

# AGENDA

(Subject to Change)

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| <b>DAY 1 October 13th</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>12:00-1:30</b>         | Registration Open                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>1:30-1:45</b>          | Welcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>1:45-4:30</b>          | <b>Tobacco Free Indiana Updates</b><br><br><b>Crafting Your Story and Educating Community Stakeholders</b><br><br><b>Speakers:</b> Allie Kast Gregg & Natasha Johnson (American Cancer Society Cancer Action Network), Christina Cresnik (American Heart Association), Tiffany Nichols & Taylor Williams (American Lung Association), Jordan Moss (Delaware County Tobacco Prevention Coalition), Carrie Arblaster (Campaign for Tobacco-Free Kids)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>DAY 2 October 14th</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>8:00-9:00</b>          | Registration Open & Breakfast                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>9:00-9:15</b>          | Welcome & Kickoff of Event                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>9:15-10:30</b>         | <b>The Changing Tobacco Product Landscape</b><br>Keynote Speakers: Adrian Bertrand (Truth Initiative) & Andrea Gentzke (CDC Foundation)<br><br>Commercial tobacco and nicotine products are changing. They are getting stronger, larger, cheaper and sweeter. This session will include two presentations on the changing product landscape that we need to know about ourselves but to also share with our communities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>10:30-10:45</b>        | Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>10:45-12:00</b>        | Concurrent Breakout Sessions<br><br><b>1. Beyond the Table: Building Strategic Partnerships That Create Community Change</b><br>Speaker: Kim Linkel<br><br>Strong partnerships are essential to coalition success, yet many organizations remain focused on coordination rather than meaningful collaboration. This interactive workshop provides practical approaches for strengthening collaboration around shared community priorities.<br><br><b>2. Telling Impactful Stories</b><br>Speaker: Dr. Criscillia Benford (FrameWorks Institute)<br><br>Understand the mechanics of narrative and how the stories we tell shape what the public believes is possible for our communities. Learn strategies for crafting stories that reach unpersuaded audiences.<br><br><b>3. Cessation Strategies for High-Risk Populations</b><br>Speakers: Tonya Longmire, Braelei Ernest, JR Burger & Lisa Copeland<br><br>This panel features individuals from diverse backgrounds who have overcome personal barriers to quit smoking or vaping. They will share what motivated them, the challenges they faced, and the strategies and support that helped them succeed. Participants will gain insight into how lived experience strengthens tobacco control efforts and learn practical ways to support others on their quit journey. |
| <b>12:00-2:00</b>         | Lunch, Networking & Awards Ceremony                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>2:00-3:15</b>          | Concurrent Breakout Sessions<br><br><b>1. Beyond the Table: Building Strategic Partnerships That Create Community Change</b><br>Speaker: Kim Linkel<br><br>Strong partnerships are essential to coalition success, yet many organizations remain focused on coordination rather than meaningful collaboration. This interactive workshop provides practical approaches for strengthening collaboration around shared community priorities.<br><br><b>2. Telling Impactful Stories</b><br>Speaker: Dr. Criscillia Benford (FrameWorks Institute)<br><br>Understand the mechanics of narrative and how the stories we tell shape what the public believes is possible for our communities. Learn strategies for crafting stories that reach unpersuaded audiences.<br><br><b>3. Cessation Strategies for High-Risk Populations</b><br>Speakers: Tonya Longmire, Braelei Ernest, JR Burger & Lisa Copeland<br><br>This panel features individuals from diverse backgrounds who have overcome personal barriers to quit smoking or vaping. They will share what motivated them, the challenges they faced, and the strategies and support that helped them succeed. Participants will gain insight into how lived experience strengthens tobacco control efforts and learn practical ways to support others on their quit journey. |
| <b>3:15-3:30</b>          | Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>3:30-4:30</b>          | <b>Wouldn't It Be Great If...</b><br>Speaker: Jill Brown (Collisions of Awesomeness)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>4:30-5:00</b>          | Closing Remarks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

## SPEAKER BIOS



**Allie Kast Gregg**  
American Cancer Society  
Cancer Action Network

Allie Kast Gregg is an experienced Project Manager with a demonstrated history of work in advocacy, community organizing, environmental efforts, community engagement, and political spheres. Gregg is skilled in non-profit management, social media, political communication, and community organizing. She is a strong community and social services professional with a Bachelor of Arts focused in International Relations and Affairs, Political Science, and Spanish from the University of Indianapolis.

