

**Peters, John C**

---

From: Peters, John C  
Sent: Fri 2/06/2015 8:15 AM (GMT-07:00)  
To: QUINT, AMELIA; BLAIR, STEVEN; Hand, Gregory (gahand@hsc.wvu.edu); Hill, James; Rhona Applebaum (rapplebaum@coca-cola.com) (rapplebaum@coca-cola.com); L. Celeste Bottorff (lbottorff@coca-cola.com)  
Cc:  
Bcc:  
Subject: RE: Twitter conv

Don't know if Bill drafted anything after what I sent him. He responded last evening that what I had written was fine. We can post this today.

Here is it:

*GBN has received funding support from private philanthropy, the University of Colorado, the University of South Carolina, the University of Copenhagen, and an unrestricted education gift from The Coca Cola Company. We are actively pursuing ongoing and sustaining funding from both the public and private sectors.*

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

12348 E. Montview Blvd, C263

Aurora, CO 80045

PH: 303-724-9160

FX: 303-724-9976

EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** QUINT, AMELIA [mailto:QUINT@mailbox.sc.edu]

**Sent:** Friday, February 06, 2015 8:01 AM

**To:** BLAIR, STEVEN; Hand, Gregory (gahand@hsc.wvu.edu); Hill, James; Peters, John C; Rhona Applebaum (rapplebaum@coca-cola.com) (rapplebaum@coca-cola.com); L. Celeste Bottorff (lbottorff@coca-cola.com)

**Subject:** FW: Twitter conv

Hi all,

See below. One of the people who contacted us yesterday AM has contacted us again today by Twitter.

Do I have your approval to send the statement that Bill drafted to him by email?

Thank you,

**Amelia Quint**

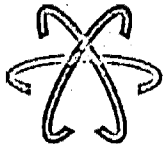
*Project Coordinator, Global Energy Balance Network*

University of South Carolina

921 Assembly Street, Room 224

Columbia, SC 29208

+1 (803) 777-2354



Global  
Energy  
Balance  
Network

**From:** Ann Blair Kennedy [<mailto:abkamta@thekennedys.us>]  
**Sent:** Friday, February 06, 2015 9:57 AM  
**To:** QUINT, AMELIA  
**Subject:** Twitter conv

Hey Amelia,

I know today is tough, but needed to forward on a twitter conversation from Dad's account.

1. **Yoni Freedhoff, MD** @YoniFreedhoff 5m5 minutes ago

@StevenNBlair Wondering if perhaps you might be able to encourage them to get back to me?

0 replies0 retweets0 favorites

Reply

Retweet

Favorite

More



2. **Yoni Freedhoff, MD** @YoniFreedhoff 6m6 minutes ago

.@stevennblair Hi Steven! Hope you're well! I've sent 2 emails to @gebnetwk, inquiring about funding & membership. Radio silence from them.

I told him that the message would be forwarded on.

Ann Blair Kennedy, MA, LMT, Dr.PH(c)

Department of Health Promotion, Education and Behavior

University of South Carolina

SC Licensed Massage Therapist (SC Lic#2064)

864.923.4456

[abkamta@thekennedys.us](mailto:abkamta@thekennedys.us)

**Peters, John C**

---

From: Peters, John C  
Sent: Thu 2/05/2015 10:14 AM (GMT-07:00)  
To: QUINT, AMELIA; BLAIR, STEVEN; Hill, James; Hand, Gregory (gahand@hsc.wvu.edu); Rhona Applebaum (rapplebaum@coca-cola.com) (rapplebaum@coca-cola.com); L. Celeste Bottorff (lbottorff@coca-cola.com)  
Cc:  
Bcc:  
Subject: RE: Public/private inquiries

We are certainly going to have to disclose this at some point. Our preference would be to have other funders on board first but we may not have the luxury of waiting that long. Right now, we have two funders...Coca Cola and an anonymous individual donor. We may also be able to say the University of Colorado and Univ. of South Carolina as both institutions are supporting this work with facilities and other infrastructure support.

I would ask Rhona and Celeste their opinion about both timing and the best way to disclose this.

Also, Jim and Steve, does including the Universities as funders/supporters pass the red face test?

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

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Professor, CU School of Medicine

Anschutz Medical Campus

12348 E. Montview Blvd, C263

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PH: 303-724-9160

FX: 303-724-9976

EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** QUINT, AMELIA [<mailto:QUINT@mailbox.sc.edu>]  
**Sent:** Thursday, February 05, 2015 10:05 AM  
**To:** BLAIR, STEVEN; Hill, James; Peters, John C; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)) ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); L. Celeste Bottorff ([lbottorff@coca-cola.com](mailto:lbottorff@coca-cola.com))  
**Subject:** Public/private inquiries

Hi all,

This morning I got this message, and another one very similar:

“What I can't seem to find on your site is a statement as to the funders of this organization. Are you able to tell me who's paid/paying the bills?”

A few questions:

1. How should I reply to these queries?
2. Do we need to add some sort of disclosure to the website?

Thank you,

**Amelia Quint**

*Project Coordinator, Global Energy Balance Network*

University of South Carolina

921 Assembly Street, Room 224

Columbia, SC 29208

+1 (803) 777-2354



Global  
Energy  
Balance  
Network

**Peters, John C**

---

**From:** Peters, John C  
**Sent:** Fri 2/20/2015 9:29 AM (GMT-07:00)  
**To:** Rhona Applebaum  
**Cc:** BLAIR, STEVEN (SBLAIR@mailbox.sc.edu); Hill, James  
**Bcc:**  
**Subject:** RE: Confirming GEBN is a foundation 501C (3)--thanks

GEBN is a Center within the Anschutz Health and Wellness Center. The funding goes to the Univ. Colorado Foundation. So, if your question is who receives the money, yes it is a Foundation.

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

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PH: 303-724-9160

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Rhona Applebaum [mailto:[rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)]  
**Sent:** Friday, February 20, 2015 8:05 AM  
**To:** Hill, James; Steve Blair ([sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu)); Peters, John C  
**Subject:** Confirming GEBN is a foundation 501C (3)--thanks



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# Appendix A4

**Peters, John C**

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From: Peters, John C  
Sent: Sat 2/07/2015 8:04 AM (GMT-07:00)  
To: Jaynes, Kathleen  
Cc:  
Bcc: Peters, John C  
Subject: Re: Urgent Quick question

Thanks, we are just preparing for possible inquiries. We have not been asked about amounts yet.

Will keep you informed if this escalates.

John

Sent from my iPhone

> On Feb 6, 2015, at 9:32 PM, "Jaynes, Kathleen" <KATHLEEN.JAYNES@UCDENVER.EDU> wrote:

>

> We don't disclose amounts but ANY and ALL press inquiries about gifts go to our press team. Let me know how I can help.

>

> Sent from my iPhone

>

>> On Feb 6, 2015, at 7:00 PM, Peters, John C <JOHN.C.PETERS@UCDENVER.EDU> wrote:

>>

>> What is foundation policy about disclosing the amount if any gift. We are managing some GEBN inquiries and while we disclose Coke as a sponsor we don't want to disclose how much they gave. Some foundations have policies on this.

>> Thanks

>> John

>> Sent using OWA for iPhone

## Peters, John C

---

**From:** Peters, John C  
**Sent:** Fri 2/06/2015 9:23 AM (GMT-07:00)  
**To:** BLAIR, STEVEN; Rhona Applebaum; QUINT, AMELIA; Hand, Gregory (gahand@hsc.wvu.edu); Hill, James; L. Celeste Bottorff  
**Cc:** Bill Layden (blayden@foodminds.com)  
**Bcc:**  
**Subject:** RE: Twitter conv

I agree with the statement. I am not sure about the use of Grant vs. Gift. Might Grant imply there is an agenda attached vs. gift seems less tethered? Would love to hear other POVs.

*John C. Peters, Ph.D.*

Chief Strategy Officer

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Friday, February 06, 2015 9:15 AM  
**To:** Peters, John C; Rhona Applebaum; QUINT, AMELIA; Hand, Gregory (gahand@hsc.wvu.edu); Hill, James; L. Celeste Bottorff  
**Cc:** Bill Layden (blayden@foodminds.com)  
**Subject:** RE: Twitter conv

**Please let us know if you agree with the revised statement below. Also, do you agree with Greg that we should change “gift” to “grant”. As soon as we have confirmation we will get the message to Yoni. I now agree with John that it should come from the GEBN address, but perhaps should still be over my name. What do you all think about this?**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Peters, John C [<mailto:JOHN.C.PETERS@UCDENVER.EDU>]

**Sent:** Friday, February 06, 2015 11:10 AM

**To:** Rhona Applebaum; BLAIR, STEVEN; QUINT, AMELIA; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com))

**Subject:** RE: Twitter conv

Hi all, Bill has helped rework the statement we want to post on the website, see below:

*GEBN has received support from private philanthropy, the University of Colorado, the University of South Carolina, the University of Copenhagen, including an unrestricted education gift from The Coca Cola Company. GEBN believes that finding workable solutions to correcting energy imbalance will be achieved faster by working with all sectors of society. GEBN seeks support to continue our efforts from both the public and private sectors.*

We also need to reply to Yoni with this exact same statement via the GEBN email posted on the web page...i.e., the email should come from the GEBN mail address. This will move the conversation off of Twitter and into email so we can carefully craft our responses.

Amelia, can you do these two things ASAP?

Working on Q&As now. Stay tuned.

Thanks,

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Rhona Applebaum [<mailto:rapplebaum@coca-cola.com>]

**Sent:** Friday, February 06, 2015 8:59 AM

**To:** Peters, John C; BLAIR, STEVEN; QUINT, AMELIA; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com))

**Subject:** RE: Twitter conv

Looks good to me.



**From:** Peters, John C [<mailto:JOHN.C.PETERS@UCDENVER.EDU>]

**Sent:** Friday, February 06, 2015 10:43 AM

**To:** Rhona Applebaum; BLAIR, STEVEN; QUINT, AMELIA; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com))

**Subject:** RE: Twitter conv

See edits below

*John C. Peters, Ph.D.*

Chief Strategy Officer

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Rhona Applebaum [<mailto:rapplebaum@coca-cola.com>]

**Sent:** Friday, February 06, 2015 8:32 AM

**To:** BLAIR, STEVEN; Peters, John C; QUINT, AMELIA; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Subject:** RE: Twitter conv

This is where we need to be strategic with regards to Yoni—so based on who it is and what he's capable of—would reco this and ask Bill and Martin to review—

Of course needs more word smithing and I have another meeting— so folks—have at it-- Less is more, but you have my thoughts and hopefully easier to edit. You don't want him to take anything out of context

Back shortly

*GBN has received funding support from private philanthropy, the University of Colorado, the University of South Carolina, the University of Copenhagen, and an unrestricted education gift from The Coca Cola*

*Company. GEBN believes that finding workable solutions to correcting energy imbalance will be achieved faster by working with all sectors. Therefore, as a charitable foundation, we seek support to continue our efforts from both the public and private sectors.*

**From:** BLAIR, STEVEN [<mailto:SBLAIR@mailbox.sc.edu>]

**Sent:** Friday, February 06, 2015 10:25 AM

**To:** Rhona Applebaum; Peters, John C; QUINT, AMELIA; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Subject:** RE: Twitter conv

**I am sorry that I did not remember that it was John who drafted the comment, and that Rhona provided a couple of edits. Are we in agreement that this is what I should send Yoni? Should I include any additional information, or just send the statement below?**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567



**From:** Rhona Applebaum [<mailto:rapplebaum@coca-cola.com>]

**Sent:** Friday, February 06, 2015 10:21 AM

**To:** Peters, John C; QUINT, AMELIA; BLAIR, STEVEN; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; L. Celeste Bottorff

**Subject:** RE: Twitter conv

Jean-Michel just sent his deck re PPPs. Another op to flesh out GEBN (his permission of course) and perhaps borrow commentary.

Rhona

**From:** Peters, John C [<mailto:JOHN.C.PETERS@UCDENVER.EDU>]

**Sent:** Friday, February 06, 2015 10:16 AM

**To:** QUINT, AMELIA; BLAIR, STEVEN; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; Rhona Applebaum; L. Celeste Bottorff

**Subject:** RE: Twitter conv

Don't know if Bill drafted anything after what I sent him. He responded last evening that what I had written was fine. We can post this today.

Here is it:

*GEBN has received funding support from private philanthropy, the University of Colorado, the University of South Carolina, the University of Copenhagen, and an unrestricted education gift from The Coca Cola Company. We are actively pursuing ongoing and sustaining funding from both the public and private sectors.*

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Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** QUINT, AMELIA [<mailto:QUINT@mailbox.sc.edu>]

**Sent:** Friday, February 06, 2015 8:01 AM

**To:** BLAIR, STEVEN; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Hill, James; Peters, John C; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)) ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); L. Celeste Bottorff ([lbottorff@coca-cola.com](mailto:lbottorff@coca-cola.com))

**Subject:** FW: Twitter conv

Hi all,

See below. One of the people who contacted us yesterday AM has contacted us again today by Twitter.

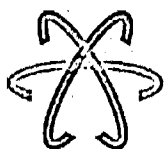
Do I have your approval to send the statement that Bill drafted to him by email?

Thank you,

**Amelia Quint**

*Project Coordinator, Global Energy Balance Network*

University of South Carolina  
921 Assembly Street, Room 224  
Columbia, SC 29208  
+1 (803) 777-2354



Global  
Energy  
Balance  
Network

**From:** Ann Blair Kennedy [<mailto:abkamta@thekennedys.us>]  
**Sent:** Friday, February 06, 2015 9:57 AM  
**To:** QUINT, AMELIA  
**Subject:** Twitter conv

Hey Amelia,

I know today is tough, but needed to forward on a twitter conversation from Dad's account.

1. **Yoni Freedhoff, MD** @YoniFreedhoff 5m5 minutes ago

@StevenNBlair Wondering if perhaps you might be able to encourage them to get back to me?

0 replies 0 retweets 0 favorites

Reply

Retweet

Favorite

More



2. **Yoni Freedhoff, MD** @YoniFreedhoff 6m6 minutes ago

.@stevnblair Hi Steven! Hope you're well! I've sent 2 emails to @gebnetwk, inquiring about funding & membership. Radio silence from them.

I told him that the message would be forwarded on.

Ann Blair Kennedy, MA, LMT, Dr.PH(c)

Department of Health Promotion, Education and Behavior

University of South Carolina

SC Licensed Massage Therapist (SC Lic#2064)

864.923.4456

[abkamta@thekennedys.us](mailto:abkamta@thekennedys.us)

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---

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**Peters, John C**

---

From: Hill, James  
Sent: Wed 5/20/2015 8:04 AM (GMT-07:00)  
To: Ross Hammond  
Cc: Lupberger, Stacia; Peters, John C  
Bcc:  
Subject: reconnecting

Ross,

It has been a while since we connected around a grant application. I have just been reading and rereading some of your work on obesity as a complex, adaptive system and I think it is more relevant now than ever. I see so much confusion in the obesity world and if it is a complex, adaptive system we are going about it all wrong – anyway I digress.

Several researchers have banded together to create the Global Energy Balance Institute ([www.gbn.org](http://www.gbn.org)). The goal of this project is to focus attention – research, communication – on taking a systems approach to obesity. We believe it all starts with energy balance, but as you know, energy balance can be influenced by so many things. Basically, most people do not understand the complexity of energy balance. I have attached a short slide set to show you what we are going to do.

The initial funding for GEBN was provided by Coca Cola (and this has been a negative for some people). This was an unrestricted gift and they are not involved with the direction of GEBN at all. The good news is that we now have additional funders and will be announcing those soon. Most are still in food industry for now and we do hope to branch out.

I am writing for three reasons.

1. I want to invite you to be a founding member of GEBN. We have about 120 people who we invited to be founding members. These are (in my opinion) some of the top obesity researchers in the world. You will receive a formal invitation from Stacia Lupberger.
2. We would to post some of your articles on the GEBN website.
3. Dr. John Peters is coordinating our think tank activities and would like to talk with you about possibly participating in this activity.

I hope we can engage you in this effort.

All the best,

Jim

James O. Hill, Ph.D.  
Anschutz Professor

University of Colorado School of Medicine  
Executive Director

University of Colorado Anschutz Health and Wellness Center

303-724-9280 (office)

303-250-6012 (mobile)

**Peters, John C**

---

**From:** Peters, John C  
**Sent:** Tue 3/31/2015 10:35 AM (GMT-07:00)  
**To:** Bill Layden  
**Cc:**  
**Bcc:**  
**Subject:** Re: URGENT HOLD THE RELEASE FOR GEBN

Tccc was pretty adamant re the downside. And, yes we keep it on the website. And, we will disclose gift amount and letter to NYT request. This was about making sure the story started with what we are about and not just a funding story...which will happen soon anyway.

Sent using OWA for iPhone

---

**From:** Bill Layden <blayden@foodminds.com>  
**Sent:** Tuesday, March 31, 2015 11:01:37 AM  
**To:** Peters, John C; Hill, James  
**Subject:** Fwd: URGENT HOLD THE RELEASE FOR GEBN

Assume this is non-negotiable?

We must keep it on the website.

Bill Layden  
Partner  
FoodMinds, LLC  
328 S. Jefferson St., Suite 750  
Chicago, IL 60661  
708.256.5054 Mobile  
312.258.9500 ext 102 Office  
[blayden@foodminds.com](mailto:blayden@foodminds.com)

Begin forwarded message:

**From:** Stacey Stevens <[sstevens@foodminds.com](mailto:sstevens@foodminds.com)>  
**Date:** March 31, 2015 at 12:20:59 PM EDT  
**To:** Bill Layden <[blayden@foodminds.com](mailto:blayden@foodminds.com)>  
**Subject:** Fwd: URGENT HOLD THE RELEASE FOR GEBN

Begin forwarded message:



**From:** "Randall, Mary"  
<[MARY.RANDALL@UCDENVER.EDU](mailto:MARY.RANDALL@UCDENVER.EDU)>  
**Date:** March 31, 2015 at 11:17:09 AM CDT  
**To:** Stacey Stevens <[sstevens@foodminds.com](mailto:sstevens@foodminds.com)>, "Neville,  
Marcia" <[MARCIA.NEVILLE@UCDENVER.EDU](mailto:MARCIA.NEVILLE@UCDENVER.EDU)>  
**Subject:** URGENT HOLD THE RELEASE FOR GEBN

Please do not send the release. Coke wants the gift removed from the release.

*Mary*

**Mary B. Randall**  
Director of Marketing, Communications and Philanthropy  
University of Colorado Anschutz Health and Wellness Center  
Mailstop C263  
12348 E. Montview Blvd  
Aurora, CO 80045  
[Mary.Randall@UCDenver.edu](mailto:Mary.Randall@UCDenver.edu)  
303-724-9097 office  
970-390-6432 cell  
303-724-9976 fax



**Peters, John C**

---

**From:** Peters, John C  
**Sent:** Sun 2/08/2015 12:58 PM (GMT-07:00)  
**To:** BLAIR, STEVEN; Rhona Applebaum; Hill, James; QUINT, AMELIA; Greg Hand (gahand@hsc.wvu.edu)  
**Cc:** Bill Layden; Stacey Stevens; L. Celeste Bottorff  
**Bcc:**  
**Subject:** Re: Draft Q&As

We are not posting q&as on Sunday. These are for intern use at this point. Any reference to posting pertained to the Martin Binks article.

Sent using OWA for iPhone

---

**From:** BLAIR, STEVEN <SBLAIR@mailbox.sc.edu>  
**Sent:** Sunday, February 8, 2015 11:08:10 AM  
**To:** Rhona Applebaum; Peters, John C; Hill, James; QUINT, AMELIA; Greg Hand (gahand@hsc.wvu.edu)  
**Cc:** Bill Layden (blayden@foodminds.com); Stacey Stevens; L. Celeste Bottorff  
**Subject:** RE: Draft Q&As

**I think Rhona makes some good points. I have no objection if we wait a few days before posting.**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Sunday, February 08, 2015 11:45 AM  
**To:** Peters, John C; BLAIR, STEVEN; Hill, James; QUINT, AMELIA; Greg Hand (gahand@hsc.wvu.edu)  
**Cc:** Bill Layden (blayden@foodminds.com); Stacey Stevens; L. Celeste Bottorff  
**Subject:** RE: Draft Q&As

Also just asking—why post the Q&As on Sunday, when you rec'd only one question which you have the disclaimer right up front and a position statement at the ready. Putting up the Q&As appears defensive IMHO and per Shakespeare can be taken as “The lady doth protest too much, methinks...” You have nothing to defend. GEBN has done nothing nefarious or non-transparent.

Further--someone could ask – why did you put up the Q&As on a Sunday and how many comments did you receive? Letting Yoni think he put you through these hoops is what he breathes on.

Not saying they shouldn't go up—but rather it's a timing issue. If they had been up to be proactive—one thing, now it will be taken as reactive—esp if done on the w/e when we should all be practicing balance and a day of rest.

Again—my views—

Rhona

**From:** [rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)  
**Sent:** Sunday, February 08, 2015 11:28 AM  
**To:** 'Peters, John C'; BLAIR, STEVEN; Hill, James; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; L. Celeste Bottorff  
**Subject:** RE: Draft Q&As

Whoa—apologies—didn't see you wanted to post asap. Need to make corrections on the Q&A and bc your mentioning us, need to send through to PAC for review.

Here are my edits/suggestions. Note commentary-- With regard to the Q&As—pls use The Coca-Cola Company—which is representative of the full portfolio. Short-handing Coca-Cola leaves a target to link to our flagship only. If needing an acronym can use TCCC or the Company or company.

No doubt, the reason all is quiet is that Yoni is preparing this for Weighty Matters – he likes to target us and anything connected to same. You no doubt saw his POV re #MakeItHappy

Different topic--If goal is to have a section on PPPs and support of same would be great and will be a very much appreciated to many (still part of the silent majority) who need those examples and support to engage.

Here are 2 more— but need to assess due to TCCC being mentioned (but then again I'm also an author on the ILSI papers). As you know we represent an easy target.

The Partnership Protocol--Principles and Approach for Successful Private/Not-for-Profit Partnerships in Physical Activity and Sports (ParticipACTION)

[http://www.participaction.com/wp-content/uploads/2012/10/partnershipprotocol\\_english\\_final.pdf](http://www.participaction.com/wp-content/uploads/2012/10/partnershipprotocol_english_final.pdf)

Not For Profit Private Sector Partnerships in Sport and Physical Activity: ParticipACTION as Champion | Stanford Graduate School of Business <http://www.gsb.stanford.edu/faculty-research/case-studies/not-profit-private-sector-partnerships-sport-physical-activity>

Sending off to PAC this minute with request for immediate turn around—

Rhona

**From:** Peters, John C [<mailto:JOHN.C.PETERS@UCDENVER.EDU>]  
**Sent:** Sunday, February 08, 2015 9:44 AM  
**To:** BLAIR, STEVEN; Hill, James; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum; L. Celeste Bottorff  
**Subject:** RE: Draft Q&As

Agree. we will post this asap.

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** BLAIR, STEVEN [<mailto:SBLAIR@mailbox.sc.edu>]  
**Sent:** Sunday, February 08, 2015 4:41 AM

**To:** Hill, James; Peters, John C; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); Celeste Bottorff ([lbottorff@na.ko.com](mailto:lbottorff@na.ko.com))  
**Subject:** RE: Draft Q&As

**I agree that we should post this article on our website.**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Hill, James [<mailto:James.Hill@ucdenver.edu>]  
**Sent:** Saturday, February 07, 2015 10:25 AM  
**To:** BLAIR, STEVEN; Peters, John C; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); Celeste Bottorff ([lbottorff@na.ko.com](mailto:lbottorff@na.ko.com))  
**Subject:** RE: Draft Q&As

Why don't we post Martin's editorial on our website along with the guidelines for working with industry that were developed by ILSI. We can refer to these documents for our philosophy on public-private partnerships.

James O. Hill, Ph.D.  
Anschutz Professor

University of Colorado School of Medicine  
Executive Director

University of Colorado Anschutz Health and Wellness Center

**From:** BLAIR, STEVEN [<mailto:SBLAIR@mailbox.sc.edu>]  
**Sent:** Saturday, February 07, 2015 5:04 AM  
**To:** Hill, James; Peters, John C; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); Celeste Bottorff ([lbottorff@na.ko.com](mailto:lbottorff@na.ko.com))  
**Subject:** RE: Draft Q&As

**I just remembered Martin Bink's editorial (attached). Should we mention this or include it in our materials on Q & A?**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** BLAIR, STEVEN  
**Sent:** Saturday, February 07, 2015 4:54 AM  
**To:** 'Hill, James'; Peters, John C; QUINT, AMELIA; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); Celeste Bottorff ([lbottorff@na.ko.com](mailto:lbottorff@na.ko.com))  
**Subject:** RE: Draft Q&As

**I have added some additional edits for the group's consideration.**

Steve

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Hill, James [<mailto:James.Hill@ucdenver.edu>]  
**Sent:** Friday, February 06, 2015 11:58 PM  
**To:** Peters, John C; QUINT, AMELIA; BLAIR, STEVEN; Greg Hand ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu))  
**Cc:** Bill Layden ([blayden@foodminds.com](mailto:blayden@foodminds.com)); Stacey Stevens; Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); Celeste Bottorff ([lbottorff@na.ko.com](mailto:lbottorff@na.ko.com))  
**Subject:** Re: Draft Q&As

I made some suggested edits. See what you think. I think it was too focus on Coca Cola and was a little too defensive.



James O. Hill, Ph.D.  
Anschutz Professor  
Executive Director, Anschutz Health  
and Wellness Center

---

**From:** Peters, John C  
**Sent:** Friday, February 6, 2015 4:30 PM  
**To:** QUINT@mailbox.sc.edu; BLAIR, STEVEN (SBLAIR@mailbox.sc.edu); Hill, James; Greg Hand (gahand@hsc.wvu.edu)  
**Cc:** Bill Layden (blayden@foodminds.com); Stacey Stevens; Rhona Applebaum (rapplebaum@coca-cola.com); Celeste Bottorff (lbottorff@na.ko.com)  
**Subject:** Draft Q&As

Attached is a draft set of Q&As Stacey, Bill and I have assembled for tough questions we may get and need to be prepared for. Please send me any comments and copy Stacey as soon as you get a chance.

