degree at Georgetown University School of Medicine, he spent a year teaching high school science in Kenya, East Africa as part of Harvard affiliated WorldTeach.



### **Bruce Cozadd, CEO, Jazz Pharmaceuticals**

Bruce C. Cozadd is a co-founder of Jazz Pharmaceuticals and currently serves as its Chairman and Chief Executive Officer.

Prior to founding Jazz Pharmaceuticals, Mr. Cozadd held various positions with ALZA Corporation, a pharmaceutical company now owned by Johnson & Johnson, most recently as its Executive Vice President and Chief Operating Officer, with responsibility for research and development,



manufacturing, and sales and marketing. Previously at ALZA Corporation, he held the roles of Chief Financial Officer and Vice President, Corporate Planning and Analysis.

He serves on the boards of directors of Cerus Corporation, a biomedical products company, Threshold Pharmaceuticals, a clinical stage biopharmaceutical company, and The Nueva School, a non-profit organization. He received a B.S. from Yale University and an M.B.A. from the Stanford Graduate School of Business.



### **Jim Brown, D.V.M., President and CEO, Durect Corporation**

Bruce C. Cozadd is a co-founder of Jazz Pharmaceuticals and currently serves as its Chairman and Chief Executive Officer.

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### **Mark Schumacher, PhD., M.D., Director, UCSF Center for Pain Education**

Dr. Mark Schumacher is a Professor of Anesthesiology at the University of California, San Francisco with a clinical, research and educational focus on pain management. He is currently Medical Director of Pain Services at UCSF Medical Center and Division Chief of Pain Medicine in the Department of Anesthesia. Dr. Schumacher was the PI for a recent NIH award in 2012 to establish a Center of Excellence in Pain Education at UCSF.

He has expertise in opioid and non-opioid strategies in pain control and has worked successfully to introduce multidisciplinary pain care and non-opioid analgesic strategies at UCSF Medical Center. His scientific achievements include being part of the team that isolated the Capsaicin Receptor – TRPV1, a major target in the development of non-opioid analgesic therapies.



### **Marcus Thygeson, M.D., Senior Vice President, Chief Health Officer, Blue Shield of California**

Marcus Thygeson is Chief Health Officer of Blue Shield of California, a 3.3 million member not-for-profit health plan that serves the commercial, individual and government markets in California.

Marcus Thygeson, M.D., M.P.H. is Blue Shield of California chief health officer where he oversees health care services, including prevention and wellness programs, medical services and innovation, medical management, clinical quality, pharmacy benefits management, medical policies and utilization management.

He has more than three decades of professional experience, and has held leadership roles in managed care settings since 1996, with accountability for medical management, medical policy, quality, accreditation, and program management.

Dr. Thygeson holds a bachelor's degree in biochemistry from University of California, Davis, an M.D. from Harvard Medical School and an M.P.H. from University of Minnesota – Twin Cities.



### **Sam Shen, M.D., Medical Director, Emergency Medicine at Stanford Hospital, Clinical Associate Professor, Stanford School of Medicine**

Sam Shen, MD, MBA, FACEP, recently joined Stanford Hospital as Medical Director, Emergency Medicine. Previously, Dr. Shen was the Chief of Emergency Services at Morton Hospital in Taunton, Massachusetts and department chair of emergency medicine at St. Luke's Hospital in New Bedford, MA.

His previous experience includes working as a management consultant for CSC Healthcare (formerly APM Management Consulting), where he assisted in developing strategic plans for large health care organizations, as well as working in investment banking for Deutsche Bank's Healthcare Investment Banking Group.

Shen received his bachelor's degree in biological sciences at Stanford University, a master of business administration at Anderson School of Management at UCLA, and a medical degree at UCLA School of Medicine in Los Angeles, Calif. He completed his emergency medicine residency at the Harvard-affiliated Emergency Medicine Residency at Beth Israel Deaconess Medical Center in Boston. He is board certified in emergency medicine and is a fellow of the American College of Emergency Medicine.

## **PROMISING PROGRAMS & EFFORTS WELCOME**

**Moderator: Bruce Goldberg, Assistant Special Agent in Charge, DEA**  
*See Bio above*

### **Mark Dale, Families for Safer Schools, Marin County Prescription Drug Abuse Task Force**

Mark Dale is a married father, with two sons and a daughter, living in the Terra Linda area of San Rafael, California.

After nearly losing his second son a total of four times, due to substance abuse dynamics, Mark founded Families For Safer Schools. He then became a sworn member of the AOD Advisory Board for the Marin County Board of Supervisors. In addition, Mark is the organizing member of the Marin County Prescription Drug Abuse Task Force and has been working on several PDA efforts around the state, along with April Rovero of the National Coalition Against Prescription Drug Abuse.

Most recently, Mark is a member of the Marin County Prescription Drug Misuse & Abuse Initiative Design Team, which has reached-out to numerous community partners & members, to build a three year strategic plan. The Design Team is comprised of the Marin County Public Health Officer, several HHS officials, the Marin County Office of Education, the Marin County Prescription Drug Abuse Task Force, Healthy Marin Partnership & Kaiser.

Mark is a USAF veteran and previously worked in the entertainment industry on the following shows: Unsolved Mysteries (NBC) & Murphy Brown (CBS/Warner Bros.)