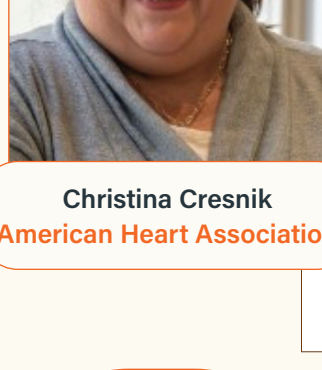
Gregg collaborates with coalitions such as Tobacco Free Indiana on public health policies, notably advocating for Indiana's state budget featuring a \$2 per pack cigarette tax increase and other tobacco tax hikes. Following this effort, she emphasized the budget as a major win for public health and cancer prevention.



**Natasha Johnson**  
American Cancer Society  
Cancer Action Network

Natasha Johnson serves as the Senior Grassroots Manager for Indiana at the American Cancer Society Cancer Action Network (ACS CAN). Through her leadership role with ACS CAN, she collaborates extensively with statewide coalitions such as Tobacco Free Indiana to advocate for health policies, including tobacco prevention and cessation funding.

Natasha graduated from Indiana University with a Bachelor of Science degree in Public Affairs. Her studies focused on the public and non-profit sectors and the challenges faced through urban development, management, finance and budgeting.

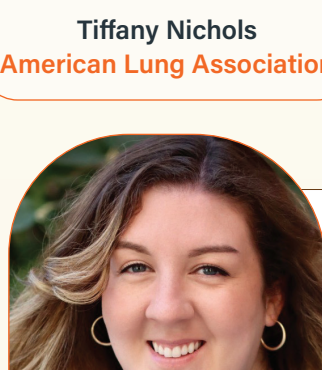


**Christina Cresnik**  
American Heart Association

Christina Cesnik is a Government Relations professional who thrives at the intersection of advocacy, community impact, and creativity. Starting as a legislative aide at the state and local level, Christina quickly learned that policy is about people—and has built a career on amplifying voices and driving meaningful change.

Christina has been honored with the Advocacy Rookie of the Year – Health Impact Award and the Strategic Impact and Achievement Team Award, recognizing a strong commitment to collaboration and results.

Christina has led high-impact engagement programs, equipped teams through leadership development, and cultivated diverse partnerships that strengthen organizations and inspire action. Whether speaking to volunteers, guiding cross-functional teams, or working with policymakers, Christina brings charisma, professionalism, and cultural acuity to every interaction.



**Tiffany Nichols**  
American Lung Association

Tiffany Nichols, MBA serves as the Director of Advocacy and Tobacco Control Grant Manager for the American Lung Association in Indiana. In this role, she oversees statewide public health policy strategies, focusing on tobacco prevention, clean air initiatives, and support systems for lung diseases.

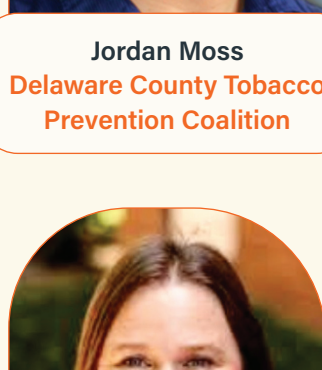


**Taylor Williams**  
American Lung Association

Taylor C. Williams is an Advocacy Specialist at the American Lung Association, focusing on improving lung health through education and advocacy. Their background reflects a strong focus on policy implementation and community engagement within government and advocacy settings.

At the American Lung Association, Taylor works with local tobacco coalitions to help implement smokefree air policies, contributing to public health initiatives. Prior to this, Taylor served as a Government Affairs Analyst at Indiana FSSA, Office of Medicaid Policy & Planning. Earlier in their career, Taylor served as a Legislative Intern and managed political campaigns. Their work history includes involvement in voter registration assistance and engagement with legislative updates.