Rhona and Celeste, your feedback is welcome as always.

Thanks,

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

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Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

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## DRAFT CONFIDENTIAL

**GEBN  
Spokesperson Q&A  
FOR INTERNAL USE ONLY  
Draft 3/30/15**

1. Who is GEBN and what is its mission all about?
  - a. GEBN, which stands for Global Energy Balance Network, is a network of scientists from North America, Latin America and the Caribbean, Europe, Africa, Asia and Oceania who have banded together to further our understanding of the regulation of energy utilization by the body (energy balance) and apply this understanding to development of more effective strategies to promote healthy living and to reduce the high rates of obesity seen around the world.

GEBN is a new organization. We began rolling it out -- primarily amongst our own university communities -- in Dec. 2014. We are thrilled with the level of awareness and support we've received from people around the world representing an array of disciplines. Currently, GEBN membership includes nearly 125 researchers and experts in 18 different countries.

2. What are GEBN's immediate priorities?
  - a. We are working to raise awareness of the science of energy balance; grow GEBN membership; and develop funding and support. We will be convening a "think-do tank" in Spring/Summer 2016 to identify and evaluate evidence-based solutions that leverage the science of energy balance.

3. Who leads or manages GEBN?
  - a. GEBN is managed by a global Executive Committee. Its members are: from North America, James O. Hill, PhD, Steven Blair, PED, Gregory A. Hand, PhD, MPH, John C. Peters, PhD; from Africa, Nahla Hwala, PhD, from Asia, Wenhua Zhao, PhD; from Europe, Arne Astrup, MD, PhD, Willem van Mechelen, MD, PhD; from Latin America/Caribbean, Marianella Herrera, MD, MSc; and from Oceania, Wendy Brown, PhD.

The Executive Committee manages projects and operates independently of our funders.

4. What does it mean to be a GEBN member? How many GEBN members are there?
  - a. Becoming a member provides connectivity to scientists around the world who all work on different aspects of advancing public health, and combatting obesity and chronic disease. It provides a mechanism for collective action on research, outreach and communication that can accelerate progress in the mission to improve lifestyle behaviors and overall health.

Currently, GEBN has garnered support from nearly 125 researchers and experts in 18 different countries.

FOLLOW UP: Can you provide a member list?

GEBN is in its formative stage and at this time we are not privileged to release the names of our members. Please visit our website in the future for updates.

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5. Who can become a member of GEBN?
  - a. Individuals from diverse disciplines across the public and private sectors who support the science of energy balance and are committed to supporting the growing of GEBN as champions of energy balance. There is no fee associated with joining.
6. What is expected of GEBN members?
  - a. Members are encouraged to actively volunteer to raise awareness of the science of energy balance among key audiences, including work to advance various GEBN science and communications objectives (e.g., research collaboration, speaking engagements, writing opportunities, etc.).
7. What will GEBN do?
  - a. GEBN will serve as a hub for raising awareness among policy makers, research institutions, governmental organizations, media and the public through education, global communication and advocacy efforts and be the voice of science in public policy dialogues and discussions on increasing healthy lifestyles.
8. Where is GEBN administered?
  - a. GEBN is administered out of the Anschutz Health and Wellness Center at the University of Colorado Anschutz Medical Campus.
9. What is GEBN's tax status?
  - a. GEBN will be created as a Center within the Anschutz Health and Wellness Center at the University of Colorado Anschutz Medical Campus. As such, it falls under the University of Colorado's tax structure.
10. Where is GEBN's funding coming from?
  - a. GEBN has received support from private philanthropy, the University of Colorado, the University of South Carolina, and the University of Copenhagen, including in-kind services from ShareWIK Media Group and unrestricted gifts from The Coca-Cola Company and PepsiCo. GEBN believes that finding workable solutions to correcting energy imbalance will be achieved faster by working with all sectors of society. GEBN is actively seeking support from both the public and private sectors to ramp up our efforts.
11. How much money did The Coca-Cola Company put into the initiative?
  - a. As a matter of Colorado state law, we cannot disclose specifics about donations without the express permission of the donor.

We do routinely disclose when industry funding is accepted to fund an initiative or a research project. In this case, the gifts from food and beverage companies are unrestricted which means, unequivocally, that the funders neither influence nor control the way the funding is used.
12. Why did **[COMPANY NAME]** provide support? What is the company's goal?
  - a. We know **[COMPANY NAME]** is committed to a better understanding of the science of energy balance. For more information regarding the decision to support GEBN, we recommend you contact the Company directly.

## DRAFT CONFIDENTIAL

FOLLOW UP: Isn't the real reason for **[COMPANY NAME]** support to defuse the criticism of their sugar containing beverages by producing scientific research that downplays their role in weight gain and obesity?

- a. No, absolutely not. GEBN is a network of researchers dedicated to applying and advancing the science of energy balance to achieve healthier living. GEBN believes that finding workable solutions will be achieved faster by working with all sectors of society including industry.
13. Isn't this just the latest in a long line of "front groups" that the food industry is involved with?
- a. Not at all. GEBN is transparent about our purpose: It is a global network of scientists dedicated to finding effective solutions to a global health crisis. It is a public-private partnership and we welcome the support and engagement of any companies who are interested in developing real solutions to reduce obesity. We do not believe it will be possible to change our diets without engagement of the companies that make and deliver our food or to increase our physical activity without engagement of the companies who are marketing physical activity (and physical inactivity).
14. You say this is a network of scientists. Why is **[COMPANY NAME]** involved?
- a. GEBN is a network of scientists who believe in public-private partnerships and who aim to develop innovative, science-based strategies to reduce obesity. We seek both support and engagement from the private sector. Any company truly interested in science-based strategies to reduce obesity should engage with GEBN. We are seeking support from the private sector (not just the food industry) and from foundations.
- As we move forward, GEBN's Website will serve as a clearinghouse of scientific evidence related to energy balance. We encourage both private and public health organizations to leverage this resource to accelerate progress in finding solutions to public health challenges.
15. How can you say GEBN is completely objective and science-based when Sugar-Sweetened Beverage (SSB) companies are providing the majority of your funding?
- a. GEBN is in the early stages of formation and we are actively seeking additional support from a wide array of interested parties from both the public and private sectors. Obesity affects every sector of society and we hope to gain support and engagement from a broad group of companies, not just those in the food industry.
16. Why is **[INSERT COMPANY]** role not disclosed on your website as the funding source?
- a. Our supporters are listed under the "About" section of the website at [www.GEBN.org](http://www.GEBN.org).
17. The Coca-Cola Company has funded research at the University of Colorado Anschutz Medical Campus, University of South Carolina and University of Copenhagen in the past. How can you say that the GEBN researchers are objective when it comes to scientifically evaluating the role of SSBs in obesity?
- a. GEBN is a global network of scientists and has global leadership. GEBN is focused on the science of energy balance and is not focused on any particular food, beverage, ingredient, etc. Many other companies, across different sectors, have funded research at these universities. There has been nothing unique regarding support received from The Coca-Cola Company.

## DRAFT CONFIDENTIAL

18. As a scientist, how can you deny the pivotal role of soda and other SSBs as a culprit in America's obesity epidemic?
- We agree that SSBs play a role in determining body weight, but many other factors play a role as well. An appreciation of energy balance would suggest that there are many factors both on the intake side and the expenditure side that affect body weight and effective strategies to reduce obesity will not be as simple as targeting any single factor. We do not believe we can reduce obesity by focusing solely on either energy in or energy out.

In addition, it is important to note that food and beverage companies are offering new products with improved nutrition profiles, and that calorie-free and reduced-calorie soft drinks are readily available.

19. Isn't the term "energy balance" a euphemism that the food industry likes to use to emphasize the roles of physical activity and personal responsibility in weight management and downplay its own role?
- Energy balance is a scientific concept that has been in use for decades and, by definition, has always included understanding the roles of both diet (in terms of energy in) and physical activity (in terms of energy out/expended). The energy balance framework describes the regulation of energy utilization by the body. We believe that energy balance is the framework for understanding why we have such high rates of obesity and for developing effective strategies to reduce obesity.

It has recently been suggested that the body is better able to match energy intake with energy expenditure and maintain a healthy weight when the "flux" of energy (total amount of energy expended) through the body is relatively high. When flux is low the body's energy balance control system may not be able to match that with a low energy intake and weight gain results. At high flux, the body is better able to regulate energy intake at a level that matches energy expenditure and body weight remains stable at a healthy level. Of course, the many internal and external factors that influence energy balance are complex, and involve genetics, the social and built environment as well as a host of behavioral factors. (Reference: Blair SN, Hand GA, Hill JO. Energy Balance: a crucial issue for exercise and sports medicine. Editorial. *BMJ Sports Med*, March 2015).

As we move forward, GEBN's Website will serve as a clearinghouse of scientific evidence related to energy balance. We encourage both private and public health organizations to leverage this resource to accelerate progress in finding solutions to public health challenges associated with obesity and other energy balance-related disorders.

20. How will GEBN be used to influence the obesity and overall health debate in the future? Isn't its credibility already in question due to its link with the food industry – in particular, companies that make SSBs?
- GEBN will support communicating scientific progress pertaining to energy balance and the biological, social, cultural and economic elements contributing to poor health, obesity and chronic diseases related to lifestyle behaviors.

As part of its mission, GEBN is forming a "think-do tank" that will bring together scientists and non-scientists (i.e. members from health professional or governmental organizations) from various disciplines to address important questions about how to apply our

## DRAFT CONFIDENTIAL

understanding of the biology of energy balance and the societal, cultural and economic forces shaping our world to develop effective approaches to promote healthy living. More information about the think-do tank and its purpose and activities will be shared at a later date. You can sign up for the GEBN Newsletter on our website: [www.gebn.org](http://www.gebn.org).

21. Who is eligible to join the Network?
  - a. All individuals and organizations from diverse disciplines across the public and private sectors who support the science of energy balance are invited to become active members of the Network.
22. Does this include individuals from F&B companies?
  - a. Yes, and all companies from different sectors that have an interest.

INTERNAL USE ONLY



COCA-COLA PLAZA  
ATLANTA, GEORGIA

RESEARCH AGREEMENT

11530-JA07

This Research Agreement ("Agreement") is effective on the last date of execution of this Agreement ("Effective Date") between THE SOUTH CAROLINA RESEARCH FOUNDATION ("SCRF"), the university-affiliated research foundation for THE UNIVERSITY OF SOUTH CAROLINA ("University"), Dr. Steven Blair, Professor, Arnold School of Public Health, having his principal office located at Room 225, 921 Assembly Street, Columbia, SC 29208 ("Study Director"), Dr. Greg Hand, Professor, Arnold School of Public Health, having his principal office located at Room 102, 800 Sumter Street, Columbia, SC 29208 ("Study Co-Director"), and THE COCA-COLA COMPANY, a Georgia corporation with offices located at One Coca-Cola Plaza, Atlanta, GA 30313 (hereinafter "Sponsor"). University, Study Director, Study Co-Director, and Sponsor are also referred to herein individually as a "Party" and collectively as "Parties".

RECITALS

WHEREAS, the research study contemplated by this Agreement is of mutual interest and benefit to the Parties;

WHEREAS, the Parties to this Agreement share a common mission of improving the public health by engaging in research relating thereto;

WHEREAS, in connection with this mission, Sponsor desires to have further clinical research conducted evaluating the key components of energy balance via the protocol attached hereto as Exhibit A ("Protocol"); and

WHEREAS, SCRF, Study Director, and Study Co-Director having particular expertise and opportunity in the Protocol, desire to provide this research.

NOW, THEREFORE, in consideration of the mutual promises contained herein, the Parties agree as follows:

1 Research Protocol

- 1.1 IRB Review. University shall commence performance of the Protocol subject to prior receipt of necessary approvals from its Human Investigational Review Committee ("IRB"). The IRB must operate in accordance with the U.S. Code of Federal Regulations ("CFR"), Title 21 CFR, Part 56 (Institutional Review Boards), as promulgated under the Federal Food, Drug and Cosmetic Act. The Parties agree that no changes will be made to the Protocol without the Sponsor's prior written consent, which consent shall not be unreasonably withheld or delayed.



- 1.2 Study Director and Study Co-Director. The Protocol will be conducted by the Study Director, Dr. Steven Blair, and by the Study Co-Director, Dr. Greg Hand, each of whom has expertise in the field of research involving body mass index, physical activity, physical fitness, energy balance, and other factors necessary to execute the Protocol. If, for any reason, Study Director, and Study Co-Director become unavailable, SCRF shall promptly advise Sponsor. If Sponsor and SCRF cannot agree on a qualified replacement scientist or an appropriate solution within thirty (30) days after the Study Director and Study Co-Director cease to be available to work on the Protocol, either Sponsor or SCRF may terminate this Agreement on ten (10) business days' written notice to the other Party.
- 1.3 Standards, Conflicts and Integrity.
- 1.3.1 Standards. The study (including without limitation the study execution, Protocol, data collection, analysis and interpretation thereof) (hereinafter "Study") shall be conducted in a professional and competent manner, in accordance with generally accepted sound scientific research techniques, methods and principals, and be consistent with good clinical practice as defined and outlined in the United States Code of Federal Regulations, and in strict adherence to the Protocol.
- 1.3.2 Conflicts and Integrity. Sponsor and SCRF will each fulfill its respective obligations with respect to the Study in accordance with the Eight Guiding Principles enumerated at page 4 of attached Exhibit D, *"Funding Food Science and Nutrition Research: Financial Conflicts and Scientific Integrity"*.
- 1.4 Research Site. SCRF will conduct the Study at the following research site(s) [the "Research Site(s)"]:
- Arnold School of Public Health  
The University of South Carolina  
921 Assembly Street,  
Columbia, SC 29208
- 1.5 Personnel and Equipment. SCRF will at all times furnish and devote the necessary and agreed qualified personnel, facilities and equipment to perform the Study and carry out the Protocol as set forth in this Agreement. SCRF acknowledges that all personnel involved in the Study shall be employees of University or Research Site and not of Sponsor, and that University or Research Site shall be responsible for their compensation and benefits, shall make all payments required to be made by any taxing or governmental authority with respect to their employment and shall maintain any necessary workers compensation insurance with respect to such employees. University or Research Site personnel who perform or work on the Study under Study Director and Study Co-Director, together with any other direction, shall be referred to as "Investigators". All Investigators will be subject to all terms and conditions, particularly confidentiality and inventions, as set forth in this Agreement herein.

- 1.6 Consultants. University will make all necessary contract arrangements with the consultants identified in the portion of Exhibit B titled "Budget Justification" ("Consultants") who are providing guidance with respect to the Study.
- 1.7 Sponsors' Representative. Sponsors' Technical/Scientific representatives on the Study shall be Dr. Susan Roberts and Dr. Karen Cunningham and/or such other representative(s) as Sponsors may subsequently designate in writing from time to time ("Sponsors' Technical/Scientific Representative(s)").
- 1.8 Informed Written Consent and Confidentiality for Participants. SCRF represents that informed, executed, written consents will be obtained from each Study participant ("Research Subject") prior to his/her participation in the Study in exchange for the consideration they are to receive. SCRF shall be solely responsible for the preparation and content of the informed, written consent. The consent form shall also be approved by the IRB prior to its use in the Study. SCRF shall certify in writing to Sponsor that the informed, written consent has been executed by each Research Subject no later than 10 days after the last Research Subject is randomized.
- 1.9 Record Keeping, Reporting and Access. SCRF, Study Director, and Study Co-Director agree as follows:
- 1.9.1 Record Keeping. Study Director and Study Co-Director will keep and maintain adequate records containing data generated in the course of the Protocol to enable Study Director and Study Co-Director to furnish complete and accurate information to Sponsor regarding the Protocol results; provided, however, that the Parties agree that SCRF, Study Director, and Study Co-Director shall not disclose to Sponsor any personal information relating to Research Subjects.
- 1.9.2 Access and Inspection. Sponsor's authorized representative(s), and governmental or regulatory authorities, to the extent required by law, may, at mutually agreed upon times and upon reasonable notice to SCRF, Study Director, and Study Co-Director, arrange to: (i) examine and inspect University's facilities used for performance of the Protocol; and (ii) audit, inspect and copy all data and work products relating to the Study, (other than confidential Research Subject records as provided in Article 1.8), to verify compliance by SCRF, Study Director, and Study Co-Director with the terms of this Agreement.
- 1.9.3 Government Inspections. If any governmental or regulatory authority conducts or gives notice to SCRF of its intent to conduct an inspection at the Research Site or to take any other regulatory action with respect to the Study, SCRF will promptly give Sponsor written notice thereof, including all information pertinent thereto;

provided that it shall not be a breach of this Agreement for SCRF to comply with the demands and requests of a governmental or regulatory authority in accordance with SCRF's reasonable judgment and subject to the other terms and conditions of this Agreement.

1.9.4 Records Retention. All records of Study Director and Study Co-Director related to the Protocol shall be maintained for a minimum retention period of five (5) years following the natural expiration or termination of this Agreement, except with regard to Confidential Information, as defined in Article 3.1, which shall be handled in accordance with Article 3.

1.9.5 Reporting procedures. Once per month during the execution of the Protocol, SCRF shall send Sponsor a brief progress report (3-4 sentences). Once in the first 3 calendar quarters, SCRF shall send Sponsor a more detailed progress report (1-2 pages). Once per calendar year, in December, SCRF shall send sponsor a comprehensive progress report summarizing all work performed that year in the execution of the Protocol. Each quarterly report shall take the place of the report for the month in which the quarterly report is sent. The annual progress report shall take the place of a quarterly report for the fourth quarter.

1.10 Material Error. If SCRF commits a material error in the conduct of the Study or Protocol that adversely affects the Study's validity or results, University will either repeat the Study in a timely manner without additional cost to the Sponsor, or refund to Sponsor the cost of the Study, by mutual agreement.

## 2 Protocol Funding

2.1 Budget and Payment Schedule. Sponsor agrees to support this Study and shall pay SCRF as set forth in the Budget and Payment Schedule attached hereto as **Exhibit B** and **Exhibit C**, respectively. In the event that SCRF unexpectedly learns that certain other expenses need to be considered, SCRF must seek the prior written approval of Sponsor before taking steps that would incur additional costs. SCRF shall send an invoice to the responsible Party for Sponsor, as set forth in Article 10.4, no earlier than one day after execution of the Agreement by both Parties. Sponsor shall pay each invoice within forty-five (45) days of receipt. Payments will be made by wire transfer to:

Bank Name:	Wachovia Bank, NA
Bank Address:	1525 West WT Harris Boulevard Charlotte, NC 28262
Name on Account:	SC Research Foundation
Routing Number:	053207766
Account Number:	2003233007079
SWIFT Code:	PNBPUS33

- 2.2 Use of Funds. SCRF shall monitor expenditures to ensure that the funds provided by Sponsor are spent in accordance with this Agreement, and as set forth in Exhibit B, and will maintain complete and accurate accounting records in accordance with generally accepted accounting principles, which shall be available for inspection, review and audit at reasonable times by Sponsor. Minor variances (not to exceed 10%) of expenditures from the established budget shall not require prior approval of the Sponsor.
- 2.3 No Government Funding. Unless otherwise agreed to in writing by Sponsor, SCRF agrees that it will not accept any funding for the Study from the United States Government or any agency thereof. Accordingly, unless Sponsor has agreed in writing to permit partial funding of the Study by the United States Government or an agency thereof, SCRF represents that the United States Government shall obtain no rights under 35 U.S.C. § 200-212 to any inventions resulting from this Study.

### 3 Confidential Information

- 3.1 In preparation of and during the course of the Protocol, it may be necessary for the Sponsor to disclose to Study Director, Study Co-Director, and University, orally or in writing, technical and business information regarding the Sponsor's products, marketing plans, public relations plans, or Protocol thereto (hereinafter referred to as "Confidential Information"). Any Confidential Information that is disclosed orally must be reduced to writing within 30 days of disclosure. All Confidential Information is considered to be highly confidential by the Sponsor. Study Director, Study Co-Director, and SCRF agree to take all reasonable precautions to prevent disclosure of Confidential Information and to others and to not use Confidential Information without the express written consent of the Sponsor. These restrictions upon disclosure and use of Confidential Information shall extend beyond the term of the Agreement and any extensions herein for a period of five (5) years, but shall cease to apply to any specific portion of Confidential Information which:
- 3.1.1 is already in Study Director, Study Co-Director, or the SCRF's possession at the time of disclosure thereof as established by relevant documentary evidence;
  - 3.1.2 is or later becomes available to the public other than by Study Director, Study Co-Director, or SCRF's default;
  - 3.1.3 is received by the Study Director, Study Co-Director, or SCRF from a third party having no obligation of confidentiality to the Sponsor;
  - 3.1.4 is independently developed by University personnel who are not aware of the Confidential Information, as established by relevant documentary evidence; or

3.1.5 is required to be disclosed by law or government regulation.

#### 4 Publication Rights and Use of Project Results

- 4.1 Publication. SCRF shall prepare one or more manuscripts suitable for publication in a peer-reviewed scientific journal, reporting the results obtained through execution of the Protocol. SCRF shall exercise its best efforts to obtain the acceptance and publication of all such manuscripts in peer-reviewed scientific journals.
- 4.2 Review Rights. Each Party agrees to submit to the other Party, for review, the draft of any proposed oral or written disclosure of the results, including any abstract of the results, or any manuscript at least ten working days (10) days in advance of any disclosure of the results. The Party preparing such disclosure shall consider any suggestions from the other Party concerning the disclosure, but is not bound to incorporate such suggestions in any oral or written publications, except for redaction of Confidential Information as necessary for SCRF to fulfill its obligations of confidentiality under Article 3. At the expiration of the ten (10) working day period, SCRF, Study Director, and/or Study Co-Director may proceed with the disclosure (e.g. publication of a manuscript) unless it has received written notice from Sponsor that it wishes to cease or delay publication due to:
- a.) Sponsor reasonably believes a patent application claiming a new invention should be filed prior to such publication;
  - b.) Sponsor's confidential and/or proprietary Confidential Information is contained in the proposed manuscript; or
  - c.) Sponsor reasonably believes a risk exists to the protection of proprietary rights.

If a potentially patentable invention results from the Protocol and Sponsor wishes to file a patent application covering such invention pursuant to Article 5 herein; the Parties agree to negotiate in good faith to determine and agree upon a reasonable delay of any oral or written disclosure of the results, in order to allow the Sponsor to complete development necessary for filing and to file such patent application. Such delay shall not exceed one hundred twenty (120) days.

- 4.3 Public Acknowledgement. Publication shall acknowledge authorship according to those significantly involved in the Study. SCRF agrees that if Sponsor so requests, and only if Sponsor requests, substantive releases and/or written reports contemplated by this Article 4 may include language to the effect that "The Study was funded by The Coca-Cola Company".
- 4.4 Company name. Without Sponsor's prior written approval, SCRF will not publish or use any advertising, sales promotion or publicity matter relating to services, equipment, materials, products and reports furnished by SCRF wherein the names of Sponsor, its subsidiaries, affiliates and/or authorized bottlers are mentioned or their identity implied.

## 5 Invention Rights

- 5.1 Study Director, Study Co-Director, and University agree to disclose promptly and fully in writing to the University Intellectual Property Office, all creative ideas, developments and inventions, whether or not patentable, conceived or reduced to practice by Study Director, Study Co-Director, or University as a result of the Study (herein referred to as the "Inventions"). The Parties agree to hold all information regarding any Invention in confidence until a patent application covering the Invention has been filed, or the Parties have agreed in writing that no patent application covering the Invention is to be filed, or publication of the invention occurs pursuant to Article 4 herein.
- 5.2 All inventions shall be the sole property of Sponsor, and SCRF, Study Director, and Study Co-Director hereby transfer and assign to Sponsor any and all of their and the other Investigators' rights, title and interests in the Inventions. Each of SCRF, Study Director, and Study Co-Director agrees to cooperate with Sponsor and to assist Sponsor in protecting any Inventions and related Confidential Information and Sponsor's rights therein, including by promptly executing and delivering to Sponsor any documents reasonably requested by Sponsor to perfect or evidence Sponsor's rights therein, whether by patent, copyright, trade secret or otherwise.
- 5.3 If Sponsor determines that it wishes to have a patent application or application for other intellectual property protection filed with respect to any Invention, each of SCRF, Study Director, and Study Co-Director shall promptly assist Sponsor in Sponsor's preparation, filing and prosecution of such U.S. and/or foreign application(s). Accordingly, Study Director, Study Co-Director, and SCRF agree to assign outright to the Sponsor the entire right, title and interest, both in the United States and abroad, to any Inventions developed as a result of the Protocol and/or Study, without payment other than the fees provided for herein. Sponsor shall bear all costs incurred in connection with the preparation, filing, prosecution and maintenance of U.S. and foreign application(s) directed to the Inventions. Each of SCRF, Study Director, and Study Co-Director shall cooperate with Sponsor to assure that such application(s) will cover, to the best of their knowledge, all items of commercial interest and importance. Sponsor alone shall be responsible for making decisions regarding scope and content of the application(s) to be filed and the prosecution thereof, but Study Director, Study Co-Director, and SCRF will be given an opportunity to review and provide input thereto. The Study Director, Study Co-Director, and the SCRF further agree to execute any and all documents which the Sponsor determines are necessary or convenient to fully implement Sponsor's proprietary rights in such Inventions.

## 6 Termination

- 6.1 Term. This Agreement shall take effect as of the Effective Date and shall remain in effect until completion of the Protocol, including delivery by SCRF to Sponsor of all relevant reports and manuscripts, which shall be

no later than December 31, 2013, unless sooner terminated in accordance with Article 6.2 or otherwise agreed to by the parties in writing.

6.2 Termination. Sponsor may terminate this Agreement, without cause, upon prior 15 days written notice to SCRF. Either Party may terminate this Agreement upon thirty (30) days prior written notice to the other Party in the event the other Party is in breach of its material obligations hereunder. The breaching Party may cure such default prior to the expiration of the same thirty (30) day notice period, at which point this Agreement shall continue in full force and effect. If the breaching Party does not cure the breach during the notice period, the Agreement will be terminated.