Mark is currently a self-employed Marketing professional. (Most importantly, his son is alive, 19 and thriving!).

Here is the short list of the efforts & organizations: Marin County Prescription Drug Abuse Task Force, organizing member, Families For Safer Schools, Founder, AOD Advisory Board for the Marin County Board of Supervisors, sworn member, Marin County Prescription Drug Misuse & Abuse Initiative, Design Team member, Novato Blue Ribbon Coalition for Youth, member, Twin Cities Coalition for Healthy Youth, member, CA Medical Board PDA Task Force, participant, CA Pharmacy Board PDA efforts, participant via MCPPhA & PPSI, CA Dept. of Health Care Services PDA Working Group, member, National Coalition Against Prescription Drug Abuse, affiliate.



### **Kelly Densmore, Mothers With a Purpose**

Kelly Densmore is one of the co-founders of Mothers With A Purpose, a Bay Area-based non-profit organization that raises awareness of the epidemic use of prescription and illicit drugs.

After Kelly's experiences supporting her son during his battle with addiction introduced her to co-founder Donna DeVincenzi, a fellow community member whose son of a similar age was also struggling with the disease, it became clear to the two mothers that drug abuse amongst teens and young adults was an ever-growing problem for local families. However, despite the presence of this rapidly intensifying epidemic, Kelly and Donna quickly realized that many parents still had nowhere to turn to have their questions answered about this terrible disease. It was through this realization that Mothers With A Purpose was born.

Since the inception of Mothers With A Purpose in 2010, Kelly has effectively leveraged her network of affected parents, community leaders, and government officials to build a united front that has shed light to one of the country's darkest problems. Four years later, Mothers With A Purpose's outreach, fundraising, and counseling efforts have helped dozens of families with their battles with addiction, and have given hope to countless more.

Today, Kelly is proud to say that her son currently has over two years clean and sober, and she hopes that her story will continue to inspire families across the country to continue to raise awareness of drug abuse in our local communities.



### **Lisa Schwartz, Director of Safe Schools and Prevention, Marin County Office of Education**

Lisa Schwartz is the Director of Safe Schools & Prevention Programs and Alternative Education for the Marin County Office of Education and Region IV K12 Student Mental Health Initiative Coordinator. Her responsibilities include organizing countywide safe schools and prevention workshops and training opportunities for Marin education community; Member Marin County Prescription Drug Abuse Prevention Task Force; Member County of Marin Prescription Drug Misuse and Abuse Prevention Strategic Plan Design Team; Region IV K12 Student Mental Health Initiative Coordinator. She supervises the education programs in the Marin County Jail and Juvenile Hall, the Marin County Community School Program, Oracle Independent Study and Phoenix Academy. She is also Marin County School Attendance Review Board Chair; Marin County Homeless Education and Foster Youth Services Liaison; Marin County Tobacco Use Prevention Education Coordinator; Director for Marin School to Career and Regional Occupation Programs

Lisa has a Master's degree in Clinical Psychology from San Francisco State University. Pupil Personnel Services School Psychology Credential and Professional Administrative Services Credential from San Francisco State University.

She has also served as a School Psychologist intern at the Marin County Office of Education in 1981-1982; Special Assignment School Psychologist in Clark County School District, Las Vegas, Nevada 1983-1984; Education Department Psychologist Center for Families in Transition 1984-1986; School Psychologist Millbrae School District 1984-1987; School Psychologist for Marin County Office of Education starting in 1987 serving preschool through 22 year olds with mental health issues, cognitive limitations, physical disabilities, and learning disabilities; Coordinator for MCOE School Psychologists – supervised 18 psychologists in their work with students throughout Marin County; Supervised Marin County Jail and Juvenile Hall, the County Community School Program, Oracle Independent Study; Developed Marin County's first Charter School Sobriety High School now known as Phoenix Academy; Served as Interim Co-Principal at Bayside/Martin Luther King Elementary in Sausalito for one semester; Served as the Principal of Novato High School for 3 years; Served as Director for Safe Schools and Prevention Programs for 8 years.



### **Chief Michael Harris, Livermore Police Department**

Chief Michael Harris was appointed Chief of Police of Livermore in July of 2013 and began his duties in August of 2013. Prior to his appointment, he was a Captain in the Modesto Police Department, and served as the Operations Division Commander. Chief Harris began his law enforcement career in 1990 with the Oakdale Police Department, and soon transferred to the Modesto Police Department. There he rose through the ranks from Police Officer to Captain, and accepted specialized assignments including the SWAT Team, Crimes Against Children and Internal Affairs. Chief Harris earned a B.A. in Criminal Justice from California State University, Stanislaus and a Master's Degree in Emergency Services Administration from California State University, Long Beach. Chief Harris is also a graduate of the FBI National Academy as well as the International Association of Chiefs of Police "Leadership in Police Organizations" program. His collaborative approach to community policing, coupled with his extensive experience in public safety, has continued Livermore's high-level, quality police services.

## **CLOSING REMARKS & ADJOURNMENT**

**Nancy O'Malley, Alameda County District Attorney**

*See Bio above*

**Melinda Haag, United States Attorney**

*See Bio above*