

**2nd World Conference against Prohibition:  
"Are Guests Welcome? –  
Prohibition and the Hospitality Industry"**



**The Hague, Press Center Nieuwspoord,  
15 March, 2010**

Conference Chair: Christopher Snowdon

**Part 1**

09.00-09.30 Registration, Coffee

09.30-09.45 Welcome addresses: Wiel Maessen (Director TICAP), N.N.

09.45-10.10 Michael Marlow: *The Economic Impact of Smoking Bans in  
Hospitality Venues*

10.10-10.35 Patrick Basham: *The Campaign to Call Time on Alcohol Freedom*

10.35-11.00 Maryetta Ables: *Civil Society and Prohibition*

11.00-11.15 Walking coffee break

11.15- 12.30 Questions and input from the floor

12.30-14.00 Lunch break

**Part 2**

14.00-14.15 Afternoon welcome address: N.N.

14.15-14.40 David Goerlitz: *The Anti-Smoking Movement and Global Corruption*

14.40-15.05: Kamal Chaouachi: *Prohibition through the Hookah Looking-glass*

15.05-15.30 Michael McFadden: *Fighting Prohibitions: Tools, Tactics, and Strategies*

15.30-15.45 Walking Coffee Break

15.45-17.00 Questions and input from the floor

17.00-17.15 Closing address: John Gray (Director TICAP)

17.15-17.45h Press Conference

20.00- Get Together at a hospitality venue:

**Bridge Societeit Noordeinde, Noordeinde 10b, 2514 GH Den Haag (close to the  
conference building)**

## **Speakers and Chair:**

**Maryetta Ables** is President of FORCES International (2004-ongoing), the premier source for the dissemination of the studies surrounding tobacco prohibition and a founding member of TICAP. Ms. Ables has been involved at all levels of activism against prohibition for some time, but has made understanding the source of Prohibition her main focus for several years. Ms. Ables is a Paralegal by profession.

**Dr. Patrick Basham** is the founding Director of the Democracy Institute (London/Washington), a research organization on public policy. He also serves as an Adjunct Scholar at the Cato Institute, a renowned think tank, and is affiliated with Johns Hopkins University as a lecturer on health care politics. Furthermore, he has authored numerous studies and articles. His most recent book is called *Diet Nation: Exposing the Obesity Crusade*.

**Dr. Kamal Chaouachi** is a Paris-based tobacco researcher and consultant working from a medical anthropology perspective. He is a scientific collaborator of various research centers in Asia, Africa and Europe. He also teaches the hookah (shisha, narghile) science, to French medical doctors. Recently, he exposed the fraud about the purported deadly hazards of hookah passive smoke. Notably, he was consulted by the French Ministry of Health on the occasion of the national controversial ban on smoking; at least the hookah lounges, as hospitality venues, kept working in France in spite of the existing antismoking decree. In his eyes, tobacco use is dangerous and for this reason it should be studied with unfailing scientific rigour. From a scientific viewpoint, he is convinced that the peculiarity of the hookah issue will make soon the whole tobacco prohibition system collapse for the worldwide benefit of non-smokers, ex-smokers and smokers of cigarettes, hookahs and other products alike.

**David Goerlitz** was the face of Winston cigarettes for 7 years, appearing in 42 ads and on billboards all over the world. In 1988, his growing unease at working for the tobacco industry boiled over to open dissent. He publicly denounced his employer, R.J. Reynolds for marketing tobacco products at children, quit smoking himself, and joined America's anti-smoking movement. Years later, he discovered that this movement had become criminal, corrupt and a hoax that has sold out to Big Government, Big Tobacco, and Big Pharmaceuticals for the sake of long term funding by smokers and tobacco users themselves.

**Dr. Michael Marlow** is a Professor of economics at California Polytechnic State University, San Luis Obispo. In earlier years, he served as Senior Financial Economist at the U.S. Treasury Department. His research experience includes Public Sector Economics and Monetary Policy. He has also published on smoking policies.

**Michael McFadden** graduated cum laude and Phi Beta Kappa from Manhattan College with a degree in both Peace Studies and Psychology. Later, he hosted a Quaker training center in non-violent social change. He is the author of "Dissecting Antismokers' brains" and has been active within several member organizations of TICAP. Currently, he serves as a TICAP director.

**Christopher Snowdon**, a journalist and historian, was born in North Yorkshire in 1976. He studied history at Lancaster University and graduated in 1998. In 2009, he has published his first book called "Velvet Glove Iron Fist. A history of anti-smoking".