6.3 Effect of Termination.

6.3.1 Termination of this Agreement by either Party for any reason shall not affect the rights and obligations of the Parties accrued prior to the effective date of termination of this Agreement.

6.3.2 Articles 1-5, 7, and 10 shall survive the natural expiration or termination of this Agreement.

6.3.3 Upon early termination of this Agreement, Sponsor will be responsible for compensating SCRF for all authorized, non-cancelable commitments for costs incurred or to be incurred as a result of the performance of the Protocol under this Agreement as of the date of termination; provided, however, that Sponsor will in no event be obligated to compensate SCRF more than the total amount set forth in **Exhibit B**. If the amount Sponsor has paid to SCRF prior to the date of termination exceeds the amount of cancelable commitments for costs incurred or to be incurred at the date of termination, SCRF will reimburse Sponsor for the excess.

6.3.4 Upon termination of this Agreement, SCRF shall immediately discontinue any work and shall take such precautions as requested by Sponsor, including returning to Sponsor or certifying in writing to Sponsor that it has destroyed all documents and other tangible items containing Sponsor Confidential Information.

6.3.5 Neither Party shall be liable to the other for damages of any kind relative to termination of this Agreement in accordance with this Article 6, even if advised of the possibility of such damages.

7 Indemnification

7.1 Liability of SCRF. SCRF hereby agrees that it shall be solely responsible, to extent allowed by South Carolina law, where found liable by a court of competent jurisdiction, for any and all damages, deficiencies, actions, suits, proceedings, demands, assessments, judgments, claims, losses, costs, expenses (including medical expenses incurred by participants

enrolled in the Study to the extent such medical expenses are not covered by the participants' medical or hospital insurance or governmental programs providing such coverage), obligations and liabilities (including expenses and reasonable experts' and attorneys' fees) arising from or relating to (i) the intentional misconduct, recklessness or negligent act or omission by University, any of its employees or agents as it relates to the performance of the Protocol; or (ii) the failure of Study Director, Study Co-Director, or his co-investigators, and assistants to adhere to the terms of the Protocol or to employ reasonable care in the performance of the Protocol in conformity with the generally accepted standards of the medical and scientific communities or to adhere to any local or national laws in any material respect.

- 7.2 Insurance. University shall maintain, at all times during the performance of the Protocol, sufficient liability insurance to adequately protect the respective interests of Sponsor hereunder.

## 8 Representations and Warranties

- 8.1 University Representations. SCRF hereby represents to the best of its ability that: (i) University is, and shall continue to be throughout the period of the Study, in compliance with all of University's internal rules and regulations applicable to: (a) it or its activities; and (b) the Study; (ii) other than those which have already been obtained, no consents or approvals of, and no filings with, any governmental entity or any other person are needed to enable the Study to be conducted; (iii) other than those which have already been obtained, no approvals or consents of any person or body at University is required for University, Study Director, or Study Co-Director to conduct the Study; (iv) University obtained from all the investigators and University's faculty, staff, employees or students that will be working on the Study, all rights necessary to grant the rights granted to Sponsor in this Agreement; (v) the informed written consent form has been approved by the IRB; (vi) University has the experience and ability in the fields and related disciplines as may be necessary to perform all required services with a high standard of quality; (vii) University's services will be performed in a workmanlike and professional manner and all services, equipment, materials and reports furnished will be as represented by University, suitable for Sponsor's business purposes; (viii) the individual signing this Agreement on its behalf is duly authorized to do so and to bind SCRF by this Agreement; (ix) SCRF is a duly organized and validly existing corporation in good standing under the laws of South Carolina and is duly qualified and authorized to do business and is in good standing in all jurisdictions where it is required to be so qualified; and (x) SCRF has the power and authority (a) to own its property and assets and to transact the business in which it is engaged and presently proposes to engage, and (b) to execute, deliver and perform this Agreement.

- 8.2 Sponsor Representations. Sponsor hereby represents and warrants that the individual signing this Agreement on its behalf is duly authorized to do so and to bind Sponsor by this Agreement. EXCEPT AS SET FORTH IN



THIS AGREEMENT, SPONSOR MAKES NO EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES AND THE WARRANTY OF MERCHANTABILITY OR FITNESS FOR PURPOSE OR USE IS EXPRESSLY DISCLAIMED AND WAIVED BY UNIVERSITY, STUDY DIRECTOR, AND STUDY CO-DIRECTOR.

9 Conduct, Principles, Minority and Women-Owned Business Enterprises

9.1 Supplier Guiding Principles and Code of Business Conduct for Suppliers.

It is well understood that SCRF is not a "Supplier" as defined by the industry. SCRF, however, shall review and abide by Sponsor's Supplier Guiding Principles and the Code of Business Conduct for Suppliers and will, at a minimum, meet the principle standards with respect to its operations as a whole as the same principles will apply to SCRF. Sponsor's Supplier Guiding Principles and the Code of Business Conduct for Suppliers are available at [http://www.thecoca-colacompany.com/citizenship/supplier\\_code.html](http://www.thecoca-colacompany.com/citizenship/supplier_code.html) SCRF will implement appropriate internal business processes to ensure compliance with these standards. Sponsor has the right to use independent third parties to audit SCRF's compliance with these standards, including, but not limited to, conducting interviews with employees and on-site personnel. If SCRF fails to uphold any aspect of these standards, SCRF will implement immediate corrective actions. Sponsor has the right to terminate this Agreement if SCRF cannot demonstrate that it is in compliance with these standards.

9.2 Minority and Women-Owned Business Enterprises. Sponsor is committed to the ongoing growth and development of Minority and Women-Owned Business Enterprises ("MWBE"). Sponsor is further committed to providing equal opportunity to diverse suppliers of goods and services and makes every effort to use MWBE to the maximum extent possible. In this regard, Sponsor is interested in establishing contractual agreements with suppliers of goods and services that share our vision and are dedicated to supplier diversity principles. For more information, please visit [www.coke.net](http://www.coke.net), link to Supplier Diversity.

10 Miscellaneous

10.1 Relationship of Parties. Each Party shall be deemed to be an independent contractor and not an agent or employee of the other Party. Neither Party shall have the authority to make any statements, representations nor commitments of any kind, nor take any action which shall be binding on the other Party, except as may be explicitly provided for herein or authorized in writing.

10.2 Publicity. Sponsor and SCRF shall consult with each other and reach agreement regarding and prior to the issuance of any press release or the making of any public statements with respect to this Agreement and the transactions contemplated hereby (inclusive of the Protocol) and shall not issue any such press release or make any such public statement unless approved in writing by an authorized representative of Sponsor and

University. Notwithstanding the foregoing, University may publish general information about this project in its standard reports of sponsored program activity.

10.3 Work for Competitors. SCRF agrees that during the period in which University is actively performing the Protocol under this Agreement, the Study Director, Study Co-Director and any University personnel working under them for performance of this study will not perform a similar study to the one described in the Protocol, or use the same study Protocol, for PepsiCo, Cadbury Schweppes, Cott, Danone, Kraft, Nestlé, Unilever, or any entity, including any subsidiary thereof, the primary business of which is the marketing of food or beverage products, including, but not limited to soft drinks, coffee, tea, sports beverages, bottled water, and fruit or vegetable juice concentrates or beverages, except as Sponsor may, in its sole discretion, expressly authorize in writing. Study Director, Study Co-Director, and SCRF further agree not to make any public presentation regarding the results of this study on behalf of or at the request of any such entity without prior written approval of Sponsor.

10.4 Notices. All notices required or permitted hereunder will be in writing and delivered personally, sent by facsimile transmission, mailed by overnight courier, or sent by certified or registered mail to the following addresses:

if to SCRF, the notice shall be addressed to:

R. Steven Etheredge, Asst. Director  
Sponsored Awards Management  
901 Sumter St., Suite 501  
Columbia, SC 29208  
Telephone No.: 803-777-4457  
Facsimile No.: 803-777-4136  
E-mail: [steven@mailbox.sc.edu](mailto:steven@mailbox.sc.edu)

Notices relating exclusively to medical or scientific issues shall be sent to the Study Director and Study Co-Director, with a copy to SCRF at the address below if such notices regard a change in the Protocol.

if to Study Director and Study Co-Director, the notice shall be addressed to:

Dr. Steven Blair, Study Director  
Arnold School of Public Health  
The University of South Carolina  
921 Assembly Street,  
Columbia, SC 29208

Telephone No.: 803-777-0567  
Facsimile No.: 803-777-2504  
E-mail: [sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu)

And

Dr. Greg Hand, Study Co-Director  
Arnold School of Public Health  
The University of South Carolina  
800 Sumter Street,  
Columbia, SC 29208

Telephone No.: 803-238-6960  
Facsimile No.: 803-777-2504  
E-mail: grehand@mailbox.sc.edu

if to Sponsor, the notice shall be addressed to:

Dr. Susan Roberts  
Principal Scientist, SRA  
The Coca-Cola Company  
NAT 342C  
One Coca-Cola Plaza N.W.  
Atlanta, Georgia 30313  
Telephone No.: 404-676-3586  
Facsimile No.: 404-598-3586  
E-mail: suroberts@na.ko.com

And

Dr. Karen Cunningham  
Principal Scientist, SRA  
Beverage Services Ltd  
1 Queen Caroline Street  
London, W6 9HQ  
Great Britain  
Telephone No.: +44-208-237-3327  
Facsimile No.: 011-44-189-584-4870  
E-mail: kacunningham@eur.ko.com

With a copy to:


John M. Packman  
Senior Counsel  
The Coca-Cola Company  
NAT 2038  
One Coca-Cola Plaza, N.W.  
Atlanta, Georgia 30313  
Telephone No.: 404-676-2663  
Facsimile No.: 404-598-2663  
E-mail: jopackman@na.ko.com

or to such other place as any Party may designate by written notice to the other Party.

- 10.5 Integration: Amendments. This Agreement constitutes the entire agreement of the Parties pertaining to the Protocol and supersedes all prior agreements and understandings, whether oral or written. In the event of any inconsistency between the body of the Agreement and the Exhibits, the terms of the body of the Agreement shall govern. No modification, amendment or waiver of this Agreement shall be binding unless executed in writing by the Parties. The waiver by Sponsor or SCRF of a breach of any provision of this Agreement shall not operate or be construed as a waiver of any subsequent breach.
- 10.6 Force Majeure. Except as specifically provided to the contrary herein, the inability or failure of SCRF or Sponsor to perform any of their obligations pursuant to this Agreement will not be the basis of claims for damages sustained by SCRF or Sponsor or for breach of contract when due to causes or contingencies reasonably beyond the control of SCRF or Sponsor. If either SCRF or Sponsor suffers the event of force majeure, the suffering Party shall give notice of such event of force majeure in reasonably full particulars to the non-suffering Party as soon as reasonably possible.
- 10.7 Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of South Carolina, USA, without giving effect to any choice or conflict of law provisions to the extent such provisions would apply the law of another jurisdiction.
- 10.8 Counterparts. This Agreement may be executed in counterparts (including without limitation execution via facsimile or e-mail transmission of signatures in the spaces indicated below), each of which shall be deemed an original, but all of which taken together shall constitute one single agreement between the parties. The person signing on behalf of each party represents that he or she is authorized to execute this Agreement on behalf of such party and has the authority to bind such party to the terms and conditions of this Agreement.

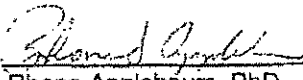
IN WITNESS WHEREOF SCRF and Sponsor have caused this Agreement to be duly executed on their behalf by their respective representatives as of the date below.

**SOUTH CAROLINA RESEARCH  
FOUNDATION**

By:   
R. Steven Etheredge  
Assistant Director  
Sponsored Awards Management

Date: 11/4/10

**THE COCA-COLA COMPANY**

By:   
Rhona Applebaum, PhD  
VP, Chief Scientific & Regulatory  
Officer

Date: 10/28/2010

*APP  
2010-10-28*

**STUDY DIRECTOR**

Acknowledged as read and understood:

By:   
Dr. Steven Blair

Date: 11/4/10

**STUDY CO-DIRECTOR**

Acknowledged as read and understood:

By:   
Dr. Greg Hand

Date: 11/4/10

## EXHIBIT A

### PROTOCOL

Energy Balance Study Design and Protocol  
Steven N. Blair, Study Director, and Gregory Hand, Study Co-Director  
Department of Exercise Science, University of South Carolina

#### Background

It is indisputable that the world is experiencing an epidemic of obesity. Although the prevalence of obesity has been increasing for approximately 30 years, we have little evidence of the specific causes. It is clear that the general cause is too many people being in positive energy balance on too many days. However, no studies have properly measured energy intake and energy expenditure, and evaluated each as separate and independent causes of the obesity epidemic. Most of the attention given to the obesity epidemic focuses on the intake side of the equation rather than on the expenditure side. A report from the U.S. Institute of Medicine, "Bridging the Evidence Gap in Obesity Prevention," gives much more attention to energy intake than energy expenditure. A rough estimate from scanning the document is that diet/nutrition is mentioned three times more often than physical activity/fitness. This continued imbalance in attention from the highest levels of scientific thinking does not augur well for success. It is difficult, and in fact impossible, to develop strategies and tactics to stem or reverse this epidemic until we better understand the specific causes.

We propose to conduct a large-scale, comprehensive energy balance study. This study will measure energy balance more accurately than it has ever been measured in a large sample followed for at least one year, using a number of sophisticated measures of energy intake and energy expenditure. Data and findings from this study will lead to high-impact publications that will have a profound effect on how clinicians, public health officials, and lay people view the obesity epidemic, its causes, and what can be done to address it.

A group of expert advisors (Drs. Allison, Hill, Jakicic, Hamilton, Katzmarzyk, Church, and Blundell) has provided guidance in developing a proper energy balance study and will continue to provide expertise throughout the study. This group of scientists is among the best in the world in the fields of energy balance, obesity, physical activity, and nutrition. The expert advisors and key personnel in this study are among the most highly-cited individuals in the world on topics related to energy balance.

#### Specific Aims

Prefatory Aim 1. To examine the extent to which variation in total energy expenditure and variation in total energy intake contribute to changes in body weight and fat among young adults.

Primary Aim 1. To examine the extent to which changes in body weight and fat are driven by changes in energy expenditure, changes in energy intake, or both.

Secondary Aim 1. To examine the extent to which changes in body weight and fat during specific time intervals are driven by changes in energy expenditure, changes in energy intake, or both.

Secondary Aim 2. To examine the specific components/attributes of energy expenditure and energy intake that drive changes in body weight and fat.

Secondary Aim 3. To determine to what extent demographic characteristics modify the relationship between variance in the changes in energy expenditure and energy intake and variance in the changes in body weight and fat.

Tertiary Aim 1. To study the feasibility of examining the temporal sequence of changes in energy expenditure and changes in energy intake.

### Hypotheses

1. Changes in body weight and fat will be positively associated with increases in total energy intake.
2. Changes in body weight and fat will be positively associated with decreases in total energy expenditure.

Testing these two hypotheses will allow us to determine the specific contributions of energy intake and energy expenditure to changes in body weight and fat.

Depending on the results, at the end of this study we will be able to make statements such as:

1. The proportion of body weight change that is explained by changes in total energy expenditure is X.
2. The proportion of body weight change that is explained by changes in total energy intake is X.
3. Decreases in occupational physical activity contributed to XX% of the decrease in total energy expenditure.
4. Decreases in light intensity physical activity contributed to XX% of the decrease in total energy expenditure.
5. The study of body weight change is complex and should always contain an evaluation of **both energy intake and energy expenditure**

### Overview of Study Timeline

The study will take a total of 3 years. The first six months of the study will be dedicated to project start-up to obtain equipment, complete detailed planning, recruit and train staff, and begin initial recruitment of participants. The final six months of the study will be dedicated to cleaning data, running analyses, and preparing papers and reports for publication.

**Table 1. Energy Balance Study Timeline**

Activity	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Oct-Dec 2010	Jan-Mar 2011	Apr-June 2011	July-Sept 2011	Oct-Dec 2011	Jan-Mar 2012	Apr-June 2012	July-Sept 2012	Oct-Dec 2012	Jan-Mar 2013	Apr-June 2013	July-Sept 2013
Start-Up	XXX											
Recruitment		X	XXX	XXX	XXX	XXX						
Baselines		XXX	XXX	XXX	XXX	XXX						
Follow-ups			XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX		
Data Clean, Analyses, Publications											XXX	XXX

\* Note: each x refers to a month in the quarter

**Recruitment**

400 men and women between the ages of 21-35 years will be recruited to take part in the Energy Balance study. A variety of recruitment strategies will be used, including advertising to the general population (newspapers, radio, TV, flyers), in addition to more targeted approaches (listserves at worksites and universities, social media). Participation in the study will be open to all comers; however, the goal is to recruit 50% women and 50% men. Inclusion and exclusion criteria for enrollment into the study are listed in Table 2 below.

**Table 2. Inclusion and Exclusion Criteria.**

Inclusion Criteria	Exclusion Criteria
<ul style="list-style-type: none"> <li>• BMI: 25-30</li> <li>• 21-35 years of age</li> <li>• Fasting Plasma Glucose &lt;126 mg/dl</li> <li>• Current medications must have been prescribed for three or more months and stable</li> <li>• Internet access (home or other; agreement by participant that they will comply with the extent of internet use required). We are experienced with using internet interventions and are aware that we must be certain that participants have regular internet access, and have the ability to use it as instructed. We will conduct training sessions during the run-in period in order to insure that this will not be a barrier for participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Currently on medications to lose weight</li> <li>• Planning to have weight loss surgery</li> <li>• Weight loss &gt; 10 lbs in last 3 months</li> <li>• History of depression, anxiety or panic with medications started within last 3 months (include if stable on medications)</li> <li>• Medical history with presence of significant conditions or disease that may interfere with study - e.g., cancer within past 5 yrs of diagnosis (except non-melanoma skin cancer), recent surgery</li> <li>• Pregnant or actively trying to become pregnant</li> <li>• Gave birth in last 12 months</li> <li>• &lt;6 months post-lactation</li> </ul>



- >90<sup>th</sup> percentile on the Brief Symptom Inventory (BSI)
- Planning to move from the area in the next 12 months
- Other medical, psychiatric or behavioral factors that in the judgment of the principal investigator may interfere with study participation or the ability to follow the intervention protocol.

**Study Design & Methods**

This study will follow participants for 1 year, with repeated measures conducted across the study period. Recruitment will continue over a 1-year period of time so that baseline and follow-up measures are staggered across the calendar year.

Prior to the baseline visit, all interested and eligible participants will be scheduled to take part in a 3-week run-in period. During week 1, participants will be asked to complete the informed consent form and some questionnaires, have their height and weight assessed, and complete the DXA measure. During week 2, participants will be asked to complete the basal metabolic rate assessment (BMR) and some questionnaires, and have their blood drawn. During week 3, another DXA measure will be conducted, a sub-maximal fitness test will be administered, and doubly labeled water (DLW) will be started on a sub-sample. We also will instruct participants on internet use and evaluate their ability to adhere to these instructions. The run-in period will help screen out participants who are less likely to adhere to the study requirements.

Table 3. Run-in Timeline

Week 1	Week 2	Week 3
<ul style="list-style-type: none"> <li>• Informed consent</li> <li>• Questionnaires</li> <li>• DXA #1</li> </ul>	<ul style="list-style-type: none"> <li>• BMR</li> <li>• Blood draw</li> <li>• Questionnaires</li> </ul>	<ul style="list-style-type: none"> <li>• Sub-maximal fitness test</li> <li>• Start DLW on sub-sample</li> <li>• DXA #2</li> </ul>

**Laboratory Measures**

Participants will complete laboratory measures 5 times throughout the study. At each visit, body fat (DXA), height, weight, and waist circumference will be measured in all participants, in addition to a blood draw to measure lipids and glucose. Although blood draws will be done at all time points, analyses will be done only on baseline and post-test measures for this study, and samples from all time points will be frozen and stored. BMR and fitness will be measured on all participants at baseline. Doubly-labeled

water on the subsample will be measured at baseline and again at 12 months. See Table 4 for a summary of the measurement protocol.

A number of other demographic, health, and lifestyle-related factors will be measured in all participants at each time point. Prior to each scheduled laboratory visit, participants will receive a packet of questionnaires to be completed and returned at the laboratory visit.

Of the total budget, 90% will be used for recruitment, retention, and collecting the primary and secondary outcome measures. We are measuring many additional variables that directly affect the exposures (energy intake, energy expenditure), and therefore are crucial to explain our study findings. A number of other valuable questions, following our primary and secondary questions, can be examined/answered with our proposed study design and measures.

#### Energy Expenditure and Energy Intake Measures

Participants will wear the SenseWear Armband for 10 consecutive days at baseline and during each subsequent quarterly follow-up period (5 times x 10-days during entire study). During this same time, participants will complete 3 random 24-hour dietary recalls (5 times x 3 recalls during entire study). Participants also will weigh themselves daily using a WIFI/web-connected scale. To prevent the armband and daily weighing from becoming an 'intervention,' feedback from the armband and scale will not be available to participants (screened/blinded). See Table 4 for a summary of the measurement protocol.

Table 4. Measurement Timeline.

Baseline	Quarter 1	Quarter 2	Quarter 3	Quarter 4 (POST VISIT)
<ul style="list-style-type: none"> <li>• Armband 10 days</li> <li>• 3 random 24-hr dietary recalls</li> </ul>	<ul style="list-style-type: none"> <li>• Armband 10 days</li> <li>• 3 random 24-hr dietary recalls</li> </ul>	<ul style="list-style-type: none"> <li>• Armband 10 days</li> <li>• 3 random 24-hr dietary recalls</li> </ul>	<ul style="list-style-type: none"> <li>• Armband 10 days</li> <li>• 3 random 24-hr dietary recalls</li> </ul>	<ul style="list-style-type: none"> <li>• Armband 10 days</li> <li>• 3 random 24-hr dietary recalls</li> </ul>
<ul style="list-style-type: none"> <li>• LAB VISIT &amp; questionnaires</li> <li>• BMR</li> <li>• DLW on sub-sample</li> </ul>	<ul style="list-style-type: none"> <li>• LAB VISIT &amp; questionnaires</li> </ul>	<ul style="list-style-type: none"> <li>• LAB VISIT &amp; questionnaires</li> </ul>	<ul style="list-style-type: none"> <li>• LAB VISIT &amp; questionnaires</li> </ul>	<ul style="list-style-type: none"> <li>• LAB VISIT &amp; questionnaires</li> <li>• BMR</li> <li>• DLW on sub-sample</li> </ul>

### Retention

Upon enrollment into the study, participants will be asked to provide their contact information, as well as the names and contact information of two additional people (who do not live with them) that we could contact in the event we cannot get in touch with the participant. In addition, retention mailings (emails and/or postcards) will be sent one time a month. In the event that a participant moves, this will allow him/her to provide new contact information to study staff.

### Incentives

In an effort to increase adherence and compliance, participants will receive an incentive upon completion of baseline and quarterly measures. A total of \$500 will be given to each subject throughout the 1-year study period, with cash payments increasing as participants progress through the study (e.g. \$50 after completion of the baseline measurement, \$75 after the Q1 measurement, etc.).

### Publication Plan

Upon completion of the study, a number of manuscripts will be prepared and submitted to top peer-reviewed journals for publication (e.g. Journal of the American Medical Association, New England Journal of Medicine). Study findings will also be presented at national meetings (e.g. American College of Sports Medicine, Experimental Biology, The Obesity Society, American Nutrition Society) and released to the press/media (e.g. New York Times, Washington Post, USA Today).

Examples of publication titles include:

1. What drives the increase in body weight/fat – energy intake or energy expenditure? Findings from a prospective energy balance study.
2. Changes in energy intake and energy expenditure: What components contribute to these changes?
3. Do demographic factors moderate the relationship between energy intake, energy expenditure and weight/fat gain?
4. Re-thinking the obesity epidemic: Implications for clinicians, public health officials, and policy makers.
5. The importance of energy balance design elements in future obesity research studies.

**EXHIBIT B**

**BUDGET**

**Budget Summary**

	<b>Q4 2010</b>	<b>2011</b>	<b>2012</b>	<b>Q1-3 2013</b>	<b>Total</b>
<b>Total Direct Costs</b>	\$366,935	\$850,062	\$8881,849	\$192,765	\$2,291,611
<b>USC Indirect Costs</b>	\$36,693	\$85,006	\$88,185	\$19,277	\$229,161
<b>Total Costs</b>	\$403,628	\$935,068	\$970,033	\$212,042	\$2,520,772

Attached to this **Exhibit B** are budget details by calendar year.

**Harry Montoro**

---

**From:** Hand, Gregory  
**Sent:** Thursday, September 18, 2014 8:22 AM  
**To:** Rhona S. Applebaum  
**Subject:** Re: touchENDOCRINOLOGY Will Distribute the 10th Volume of the European Endocrinology Journal at the European Association for the Study of Diabetes (EASD) Meeting, 15-19 Sept

Rhona: Could you send me a copy of the report about the reduction in calories that was achieved by the F&B industry (I apologize, but I can't remember the name of the report)? I can't find it, and I was talking to a state senator here in WV (seems like that is all I do now) who writes a newspaper column (often about health issues). I mentioned the effort as a success story of how industry was included in the solution to a challenge, how that moved the effort forward and how that will be the only way to successfully move forward on societal issues. Both related to obesity/diabetes and other issues like the environmental impact of natural gas extraction and of smoking cessation. He was very interested and I wanted to send him a copy. He informed me of the strength of TCCC lobby in WV. :-) Hope all is well, Greg.

---

**From:** Rhona S. Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Thursday, September 18, 2014 6:58 AM  
**To:** sblair@mailbox.sc.edu; Hand, Gregory; jslavin@umn.edu; jduperly@uniandes.edu.co; sandra@celafiscs.org.br; sandrammahecha@gmail.com; SHOOKR@mailbox.sc.edu  
**Subject:** touchENDOCRINOLOGY Will Distribute the 10th Volume of the European Endocrinology Journal at the European Association for the Study of Diabetes (EASD) Meeting, 15-19 Sept

See attached. Your review/panel summary was recently published in EEJ and TouchENDO is doing more promotion of same.

