

2nd Annual E-Cig Conference

November 20, 2014, New York Palace Hotel, New York, New York

Conference Coordinators: [Amy Moffatt](#) (704) 715-6821; [Jennie Henderson](#) (212) 214-6308

Wells Fargo Securities Research, Economics & Strategy

2014 E-Cig Forum | Agenda

Thursday, November 20, 2014 | The New York Palace | New York, NY



Start	Session Presenter(s)	Room
7:00 a.m.	Registration and Breakfast	The Reid Salon 2nd Floor
8:00 a.m.	Opening Remarks Bonnie Herzog, Managing Director, Tobacco, Beverage & C-Stores, Wells Fargo Securities	Villard Ballroom 2nd Floor
8:10 a.m.	LogicECig Miguel Martin, President	Villard Ballroom 2nd Floor
8:40 a.m.	Altria Group, Inc. (NuMark) Joe Murillo, President & General Manager, Nu Mark LLC (Altria Group)	Villard Ballroom 2nd Floor
9:10 a.m.	Ballantyne Brands, LLC Todd Millard, COO	Villard Ballroom 2nd Floor
9:40 a.m.	Public Health Panel Discussion Deborah Arnott, Chief Executive Officer, ASH(UK) - Action on Smoking and Health Dave Dobbins, Chief Operating Officer, American Legacy Foundation Saul Shiffman, Research Professor, Department of Psychology, University of Pittsburgh Moderator: David Sweanor, Adjunct Professor, Faculty of Law, University of Ottawa	Villard Ballroom 2nd Floor
10:40 a.m.	Networking Break	Villard Ballroom 2nd Floor
10:55 a.m.	Johnson Creek Enterprises, LLC Christian Berkey, CEO	Villard Ballroom 2nd Floor
11:25 a.m.	V2 Cigs J. Andries Verleur, Co-Founder & CEO	Villard Ballroom 2nd Floor
11:55 p.m.	Box Lunch Break	2nd Floor Foyer
12:25 p.m.	International Vapor Nick Molina, CEO	Villard Ballroom 2nd Floor
12:55 p.m.	NJOY, Inc. Craig Weiss, CEO	Villard Ballroom 2nd Floor
1:25 p.m.	*Reynolds American, Inc. (Vuse) Brice O'Brien, Executive Vice President, Consumer Marketing	Villard Ballroom 2nd Floor
1:55 p.m.	Networking Break	Villard Ballroom 2nd Floor
2:10 p.m.	Emerging Issues in the E-Cig/Vapor Regulatory Landscape – Panel Discussion Clive Bates, Counterfactual Consulting and Advocacy, Public Health Commentator Gal Cohen, Head of Scientific and Regulatory Affairs, Ploom Joe Gitchell, President, PinneyAssociates David Graham, Senior Vice President, Global Regulatory Affairs, NJOY Moderator: Scott Ballin, JD, Tobacco and Health Policy Consultant	Villard Ballroom 2nd Floor
3:10 p.m.	XEO International Tim Alexander Feike, Executive Vice President, Global Sales and Marketing	Villard Ballroom 2nd Floor
8:00 a.m. - 4:00 p.m.	One on one and small group meetings	15th Floor

*Webcasting

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