Taylor holds a Bachelor of Arts degree from Franklin.



**Jordan Moss**  
Delaware County Tobacco  
Prevention Coalition

Jordan Moss has served as the Program Director for the Tobacco-Free Coalition of Delaware County since 2018, leading efforts to reduce tobacco use and promote healthier, tobacco-free communities. Through partnerships with local organizations, youth engagement, and policy advocacy, he works to create lasting change and improve health outcomes across the county.



**Carrie Arblaster**  
Campaign for  
Tobacco-Free Kids

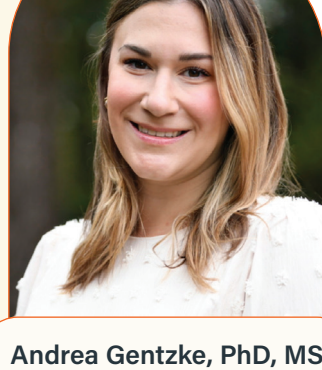
Carrie Arblaster serves as the Midwest Regional Advocacy Director for the Campaign for Tobacco-Free Kids, a role she has held since 2023. She is an experienced leader in public policy, government affairs, and advocacy with a robust background in Ohio civic leadership and nonprofit management.



**Adrian Bertrand**  
Truth Initiative

Dr. Adrian Bertrand is a Public Health and Health Promotion professional committed to advancing research aimed at understanding how enhanced communication strategies can facilitate improvements in access to health. Adrian possesses extensive experience in project design and management, data analysis and interpretation, and the development and implementation of research tools. In a previous role as a Public Health Associate, Adrian coordinated COVID19 testing for college students living off campus. Adrian currently serves as a Senior Research Associate at Truth Initiative.

Dedicated to exploring innovative ideas and formulating practical solutions to address pressing public health issues, Adrian is frequently described by colleagues as intelligent, diligent, dedicated, and resourceful, with a consistently positive and proactive approach when confronted with challenges. Adrian's primary areas of interest include data analytics, health communication strategies and community research.



**Andrea Gentzke, PhD, MS**  
CDC Foundation

Andrea Gentzke, PhD, MS, is an epidemiologist and health scientist, currently working on the CDC Foundation's Monitoring Tobacco Product Use program. In her current role, she is engaged in scientific review and clearance of tobacco-related materials. She has worked in the field of tobacco control for over 15 years, focused on prevention of commercial tobacco use among youth and young adults, with expertise in epidemiology, survey development, tobacco use surveillance, data analysis, and health policy evaluation. Dr. Gentzke previously worked in the Office on Smoking and Health (OSH) at the Centers for Disease Control and Prevention (CDC), where she most recently served as the Managing Editor of the 2024 U.S. Surgeon General's Report Eliminating Tobacco-Related Disease and Death: Addressing Disparities. Earlier in her career, she supported the annual administration and reporting of findings from the National Youth Tobacco Survey. She earned her Ph.D. and M.S. in Epidemiology, both from the University of Buffalo in Buffalo, NY.



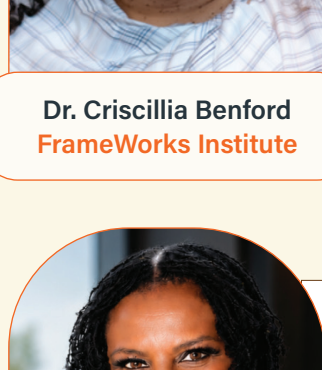
**Kim Linkel**  
KM Clark Consulting Group

Kim Linkel is a nonprofit and public-sector leader with over 25 years of experience in prevention, coalition building, and organizational development. As Principal of KM Clark Consulting Group, she supports nonprofits, coalitions, and government partners through strategic planning, grant management, capacity building, and systems-level prevention strategies. Kim previously directed the Coalition for a Drug Free Batesville, leading cross-sector initiatives, securing federal and state funding, and advancing youth engagement. She consults nationally with CADCA and the Opioid Response Network, providing technical assistance on substance misuse prevention and coalition development. A Certified Prevention Specialist II and Grant Professional Certified, Kim is known for blending practical leadership with data-driven approaches and is a frequent speaker at conferences nationwide, particularly on strengthening coalitions in rural and underserved regions.