Hope all have been well--

Per James --"Am at EASD in Vienna, latest edition of European Endocrinology journal flying off the stand literally like hotcakes to the attendees. It is a busy congress!"

Rhona

<http://uk.prweb.com/releases/2014/09/prweb12162398.htm>

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---

## Harry Montoro

---

**From:** Hand, Gregory  
**Sent:** Thursday, September 18, 2014 11:31 AM  
**To:** Rhona S. Applebaum  
**Subject:** RE: Statement by Lisa Gable, President, Healthy Weight Commitment Foundation on the Publication - News & Press Releases - Media - Healthy Weight Commitment Foundation

Just FYI, I sent the email below to Brooks McCabe, a long-standing state senator, and advocate for health, and a friend of ours who you have not yet met. I'm meeting many of these in my new role. Greg  
PS: I just realized that I misspelled Popkins' name. Perhaps a Freudian slip?

Brooks. It was a pleasure to talk with you and I look forward to our collaborating in the future. I wanted to follow up our discussion with a website that you may find interesting. As I commented on when we spoke, there was an effort by the food and beverage industry to reduce the number of calories in the marketplace. This was facilitated to some degree through Robert Wood Johnson, but the F&B did the heavy lifting. Just an example of what can happen when everyone is at the table with a clear goal. Also be aware that the evaluation of this effort was done by Barry Poplin (quoted in the article) who is no fan of the F&B industry – so the results of the effort are legitimate. Have a good trip and congratulations again on the grand daughter. Greg

Gregory A. Hand PhD MPH  
Professor and Dean  
School of Public Health  
R.C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Dr., P.O. Box 9190  
Morgantown, WV 26506-9190  
Tele: (304)293-2502  
Fax: (304)293-6685  
EMail: gahand@hsc.wvu.edu  
Blog: www.gregoryhand1.wordpress.com

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

**From:** Rhona S. Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Thursday, September 18, 2014 10:00 AM  
**To:** Hand, Gregory  
**Subject:** Statement by Lisa Gable, President, Healthy Weight Commitment Foundation on the Publication - News & Press Releases - Media - Healthy Weight Commitment Foundation

Greg--I'm attaching sites to help you with your question re the 6.4 Trillion Cals. Let me know if you need more. Especially with the latest from Barry Popkin--oh my--can talk more

[http://www.healthyweightcommit.org/news/statement\\_by\\_lisa\\_gable\\_president\\_healthy\\_weight\\_commitment\\_foundation\\_RWJF/](http://www.healthyweightcommit.org/news/statement_by_lisa_gable_president_healthy_weight_commitment_foundation_RWJF/)

This directly from the RWJF website--

<http://www.rwjf.org/en/about-rwjf/newsroom/newsroom-content/2014/09/foodindustryleadersfindingwaystohelpsolvenationsobesityepidemic.html>

## Harry Montoro

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Monday, January 12, 2015 1:16 PM  
**To:** BLAIR, STEVEN; Hill, James; Hand, Gregory  
**Subject:** RE: and lastly

Seems like a plan!

R

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Monday, January 12, 2015 1:15 PM  
**To:** Hill, James; Rhona Applebaum; Hand, Gregory  
**Subject:** RE: and lastly

**I am willing to meet with her.**

Steven N. Blair  
Professor  
Departments of Exercise Science and Epidemiology & Biostatistics  
Arnold School of Public Health  
921 Assembly Street, Room 225  
University of South Carolina  
Columbia, SC 29208  
803 777 0567

**From:** Hill, James [mailto:James.Hill@ucdenver.edu]  
**Sent:** Monday, January 12, 2015 9:58 AM  
**To:** Rhona Applebaum; Hand, Gregory; BLAIR, STEVEN  
**Subject:** RE: and lastly

I don't know her but it sounds like her focus is on food. Steve, maybe you and I should try to meet with her soon.

James O. Hill, Ph.D.  
Anschutz Professor  
Executive Director, Anschutz Health  
and Wellness Center

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Monday, January 12, 2015 7:37 AM  
**To:** Hand, Gregory; Hill, James; BLAIR, STEVEN  
**Subject:** RE: and lastly

Heard from others she's a food activist. We're all for healthier diets—but (again what I've heard) she's into avoid msges. Well so was Sam...

Jim—do you know her? Does she understand energy balance. This is where GEBN can do a lot to educate—NOT ADVOCATE—you're a 501c3. ☺

R

**From:** Hand, Gregory [<mailto:gahand@hsc.wvu.edu>]  
**Sent:** Monday, January 12, 2015 9:14 AM  
**To:** [James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu); BLAIR, STEVEN; Rhona Applebaum  
**Subject:** and lastly

The White House has announced the appointment of Debra Eschmeyer as the new head of the First Lady's "Let's Move!" campaign. She succeeds Sam Kass. Ms. Eschmeyer was the co-founder of FoodCorps, an AmeriCorps service program.

Gregory A. Hand PhD, MPH  
Professor and Dean  
School of Public Health  
Robert C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Drive | P.O. Box 9190  
Morgantown, WV 26506-9190  
(304) 293-2503 | [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)



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## Harry Montoro

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**From:** Hand, Gregory  
**Sent:** Friday, June 26, 2015 6:50 PM  
**To:** Rhona Applebaum  
**Subject:** RE: WVU School of Public Health Accreditation

Please do!

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

**From:** Rhona Applebaum  
**Date:** 06/26/2015 4:33 PM (GMT-05:00)  
**To:** "Hand, Gregory"  
**Subject:** Re: WVU School of Public Health Accreditation

Do you mind if I share with our 'email family'?

Rhona

Sent from my iPhone

On Jun 26, 2015, at 4:20 PM, Hand, Gregory <[gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)> wrote:

Dear School of Public Health Visiting Committee members:

It is my privilege to announce to you that the Council on Education (CEPH) has accredited the WVU School of Public Health with a full 5-year accredited status.

What is the significance of our CEPH accreditation? It means that we have joined a group of 56 Schools of Public Health across the United States, Canada and Mexico that represent quality education, impactful research, and a commitment to community engagement. Our accreditation shows that we have met a threshold of high standards that are created and enforced by the best schools of public health in the world.

Perhaps more importantly, our future efforts to maintain accreditation will assure that we continue to improve across all aspects of our mission. But the most significant aspect of our accreditation is that it means West Virginia can be confident of the value of our academic degrees and that we will remain on the cusp of current public health theory and translation into practice.

Reaching this milestone is another early step in implementing the vision of our school: to partner with communities to improve the health of West Virginians, and to use innovation and technology to optimize the well-being of the people across the thirteen states of America's Appalachian Mountain region.

Our focus has been to ensure that students can achieve the highest distinction available by choosing WVU and we will continue to build on that merit by applying and, where possible,

exceeding CEPH standards and competencies in all that we do. Students will be assured they can acquire a global skillset with practical applications for our region.

I am attaching the final report from CEPH that maps our aspirations and our plans to achieve our goals. It also includes the CEPH review board's comments regarding these plans. I hope that this document will give those of you who are interested some background on the school and a better understanding of where the school is headed.

You should be receiving shortly some information from Michelle about a VC meeting in the fall. I hope that you will be able to attend as your input is critical for our school to move forward.

Greg

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

<result-1-2015 wvu (00000002).pdf>

<final-2015 wvu (00000002).pdf>

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---

## Harry Montoro

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Sunday, June 28, 2015 12:08 PM  
**To:** Steve Blair (sblair@mailbox.sc.edu); Chip Lavie (clavie@ochsner.org); Martin Binks (mbinks@binkshealth.com); Timothy Church (Timothy.Church@pbrc.edu); David Allison (dallison@uab.edu); Jim Whitehead (jwhitehead@acsm.org); RUSSELL PATE (RPATE@mailbox.sc.edu); Adrian Hutber (AHutber@acsm.org); Dr. (mpbbatl@gmail.com); Felipebelo@emory.edu; Angel Gil (agil@ugr.es); lluis.serra@ulpgc.es; Shook, Robin P [KIN]; DRENOWATZ, CLEMENS (DRENOWAT@mailbox.sc.edu); Robert E Sallis (Robert.E.Sallis@kp.org); John Sievenpiper (john.sievenpiper@alumni.utoronto.ca)  
**Cc:** Hand, Gregory  
**Subject:** RE: WVU School of Public Health Accreditation

Putting Greg's UWV address on. Have no clue why my system always wants to default to USC—even though I've changed it.

Anyway—Congrats to Greg and UWV

R

---

**From:** rapplebaum@coca-cola.com  
**Sent:** Sunday, June 28, 2015 12:06 PM  
**To:** Steve Blair (sblair@mailbox.sc.edu); Chip Lavie (clavie@ochsner.org); Martin Binks (mbinks@binkshealth.com); Timothy Church (Timothy.Church@pbrc.edu); David Allison (dallison@uab.edu); Jim Whitehead (jwhitehead@acsm.org); RUSSELL PATE (RPATE@mailbox.sc.edu); Adrian Hutber (AHutber@acsm.org); Dr. (mpbbatl@gmail.com); Felipebelo@emory.edu; Angel Gil (agil@ugr.es); lluis.serra@ulpgc.es; 'Shook, Robin P [KIN]'; DRENOWATZ, CLEMENS (DRENOWAT@mailbox.sc.edu); Robert E Sallis (Robert.E.Sallis@kp.org); John Sievenpiper (john.sievenpiper@alumni.utoronto.ca)  
**Cc:** GREG HAND (GREHAND@mailbox.sc.edu)  
**Subject:** FW: WVU School of Public Health Accreditation

Hello Gentlemen—

Not sure if you are aware, but sharing the attached announcement! For more info pls contact Greg --

And Dr. Hand--Heartfelt congratulations! I'm hoping this is a trigger, refocus and continuation on sound reasoning on the part of Schools of Public Health. Oh do I long for the days of the Dr. Juan Navia's (UAB) POV, perspective, actions and wisdom as it relates to public health's purpose, science, advocacy and philosophy on working together to solve complex health problems. Already there are a few that have remained on this track. Here's to more!!

By the way, just back from the 4<sup>th</sup> World Conference on Positive Psychology—the conference of the Int'l Positive Psychology Assn. Dr. Martin Seligman from Univ of PA is the founder along with Dr. Carmelo Vasquez (University of Complutense) plus other leaders in the field. Had a great discussion with him and a few other experts and all agree on the importance of PA. From their perspective—second only to well-being/positive psych—with the two very interrelated—as you know. He'd be a great collaborator as well as speaker. They also had Tom Rath as a keynote—very good also if you're ever in the market for same. In fact IPPA now has a new Committee on health due to the interconnectivity btwn PP and health.

But back to the topic at hand (no pun intended)—below is the good news re UWV. Again Greg—Congrats!! But have a question—understand via Emory there are 99 schools of public health in the US—does this mean 44 are not accredited? Almost half? Doesn't that seem like a lot?

A good Sunday to all!!

Rhona

Dear School of Public Health Visiting Committee members:

It is my privilege to announce to you that the Council on Education (CEPH) has accredited the WVU School of Public Health with a full 5-year accredited status.

What is the significance of our CEPH accreditation? It means that we have joined a group of 56 Schools of Public Health across the United States, Canada and Mexico that represent quality education, impactful research, and a commitment to community engagement. Our accreditation shows that we have met a threshold of high standards that are created and enforced by the best schools of public health in the world.

Perhaps more importantly, our future efforts to maintain accreditation will assure that we continue to improve across all aspects of our mission. But the most significant aspect of our accreditation is that it means West Virginia can be confident of the value of our academic degrees and that we will remain on the cusp of current public health theory and translation into practice.

Reaching this milestone is another early step in implementing the vision of our school: to partner with communities to improve the health of West Virginians, and to use innovation and technology to optimize the well-being of the people across the thirteen states of America's Appalachian Mountain region.

Our focus has been to ensure that students can achieve the highest distinction available by choosing WVU and we will continue to build on that merit by applying and, where possible, exceeding CEPH standards and competencies in all that we do. Students will be assured they can acquire a global skillset with practical applications for our region.

I am attaching the final report from CEPH that maps our aspirations and our plans to achieve our goals. It also includes the CEPH review board's comments regarding these plans. I hope that this document will give those of you who are interested some background on the school and a better understanding of where the school is headed.

You should be receiving shortly some information from Michelle about a VC meeting in the fall. I hope that you will be able to attend as your input is critical for our school to move forward.

Greg

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

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## Harry Montoro

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**From:** BLAIR, STEVEN <SBLAIR@mailbox.sc.edu>  
**Sent:** Sunday, April 19, 2015 8:51 AM  
**To:** Rhona Applebaum; Chip Lavie, M.D.; Hand, Gregory; Edward C Archer; David B Allison; tchurch@acaphealth.com; Duck-Chul [KIN] Lee; SUI, MEI; Shook, Robin P [KIN]  
**Subject:** RE: Interview Request for Dr. Carl Lavie / Steve Malzberg Show

I agree with Rhona “data are”, not “data is”. This is one of my pet peeves. I do disagree with Rhona that Chip’s hair looked great. I think he should be ‘normal’, which is bald!

Chip, did you have to pay him very much to close with “I recommend that everyone buy Obesity Paradox”? You are really getting some great publicity. Congratulations.  
Steve

Steven N. Blair  
Professor  
Departments of Exercise Science and Epidemiology & Biostatistics  
Arnold School of Public Health  
921 Assembly Street, Room 225  
University of South Carolina  
Columbia, SC 29208  
803 777 0567

---

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Sunday, April 19, 2015 1:26 AM  
**To:** Chip Lavie, M.D.; BLAIR, STEVEN; Hand, Gregory; Edward C Archer; David B Allison; tchurch@acaphealth.com; Duck-Chul [KIN] Lee; SUI, MEI; Shook, Robin P [KIN]  
**Subject:** RE: Interview Request for Dr. Carl Lavie / Steve Malzberg Show

Hey—just keeping within the ‘family’

Agree, msges came out very well and < than 6 minutes—well done. Despite the haze and lack of clarity—your hair looked great 😊. Reco—you go this Sunday to an Apple/Computer Store and use some of the royalties from your book to buy a new lap top—you’ll thank me for the suggestion (Just wondering, are ‘blue’ laws still in effect in Louisiana or can you purchase items on Sunday?? Just asking. Unsure if selling on Sundays is viewed as a Darwinian plot in the great state of Louisiana).

Also, had never heard of Dr. Vagnini (host referenced him)—had to use google. Diabetes, wrote a book...Still don’t know who he is, but you look a lot better than his photos. Last, “Data are showing...” not data is... One of my pet peeves—as is the misuse/use of entitled and irregardless. Blame it on Miss Becket—9<sup>th</sup> grade English

A good Sunday to all!

Rhona

## Harry Montoro

---

**From:** Hand, Gregory  
**Sent:** Friday, October 17, 2014 7:40 AM  
**To:** Rhona Applebaum  
**Subject:** RE: Ron Goetzel

LOL. In a polite way. Are things going well at my favorite company?

Gregory A. Hand PhD MPH  
Professor and Dean  
School of Public Health  
R.C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Dr., P.O. Box 9190  
Morgantown, WV 26506-9190  
Tele: (304)293-2502  
Fax: (304)293-6685  
EMail: gahand@hsc.wvu.edu  
Blog: www.gregoryhand1.wordpress.com

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

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Friday, October 17, 2014 7:33 AM  
**To:** Hand, Gregory  
**Subject:** RE: Ron Goetzel

Haven't heard. I did raise issues with Workshops they wanted to have in Gambia several months ago--I said--in a polite way and with data via CDC-- "Are you nuts?"

They cancelled

R

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

**From:** Hand, Gregory [mailto:gahand@hsc.wvu.edu]  
**Sent:** Friday, October 17, 2014 7:29 AM  
**To:** Rhona Applebaum  
**Subject:** RE: Ron Goetzel

Sorry I couldn't get more. Any discussion of ebola concerning the meeting in Spain?

Gregory A. Hand PhD MPH  
Professor and Dean  
School of Public Health  
R.C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Dr., P.O. Box 9190  
Morgantown, WV 26506-9190  
Tele: (304)293-2502

**Harry Montoro**

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Tuesday, August 04, 2015 6:15 PM  
**To:** Steve Blair (sblair@mailbox.sc.edu); Peter Katzmarzyk (Peter.Katzmarzyk@pbrc.edu); Timothy Church (Timothy.Church@pbrc.edu); Chip Lavie (clavie@ochsner.org); Hand, Gregory; David Allison (dallison@uab.edu); 'Vincent Onywera'; Lobelo, Roberto L.; Dr. (mpbbatl@gmail.com); Angel Gil (agil@ugr.es); lluis.serra@ulpgc.es; mtremblay@cheo.on.ca; John Duperly Sanchez; John Duperly (john.duperly@ama.com.co); Bob Ross (rossr@queensu.ca); 'Mike Loosemore (Mike.Loosemore@eis2win.co.uk)'; 'Wendy Brown (wbrown@hms.uq.edu.au)'; Victor KR Matsudo; 'Timothy Olds (Timothy.Olds@unisa.edu.au)'; 'Jean-Michel Borys (jmborys@gmail.com)'  
**Cc:** Rafael Urrialde de Andres; Michelle Carfrae; L. Celeste Bottorff  
**Subject:** A great study is published!!

"Relationship Between Lifestyle Behaviors and Obesity in Children Ages 9-11: Results from a 12-Country Study."

A very happy day!!

Kudos and many thanks to Peter and Tim!! And to Mark, Vincent, Victor, Tim-- for all your hard work and to all the other country leads and ISCOLE staff not copied on this email

Attached is the press release for the ISCOLE Study (Int'l Study of Childhood Obesity, Lifestyle and the Environment) which I'm proud to say was supported by The Coca-Cola Company--and that's it--support only. Ideation for the study began back in 2010--and though there have been a few pubs on methodology, this study, published in Obesity, is (to my knowledge) the first to address the results. What can I say, quality takes time!

In brief, the title of this PR says it all...

Pennington Biomedical Research Study Shows Lack of Physical Activity is a Major Predictor of Childhood Obesity  
<https://www.pbrc.edu/news/?ArticleID=284>

Love the tagline "Global study is first of its kind to survey children across different cultures"

Indeed, a glorious day!! I raise my glass to the researchers and the ISCOLE staff for being the First!!

Rhona

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**Hill, James**

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From: Rhona Applebaum  
Sent: Thu 10/18/2012 4:03 AM (GMT-07:00)  
To: Hill, James  
Cc:  
Bcc:  
Subject: Re: Ready for a stimulus pkg?

One key item Jim--the folks have to have an open mind on the topic of PPPs. That is non-negotiable

Thanks and it is very exciting

R

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]  
Sent: Wednesday, October 17, 2012 11:52 PM  
To: Rhona Applebaum  
Subject: RE: Ready for a stimulus pkg?

Sounds exciting. Many possibilities in Europe. I am now in Germany visiting an obesity research center. Arne Astrup in Copenhagen is terrific - folks in Maastracht in Netherlands are good - some possibilities in UK . Even have possibilities in France and Spain.

We can develop strategy on which on is best to start and later bring in other.

---

From: Rhona Applebaum [rapplebaum@coca-cola.com]  
Sent: Tuesday, October 16, 2012 4:48 AM  
To: Hill, James  
Subject: Ready for a stimulus pkg?

Sold the concept. Will bring in others

Stay tuned.

if there were a 'sister site' in EU where would it be?

Let's talk

R

---

CONFIDENTIALITY NOTICE



**Hill, James**

---

**From:** Rhona Applebaum  
**Sent:** Wed 10/09/2013 11:53 AM (GMT-07:00)  
**To:** Hill, James; Steve Blair (sblair@mailbox.sc.edu); Peters, John C; David Allison (dallison@uab.edu); GREG HAND (GREHAND@mailbox.sc.edu); Edward Archer (archer.edwardc@gmail.com) (archer.edwardc@gmail.com)  
**Cc:**  
**Bcc:**  
**Subject:** Tackling overweight and obesity: does the public hea... [BMC Med. 2013] - PubMed - NCBI

<http://www.ncbi.nlm.nih.gov/pubmed/23414295>

FYI--need to get ahead of this in order not to lose the focus on En Bal--it's not a simple mass balance--but this is why folks are getting confused --some intentionally...

Will also send Dr. Sharma's recent blog

R

---

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**Harry Montoro**

---

**From:** BLAIR, STEVEN <SBLAIR@mailbox.sc.edu>  
**Sent:** Wednesday, December 10, 2014 9:43 AM  
**To:** Rhona Applebaum; Hand, Gregory; James Hill (James.Hill@ucdenver.edu); QUINT, AMELIA  
**Subject:** RE: check it out--

Mike Loosemore is a very influential person in the UK. I was just with him in Beijing and talked a bit about the GEBN. Are we ready to start going after our 100 founding members? We could even consider Mike as a member of the Advisory Committee.  
Steve

Steven N. Blair  
Professor  
Departments of Exercise Science and Epidemiology & Biostatistics Arnold School of Public Health  
921 Assembly Street, Room 225  
University of South Carolina  
Columbia, SC 29208  
803 777 0567

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

From: Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
Sent: Tuesday, December 09, 2014 6:01 PM  
To: Mike Loosemore  
Cc: BLAIR, STEVEN  
Subject: RE: check it out--

Wonderful!!

Steve--Mike is going to join--yeah!!! See below

Rhona

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

From: Mike Loosemore [mailto:Mike.Loosemore@eis2win.co.uk]  
Sent: Tuesday, December 09, 2014 6:00 PM  
To: Rhona Applebaum  
Subject: RE: check it out--

Rhona,  
This is exactly what I am pushing at the moment.  
Happy to be involved if you think I can help.  
I have been doing some very interesting work getting 0 to 4 year olds more active!  
Regards,  
Mike

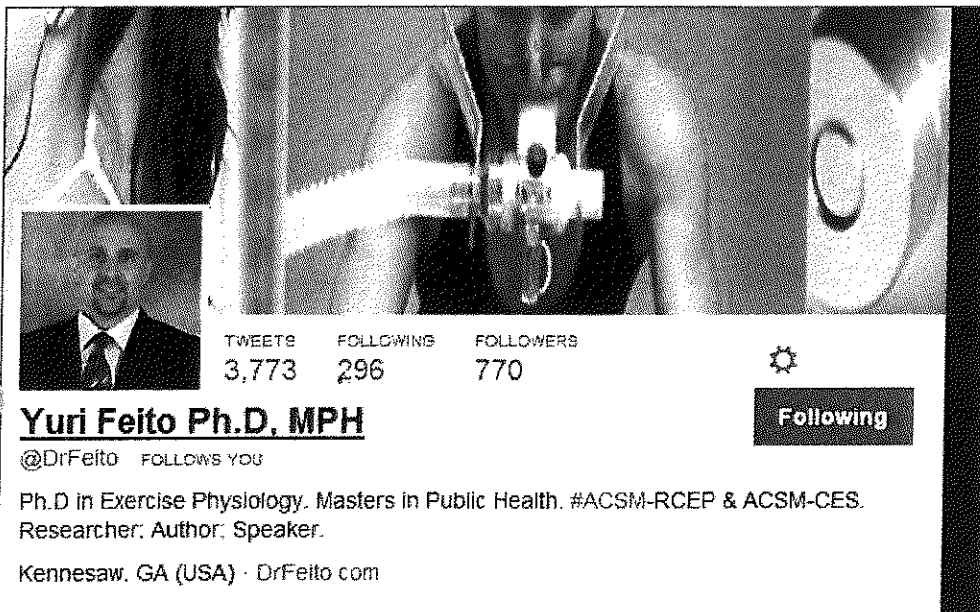
## Harry Montoro

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Friday, December 19, 2014 10:57 AM  
**To:** BLAIR, STEVEN; Hand, Gregory; James Hill (James.Hill@ucdenver.edu); Peters, John C; L. Celeste Bottorff; Bill Layden <blayden@foodminds.com> (blayden@foodminds.com); QUINT, AMELIA  
**Subject:** RE: Emailing: ASPPH South Carolina Professor Connects Energy Balance Experts World-Wide with New Global Energy Balance Network (GEBN).htm

Yuri just RT'd. Not sure if you know him—but recommending to him he join GEBN

R



TWEETS 3,773 FOLLOWING 296 FOLLOWERS 770

**Yuri Feito Ph.D, MPH**  
@DrFeito FOLLOWS YOU

Following

Ph.D in Exercise Physiology. Masters in Public Health. #ACSM-RCEP & ACSM-CES.  
Researcher. Author. Speaker.  
Kennesaw, GA (USA) · DrFeito.com

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Friday, December 19, 2014 10:36 AM  
**To:** Hand, Gregory (gahand@hsc.wvu.edu); James Hill (James.Hill@ucdenver.edu); Peters, John C; Rhona Applebaum; L. Celeste Bottorff; Bill Layden <blayden@foodminds.com> (blayden@foodminds.com); QUINT, AMELIA  
**Subject:** Emailing: ASPPH South Carolina Professor Connects Energy Balance Experts World-Wide with New Global Energy Balance Network (GEBN).htm

**GEBN gets some good attention in the Association of Schools and Programs of Public Health weekly newsletter. Congratulations to Amelia. We need to feature this report on our website.**

**Steve**

## Harry Montoro

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Friday, December 12, 2014 12:53 PM  
**To:** sblair@mailbox.sc.edu; Hand, Gregory; clavie@ochsner.org; tim.church@pbrc.edu; archer1@uab.edu; Robert.E.Sallis@kp.org; mbinks@binkshealth.com  
**Subject:** The Darwin Awards: sex differences in idiotic behaviour | The BMJ

Happy Friday Men--

Sharing only bc after never being in an ER in my life (Thank the Lord) in the 18 yrs of my son's life visited the ER 6 times... Just sayin... Only an observation...but...

<http://www.bmj.com/content/349/bmj.g7094>

Also--good response in the Telegraph re the sugar BP article--despite the over exaggerated title--

Sugar is worse than salt for pushing up blood pressure, new research has found - Telegraph  
<http://www.telegraph.co.uk/health/11286109/Sugar-is-worse-than-salt-for-pushing-up-blood-pressure-new-research-has-found.html>

Anyone know Professor of Emeritus of Nutrition and Dietetics at King's College London, Tom Sanders? Thinking GEBN

A good w/e!

Rhona

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## Hill, James

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**From:** Rhona Applebaum  
**Sent:** Fri 11/21/2014 11:18 AM (GMT-00:00)  
**To:** sblair@mailbox.sc.edu; Hill, James; gahand@hsc.wvu.edu; QUINT@mailbox.sc.edu; blayden@foodminds.com  
**Cc:** L. Celeste Bottorff  
**Bcc:**  
**Subject:** Re: Binks CV

Yes--reco'd Martin as a speaker for IIIWCPHN bc there needs to be more awareness and call-outs re the lack of scientifically appropriate discourse and an alert on the unacceptability of ad-hominem attacks. He did a great job. Needed to get him 'on the circuit'

Would also like to reco the need for good scientific journalists as part of GEBN who focus on the evidence. Presenting for consideration Trevor Butterworth. Need that type of cross-fertilization.

Rhona

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Friday, November 21, 2014 11:09 AM Coordinated Universal Time  
**To:** James Hill (James.Hill@ucdenver.edu) <James.Hill@ucdenver.edu>; Hand, Gregory (gahand@hsc.wvu.edu) <gahand@hsc.wvu.edu>; QUINT, AMELIA <QUINT@mailbox.sc.edu>; Bill Layden <blayden@foodminds.com> (blayden@foodminds.com) <blayden@foodminds.com>  
**Cc:** Rhona Applebaum; L. Celeste Bottorff  
**Subject:** FW: Binks CV

**I think I mentioned earlier that Greg, Rhona, and I met Martin in Las Palmas. We talked to him about GEBN. Here is his CV. He is not a major research scientist, but his a Twitter enthusiast and can certainly contribute to spreading the word.**

**In addition, he is Sec/Treas of TOS and should be able to help us get their participation. We mentioned this to him in Las Palmas. Note that a couple of weeks ago he received the prestigious Atkinson/Stern Award from TOS. He also is actively engaged in the World Obesity Federation, and might be able to help get participation from them.**

**Amelia, please keep this at the top of the list when be begin serious efforts to recruit scientific organizations. You can contact him immediately about getting involved in Twitter.**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Binks, M [mailto:m.binks@ttu.edu]  
**Sent:** Thursday, November 20, 2014 6:04 PM  
**To:** BLAIR, STEVEN  
**Subject:** Binks CV

Hi Steve,

Here's a copy of my CV. Looking forward to hearing more about the Global Energy Balance Network and how I may contribute.

Regards,

## Harry Montoro

---

**From:** Hand, Gregory  
**Sent:** Friday, September 12, 2014 5:43 PM  
**To:** QUINT, AMELIA  
**Subject:** RE: Visit to Coke

No, I don't have anything else. I think that this agenda is more than enough. Have fun.

Gregory A. Hand PhD MPH  
Professor and Dean  
School of Public Health  
R.C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Dr., P.O. Box 9190  
Morgantown, WV 26506-9190  
Tele: (304)293-2502  
Fax: (304)293-6685  
EMail: [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)  
Blog: [www.gregoryhand1.wordpress.com](http://www.gregoryhand1.wordpress.com)

**From:** QUINT, AMELIA [mailto:[QUINT@mailbox.sc.edu](mailto:QUINT@mailbox.sc.edu)]  
**Sent:** Friday, September 12, 2014 3:47 PM  
**To:** Hand, Gregory  
**Subject:** Visit to Coke

Hi Greg,

As I mentioned today and as Rhona suggested at our last offsite meeting, I'm going to be at Coke for the next week (9/15-9/19) working with her and Celeste. Celeste asked me to create a Training Plan for our time together, which you can find attached. Other than the objectives I listed, is there anything else you can think of that I should ask them/work with them on while I'm there?

Thanks for looking over this!

**Amelia Quint**  
*Project Coordinator, Global Energy Balance Network*  
University of South Carolina  
921 Assembly Street, Room 224  
Columbia, SC 29208  
+1 (803) 777-2354

PS- How do you like the new signature? ☺

# Appendix A21

**Peters, John C**

---

From: Lupberger, Stacia  
Sent: Mon 6/29/2015 1:21 PM (GMT-07:00)  
To: Peters, John C; Steven Blair (sblair@gwm.sc.edu); Hand, Gregory (gahand@hsc.wvu.edu)  
Cc: Hill, James; Waite, Margo; KAUFMAN, ATHEY (KAUFMALA@mailbox.sc.edu);  
mlindsay@hsc.wvu.edu; QUINT, AMELIA  
Bcc:  
Subject: Google calendar - GEBN EC Calendar

Dear John, Steve & Greg,

This morning we had a productive meeting with the Clyde Tuggle & Joanna Price - Public Affairs & Communications at Coca-Cola. They have graciously offered to facilitate meetings with their contacts (& Coca-Cola staff) in various countries for us to discuss GEBN. Therefore, I have put together a "Master Calendar" for GEBN Executive Committee travel. We hope you would be willing to share any upcoming travel for this year & beyond and we will share it with Coca-Cola. In turn Coca-Cola will reach out to their contacts and try to arrange a coffee, lunch or dinner.

Since we are all on different servers I had to create the calendar on Google calendars. This may require you to accept the "invite" etc. The calendar will be sent to you separately. **Please be sure to include your last name, city/country and any time you are not available due to a planned presentation or commitment so I can differentiate between the different events.**

Ideally, we will extend this to the entire EC but it may make sense to do that after the meeting in August? Please provide any feedback!

Regards,

Staci



Staci Lupberger, MS, RD

Project Manager, Global Energy Balance Network

University of Colorado Anschutz Health & Wellness Center

12348 E. Montview Blvd, C263

Aurora, CO 80045

P: 303.724.9013

E: [Stacia.Lupberger@ucdenver.edu](mailto:Stacia.Lupberger@ucdenver.edu)

W: [www.gebn.org](http://www.gebn.org)



## Harry Montoro

---

**From:** Hand, Gregory  
**Sent:** Tuesday, January 13, 2015 9:19 PM  
**To:** Rhona Applebaum; Alison Patient  
**Subject:** Re: Introductions

Thank you Rhona for the introduction. As usual, "I owe you." Hello Alison. Perhaps we can find a time for a phone call? I look forward to your insights into West Virginia. While I'm very new here, my role has immediately put me into the political arena (already dozens of emails and phone calls and the governor hasn't even published his budget yet). Please let me know some days and times that we may touch base. Michelle Lindsay, my executive assistant, can schedule something at your convenience. I look forward to the conversation, Greg.

Gregory A. Hand, PhD MPH  
Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Monday, January 12, 2015 10:10 AM  
**To:** Alison Patient; Hand, Gregory  
**Subject:** Introductions

Hello folks—

First Happy New Year to you both and wishes for a healthy and rewarding 2015.

I've already told both of you about each other (including but not limited to how brilliant and wonderful you are), but I've been remiss in making the connection—so here tis...

Greg—Alison is with Consolidated, the bottler that not only serves So Carolina, but WV as well (and many other states within the region). To that end, she can be a great resource since she knows WV and the nuances of same quite well.

Alison—Greg was 'the man' for the research discussed while we were visiting Steve and Clemens last month at USC. Very knowledgeable with regard to energy balance and energy flux and one of the best (solid and rational and evidence based) in the public health world. Also a major quality of Greg's (and skill) is his willingness to ensure folks have the facts and understanding (in short he's a great communicator for lay folks). Though we were sad when he left USC, we know he will do great things at WVU. I've attached two reviews that should be helpful in giving insight to his science and POV.

So...connections made—looking fwd to hearing great things. Anything I can do to help—just shout

A good week to two of my favorite people

Rhona \_\_\_\_\_

## Harry Montoro

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Monday, May 11, 2015 7:33 AM  
**To:** BLAIR, STEVEN; James Hill (James.Hill@ucdenver.edu); Hand, Gregory; Peters, John C (JOHN.C.PETERS@UCDENVER.EDU)  
**Subject:** RE: fbn Mobile | Physical inactivity may diminish benefits of better nutrition

Hi

I don't Tom --certain I met him at the WFSGI meeting several years ago. However, Jim Baugh might. You are an advisor to Phit America --correct?

Also op via Anne Flannery who's now President/CEO of Boys & Girls Clubs of Northwest Indiana--Let me know to connect.

Last--can try a call into Tom Cove directly at SFIA -- 301.495.6321 or email- tcove@sfia.org He's the CEO

Rhona

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

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Sunday, May 10, 2015 4:26 PM  
**To:** Rhona Applebaum; James Hill (James.Hill@ucdenver.edu); Hand, Gregory; Peters, John C (JOHN.C.PETERS@UCDENVER.EDU)  
**Subject:** RE: fbn Mobile | Physical inactivity may diminish benefits of better nutrition

Dear Rhona,  
Happy Mother's Day to you!

Do you know anyone at The Physical Activity Council? They might be a great group for GEBN to work with. I used to know some of the leaders at IHRSA, and they might be at the ACSM meeting.

Steve

Steven N. Blair  
Professor  
Departments of Exercise Science and Epidemiology & Biostatistics Arnold School of Public Health  
921 Assembly Street, Room 225  
University of South Carolina  
Columbia, SC 29208  
803 777 0567

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

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Sunday, May 10, 2015 12:28 PM  
**To:** BLAIR, STEVEN; Chip Lavie; Greg Hand; Timothy Church; PATE, RUSSELL; Martin Binks; Harold W Kohl III; Dr. Michael Pratt; Robert E Sallis  
**Subject:** fbn Mobile | Physical inactivity may diminish benefits of better nutrition

**Peters, John C**

---

From: Peters, John C  
Sent: Thu 5/07/2015 6:21 AM (GMT-07:00)  
To: Alex Malaspina  
Cc: Hill, James; mek59100@gmail.com; susi.kettler@gmail.com; dbanati@ilsieurope.be; arpad\_somogyi@yahoo.co.uk  
Bcc:  
Subject: Re:

Will do. I have a call with EUFIC next week.  
Thanks  
John

Sent from my iPhone

On May 7, 2015, at 5:49 AM, Alex Malaspina <[malaspina@aol.com](mailto:malaspina@aol.com)> wrote:

Dear John: I understand from Mike Knowles and Susanne Kettler of Coke Europe, that ILSI Europe is very interested in GEBN. Diana Banati, ILSI Europe Executive Director would be interested in talking to you , when you have some time. Please get in touch with her to arrange for a convenient time to have a telephone call .  
Warmest regards. Alex

**Harry Montoro**

---

**From:** Hand, Gregory  
**Sent:** Wednesday, August 13, 2014 3:31 PM  
**To:** Rhona Applebaum  
**Subject:** RE: Nov 9-13 Las Palmas III WORLD CONGRESS OF PUBLIC HEALTH NUTRITION. Invitation Letter of the President (to be sent\_.

Fantastic. A great opportunity to strategize. Thanks again for thinking of me.

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Wednesday, August 13, 2014 3:24 PM  
**To:** Hand, Gregory  
**Subject:** Re: Nov 9-13 Las Palmas III WORLD CONGRESS OF PUBLIC HEALTH NUTRITION. Invitation Letter of the President (to be sent\_.

And Steve is coming too!

Also--pls be there on Nov 9 since there will be a special evening event.

Should they come back to you just send a conflict arose. To that end, jim Hill did the same with a conflict with both this mtg and one in Mexico--due to a mtg in Greece.

So many invites--thus the reason for GEBN

R

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

**From:** Hand, Gregory [mailto:gahand@hsc.wvu.edu]  
**Sent:** Wednesday, August 13, 2014 06:45 PM Coordinated Universal Time  
**To:** Rhona Applebaum  
**Subject:** RE: Nov 9-13 Las Palmas III WORLD CONGRESS OF PUBLIC HEALTH NUTRITION. Invitation Letter of the President (to be sent\_.

Because of my just arriving at WVU and accreditation in early December, I think that I can only do one of the trips. Since you will be at Las Palmas, I think I would prefer to do that one (plus I haven't heard anything actually nailing down the Belgium meeting). So yes, please have Dr. Serra send an invitation, and I will bow out of the other presentation if it materializes. Thanks for thinking of me. Things are hectic, but moving forward - that is good enough right now. Hope all is well, Greg.

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Wednesday, August 13, 2014 11:59 AM  
**To:** Hand, Gregory  
**Subject:** Re: Nov 9-13 Las Palmas III WORLD CONGRESS OF PUBLIC HEALTH NUTRITION. Invitation Letter of the President (to be sent\_.

Hi. Check your email--believe the event in Belgium is Oct 9 or 10. This Congress is a month later. Should I have Dr Serra send you an invite?

R

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

From: Rhona Applebaum

Sent: Wednesday, August 13, 2014 03:00 PM Coordinated Universal Time

To: gahand@hsc.wvu.edu <gahand@hsc.wvu.edu>

Subject: Nov 9-13 Las Palmas III WORLD CONGRESS OF PUBLIC HEALTH NUTRITION. Invitation Letter of the President (to be sent\_.

But need to check--Can you speak on Energy Balance for the Panel Below? I'll also attend

Thanks

Rhona

PS--how r u doing?

SESSION: ENERGY BALANCE AS A PUBLIC HEALTH DRIVE Speakers Energy balance assessment at population level Prof. Gregorio Varela-Moreiras

Gut microbiome, genome, energy balance and obesity Prof. José Ordovas

Energy balance and Cancer prevention  
Prof. Hursting

The importance of energy balance in obesity management Prof. Greg Hand

Moderator:  
Prof. Alfredo Martínez

Financed: TCCC

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**Harry Montoro**

---

**From:** Hand, Gregory  
**Sent:** Monday, November 10, 2014 2:06 PM  
**To:** Cristina Valentín - TYC; Olga Llano  
**Cc:** 'Rafael Urrialde de Andres'  
**Subject:** RE: Interview for a press agency\_Energy balance Symposia

Yes. Happy to meet at 16:00.

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

**From:** Cristina Valentín - TYC  
**Date:** 11/10/2014 12:27 PM (GMT-05:00)  
**To:** Olga Llano , "Hand, Gregory"  
**Cc:** 'Rafael Urrialde de Andres'  
**Subject:** RE: Interview for a press agency\_Energy balance Symposia

Dear Mr. Hand. As my colleague Olga commented in the mail, I would be grateful if you could confirm us your availability for this interview. If yes, I could meet you in the main lobby tomorrow at 16.00 hours. In any case, I give you my mobile phone number: +34 661673071. Many thanks.

Regards. cristina.

Enviado desde mi smartphone Samsung Galaxy.

----- Mensaje original -----

**De:** Olga Llano  
**Fecha:** 10/11/2014 18:04 (GMT+01:00)  
**Para:** gahand@hsc.wvu.edu  
**Cc:** 'Rafael Urrialde de Andres' , 'Cristina Valentín'  
**Asunto:** Interview for a press agency\_Energy balance Symposia

Dear Mr. Hand, my name is Olga Llano, and I work in the press office of the Health and Nutrition Department of Coca-Cola.

There is a press agency interested to speak with you tomorrow as an expert, about the importance of energy balance. Could you attend them? The small interview will be about 16:00 h.

In that case, my colleague Cristina Valentín will communicate you soon the place (into Alfredo Kraus Auditorium) to do the interview tomorrow.

Thank you very much and best regards,

---

Olga Llano

**TORRES CARRERA**  
CONSULTORES DE COMUNICACIÓN

Velázquez, 109 - 3º Izquierda 28006 MADRID  
Telf. 915 90 14 37 / Fax: 915 63 38 94

Príncipe, 9 - 2º 36202 VIGO  
Telf. 986 44 15 70 / Fax: 986 44 15 72

Nau de Santa María 2, esc. A 8º 1ª 08017 BARCELONA  
Telf. +34 93 467 30 42

[ollano@torresycarrera.com](mailto:ollano@torresycarrera.com)  
[www.torresycarrera.com](http://www.torresycarrera.com)

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**Harry Montoro**

---

**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Wednesday, February 11, 2015 1:33 AM  
**To:** Hand, Gregory  
**Cc:** Angela Soares  
**Subject:** FW: Invitation to speak on June 18 in Sao Paulo

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hello Greg—

Another speaking opportunity for you and I'm hoping your schedule is open.

With this email I'm connecting you with my colleague in Brazil, Angela Soares, regarding an invitation to speak at the 6<sup>th</sup> Brazilian Congress of Integrated Nutrition (CBNI) - GANEPÃO 2015 on June 18<sup>th</sup>, 2015 in São Paulo. More information can be found here <https://www.ganepao.com.br/index2.php> (in Portuguese)

The topic they'd like you to speak on would address physical activity in the context of energy balance. Of course, will leave to you for the exact title, and engaging them on the energy flux work would also be excellent.

Can you please let us know if your schedule would permit you to participate in this event? In addition—this meeting would represent yet another opportunity to raise awareness of the Global Energy Balance Network.

Many thanks for considering Greg. As we say, no rest for the weary.

Both Angela and I look forward to hearing from you.

Rhona

**Rhona S. Applebaum, PhD** | VP, Chief Science & Health Officer | The Coca-Cola Company

**Email:** [rapplebaum@Coca-Cola.com](mailto:rapplebaum@Coca-Cola.com)

**Twitter:** [@RhonaA\\_PhD](https://twitter.com/RhonaA_PhD)

**Office:** 404-676-2177

**Fax:** 404-598-2177

**I am social**

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- Do you already have a **visa to come to Brazil?** If not, please let us know.
- Which city you'll be coming from and going back to?
- What date would you like to arrive in Brazil? What is the departure date?
- Please, send your full name, date of birth, passport number, expiration date and issue date.

Looking forward to hearing from you.

Thank you.



## **Karina Goes**

Blessed Turismo e Eventos Ltda

Tel/Fax: 55 - 21 - 24228081 (Ramal 6)

[eventos@blessedturismo.com](mailto:eventos@blessedturismo.com)

[www.blessedturismo.com](http://www.blessedturismo.com)

---

**De:** Angela Soares [<mailto:angsoares@coca-cola.com>]

**Enviada em:** terça-feira, 17 de fevereiro de 2015 21:38

**Para:** Hand, Gregory

**Assunto:** RE: Invitation to speak on June 18 in Sao Paulo

Dear Dr. Hand,

My name is Angela Soares, and I'm the Health and Wellness Communication Manager at Coca-Cola Brazil. We would like you to know that we really appreciated that you accepted our invitation.

The 6th Brazilian Congress of Integrated Nutrition (CBNI) - GANEPÃO 2015 (<https://www.ganepao.com.br/index2.php>) will take place from June 16-20th, 2015, in São Paulo (Rebouças Convention Center).

On June 18th, The Coca-Cola Brazil Beverage Institute for Health and Wellness will promote a satellite symposium (with simultaneous translation) on the topic of the "Value of Physical Activity" (within the context of energy balance).

It's scheduled at 12:30p.m. and will last approximately 50 minutes (with an additional 10 minutes for questions).

To cover your fee, the amount we have available is US\$ 2,000.00. Please, let us know if it's ok for you.

Additionally, all travel costs will be covered by Coca-Cola Brazil. Our travel agency will contact you in order to verify your travel preferences, Visa procedures, etc...

Thank you so much for coming to Brazil.

My best regards.

Angela Soares

The **VI Brazilian Congress of Integrated Nutrition (CBNI) and Ganepão 2015** is honored to have you as an **International Speaker** at our meeting that will be held from **June 17<sup>th</sup> to 20<sup>th</sup>, 2015** at Centro de Convenções Rebouças, in Sao Paulo city, Brazil.

The main theme for the forthcoming congress is **"Food and Nutrients: Structural or Functional?"**.

We look forward to meet you at the **VI Brazilian Congress of Integrated Nutrition (CBNI) and Ganepão 2015**.

Please, reply this e-mail to confirm your participation in these activities.

**At this moment, the lecture we would like you to address is:**

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**June, 18<sup>th</sup> (Thursday)**

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**ROOM: TURQUESA 2**

**12h30 pm to 02h00 pm**

**SYMPOSIUM**

Energy Balance: A Framework for Weight Management Interventions

Chairman: **Dan L. Waitzberg**

Speaker: **Gregory Hand**

**APOIO INSTITUTO DE BEBIDAS PARA SAUDE E BEM-ESTAR  
COCA-COLA BRASIL**

**Soon we will send you more information about your participations.**

Looking for transparency and respect to the participants, we would like to inform the potential interest conflict. So, we ask you to be kind and collaborate by filling in the Form of "Potential Interests Conflicts Spreading" **at next page** and **send us by e-mail**.

It will be a great honor to meet you in Brazil during this period and share your scientific experience among all the other participants from all over the world.

We will do our best to make your stay in Sao Paulo city the most enjoyable.

Warm personal regards,

Dr. Dan L. Waitzberg  
**President**

Maria de Lourdes Teixeira da Silva  
**General Secretary**

Maria Tereza Ferrini  
**General Coordinator**

**Hill, James**

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From: Rhona Applebaum  
Sent: Thu 2/14/2013 9:23 AM (GMT-00:00)  
To: Hill, James; Peters, John C  
Cc: Thalia Constantinidou  
Bcc:  
Subject: Connections for upcoming meetings in 2013

Hello Jim and John!

Once again, I want to thank you for agreeing to speak at meetings coming up in Europe. The two are:

1. **ECO (The European Congress of Obesity):** Date for the ISA satellite symposium: Monday 13<sup>th</sup> May. Jim, you agreed to do this one.
2. **ISA Conference in Brussels:** ISA (Int'l Sweeteners Assn) will have its own conference in Brussels on October 2013. John, you agreed to do this one and mentioned any date among those identified would be good for you—and per your request—we will zero in on the best date, and that will be handled between you and Thalia.

And what a nexus. Let me reintroduce/introduce you to Thalia. Jim—you met Thalia last year at our Balance the Debate Symposium. John, you have not yet met, so introducing you to Thalia who is based in our Brussels Office working very closely on nutrition/health issues for our business. Thalia will be organizing both and on point re the specifics, travel, etc so your time and expertise are used as efficiently and effectively as possible for these two events.

That's it! Connections made. We are thrilled your schedules have permitted you to do this and can't thank you both enough.

HAPPY VALENTINE'S DAY TO ALL!!

Rhona

**Rhona S. Applebaum, PhD** | VP, Chief Scientific & Regulatory Officer | The Coca-Cola Company

**Email:** [rapplebaum@Coca-Cola.com](mailto:rapplebaum@Coca-Cola.com)

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**Fax:** 404-598-2177



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## Hill, James

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From: Thalia Constantinidou  
Sent: Tue 4/30/2013 2:50 PM (GMT-00:00)  
To: Hill, James; Rhona Applebaum  
Cc:  
Bcc:  
Subject: RE: Dinner with the European CEO

Excellent, we will let James to choose the cuisine!

Indeed, the EBI should already be in his mind as we would like his support on this as well. I can introduce it and then you can expand and promote it as it deserves to be.

Best regards

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]  
Sent: Tuesday, April 30, 2013 4:44 PM  
To: Thalia Constantinidou; Rhona Applebaum  
Subject: RE: Dinner with the European CEO

This is fantastic and I very much look forward to it. With regard to food - I eat just about anything so pick a place that Mr. Quincey likes.

I will defer to Rhona but I think prepping him a little about the EBI might be useful.

Jim

James O. Hill, Ph.D.  
Executive Director, Anschutz Health and Wellness Center Anschutz Professor of Health and Wellness  
Professor of Pediatrics, Medicine, and Physiology & Biophysics University of Colorado, Anschutz Medical  
Campus  
PH: 303-724-9974  
FX: 303-724-9976  
EM: james.hill@ucdenver.edu  
Web: <http://www.anschutzwellness.com>

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

From: Thalia Constantinidou [mailto:tconstantinidou@coca-cola.com]  
Sent: Tuesday, April 30, 2013 8:37 AM  
To: Hill, James; Rhona Applebaum  
Subject: Dinner with the European CEO

Dear Jim,

We are all actively working here to prepare everything for the ECO and very much looking forward to seeing you in Europe!

Our dinner with James Quincey, the Coca-Cola Europe CEO, is confirmed. On his behalf I would like to invite you for a dinner on Tuesday evening, May 14th, at 8pm. At the dinner, there will be about 5 people from James' leadership team, including the Europe Marketing Director, Public Affairs Director and also myself.

James is asking if you have any food preference, Asian, Italian, French...? Let me know so that we can choose the restaurant.

I will have the opportunity to have a pre-meeting with James on Monday (conference call). Is there anything specific that you advise me to prepare him about, like the EB Institute?

Rhona, your guidance is most needed.

Many thanks,  
Best regards

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

From: tconstantinidou@coca-cola.com  
Sent: Thursday, April 11, 2013 5:10 PM  
To: 'Hill, James'  
Subject: RE: Liverpool

Jim hello,

Apologies for the delay!

We are exchanging emails with Tim about the flight bookings and we will organise everything. Business class of course.

The honoraria is fine and ISA will cover this entirely. ISA is already in contact with Tim and all details will be managed.

Since the honoraria covers ISA but also some of the Coke activities, Coke will take care of all flights and accommodation costs.

In terms of meeting with James Quincy, our CEO, and his leadership team, it seems that this will take place on Tuesday 14th, over a lovely dinner. There is also the option of meeting him at 4pm, however I would recommend the dinner as it is a more pleasant forum. Tim will also brief you on this.

Finally, we are currently putting together the entire plan for your visit and we will send it to you asap. The brief for the ISA event at ECO is ready, I am just reviewing it and it will be sent to you.

Lots of things but we are getting there!

Best regards.  
Thalia

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]  
Sent: Friday, March 29, 2013 4:52 PM  
To: Thalia Constantinidou  
Subject: RE: Liverpool

Thalia,

I will go ahead and make airline reservations from Denver to Manchester and from London to Denver. I will do this on United since I have status there. I assume we are talking business class tickets.

As to honorarium, since I am yours for this entire time I would suggest \$5000. If this is problematic just let me know and we can negotiate.