**Dr. Criscillia Benford**  
FrameWorks Institute

Dr. Criscillia Benford is a narratologist and media theorist who has been a Senior Fellow with FrameWorks since 2021. In her role at FrameWorks, she contributes to research and applied practice in strategic framing, helping organizations use values-driven stories to shift mindsets and discourse and advance systemic change. Prior to joining the FrameWorks team, Criscillia taught literature and "big ideas" courses like "Alienation," "Evil," and "Technological Visions of Utopia" at the University of Chicago, Duke and Stanford. Criscillia lives in the San Francisco Bay Area where she enjoys singing and watching TV while yelling at the characters. She earned her MA and PhD in English at Stanford University.



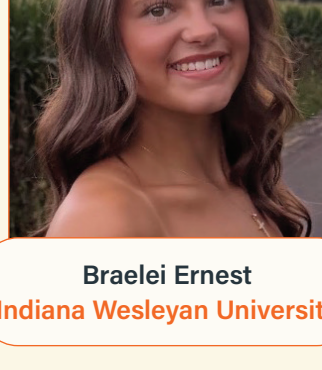
**Tonya Longmire**  
Wells Fargo

Tonya Longmire is an Executive Director and Senior Lead Compliance Officer with Wells Fargo, driving compliance initiatives with a strong focus on regulatory adherence and strategic risk management. With certifications including PMP and CSPO, Tonya leads cross-functional teams to meet organizational compliance objectives, foster a culture of accountability, and mentor staff to support continuous improvement. Tonya is a National Association of Chronic Disease Directors and Disability Network for Tobacco Control and Cancer Prevention ambassador participating in the Tips Campaign. Tonya is sharing her quit journey.



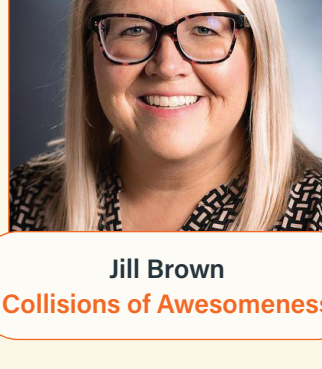
**Braelei Ernest**  
Indiana Wesleyan University

Braelei Ernest is a nursing student at Indiana Wesleyan University and an early graduate of Columbus East High School, Class of 2026. She is passionate about human connection and ministry work and looks forward to engaging with new communities and building meaningful relationships. Braelei is sharing the youth experience with addiction and cessation success.



**Jill Brown**  
Collisions of Awesomeness

Jill Brown is a farm kid, marathon runner, food on a stick enthusiast, and Assistant Vice President of University Advancement at Northwest Missouri State University in Maryville, Missouri. Prior to her current role in Missouri, she worked in various external relations roles at the University of Nebraska–Lincoln. Jill has a speaking business, Collisions of Awesomeness, where she speaks about gratitude, networking, and a variety of other personal development topics. Jill and her husband live in Mound City, Missouri and have a daughter who is a college student.



**JR Burton**  
Project SRM

J.R. Burger is the Executive Director of Project SRM, bringing decades of experience in community emergency response, special needs sheltering, cultural preservation, and disability support. A U.S. Army Veteran, he has also served as Facilities Director and caretaker of sacred Indian lands. His background includes computer systems analysis, naturalist work, and facilities management, supported by studies at Purdue University, Indiana University, the University of Maryland, and El Paso University's Germany Annex.



**Lisa Copeland**

Lisa Copeland grew up in a small Indiana town and experienced frequent moves between Indiana and California, shaping her resilience and adaptability. She began smoking at 14 and, at 56, is now 13 months smoke-free and 23 years sober. Lisa is raising her 13 year old granddaughter and runs her own bird and small animal taxidermy business. Deeply connected to nature and committed to supporting women in recovery, she brings authenticity and compassion to every space she enters.