Jim

James O. Hill, Ph.D.  
Executive Director, Anschutz Health and Wellness Center Anschutz Professor of Health and Wellness  
Professor of Pediatrics, Medicine, and Physiology & Biophysics University of Colorado, Anschutz Medical  
Campus  
PH: 303-724-9974  
FX: 303-724-9976  
EM: james.hill@ucdenver.edu  
Web: <http://www.anschutzwellness.com>

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

From: Thalia Constantinidou [mailto:tconstantinidou@coca-cola.com]  
Sent: Wednesday, March 27, 2013 9:41 AM  
To: Hill, James  
Subject: RE: Liverpool

Hello Jim,

The plan below sounds very good.



We are waiting for a final confirmation from our CEO (James Quincy) for a breakfast / branch meeting with you on Wednesday morning. I believe flights back to the US are after lunch.

In the meantime, we are working on a plan (not too heavy) for engagements in London for Tuesday.

On Monday 13th, we will all be in Liverpool. In fact we plan to arrive on Sunday evening. Of course you will have plenty of time on Monday for any other meetings you may need to have. Our event is not until late afternoon but we will need to spend some time with you before for a "rehearsal". We think that interviews will happen in London the next day but there may be some good journalists already at ECO who will want to speak to you.

On Monday evening we will of course organise a nice dinner with a few more stakeholders.

Would you prefer that you make your bookings and then expense it to us? We are fine with this.

Whatever works better for you.

If I may ask you, can you let me know what is your honorarium requirement for the ISA event i.e. the ECO event?

Coke will cover all other expenses beyond this, like your time in London with journalist and other stakeholders as well as your time with our CEO and of course all accommodation.

Just to let you know that Ellen is working on the brief as per our telephone discussion and we will soon send it to you the soonest.

Many thanks for your collaboration on this event. So delighted that you will be with us in Europe!

Best regards

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]

Sent: Wednesday, March 27, 2013 4:32 AM

To: Thalia Constantinidou

Subject: Liverpool

Hi Thalia,

I am ready to make arrangements for the Liverpool meeting. Do you know yet when you will need me for other meetings? I can fly into Manchester and out of London if that works best. I plan to arrive on the 12 and can return on the 15th if it is useful for me be in London on the 14th for meetings with your folks. I need a few hours on the morning of May 13th for another meeting. Otherwise I am totally yours.

Just let me know what works.

Jim

---

The only other question I have is regarding car rental. I see that assistance with car rental is a service Casa Delfino provides. The other option is renting at the airport. I suspect we will not need a car the first day, as we will just walk around town. Do you think it is difficult for Americans to rent a car in Chania? Do we need anything other than our passports and driver's licenses? Thanks!

Have a lovely weekend,

Trish

On Fri, Sep 26, 2014 at 12:10 PM, Alkistis Houliarakis <[ahouliarakis@coca-cola.com](mailto:ahouliarakis@coca-cola.com)> wrote:

Dear Trish & Jim,

Following all of the bookings we have made over the past week, I just wanted to collect all the information and give you an overview of your trip to Greece.

#### Friday, October 3

- Arrive at **El.Venizelos (Athens airport) at 15:35** on October 3.
- Fly out to **Crete Daskalogiannis airport (Chania) at 21:45 (Aegean Airlines: flight number A3344)**, expected to land there at **22:35**.
- I suggest you take a taxi to **Casa Delfino Hotel & Spa**. (*address: Theofanous 9, Chania,- Phone: [+30 2821 087400](tel:+302821087400)*). You will be spending **4 nights** here.

#### Tuesday, October 7

- Drive to Rethymno, to **Rimondi Boutique Hotel** (*address: Xanthoudidou 10, Rethimnon 741 00, Greece - Phone: [+30 2831 051289](tel:+302831051289)*). You will be spending **3 nights** here.

#### Friday, October 10

- Depart from Crete from **Daskalogiannis airport (Chania) at 17:30** (Aegean Airlines: flight number **A3337**).
- We will be arranging a taxi for you to take you to **Divani Caravel** (*address: Vasileos Alexandrou Avenue 2, Athens 161 21, Phone: [+30 21 0720 7000](tel:+302107207000)*).
- You will be having dinner with **Thalia at 8:30pm**. Thalia is also staying at the same hotel, so you will leave together for the restaurant.

#### Saturday, October 11

- A **breakfast** will be held with Thalia and the ISA before the EFAD conference starts. Time will be confirmed.
- At 13:00 till 14:30 a session entitled "lunch with Jim Hill" will be carried out in one of the hotel meeting rooms (Room to be confirmed). This will be an **informal session**, allowing for an open discussion with dietitians/nutritionists. The main focus will be on questions **surrounding LCS, weight management and energy balance**.
- **Interviews** will take place between **14:30 and 16:00**.
- The **EUFIC roundtable** will be taking place from **16:30 to 18:00**
- The ISA roundtable starts at 18:30 and will end by 20:00 in the main hall, "**Olympia**".
- The Hellenic Dietetic Association is holding a **dinner** this evening at **20.30, at SKYFALL restaurant** (*Markou Mousourou &*

*Ardittou Str., Kallimarmaro).*

**Sunday, October 12**

- At 11:30 in Olympia hall you will be holding your **lecture** on Energy Balance.
- **Relaxing Lunch with Thalia** and maybe other guests. Restaurant will be confirmed.

**Monday, October 13**

- We will arrange for a taxi to take you from the hotel to the airport for your flight.

During the coming days we will be finalizing the details, and keep you updated as things get confirmed. I hope you are both excited for your trip to Greece.

I hope you have a lovely weekend.

Kindest Regards,

Alkistis

<image003.jpg>

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## Hill, James

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From: Bobbie Crothers  
Sent: Mon 8/25/2014 7:53 AM (GMT-00:00)  
To: Hill, James  
Cc: Michelle Carfrae; Jim Moshovelis  
Bcc:  
Subject: RE: Visit to Australia / NZ

Dear Jim,

I've been working with Jim here in Sydney in regards to putting together possible plans for your visit. After receiving your email overnight we have pulled together a couple of possible schedules that we'd like to put to you to see if they would suit. There are two options which really just depend on how much 'free time' you and your wife would like while you're here and when you would like to return home. If you could let us know which of the below options suit you and your wife that would be great. And of course we can shuffle them a little too if you have further thoughts.

In addition a couple more questions:

- So we can look into flights further for you and your wife where exactly will you fly out from and want to fly back in to?
- As we develop content/themes for the activities and events we are planning can you confirm if you have any new publications/abstracts on the 'America on the Move' program? And or any preliminary data from the 12 months results of the LNCS study that you may be able to share? Or other studies/data you'd like to share and think will be relevant, happy to take some suggestions from you in this area.
- In regards to reimbursement would you consider an honorarium of US\$5000 for your visit?

### Itinerary Options

#### **Option 1.**

Sunday 23rd Nov – Fly out from the US

Tuesday 25th Nov – Arrive in Sydney and then fly to Hobart (as there are no direct flights to Hobart)

Wednesday 26th Nov – Hobart: 1st day of the Nutrition Society Conference

Thursday 27th Nov – Hobart: 2nd day of the Nutrition Society Conference

Friday 28th Nov – either stay in Hobart for the 3rd day of the conference or free day in Hobart or fly to Sydney

Saturday 29th & Sunday 30th Nov – Fly to Sydney for 2 free days

Monday 1st Dec & Tuesday 2nd Dec – Sydney events TBC

Wednesday 3rd Dec – Fly to Auckland NZ

Thursday 4th Dec & Friday 5th Dec – Auckland events TBC

Friday 5th Dec – Fly home to the US (or you could stay longer if you and your wife wanted to spend some time in NZ)

## **Option 2.**

Sunday 23rd Nov – Fly out from the US

Tuesday 25th Nov – Arrive in Sydney and then fly to Hobart(as there are no direct flights to Hobart)

Wednesday 26th Nov – Hobart: 1st day of the Nutrition Society Conference

Thursday 27th Nov – Hobart: 2nd day of the Nutrition Society Conference

Friday 28th Nov – either stay in Hobart for the 3rd day of the conference or free day in Hobart or fly to Sydney

Saturday 29th & Sunday 30th Nov – Fly to Sydney for 2 free days

Monday 1st & Tuesday 2nd Dec – Sydney events TBC

Wednesday 3rd Dec through to Saturday Dec 6th – 4 free days in Sydney

Sunday 7th Dec – Fly to Auckland NZ

Monday 8th Dec & Tuesday 9th Dec – Auckland events TBC

Wednesday 10th Dec - Fly home to the US (or you could stay longer if you and your wife wanted to spend some time in NZ)

Jim if you could let us know your thoughts on all of the above that would be great. Also if you'd prefer we could also set up another conference call with you to discuss the above and any other details if that is easier than emailing? If so please let us know a couple of times that would suit you for a call

Thanks Jim, we appreciate you considering the above.

Kind regards,

Bobbie



**Bobbie Crothers, APD**  
Public Affairs Manager

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**From:** Hill, James [<mailto:James.Hill@ucdenver.edu>]  
**Sent:** Monday, 25 August 2014 12:07 AM  
**To:** Jim Moshovelis

**Cc:** Michelle Carfrae; Bobbie Crothers  
**Subject:** RE: Visit to Australia / NZ

Jim,

Thanks for your reply. If my wife comes, we do not have to be back by Thanksgiving. In fact, it would work better on my end to leave a little later - maybe Nov 23. I would have a great deal of flexibility in the return time. It looks like the meeting on the 26th is set but hopefully other things are more flexible. I have lots of academic colleagues in Australia and may want to visit some of them. Plus my wife's brother lives in Sydney.

Bottom line is if you cover both of our travel expenses I am happy to attend Hobart meeting and as many other meetings as you want anywhere in Australia or NZ. Given you are paying, make sure you get your money's worth from me. Once you give me a schedule we will want to build in some "fun time". We could stay through the end of Nov and maybe a bit into Dec. I would absolutely consider a reduced honorarium if you cover our expenses.

Jim

James O. Hill, Ph.D.  
Anschutz Professor  
Executive Director, Anschutz Health  
and Wellness Center

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**From:** Jim Moshovelis <[jmoshovelis@coca-cola.com](mailto:jmoshovelis@coca-cola.com)>  
**Sent:** Friday, August 22, 2014 5:26 AM  
**To:** Hill, James  
**Cc:** Michelle Carfrae; Bobbie Crothers  
**Subject:** RE: Visit to Australia / NZ

Dear Jim,

Thanks for getting back to us so quickly regarding your availability. Before we progress any further I would just like to clarify a few points.

If CCSP is able to cover your wife's flight expenses does this mean you are available to travel over the Thanksgiving period or do you still want to be back in the United States by November 26th? Better understanding your requirements, particularly when you can leave and when you need to return home is critical to our planning.

We have sketched a possible itinerary below which is subject to your availability. We could start the trip earlier or later depending on your commitments.

In regard to honorariums, if we are able to cover both you and your wife's travel and hotel accommodation in Australia and NZ, would you consider a reduced honorarium? What is your expectation in regards to the honorarium?

- Wednesday 19th Nov - Arrive in Auckland, New Zealand
- Thursday 20th Nov - Auckland, NZ
- Friday 21st Nov - Fly to Sydney, Australia
- Saturday 22nd Nov - Sydney (No activities would be scheduled)
- Sunday 23rd Nov - Sydney (No activities would be scheduled)
- Monday 24th Nov - Sydney
- Tuesday 25th Nov - Fly to Hobart, Australia – Nutrition Society Conference
- Wednesday 26th Nov - Hobart - Nutrition Society Conference

Many thanks for your consideration of the above.



Best regards,

Jim



Jim Moshovelis  
Scientific & Regulatory  
Affairs Manager

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F +61 2 9291 3757

**From:** Hill, James [<mailto:James.Hill@ucdenver.edu>]

**Sent:** Wednesday, 20 August 2014 11:35 AM

**To:** Jim Moshovelis

**Subject:** Re: Visit to Australia / NZ

Jim,

There is a chance (not definite) I could come in late November if you were willing to cover my wife's travel as well. Totally understand if that is not possible but wanted to throw that out there.

Happy to do all the things you suggest, but would definitely be after the new year if not Nov.

Jim

Sent from my iPhone

On Aug 19, 2014, at 6:55 PM, "Jim Moshovelis" <[jmoshovelis@coca-cola.com](mailto:jmoshovelis@coca-cola.com)> wrote:

Hi Jim,

It was a pleasure to chat with you last week and we are pleased you are willing to come 'down under' and help us clear misperceptions about low and no calorie sweeteners. Below are some of the ideas we have thought of that you could participate in:

1. Symposium on LNCS and energy balance
2. Breakfast meetings / lunches / roundtables with key stakeholders
3. Media interviews
4. Town Hall with Coca-Cola Associates
5. Webinar

Any other ideas you may have would be welcomed.

Depending on your availability we would ideally love you to visit for about a week covering both Australia and New Zealand. If you are able to send through some suggested dates that you would be available will help us with our planning.

Thank-you for your time and agreeing to assist us. It is much appreciated.

Best regards,

Jim

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**Peters, John C**

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From: Peters, John C  
Sent: Mon 5/04/2015 8:12 AM (GMT-07:00)  
To: Susan A. Roberts  
Cc:  
Bcc:  
Subject: RE: JAMA paper

We are still waiting to hear from JAMA on the review. I will let you know as soon as we know something. There should be plenty of time once we hear to get ready as there will be revisions and then waiting in the line to get published.

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Susan A. Roberts [<mailto:suroberts@coca-cola.com>]  
**Sent:** Monday, May 04, 2015 9:10 AM

**To:** Peters, John C  
**Subject:** RE: JAMA paper

John, just checking in here. Any idea on timing so that I can inform my global colleagues?

Thank you, Susan

Susan Roberts, PhD | Global Scientific and Regulatory Affairs | The Coca-Cola Company | Tel 404-676-1330 Cell: 832-283-5209 email: [suroberts@coca-cola.com](mailto:suroberts@coca-cola.com)

**From:** [suroberts@coca-cola.com](mailto:suroberts@coca-cola.com)  
**Sent:** Thursday, April 30, 2015 8:52 AM  
**To:** John Peters  
**Subject:** JAMA paper

Hello John,

Just wondering what you think the timeline may be to hear back from JAMA now that it has gone for review (great news). I am wanting to make sure that through ABA and then through our Coca-Cola global channels we ensure that this publication gets the attention it deserves. We have not developed any materials thus far, so I am wondering if we really should get onto it at this time.

Thank you and hope all is well, Susan

Susan Roberts, PhD | Global Scientific and Regulatory Affairs | The Coca-Cola Company | Tel 404-676-1330 Cell: 832-283-5209 email: [suroberts@coca-cola.com](mailto:suroberts@coca-cola.com)

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# Appendix A33

**Peters, John C**

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From: Peters, John C  
Sent: Thu 4/02/2015 7:11 AM (GMT-07:00)  
To: Joanna Price; Hill, James  
Cc: Wamwari Waichungo; Talley Sergent  
Bcc:  
Subject: RE: Next Steps

Joanna,

Thanks, this is a great summary of next steps based on our discussion. We look forward to your visit.

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Joanna Price [mailto:joaprice@coca-cola.com]  
**Sent:** Thursday, April 02, 2015 7:04 AM  
**To:** Hill, James; Peters, John C  
**Cc:** Wamwari Waichungo; Talley Sergent  
**Subject:** Next Steps

Dear Jim and John,

Thank you so much for joining us earlier this week in Atlanta to discuss the Global Energy Balance Network. While our conversation hit on many topic areas, I wanted to follow-up with you in the short term on key action items that we will deliver to you in the next few days or so. In addition, I will plan to join you in Colorado to provide guidance on consumer communication as well as potential public relations' agencies. We are looking at early the week of April 13 and Talley will follow-up on that front.

- I will connect you with Peter Hart to open those channels for dialogue regarding consumer feedback;
- Talley will provide an extensive readout of the Goldilocks' learnings regarding energy balance; and,
- Wamwari will share information regarding the scientist network in emerging markets

We look forward to building from this week's conversation. More information will be coming your way soon; please let me know if you need anything in the interim.

Joanna



is happy to Share a **Coke**, with you

Joanna Price  
Vice President  
Corporate External Affairs

joaprice@coca-cola.com  
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M +1 404.735.6169

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**Hill, James**

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**From:** Rhona Applebaum  
**Sent:** Fri 9/06/2013 5:27 PM (GMT-00:00)  
**To:** Hill, James; Chip Lavie (clavie@ochsner.org); Foreyt, John P; John Sievenpiper (john.sievenpiper@alumni.utoronto.ca)  
**Cc:**  
**Bcc:**  
**Subject:** Save the Dates--Oct 28-29. Amplification of your US Endocrinology Reviews

Hello Gentlemen:

With Touch Medical Media (TMM), we have been discussing best ways to further disseminate/amplify the excellent reviews you have done and the information contained therein. One of the best ways is via a Press Conference. I explained to TMM I would first clear with you the concept before they contacted you directly.

Always good to make it as easy as possible for journalists to get solid information, and to ensure against misunderstandings, have them in the same room with the experts. I know all of you know this; thus a 2 hour press conference at the Press Club in DC is the way to go. MSL (and many of you know Nancy Glick) will be assisting TMM.

The tentative start time would be 10AM on Oct 29 so would be best for you to come in the night before. Can discuss more details, but first wanted to get your views and ensure your availability.

Many thanks

Rhona

**Rhona S. Applebaum, PhD** | VP, Chief Science & Health Officer | The Coca-Cola Company

**Email:** [rapplebaum@Coca-Cola.com](mailto:rapplebaum@Coca-Cola.com)

**Twitter:** [@RhonaA\\_CocaCola](https://twitter.com/RhonaA_CocaCola)

Office: 404-676-2177

Fax: 404-598-2177



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**Peters, John C**

---

**From:** Peters, John C  
**Sent:** Tue 1/20/2015 8:04 AM (GMT-07:00)  
**To:** Bill Layden; Patrycja Mulewska  
**Cc:**  
**Bcc:**  
**Subject:** RE: GEBN Ex Comm Call Action Items and Minutes

Absolutely. I could do 9 AM Wed, 10 AM Thursday or anytime between 10-2 Friday...all mountain time.

*John C. Peters, Ph.D.*

Professor of Medicine

Chief Strategy Officer

Anschutz Health and Wellness Center

University of Colorado

12348 E. Montview Blvd, C263

Aurora, CO 80045

PH: 303-724-9160

FX: 303-724-9976

EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**From:** Bill Layden [mailto:[blayden@foodminds.com](mailto:blayden@foodminds.com)]  
**Sent:** Tuesday, January 20, 2015 6:15 AM  
**To:** Peters, John C; Patrycja Mulewska  
**Subject:** FW: GEBN Ex Comm Call Action Items and Minutes

Hi John,

Can we chat sometime this week about expectations for my continued engagement in GEBN? I want to be sure I'm delivering for you guys and not quite sure what I should be working on right now. Fine if I should cool my heels, but perhaps we can talk through? Asking also for planning purposes to plan over the next couple of months.

Copying Patrycja, my assistant, to help with scheduling.

Looking forward to catching up.

Cheers,

Bill

**Bill Layden**

Partner

[blayden@foodminds.com](mailto:blayden@foodminds.com)

312.258.9500 ext.102 Office

708.256.5054 Mobile

312.258.9501 Fax

FoodMinds, LLC

328 South Jefferson Street

Suite 750

Chicago, IL 60661

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**From:** Bill Layden  
**Sent:** Monday, January 12, 2015 2:02 PM  
**To:** Peters, John C ([JOHN.C.PETERS@UCDENVER.EDU](mailto:JOHN.C.PETERS@UCDENVER.EDU)); Jackson, Kristina ([KRISTINA.JACKSON@UCDENVER.EDU](mailto:KRISTINA.JACKSON@UCDENVER.EDU)); [KATHLEEN.JAYNES@UCDENVER.EDU](mailto:KATHLEEN.JAYNES@UCDENVER.EDU)  
**Subject:** FW: GEBN Ex Comm Call Action Items and Minutes

Hi folks,

To follow-up from our meeting last week, we do need to press ahead and get invites out to prospective members asap. So we need to work with Amelia to figure out how best to do this. I continue to believe that we will meet our existing funder's expectations if we're able to sign up 100 members by end of Q1 2015.

Also, as I mentioned, the FoodMinds contract with Anschutz technically expired on 12/31/14. We can simply add a no cost time extension if that works for you all. We have approximately \$26,000 remaining in total budget.

Let me know next steps on engagement. With John back want to be sure we're not duplicating any efforts and I can support you as you need.

Cheers,

Bill

**Bill Layden**

Partner

[blayden@foodminds.com](mailto:blayden@foodminds.com)

312.258.9500 ext.102 Office

708.256.5054 Mobile

312.258.9501 Fax

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Chicago, IL 60661

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**From:** QUINT, AMELIA [<mailto:QUINT@mailbox.sc.edu>]

**Sent:** Thursday, December 18, 2014 3:40 PM

**To:** ([marianella.herrera@ucv.ve](mailto:marianella.herrera@ucv.ve)); Arne Astrup <[ast@nexs.ku.dk](mailto:ast@nexs.ku.dk)> ([ast@nexs.ku.dk](mailto:ast@nexs.ku.dk)); Bill Layden; BLAIR, STEVEN; Hand, Gregory ([gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)); Jackson, Kristina ([KRISTINA.JACKSON@UCDENVER.EDU](mailto:KRISTINA.JACKSON@UCDENVER.EDU)); [james.hill@ucdenver.edu](mailto:james.hill@ucdenver.edu); [KATHLEEN.JAYNES@UCDENVER.EDU](mailto:KATHLEEN.JAYNES@UCDENVER.EDU); L. Celeste Bottorff ([lbottorff@coca-cola.com](mailto:lbottorff@coca-cola.com));

Rhona Applebaum ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)) ([rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)); SMITH, LILLIAN; Nahla C. Houalla; [wbrown@hms.uq.edu.au](mailto:wbrown@hms.uq.edu.au); [whzhao \(whzhao@ilsichina.org\)](mailto:whzhao@ilsichina.org); [manyma@gmail.com](mailto:manyma@gmail.com)

**Cc:** Patrycja Mulewska; Lindsay, Michelle ([mllindsay@hsc.wvu.edu](mailto:mllindsay@hsc.wvu.edu)); Margo Waite

**Subject:** GEBN Ex Comm Call Action Items and Minutes

Hello all,

Thank you for a very productive first call!

### **Action Items**

I've attached a few documents for you to review:

1. Please take a look at the **Think Do Tank Prospectus** and send any comments or suggestions to Tina Jackson ([kristina.jackson@ucdenver.edu](mailto:kristina.jackson@ucdenver.edu)).
2. The **GEBN Ex Comm Member Recruiting Tool** shows our progress on building the Executive Committee. As we discussed, take a look at this document and share any ideas on how to fill in regional gaps by replying to this email.
3. Please review the list of **Potential GEBN Members** and add any other individuals from your region that you think should be included. Please send a list of those individuals to me ([quint@mailbox.sc.edu](mailto:quint@mailbox.sc.edu)) and I will create a comprehensive list.
4. Finally, the notes from our call are included in the **GEBN IEC (International Executive Committee) Call Minutes**. If there's anything you'd like for me to add, do let me know and I'll be happy to do so.

Thanks again and happy holidays!

**Amelia Quint**

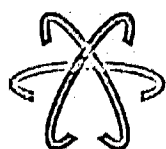
*Project Coordinator, Global Energy Balance Network*

University of South Carolina

921 Assembly Street, Room 224

Columbia, SC 29208

+1 (803) 777-2354



Global  
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> From: Hill, James [mailto:James.Hill@ucdenver.edu]  
> Sent: Saturday, January 25, 2014 11:15 AM  
> To: Rhona Applebaum; Peters, John C; sblair@mailbox.sc.edu; GREHAND@mailbox.sc.edu  
> Cc: L. Celeste Bottorff; Debbie Wells  
> Subject: RE: EBIs

>  
> Right now I have a conflict. I will see if I can move things around but are there alternative days in Feb?

>  
> From: Rhona Applebaum [rapplebaum@coca-cola.com]  
> Sent: Friday, January 24, 2014 4:05 PM  
> To: Hill, James; Peters, John C; sblair@mailbox.sc.edu; GREHAND@mailbox.sc.edu  
> Cc: L. Celeste Bottorff; Debbie Wells  
> Subject: EBIs

>  
> Hi Everyone

>  
> Our consultant, David Calfee, will need a few hours to speak with you re your vision of the EBI Network. He will be contacting you to get these views prior to our 1.5 day mtg at USC.

>  
> We are hoping you're available on Feb 10-11 (Arr on the 9th for dinner, w/ the mtg ending at noon on Feb 11). Hoping these days work. Pls let me know asap if there's a conflict

>  
> Many thanks--The journey begins! So exciting! Have a great w/e.

>  
> Rhona

>  
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## Hill, James

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From: L. Celeste Bottorff  
Sent: Wed 1/29/2014 11:53 PM (GMT-00:00)  
To: Rhona Applebaum; Hill, James; Peters, John C; sblair@mailbox.sc.edu; grehand@mailbox.sc.edu  
Cc: "David Calfee" <dcalfee@bridgestrategy.com> "David Calfee" David Calfee (dcalfee@bridgestrategy.com); Debbie Wells  
Bcc:  
Subject: EBI planning kick off

Hello, everyone. I'm really looking forward to our upcoming EBI planning session. I'd like to introduce David Calfee from Bridge Strategy Group to you. I've known David for a long time as he was a colleague of mine at McKinsey in Cleveland. It goes without saying that he does exceptional work, but he also has the interpersonal skills that made him one of peoples' favorites as a team mate and leader. I think he will be a real asset as we begin to work through the details of creating a highly successful EBI. David has experience in strategy development and execution, human resources management and change leadership, having served many senior leaders in consumer, industrial and service organizations. Here is the link to David's bio and Bridge Strategy: <http://bridgestrategy.com/about/director-team/david-calfee/> .

David would like to set up conversations with each of you prior to our sessions on Feb. 10 so that he can do some pre work to make our limited time together as productive as possible. I would appreciate it if you could give David some options in your schedule for a phone conversation as soon as possible as well as the phone number you'd like him to use to reach you. The meeting is coming up quickly, so he'll make every effort to make it work to complete a conversation with everyone.

Thanks so much and let me know if you have an questions!

L. Celeste Bottorff

Vice President, Global Health & Well-being Initiatives

Office of Sustainability

The Coca-Cola Company

404-676-4373 (office)

404-372-6656 (cell)

[lbottorff@coca-cola.com](mailto:lbottorff@coca-cola.com)

[www.beverageinstitute.org](http://www.beverageinstitute.org)

@CelesteBottorff

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# Appendix A35

**Peters, John C**

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**From:** BLAIR, STEVEN  
**Sent:** Sat 5/09/2015 1:55 PM (GMT-07:00)  
**To:** QUINT, AMELIA; Peters, John C; Lupberger, Stacia  
**Cc:**  
**Bcc:**  
**Subject:** RE: IMPORTANT!! PLEASE SEND YOUR APRIL SCORECARD DATA (DUE MAY 8) TO CELESTE!!

**Thank you. We continue to make progress!**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** QUINT, AMELIA  
**Sent:** Friday, May 08, 2015 3:38 PM  
**To:** Peters, John C <JOHN.C.PETERS@UCDENVER.EDU> (JOHN.C.PETERS@UCDENVER.EDU); Lupberger, Stacia (STACIA.LUPBERGER@UCDENVER.EDU); BLAIR, STEVEN  
**Subject:** FW: IMPORTANT!! PLEASE SEND YOUR APRIL SCORECARD DATA (DUE MAY 8) TO CELESTE!!

Hi all,

Please find our April 2015 scorecard attached.

Staci, should I send the metrics for the organizational scorecard to you?

Thanks!

**Amelia Quint**

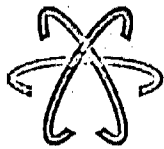
*Project Coordinator, Global Energy Balance Network*

University of South Carolina

921 Assembly Street, Room 224

Columbia, SC 29208

+1 (803) 777-2354



**Global  
Energy  
Balance  
Network**

**From:** QUINT, AMELIA

**Sent:** Friday, May 08, 2015 3:36 PM

**To:** 'Joan Koelemay'

**Cc:** L. Celeste Bottorff ([lbottorff@coca-cola.com](mailto:lbottorff@coca-cola.com))

**Subject:** RE: IMPORTANT!! PLEASE SEND YOUR APRIL SCORECARD DATA (DUE MAY 8) TO CELESTE!!

Hi Jo,

The April 2015 scorecard for GEBN is attached.

Hope you're well!

**Amelia Quint**

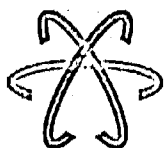
*Project Coordinator, Global Energy Balance Network*

University of South Carolina

921 Assembly Street, Room 224

Columbia, SC 29208

+1 (803) 777-2354



**Global  
Energy  
Balance  
Network**

**From:** Joan Koelemay [<mailto:jokoelemay@coca-cola.com>]

**Sent:** Sunday, April 19, 2015 9:10 PM

**To:** Matt Raymond; QUINT, AMELIA; [jpesarchick@acsm.org](mailto:jpesarchick@acsm.org); [pharper@proteines.fr](mailto:pharper@proteines.fr); [hruaultduplessis@epode.be](mailto:hruaultduplessis@epode.be); Allyson Perry

**Cc:** Paul A. Tilbian; L. Celeste Bottorff

**Subject:** IMPORTANT!! PLEASE SEND YOUR APRIL SCORECARD DATA (DUE MAY 8) TO CELESTE!!

Greetings, everyone!

I will be away on vacation without email access in early May, so **please send your APRIL scorecard data sheets (which are due May 8) to Celeste and to Paul Tilbian, ([ptilbian@sagepath.com](mailto:ptilbian@sagepath.com))!**

Again, thank you to everyone for being so diligent and prompt with regards to reporting data for the monthly scorecard ... and for making sure your April datasheets go to Celeste and Paul! It is most appreciated!

Joan

Joan Koelemay, RD

Director, Global Health & Wellbeing Education

The Beverage Institute for Health & Wellness

The Coca-Cola Company

@BevInstitute



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**From:** Jackson, Kristina [<mailto:KRISTINA.JACKSON@UCDENVER.EDU>]  
**Sent:** Friday, January 30, 2015 12:32 PM  
**To:** QUINT, AMELIA  
**Cc:** Peters, John C  
**Subject:** RE: Coke report card

Hi Amelia!

Thank you for sending along those materials, especially your team's internal scorecard. I think the idea of having a "Coke" scorecard and a "GEBN" scorecard is that GEBN and Coke have some different priorities so we want to reflect that in the GEBN scorecard. It will definitely have a lot of overlap with the Coke metrics, but there are areas that are harder to quantify but important to GEBN that need to be reflected in the scorecard. I think that we should go over the GEBN scorecard on our working calls once per month, and I can prepare that with your help. Does that sound reasonable?

Thanks again!

Best,

Tina

**From:** QUINT, AMELIA [<mailto:QUINT@mailbox.sc.edu>]  
**Sent:** Friday, January 30, 2015 9:09 AM



**To:** Jackson, Kristina  
**Cc:** Peters, John C  
**Subject:** RE: Coke report card

Hi Kristina,

Back in December, Celeste from Coke held a call about scorecards. I can't remember if you were able to attend or not, but just in case I've attached the materials from that call. There's instructions on how to complete the scorecard, the data collection template, and a draft scorecard. I've also included a very early scorecard draft that our Comm Team created as well.

The more things we can quantify for the GEBN specific scorecard, the better! It would be great to include Think Do Tank and governance progress along with everything else. This week I started collecting the necessary communications data for January so we can submit the Coke version by the 2/06 deadline.

Will you be taking care of the GEBN scorecard and I'll be handling the Coke scorecard? Or, I'd be happy to do both. Let me know what works for your team.

Thanks!

**Amelia Quint**

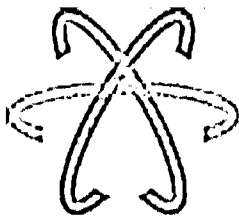
*Project Coordinator, Global Energy Balance Network*

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921 Assembly Street, Room 224

Columbia, SC 29208

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Global  
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Network

**From:** Jackson, Kristina [<mailto:KRISTINA.JACKSON@UCDENVER.EDU>]  
**Sent:** Thursday, January 29, 2015 4:54 PM  
**To:** QUINT, AMELIA  
**Cc:** Peters, John C  
**Subject:** Coke report card

Hi Amelia,

Do you have a mock-up of a GEBN scorecard? I made one a while back and thought that your group had made one too. Could you send your version? I've attached my mock-up (with all fake numbers).

How should we proceed in creating a GEBN scorecard (as opposed to just the Coke scorecard)? We can provide highlights related to the Think Do Tank and the progress with the governance structure for the Coke report card as well.

Thanks!

-Tina

**Peters, John C**

---

**From:** QUINT, AMELIA  
**Sent:** Fri 1/30/2015 9:08 AM (GMT-07:00)  
**To:** Jackson, Kristina  
**Cc:** Peters, John C  
**Bcc:**  
**Subject:** RE: Coke report card  
**Attachments:** Global Scorecard Instructions 12 12 14 JCK.pptx; v 12 08 14 DRAFT Global Scorecard Data Collection Template.xlsx; V3\_Global Partner\_Investment Scorecard draft 12 08 14.pptx; GEBN Scorecard\_EB.pptx

Hi Kristina,

Back in December, Celeste from Coke held a call about scorecards. I can't remember if you were able to attend or not, but just in case I've attached the materials from that call. There's instructions on how to complete the scorecard, the data collection template, and a draft scorecard. I've also included a very early scorecard draft that our Comm Team created as well.

The more things we can quantify for the GEBN specific scorecard, the better! It would be great to include Think Do Tank and governance progress along with everything else. This week I started collecting the necessary communications data for January so we can submit the Coke version by the 2/06 deadline.

Will you be taking care of the GEBN scorecard and I'll be handling the Coke scorecard? Or, I'd be happy to do both. Let me know what works for your team.

Thanks!

**Amelia Quint**

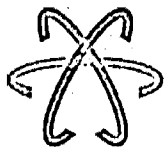
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Global  
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**From:** Jackson, Kristina [mailto:KRISTINA.JACKSON@UCDENVER.EDU]  
**Sent:** Thursday, January 29, 2015 4:54 PM  
**To:** QUINT, AMELIA  
**Cc:** Peters, John C  
**Subject:** Coke report card

Hi Amelia,

Do you have a mock-up of a GEBN scorecard? I made one a while back and thought that your group had made one too. Could you send your version? I've attached my mock-up (with all fake numbers).

How should we proceed in creating a GEBN scorecard (as opposed to just the Coke scorecard)? We can provide highlights related to the Think Do Tank and the progress with the governance structure for the Coke report card as well.

Thanks!

-Tina

# Appendix A36

Work Tel. 02-5325590 , Fax. 02-5325591  
Home Tel. 02-6535607, Fax. 02-6520665, Mobile 052-2783615

Website: [www.hadassah.org.il/EIM](http://www.hadassah.org.il/EIM)



**From:** Chip Lavie, M.D. [<mailto:clavie@ochsner.org>]  
**Sent:** Monday, April 20, 2015 6:48 AM  
**To:** Rhona Applebaum; Naama Constantini  
**Cc:** BLAIR, STEVEN; Tsipi Laxer  
**Subject:** RE: Exercise in Medicine conference - invited talk

Naama/Tsippi et al,

Dr Rhona Applebaum of the Coca Cola Inc has asked about potential media interviews etc about Exercise and Exercise is Medicine while I am in Tel Aviv-could you let us know if I am giving and other lectures or definite time commitments while there so they could schedule some media coverage/events. Thanks,Chip

Carl "Chip" Lavie MD, FACC  
Medical Director, Cardiac Rehabilitation and Prevention  
Director, Exercise Laboratories  
John Ochsner Heart and Vascular Institute  
Professor of Medicine  
Ochsner Clinical School-UQ School of Medicine  
Editor-in-Chief, Progress in Cardiovascular Diseases

---

**From:** Rhona Applebaum [<mailto:rapplebaum@coca-cola.com>]  
**Sent:** Sunday, April 19, 2015 10:43 PM  
**To:** Chip Lavie, M.D.  
**Cc:** BLAIR, STEVEN  
**Subject:** RE: Exercise in Medicine conference - invited talk

Ok—just send me the dates, free times (if you know of any) and we can see what can be done. In fact, our folks can also call Prof. Constantini to check what's available

Rhona

---

**From:** Chip Lavie, M.D. [<mailto:clavie@ochsner.org>]  
**Sent:** Sunday, April 19, 2015 11:40 PM  
**To:** Rhona Applebaum  
**Cc:** BLAIR, STEVEN  
**Subject:** RE: Exercise in Medicine conference - invited talk

Begin forwarded message:

**From:** <[mukent@coca-cola.com](mailto:mukent@coca-cola.com)>  
**Date:** October 17, 2014 at 1:53:20 PM EDT  
**To:** "Charles P. Rose" <[cr@charlierose.com](mailto:cr@charlierose.com)>  
**Subject:** Exercise for weight loss: Calories burned in 1 hour - Mayo Clinic

Dear Charlie,

I hope you are keeping in good health and spirits since we were last together in

Jerusalem at the beginning of this past summer.

I wanted to write to let you know that the data which was broadcast this morning from

Johns Hopkins was wrong

- You said that you needed to walk 5 miles to burn the calories from a Coca-Cola. In fact, this is not true.

- Most scientific research suggests the person of average weight and physical condition burns about 100-120 calories per each mile walked. A 12 oz can of Coca-Cola has 140 calories. As you can see, it certainly does not require 5 miles to walk off 1 can of Coke.

- Finally, the story failed to acknowledge that non-alcoholic beverages already have a caloric content label – which we voluntarily announced together with you in 2013, and have even expanded through partnerships with President Clinton and the First Lady.

- It is important for health science news to be presented in a credible way. The snippet of a story that was reported did not give viewers this benefit.

I am attaching a credible study showing an individual weighing 160lbs burns 204 calories in an hour while walking at a slow pace (2mph), which equals 510 calories in 5 miles. At a faster pace (3.5 mph) the same person would burn 314 calories in an hour. While an average adolescent weighs less than 160 pounds, based on these calculations, an individual would burn their calories at double the amount the AJPH authors say they would.  
<http://www.mayoclinic.org/healthy-living/weight-loss/in-depth/exercise/art-20050999>(Ainsworth BE, et al. 2011 compendium of physical activities: A second update of codes and MET values. *Medicine & Science in Sports & Exercise.* 2011;43:1575; pdf attached.

I realize health and wellness news will continue to be of interest to your viewers. May I suggest that you consider putting on an expert who can provide a more thoughtful and balanced assessment of the role of calories and diet, such as Jim Hill from the University of Colorado or Tim Church from LSU?

With my best personal regards.

Muhtar Kent  
The Coca-Cola Company

Tel: +1-404-676-4082  
Fax: +1-404-676-7721  
Email: [mukent@coca-cola.com](mailto:mukent@coca-cola.com)

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# Appendix A38

**From:** Joan Koelemay [<mailto:jokoelemay@coca-cola.com>]  
**Sent:** Tuesday, February 10, 2015 11:20 AM  
**To:** Hand, Gregory  
**Cc:** Rhona Applebaum; L. Celeste Bottorff; Lindsay, Michelle  
**Subject:** RE: Thank you for agreeing to speak at AND!

Hi Dr. Hand!

The audience (~50) will include the Academy's 32 national media spokespeople plus AND leadership. The spokespeople are among the 'top' RDs in the nation...bright, inquisitive and very much interested in hearing the latest science updates during this meeting. The presentation time is one-hour – recommend 45 minute (max) presentation to allow plenty of time for Q&A.

Joan Koelemay, RD  
Director, Global Health & Wellbeing Education  
The Beverage Institute for Health & Wellness  
The Coca-Cola Company  
@BevInstitute



---

**From:** Hand, Gregory [<mailto:gahand@hsc.wvu.edu>]  
**Sent:** Tuesday, February 10, 2015 11:03 AM  
**To:** Joan Koelemay  
**Cc:** Rhona Applebaum; L. Celeste Bottorff; Lindsay, Michelle  
**Subject:** RE: Thank you for agreeing to speak at AND!

Hi Joan. Do you know how long I have for the presentation and who the likely audience will be? That information would be helpful. Thanks again for the invitation. I look forward to the trip. Greg.  
PS: Hello to Rhona and Celeste. Hope all is well.

**Gregory A. Hand PhD, MPH**  
Professor and Dean  
School of Public Health  
Robert C. Byrd Health Sciences Center  
West Virginia University  
One Medical Center Drive | P.O. Box 9190  
Morgantown, WV 26506-9190  
(304) 293-2503 | [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)





**From:** Joan Koelemay [<mailto:jokoelemay@coca-cola.com>]  
**Sent:** Tuesday, February 10, 2015 10:32 AM  
**To:** Hand, Gregory  
**Cc:** Rhona Applebaum; L. Celeste Bottorff  
**Subject:** Thank you for agreeing to speak at AND!

Hi Dr. Hand!

This is such fantastic news! AND is looking forward to your presentation! AND has informed me that **our time slot will be Sunday, April 12, between 8:30 am and 10:30 am**, so please plan to arrive in Chicago on Saturday, as will I.

**Meeting Location**

Sheraton Hotel and Towers – Michigan Room  
301 East North Water Street  
Chicago, IL 60611  
312-464-1000

When you get a moment, I will need the following items to send to AND as soon as possible: a brief bio and the title of your presentation with a brief description. They also usually ask to review presenter's slides in advance (to ensure no overt marketing/commercial content) – your ppt will be due to them sometime in mid- to late March.

Thank you again!

Joan

Joan Koelemay, RD  
Director, Global Health & Wellbeing Education  
The Beverage Institute for Health & Wellness  
The Coca-Cola Company  
@BevInstitute



**From:** Hand, Gregory [<mailto:gahand@hsc.wvu.edu>]  
**Sent:** Monday, February 09, 2015 5:32 PM  
**To:** Rhona Applebaum  
**Subject:** RE: AND Opportunity (Acad of Nutr and Dietetics)

Absolutely. Thanks for asking!!

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

**From:** Rhona Applebaum  
**Date:** 02/09/2015 4:32 PM (GMT-05:00)  
**To:** "Hand, Gregory"  
**Subject:** FW: AND Opportunity (Acad of Nutr and Dietetics)

Hello Greg—hoping that you can present at AND’s next Nutrition News Forecast in Chicago in April (it’s either 11th or 12<sup>th</sup> ). Topic of interest would be Energy Flux. The session will be one hour long and this meeting is the annual scientific briefing for the Academy’s leadership and 32 national media spokespeople.

As you know...not only an op to discuss Energy Flux —but also an op to get more backing/supporting GEBN.

We will pay T&E and provide an honorarium.

Below is just the Audience Impact—

Thanks for considering Greg and any questions--shout

Rhona

**Audience Impact (Media Reach):**

The Academy’s leadership and 32 national media spokespeople generate more than 30 billion media impressions each year through more than 18,000 articles and interviews in print and on the internet, including About.com, AOL.com, Examiner.com, Forbes.com, FoxNews.com, Huffington Post, MSNBC, Reuters, WebMD and Yahoo!; print publications such as Chicago Sun-Times, Chicago Tribune, Dallas Morning News, Houston Chronicle, Los Angeles Times, New York Post, The New York Times, San Jose Mercury News, USA Today and Washington Post; and television programs including The Daily Buzz, Good Day L.A., Primer Impacto and the Today Show.

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## Harry Montoro

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**From:** Hand, Gregory  
**Sent:** Monday, March 23, 2015 12:03 PM  
**To:** Joan Koelemay  
**Cc:** Lindsay, Michelle  
**Subject:** Re: HELP! AND looking for Dr. Hand's presentation and bio!!! THANK YOU

Joan. You will have the slides today. They won't be the final version, but there won't be any significant additions, only some deletions. There are no product references in the slides other than acknowledging the funding at the end. Will send you a bios shortly.

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

---

**From:** Joan Koelemay <jokoelemay@coca-cola.com>  
**Sent:** Monday, March 23, 2015 11:54 AM  
**To:** Hand, Gregory; Lindsay, Michelle  
**Subject:** HELP! AND looking for Dr. Hand's presentation and bio!!! THANK YOU

Good morning! So sorry to be a pest, but we do need to get a copy of Dr. Hand's slides and his bio to AND in the next day or so. Please???? THANK YOU!!!

Joan Koelemay, RD  
Director, Global Health & Wellbeing Education  
The Beverage Institute for Health & Wellness  
The Coca-Cola Company  
@Bevinstitute



---

**From:** Daun Longshore [mailto:DLongshore@eatright.org]  
**Sent:** Monday, March 23, 2015 11:47 AM  
**To:** Joan Koelemay  
**Subject:** RE: title for Dr. Hand's presentation for NNF

Hi Joan,

I am checking in on the status of Dr. Hand's presentation. Please advise on the status.

Also, can you send me his bio at your earliest convenience?

Thank you!  
Daun

## Nutrition News Forecast 2015

## The Coca-Cola Company Beverage Institute for Health &amp; Wellness

*Energy Balance: A Framework for Weight Maintenance Interventions*

Chicago, IL  
April 12, 2015

## Session Content:

	A (Excellent)	B	C (Average)	D	E (Poor)	N/A	No Response	Total
Speakers were qualified/experts in their fields.	21							21
Information was science-based.	21							21
Information was presented at an appropriate level for this audience.	21							21
Information was new to me.	18	3						21
Session was balanced / free from bias.	19	2						21

## Session Presentation:

	A (Excellent)	B	C (Average)	D	E (Poor)	N/A	No Response	Total
Presentation style held my interest.	21							21
Session was efficiently and professionally organized and presented.	21							21
Sufficient question and answer time.	20				1			21
Quality / usefulness of interactive activities, demonstrations.	19						2	21

	A (Excellent)	B	C (Average)	D	E (Poor)	N/A	No Response	Total
Overall Session Rating	20	1						21

## Speaker:

	A (Excellent)	B (Average)	C	D (Poor)	E N/A	No Response	Total
Gregory Hand, PhD	21						21

## Comments:

- Excellent!
- Awesome
- Excellent
- Great speaker, great information
- Excellent!
- Great presentation
- Excellent speaker!
- Wonderful! One of my favorite presenters! Information was well communicated.

**This session was valuable to me for the following reasons:**

- Will use immediately in teaching
- Reframing energy balance concept
- Validated what is being seen in practice and provided great theories and recommendations. Looking forward to seeing the study and discussing/educating on it.
- Practical interpretation of the data and relevant to any work with clients and consumers. Love the new research information. It gave me updated research on how to look at energy expenditure. Changes thoughts on how to frame recommendation in eating intake and exercise output.
- Great information. Hot topic. Thanks for the research update – very helpful.
- Helpful – this is my area of practice
- A new perspective on energy balance and weight gain
- Interesting research. Presented in a way that was applicable to our daily practice.
- Understanding this perspective in weight loss
- New paradigm to consider

**How could this session have been improved?**

- More time for Q&A
- More time for Q&A



## Harry Montoro

---

**From:** Hand, Gregory  
**Sent:** Wednesday, May 27, 2015 2:59 PM  
**To:** tillyhand@aol.com  
**Subject:** FW: NNF 2015 - Attendee Session Evaluation  
**Attachments:** Nutrition News Forecast 2015 - TCCCBIHW Evaluation.pdf; NNF 2015 Pictures - TCCCBIHW.pdf

I'm good enough, I'm smart enough, ...

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

**From:** Joan Koelemay [mailto:jokoelemay@coca-cola.com]  
**Sent:** Wednesday, May 27, 2015 2:39 PM  
**To:** Hand, Gregory  
**Cc:** L. Celeste Bottorff; Rhona Applebaum  
**Subject:** NNF 2015 - Attendee Session Evaluation

Hi Dr. Hand!

Attached please find the evaluations for your talk at Nutrition News Forecast in Chicago –Per AND, “The session received **exceptional** ratings across the board with 100% of attendees rating the overall session and Dr. Hand as ‘excellent/good’. – THAT IS SO AWESOME! Wow, reading the comments made me so proud to have sponsored a session that the RDs felt was so valuable and full of insights into energy balance and energy expenditure.

Thank you again.

Joan

---

**From:** Daun Longshore [mailto:DLongshore@eatright.org]  
**Sent:** Wednesday, May 27, 2015 2:31 PM  
**To:** Joan Koelemay  
**Cc:** Jennifer Horton  
**Subject:** NNF 2015 - TCCCBIHW Session Evaluation

Hi Joan,

Please find attached The Coca-Cola Company Beverage Institute for Health & Wellness Nutrition News Forecast 2015 Session Evaluation and some pictures of the session.

The session received **exceptional** ratings across the board with 100% of attendees rating the overall session and Dr. Hand as ‘excellent/good’. The Academy Spokespeople appreciated learning the new research on this hot topic and applications in their practice.

# Appendix A41

**Peters, John C**

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**From:** Peters, John C  
**Sent:** Wed 2/25/2015 7:54 PM (GMT-07:00)  
**To:** L. Celeste Bottorff  
**Cc:**  
**Bcc:**  
**Subject:** Re: Request for some of your expert assistance

Happy to help with this. Share away.

Sent using OWA for iPhone

---

**From:** L. Celeste Bottorff <lbottorff@coca-cola.com>  
**Sent:** Wednesday, February 25, 2015 7:35:30 PM  
**To:** Peters, John C  
**Subject:** Request for some of your expert assistance

Hi, John. Hope all is well. I am working with the American Academy of Family Physicians who are developing some brief pieces on EB that can be posted for members to use with patients or for others who may be interested. I think it's not quite right yet and am suggesting to them that they speak with someone from GEBN about it. Would you be willing to help them with that? It is being done by their education department, I think, and while I have a great relationship with AAFP, I think it would be best received if delivered by one of you guys. Can I give them your name and contact info?

L. Celeste Bottorff

Vice President, Global Health & Wellbeing Initiatives

The Coca-Cola Company

404-676-4373 (o)

404-372-6656 (m)

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**Hill, James**

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**From:** Rhona Applebaum  
**Sent:** Tue 10/14/2014 9:10 PM (GMT-00:00)  
**To:** sblair@mailbox.sc.edu; Hill, James  
**Cc:**  
**Bcc:**  
**Subject:** Re: Public Private Partnerships/Collaborators --Review for US and European Endocrinology 2015 Spring/Fall issues

There you go! Than the # of experts and reputable orgs is too large for any naysayers to cull the pack and attack

R

**From:** BLAIR, STEVEN [mailto:SBLAIR@mailbox.sc.edu]  
**Sent:** Tuesday, October 14, 2014 08:53 PM Coordinated Universal Time  
**To:** Rhona Applebaum; James Hill (James.Hill@ucdenver.edu) <James.Hill@ucdenver.edu>  
**Subject:** RE: Public Private Partnerships/Collaborators --Review for US and European Endocrinology 2015 Spring/Fall issues

**I agree that this would be an excellent review to do. I like your suggestions for collaborators. Victor Matsudo also has done a great job of integrating public and private groups for programs. Greg Hand also is really focusing on this topic in his new job as Dean.**

**Regards,**

**Steve**

Steven N. Blair

Professor

Departments of Exercise Science and Epidemiology & Biostatistics

Arnold School of Public Health

921 Assembly Street, Room 225

University of South Carolina

Columbia, SC 29208

803 777 0567

**From:** Rhona Applebaum [mailto:rapplebaum@coca-cola.com]  
**Sent:** Tuesday, October 14, 2014 4:04 PM  
**To:** James Hill (James.Hill@ucdenver.edu); BLAIR, STEVEN  
**Subject:** RE: Public Private Partnerships/Collaboratons --Review for US and European Endocrinology 2015 Spring/Fall issues

Hi-also thinking Emory and CDC Fdn

**From:** [rapplebaum@coca-cola.com](mailto:rapplebaum@coca-cola.com)  
**Sent:** Tuesday, October 14, 2014 3:46 PM  
**To:** James Hill ([James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu)); Steve Blair ([sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu))  
**Subject:** Public Private Partnerships/Collaboratons --Review for US and European Endocrinology 2015 Spring/Fall issues

Hello

Just want to get your views on writing on the above. I'm thinking this could be a joint activity with GEBN and EPODE (Jean-Michel Borys) and others (ACSM (Jim Whitehead), TOS (Martin Binks), IPRI (Peter Boyle), PBRC (Peter K and Tim). Let me know your views-can also be others-Willem, Lluís, Angel, --we can even get some of our other partners -AAP, AAC, ACS, even Dr. Nabel formerly with NHLBI and currently up at Brigham and Women's), etc. We are in the process of setting topics with TouchMedical and thought this would be a good one

Also-just so you are aware, from our function we will be signing agreements, grants, etc., using the Beverage Institute for Health and Wellness (TCCC). Let's just say my new strategy. and also a bit of 'back-to-the-future'

Again-let me know your views re the PPP/PPC Review.

Thanks

R

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# Appendix A43

**To:** 'Lluis Serra Majem'; 'Rhona Applebaum'; 'borys'; 'Peter Boyle'; [sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu); [clavie@ochsner.org](mailto:clavie@ochsner.org); [Timothy.Church@pbrc.edu](mailto:Timothy.Church@pbrc.edu); Martin Binks; [john.sievenpiper@alumni.utoronto.ca](mailto:john.sievenpiper@alumni.utoronto.ca); [archer1@uab.edu](mailto:archer1@uab.edu); [dallison@uab.edu](mailto:dallison@uab.edu); [James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu); [Robert.E.Sallis@kp.org](mailto:Robert.E.Sallis@kp.org); [jmborys@proteines.fr](mailto:jmborys@proteines.fr); [mpbbatl@gmail.com](mailto:mpbbatl@gmail.com); [Felipelobelo@emory.edu](mailto:Felipelobelo@emory.edu); [jduperly@uniandes.edu.co](mailto:jduperly@uniandes.edu.co); [john.duperly@ama.com.co](mailto:john.duperly@ama.com.co); [mtremblay@cheo.on.ca](mailto:mtremblay@cheo.on.ca); [Peter.Katzmarzyk@pbrc.edu](mailto:Peter.Katzmarzyk@pbrc.edu); [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)  
**Subject:** RE: Medical journals and industry ties | The BMJ

Luis, you did not attach any paper  
Regards  
Angel

---

**De:** Lluis Serra Majem [<mailto:lluis.serra@ulpgc.es>]  
**Enviado el:** jueves, 05 de febrero de 2015 19:55  
**Para:** Rhona Applebaum; borys; Peter Boyle; [sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu); [clavie@ochsner.org](mailto:clavie@ochsner.org); [Timothy.Church@pbrc.edu](mailto:Timothy.Church@pbrc.edu); [mbinks@binkshealth.com](mailto:mbinks@binkshealth.com); [agil@ugr.es](mailto:agil@ugr.es); [john.sievenpiper@alumni.utoronto.ca](mailto:john.sievenpiper@alumni.utoronto.ca); [archer1@uab.edu](mailto:archer1@uab.edu); [dallison@uab.edu](mailto:dallison@uab.edu); [James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu); [Robert.E.Sallis@kp.org](mailto:Robert.E.Sallis@kp.org); [jmborys@proteines.fr](mailto:jmborys@proteines.fr); [mpbbatl@gmail.com](mailto:mpbbatl@gmail.com); [Felipelobelo@emory.edu](mailto:Felipelobelo@emory.edu); [jduperly@uniandes.edu.co](mailto:jduperly@uniandes.edu.co); [john.duperly@ama.com.co](mailto:john.duperly@ama.com.co); [mtremblay@cheo.on.ca](mailto:mtremblay@cheo.on.ca); [Peter.Katzmarzyk@pbrc.edu](mailto:Peter.Katzmarzyk@pbrc.edu); [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)  
**Asunto:** Re: Medical journals and industry ties | The BMJ

Dear Rhona and colleagues,  
Next month I am going to participate in a debate on conflicts of interest in nutrition research (at the Spanish Federation of Nutrition Societies Meeting).  
I will debate against Miguel Angel Martinez (against financial support) -see attached paper-  
I will be pleased to receive any kind of idea/slide you may share with me.  
We will use only 15-17 minutes each.  
Kind regards

LL

Lluis Serra-Majem, MD, PhD.  
Professor of Preventive Medicine & Public Health  
Director of the Research Institute of Biomedical and Health Sciences  
University of Las Palmas de Gran Canaria  
[www.iuibs.ulpgc.es](http://www.iuibs.ulpgc.es)

**From:** Rhona Applebaum  
**Sent:** Monday, December 15, 2014 1:55 PM  
**To:** borys ; Peter Boyle ; [sblair@mailbox.sc.edu](mailto:sblair@mailbox.sc.edu) ; [clavie@ochsner.org](mailto:clavie@ochsner.org) ; [Timothy.Church@pbrc.edu](mailto:Timothy.Church@pbrc.edu) ; [mbinks@binkshealth.com](mailto:mbinks@binkshealth.com) ; [agil@ugr.es](mailto:agil@ugr.es) ; [lluis.serra@ulpgc.es](mailto:lluis.serra@ulpgc.es) ; [john.sievenpiper@alumni.utoronto.ca](mailto:john.sievenpiper@alumni.utoronto.ca) ; [archer1@uab.edu](mailto:archer1@uab.edu) ; [dallison@uab.edu](mailto:dallison@uab.edu) ; [James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu) ; [Robert.E.Sallis@kp.org](mailto:Robert.E.Sallis@kp.org) ; [jmborys@proteines.fr](mailto:jmborys@proteines.fr) ; [mpbbatl@gmail.com](mailto:mpbbatl@gmail.com) ; [Felipelobelo@emory.edu](mailto:Felipelobelo@emory.edu) ; [jduperly@uniandes.edu.co](mailto:jduperly@uniandes.edu.co) ; [john.duperly@ama.com.co](mailto:john.duperly@ama.com.co) ; [mtremblay@cheo.on.ca](mailto:mtremblay@cheo.on.ca) ; [Peter.Katzmarzyk@pbrc.edu](mailto:Peter.Katzmarzyk@pbrc.edu) ; [gahand@hsc.wvu.edu](mailto:gahand@hsc.wvu.edu)  
**Subject:** RE: Medical journals and industry ties | The BMJ

As always--Thanks Jean-Michel. Excellent points--

For certain, the world is not perfect, all have biases of some sort, but eliminating expertise based on associations alone is a disservice to the public. Such a position, in and of itself, represents a major conflict of interest.

**Hill, James**

---

From: Rhona Applebaum  
Sent: Sun 2/10/2013 11:38 PM (GMT-00:00)  
To: Hill, James  
Cc:  
Bcc:  
Subject: RE: my son

So we are looking at September for him to start? If nothing becomes available via Dept of State, etc?

Yes--wonderful to be young again...but what would we do with all our experience and wisdom? :-)

Rhona

Rhona S. Applebaum, PhD | VP, Chief Scientific & Regulatory Officer | The Coca-Cola Company  
Email: rapplebaum@Coca-Cola.com  
Twitter: @RhonaA\_CocaCola  
Office: 404-676-2177  
Fax: 404-598-2177

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]  
Sent: Sunday, February 10, 2013 6:33 PM  
To: Rhona Applebaum  
Subject: my son

Here is Michael's resume. He will graduate with a BA over the summer and is looking for work in the fall. He recently took the U.S. Foreign Service exam so we'll see if that opens opportunities. I believe that a couple of years in DC learning how things operate would be great. He eventually wants to work in the Middle East or on Middle East issues. At this point he does not know if we wants to go government route or business route or nonprofit route. Wonderful to be young with the world at your feet. Thanks in advance for anything you can do to help.

---

From: Rhona Applebaum [rapplebaum@coca-cola.com]  
Sent: Saturday, February 09, 2013 4:22 PM  
To: Hill, James  
Subject: Re: Obesity Issues Program 2013 | Programs | National Press Foundation

I will make this happen! When is he available? Does he have a CV?

R

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

From: Hill, James [mailto:James.Hill@ucdenver.edu]

Sent: Saturday, February 09, 2013 10:49 PM

To: Rhona Applebaum

Subject: RE: Obesity Issues Program 2013 | Programs | National Press Foundation

Rhona,

My youngest son Michael is graduating this summer from the University of Colorado with a B.A. in International Affairs. His love is the middle east and he is fluent in Arabic. He spent a year studying in Amman, Jordan. I am totally biased but this kid is something special. He is very interested in spending a couple of years in D.C. doing something related to international affairs/politics. He may be interested in politics himself in the future. He is looking for something that will allow him to learn about DC and pay enough to live and eat. I know you spend a fair amount of time in DC and work with your staff there.

Does Coca Cola ever have any positions (interns maybe) for something like this.

Jim

---

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**Peters, John C**

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From: Hill, James  
Sent: Thu 5/15/2014 6:12 PM (GMT-07:00)  
To: Peters, John C  
Cc:  
Bcc:  
Subject: comments?

Ed,

Alex Malaspina asked me to reach out to you to tell you why I am upset by the recent actions of Coca Cola. I feel a little uncomfortable doing this but I have communicated this same thing to Beate. I don't think we have met but I have been working with Coca Cola for many years. The relationship has always been great with trust and honesty on both sides. The fact that Coca Cola has funded at least one and possible two centers for a global energy balance alliance upset me because I have spent a lot of time with this idea and feel strong ownership of it. I pushed this idea very vigorously to Beate and shared a written description of this in confidence with her. I am happy she was interested but I never thought she would move forward without involving me. I like to deal with these issues directly and I called Beate right away when I found out about this. We had a phone conversation and then I sent the email below. I feel that Coca Cola has taken my ideas and moved forward without even involving me or acknowledging the idea came from me. This is not the relationship I have come to value with Coca Cola. The fact that Coca Cola is willing to put resources into this idea is fantastic; however I feel that my trust was betrayed. I hope to continue my relationship with your company but it will only work with trust on both sides.

Jim

Beate,

I am sorry if I came across on our call as upset, but I guess I was upset and that came across. I have been pushing the idea of a global energy balance network for 3+ years. The idea is to link together the reasonable scientists throughout the world. It's not just for communication or just for research or just for training – it is for all of those things. I have invested my time, effort and resources into this idea. I approached Arne Astrup at least 2 years ago to enlist his support and briefed David Allison on this at least a year ago. I have pitched this idea to people at Coke – hence the funding from Rhona - and to many other companies. I intend to get a large number of other companies involved in this effort. I spent a lot of time with you pitching the idea and thought you were receptive. I feel strong ownership of this idea and I was taken aback to find that you have moved forward on this idea without me. We academics value our ideas above anything else. I have a plan for this and can execute on that plan but we all have to be on the same page. It makes absolutely no sense to have a global energy balance network and a separate global energy balance alliance. That is why Arne called me – he knows this is crazy. When I first met you I told you I would do whatever I could to help you. I feel a little betrayed by all of this. It is frustrating to know you didn't even inform me of all of this. I do want to work with you because the goal here is to help solve this obesity program. We need to create one big thing here – not two disjointed ventures. By fragmenting the idea we will just make sure it doesn't have the impact we need. This is not



about Arne and David getting funded – both have been part of the big plan all along – it is just that you didn't talk to me about how we could get the most out of this.

**Hill, James**

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From: Clyde Tuggle  
Sent: Wed 11/12/2014 2:04 PM (GMT-00:00)  
To: Hill, James  
Cc:  
Bcc:  
Subject: Re: Thank you

Dear Jim:

Thank you for your kind follow up, and thank you also for 1) dinner on Thursday night and 2) an exceptionally interesting visit to the Anschutz Center. I am impressed and fascinated with what you are doing. I agree with you on all points about the obesity issues and role you and your team can play. Certainly from a public affairs/public policy perspective, I believe Coca-Cola would benefit greatly from this partnership. I look forward to being in touch soon.

Best,  
Clyde

Sent from my iPad

On Nov 9, 2014, at 10:57 AM, "Hill, James" <[James.Hill@ucdenver.edu](mailto:James.Hill@ucdenver.edu)> wrote:

Dear Clyde,

I want to thank you so much for taking the time to visit us in Denver. I wanted you to visit us in person so you could see the passion of our group for making a difference. I am so convinced that we are on the wrong track in how we are dealing with obesity and other lifestyle issues and I am committing the remainder of my career to trying to guide the field in a different direction. Of all the people I have met at the Coca-Cola Company, I believe you understand the importance of this issue for the future success of the company. I do hope we can work together to make a difference. The world and the Coca-Cola Company both benefit if we succeed. I realize this is a bold undertaking but I am at a place in my career that I think I can bring together a very powerful coalition of the right people think differently and to change things. We have the passion, the innovative ideas, and the right approach. We need substantial resources. I think you are at the point in your career where you are the best person to guide your company. It is not fair that Coca-Cola is signaled out as the #1 villain in the obesity world, but that is the situation and makes this your issue whether you like it or not. I want to help your company avoid the image of being a problem in peoples' lives and back to being a company that brings important and fun things to them.

I am so sorry that John Peters could not have been here in person but it looks like he will be very much back in the game in the Spring. John is one of the smartest people I know and will play a big role in our success. I hope I am not being too

forward but I need your help – and a lot of it. I know this is asking a lot to someone with so much on their plate but you are in a position to contribute so much to our success. No other groups out there are thinking the way we are thinking and we can succeed.

Warm regards,

Jim

James O. Hill, Ph.D.  
Anschutz Professor  
Executive Director, Anschutz Health  
and Wellness Center

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## Notes from Discussion Meeting

J. Peters and D. Calfee

Meeting: May 23, 2014

- GEBN governance is a game-breaking issue that will need to be addressed to increase productivity and focus of FEBN members
  - Today, 3-4 centers of gravity
    - AHWC/Energy Balance Institute (Jim Hill, John Peters)
      - Identifies new areas for investigation and helps catalyze such investigation
      - Identifies new ideas to be tested
      - A future oriented “Think-Do” tank
    - USC (Steve Blair, Greg Hand, Lillian Smith)
      - Some research on physical activity
      - But primarily engaged in near-term, real-time “defensive” communications (blogs, rapid response unit, telling the truth about energy balance)
    - Alstrup (Europe) and Allison (USA): Potential Leaders of a Global Energy Balance Alliance (GEBA)
      - GEBA proposed by new Science and Regulatory Affairs VP at Coca-Cola; now on hold
      - Goal of this body is “here and now” research at the request of Coca-Cola
    - The Coca-Cola Company: seed funder and provider of business and marketing resources and expertise
  - How do these bodies interact? What are their roles and responsibilities? Do they “report in” to GEBN?
  - And what is GEBN? How do you organize, provide roles, responsibilities and reporting relationships to a Network?
    - What legal “structure” does GEBN require to attract talent and funding, identify and pursue strategic themes and initiatives and otherwise advance the cause of healthy energy balance efficiently and effectively?
  - Governance – broadly defined – should be a major focus of the July 9-10 offsite

- What is the Enterprise that is being funded? GEBN? EBI?
- What is its legal structure?
- What are the critical, game-breaking roles that will help define its organizing concept and structure?
- Perspectives on July 9-10 Offsite
  - A 6-month “check up” of GEBN, organized around the list of 15 Year 1 deliverables proposed early on
    - Goal will be to go through these to assess progress to-date and go-forward priorities
    - Where are we now? What’s working well and what’s not?
    - What should be GEBN priorities over the next 6+ months?
  - 4 of the 12 hours should be devoted to Governance
    - Why it’s an issue that needs to be addressed
    - Straw man “structural” options (legal entity, key roles and responsibilities)
  - A significant period of time (2 hours) should be spent on Communications and Communications Planning and Progress
    - Timeline: what’s been done/being done
    - Website status and expectations
    - Next steps (group input)
- Role of the Top 100 Researchers/Experts/Scientists: What do we tell them we want them to do and what they will likely expect?
  - We will probably want to structure GEBN as a membership organization
    - Top 100 pay dues/membership fee
    - They receive discounts on meetings, access to periodicals
    - Website can have a “members only” section where members can engage with each other
  - We will expect them to advance the science of energy balance

- Some will be heads-down researchers
  - Others, with media training, can speak to the press on the topic and implications of energy balance
- We could set up a speaker's bureau to which members would have access and where they could sign up for speaking engagements
- We would likely have "members-only" events and forums
- GEBN (or at least EBI) should focus on topical themes related to the subject/science of Energy Balance
  - Making health and wellness of employees an expectation of business conduct going forward
    - Like TQM in the 190's and Safety in the 1990's
    - What can we learn from other successes in infusing a new cultural element and expectations into the way we do and approach business?
  - The most critical, compelling, yet aspirational theme is to institutionalize a view of health as a driver of prosperity
- Exemplars of best practices and success in creating a meaningful difference to the world, now and in the future: what do they do and why are they/have they been successful?
  - American Heart Association
  - American Cancer Society
  - World Wildlife Federation
  - Gates Foundation (focuses on a limited number of health and wellness issues)
  - Clinton Global Initiative



April 15, 2015

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Dear X,

We are grateful for the opportunity to share information with you about supporting our global think tank – the Global Energy Balance Network (GEBN). Our goal is to connect and engage multi-disciplinary scientists and other experts around the globe to foster and promote a more effective dialogue around health, wellness and energy balance.

At this point in our development, we are ready and excited to bring on a diverse set of founding donors and are looking for individuals and companies that are dedicated to our vision – *a world in healthy energy balance*. As global industry leaders in the food and beverage industry and a company dedicated to promoting the concept of energy balance, you are one of the first companies we would like to invite to be a part of this incredible organization. We believe a partnership with the GEBN could be mutually beneficial and bring enormous value to both PepsiCo's vision and its brands. We believe the ideals and goals of PepsiCo are consonant with those of GEBN and together we can accelerate progress toward achieving *a world in healthy energy balance*. In particular, we believe that GEBN's energy balance approach is relevant to PepsiCo's many food and beverage products. Exposure of the global network of researchers in this field to the scientific evidence about how different foods, beverages and ingredients affect energy balance has the potential to have a positive effect on your brands as researchers become more aware of how products like yours can fit within a healthy lifestyle.

To that end, we respectfully ask that PepsiCo consider supporting GEBN at the founder level. Below is more information about GEBN and the value we believe partnering with us would bring to PepsiCo. We would be honored to consider PepsiCo a partner in this important work and look forward to the opportunity to discuss this proposal and answer any questions you might have. Please let us know how we can move this conversation forward. Thank you for considering this investment.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim O. Hill", written in a cursive style.

Jim O. Hill, PhD  
President

## **About The Global Energy Balance Network**

### **A Global Crisis**

The World Health Organization (WHO) estimates over 500 million people globally are obese. In the past 30 years, obesity has increased in every region of the world making it one of the BIGGEST challenges the world faces. Recently, the WHO has issued a goal to halt the rise of obesity by 2025. Because of this momentum, there is heightened focus on what we can do globally to achieve this objective.

However, much of the current dialog on obesity around the globe focuses on regulating the environment without addressing the underlying motivations that bias individuals towards living unhealthy lifestyles. This approach alone is ineffective. What is needed is an evidenced-based approach that addresses the complexity of the issues and the multitude of “systems” that influence obesity. We believe that energy balance is a key part of the answer.

### **Energy Balance as a Solution**

The concept of energy balance provides a science-based framework for exploring innovative yet practical solutions to help people around the world lead healthier lives. The energy balance framework recognizes that good health involves both diet and physical activity and can serve as a platform to help the global population achieve optimal health.

### **Uniting to Drive Change: The Global Energy Balance Network**

The Global Energy Balance Network is a premier worldwide organization led by scientists in the development and application of an evidence-based approach to ending obesity. Our members are individuals from diverse disciplines across the public and private sectors who support the science of energy balance. It provides a forum for scientists to generate evidence-based pathways and affect the public policy dialogue needed to move the dial. We believe that science must be at the forefront of new obesity solutions, and we are committed to seeing this ideal realized.

### **PepsiCo as a Partner in Change**

PepsiCo is dedicated to helping people live healthier lifestyles and an investment in GEBN would significantly strengthen the positioning of the company as a global thought leader and first mover in bringing the vision of a “*A world in healthy energy balance*” to life. Exposure of the global network of researchers in this field to the scientific evidence about how different foods and ingredients affect energy balance should also have a positive effect on your brands as researchers become more aware of how products like yours can fit within a healthy lifestyle. We believe there are even more benefits that will arise from this partnership as GEBN evolves and we hope you will seriously consider becoming one of our valued donors.

With a founding level gift to GEBN, PepsiCo will become an official founding partner in helping us change the global conversation around obesity and health. We believe there are even more benefits that will arise from this partnership as GEBN evolves and we hope you will seriously consider becoming one of our valued donors.

Other benefits founding donors can look forward to include but are not limited to the following:

#### **1. Exclusive Founding Donors**

##### **\$1,000,000 over five years**

- Industry exclusivity among founding donors (can be waived)
- Access to the experts
- Exposure to our entire membership group
- Seat on the industry board for the length of the commitment
- Official working group liaison
- Automatic gold-level sponsor at summit



- Mention in all press releases and relevant media coverage as well as all GEBN publications and website

## **2. Founding Donors**

### **\$500,000 over five years**

- Access to the experts
- Exposure to our entire membership group
- Seat on the industry board for the length of the commitment
- Official working group liaison
- Automatic gold-level sponsor at summit
- Mention in all press releases and relevant media coverage as well as all GEBN publications and website

**Peters, John C**

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**From:** Sommavilla, Denise {PEP}  
**Sent:** Mon 4/27/2015 12:17 PM (GMT-07:00)  
**To:** Peters, John C  
**Cc:** Hill, James; Sommavilla, Denise {PEP}  
**Bcc:**  
**Subject:** RE: Global Energy Balance Network

Hi Dr. Peters,

I am happy to work with you to find time for a 30 minute call with Richard. He is traveling quite a bit over the next few weeks. Could we arrange something for May 14<sup>th</sup> at between 12-2pm ET?

Please feel free to send along the call-in information if there is a time on May 14<sup>th</sup> that works for you. Otherwise, let me know and we can explore other dates.

Best,

Denise

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***Denise M. Sommavilla***  
*PepsiCo Nutrition Sciences*

(914) 742-4558

[denise.sommavilla@pepsico.com](mailto:denise.sommavilla@pepsico.com)

***Proud PepsiCo Ambassador***



**From:** Black, Richard \{PEP\  
**Sent:** Monday, April 27, 2015 3:05 PM  
**To:** Dr. John Peters; Sommavilla, Denise \{PEP\

**Cc:** James O. Hill Ph.D.

**Subject:** Re: Global Energy Balance Network

John, of course I would be happy to talk about this.

Denise - can you please see if we can find 30 minutes?

Richard

**Richard Black, PhD**  
*VP, Global R&D Nutrition Sciences*

*PepsiCo*

[richard.black@pepsico.com](mailto:richard.black@pepsico.com)

T: +1.914.742.4973

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On Apr 27, 2015, at 12:25 PM, Peters, John C  
<[JOHN.C.PETERS@UCDENVER.EDU](mailto:JOHN.C.PETERS@UCDENVER.EDU)> wrote:

Hi Richard,

Jim Hill and I would like to set up a 30 min. conference call with you sometime in the next couple of weeks, if possible. We would like to give you a more in-depth description of what we are doing with GEBN and why and how this might be relevant to your interests.

I hope this is something you would consider discussing with us. Please let us know whom we should work with on your end to set up a call.

With best regards,

John

*John C. Peters, Ph.D.*

Chief Strategy Officer

University of Colorado Anschutz Health and Wellness Center

Professor, CU School of Medicine

Anschutz Medical Campus

12348 E. Montview Blvd, C263

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PH: 303-724-9160

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EM: [john.c.peters@ucdenver.edu](mailto:john.c.peters@ucdenver.edu)

Website: [www.anschutzwellness.com](http://www.anschutzwellness.com)

**Harry Montoro**

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**From:** Hand, Gregory  
**Sent:** Sunday, December 21, 2014 5:18 PM  
**To:** L. Celeste Bottorff  
**Cc:** Nass, Teresa  
**Subject:** Re: discuss scorecard/metrics for 2015

Celeste: I want to introduce you to Teresa Nass. Teresa is the public relations specialist for the School of Public Health here at WVU. Per our discussion this past week, we are working to develop a communication plan (including a marketing plan) for the school that will roll out in 2015 to put the school on the map and educate the state as to what public health is, and why a school of public health is important. I can't tell you how much we appreciate your willingness to extend your expertise to help us out. I promise that we would use too much of your time. But I know how much you have to offer us, and we do appreciate it. Hope you have a very safe and happy holiday season. And I will talk with you after the holiday break. Carol and I are actually moving up to Morgantown the second week of January. She says hello. Greg.

Gregory A. Hand, PhD MPH  
Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

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L. Celeste Bottorff  
Vice President, Global Health & Wellbeing Initiatives  
The Coca-Cola Company  
404-676-4373 (o)  
404-372-6656 (m)

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## **Harry Montoro**

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**From:** Hand, Gregory  
**Sent:** Friday, June 12, 2015 10:02 AM  
**To:** Galentine, Karen  
**Subject:** Re: WVU School of Public Health

She has the same agenda that I do: good science translating to good public health policy and practice. She will be a huge asset.

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

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**From:** Galentine, Karen  
**Sent:** Friday, June 12, 2015 9:57 AM  
**To:** Hand, Gregory  
**Subject:** Re: WVU School of Public Health

I take it that's not a problem or you wouldn't have asked her.

Karen E. Galentine  
Director of Development  
WVU School of Public Health  
One Medical Drive  
PO Box 9190  
Morgantown, WV 26506-9190  
O: 304.293.1828 C: 304.288.3436

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**From:** Hand, Gregory  
**Sent:** Friday, June 12, 2015 8:55 AM  
**To:** Galentine, Karen  
**Subject:** Fw: WVU School of Public Health

Just FYI. And yes, she has an agenda. 🌐

Gregory A. Hand, PhD MPH  
Founding Dean and Professor of Epidemiology  
School of Public Health, Robert C. Byrd Health Sciences Center  
West Virginia University  
(304) 293-2503

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**From:** Rhona Applebaum <rapplebaum@coca-cola.com>  
**Sent:** Friday, June 12, 2015 1:33 AM

