

Ronald Reagan Presidential Library

Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: First Lady, Office of the: Projects Office: Records,
1981-1989

Folder Title: First Ladies Conference on Drug Abuse
04/24/1985-04/25/1985 Briefing Book II
(3 of 3)

Box: OA 18726

To see more digitized collections visit:

<https://www.reaganlibrary.gov/archives/digitized-textual-material>

To see all Ronald Reagan Presidential Library Inventories, visit:

<https://www.reaganlibrary.gov/archives/white-house-inventories>

Contact a reference archivist at: **reagan.library@nara.gov**

Citation Guidelines: <https://reaganlibrary.gov/archives/research-support/citation-guide>

National Archives Catalogue: <https://catalog.archives.gov/>

Last Updated: 08/07/2025



The First Ladies Conference on Drug Abuse
Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

CLAUS M. HALLE
Senior Executive Vice President
President, International Soft Drink Business Sector
The Coca-Cola Company

Claus M. Halle is senior executive vice president of The Coca-Cola Company and president of The International Soft Drink Business Sector.

Mr. Halle joined the Company in 1950 and held several sales and management positions prior to being elected to vice president of The Coca-Cola Export Corporation in 1963. He was named area manager for Central Europe in 1965. Five years later, Mr. Halle was elected president of Coca-Cola Europe, with headquarters in London, England, and a senior vice president of The Coca Cola Export Corporation. His election as executive vice president and a director of the Export Corporation followed in 1972, and he moved to the new Export home office in Atlanta, Georgia, in 1973.

He was elected president of the Export Corporation and a vice president of The Coca-Cola Company in May 1973 and was elected a senior vice president of The Coca-Cola Company in 1974. In 1976 Mr. Halle was elected executive vice president of The Coca-Cola Company and president of the Europe and Africa Group. In March 1981 he was elected senior executive vice president and in January 1984 Mr. Halle assumed additional responsibility as president of the International Soft Drink Business Sector.

Mr. Halle is a trustee of the Southern Center for International Studies and also of the U.S. Council of the International Chamber of Commerce. He is a member of the Atlanta Rotary Club, the Capital City Club in Atlanta and Brooks' Club of London. He is a member of the IREX National Business Council and the International Advisory Committee of Trust Company Bank. Mr. Halle is also a board member of the International Nursing Services Association and past chairman of the International Federation of Keystone Youth Organizations.

Mr. Halle was born May 27, 1927, in Germany. He is married to the former Marianne Witte.



The First Ladies Conference on Drug Abuse
Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

DR. KEITH MANATT SCHUCHARD, PH.D.
Research Director, PRIDE

Dr. Keith Schuchard is a leading spokesperson for the parent movement. As Co-founder and Research Director for PRIDE, Dr. Schuchard has done on-site consulting in numerous communities across the United States and the world.

She attended Sophie Newcomb College, the University of Vienna, Austria, and Makerere University, Kampala, Uganda. As a University Graduate Fellow, she earned both her M.A. (English and History) and her Ph.D. (English) from the University of Texas.

From 1962-65 she worked in Uganda and Kenya for Teachers for East Africa project sponsored by the Agency for International Development. From 1977-80, Dr. Schuchard served as consultant to the National Institute on Drug Abuse (NIDA) and in 1980, she was a recipient of the NIDA Pacesetter Award.

She authored Parent, Peers and Pot, a handbook for parents on preventing drug abuse by young people. To date, NIDA and PRIDE have filled 1,000,000 requests for this book. A sequel, Parents, Peers and Pot II; Parents in Action tells the real life story of nine community groups who developed effective prevention projects.



The First Ladies Conference on Drug Abuse
Washington, D.C. • Atlanta, Georgia April 24 - 25, 1985

Dr. SUSAN L. DALTERIO, PH.D.
Assistant Professor
University of Texas

Dr. Susan Dalterio is a Research Assistant Professor of Pharmacology at the University of Texas Health Science Center at San Antonio, Texas. She earned her B.A. degree in biology-psychology from Boston University, her M.A. in psychology from Assumption College and her Ph.D. in physiological psychology from Tufts University.

Co-author of over 63 papers and presentations, Dr. Dalterio has focused her research during the past several years on the consequences of maternal or paternal exposure to both psychoactive and non-psychoactive components of marijuana on the development of reproductive functions in mice offsprings.

Dr. Dalterio has testified before the U.S. Senate Judiciary Sub-committee hearings on the health consequences of marijuana. She has also participated in community and state level programs involving drug abuse education.



The First Ladies Conference on Drug Abuse

Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

RALPH HINGSON
Associate Professor
Boston University School of Medicine

Dr. Ralph Hingson holds a doctorate of science degree in public health - behavioral science from Johns Hopkins University and a masters of public health degree from the University of Pittsburgh. He has served as an Assistant Professor at Boston University School of Medicine in two departments and an Associate Professor in the Department of Social Medical Sciences and the Department of Pediatrics.

Dr. Hingson is a well known researcher of behavior and health issues concerning alcohol and marijuana, and his findings are published in over 20 different research journals. His studies have focused on the effects of substance abuse on pregnancy and fetal development as well as research in the field of alcohol use and accidental injury or death, including drunk driving. His most recent published studies include the effectiveness of state legislation in reducing drunk driving in general and teenage drunk driving in particular.

He is a member of the National Institute of Alcoholism and Alcohol Abuse Initial Review Group and the Clinical and Psycho-Social Research Group. He is also the Acting Chairman of the Committee for the Protection of Human Subjects and of the Trustees of Health and Hospitals in the City of Boston.



The First Ladies Conference on Drug Abuse

Washington, D.C. • Atlanta, Georgia

April 24 - 25, 1985

DR. DONALD IAN MACDONALD, M.D.
Administrator, ADAMHA

Dr. "Mac" Macdonald is the Administrator for the Alcohol Drug Abuse and Mental Health Administration (ADAMHA), which encompasses the National Institute of Alcohol Abuse and Alcoholism (NIAAA), the National Institute on Drug Abuse (NIDA) and the National Institute of Mental Health (NIMH).

Dr. Macdonald is president of the Florida Chapter of the American Academy of Pediatrics and the Florida Pediatric Society, a member of the Drug Abuse Committee of the Florida Medical Association, and serves on the Scientific Advisory Committee, American Council for Drug Education. He is also Director of Clinical Research for Straight, Inc., is on the Board of Directors of the National Federation of Parents for Drug Free Youth (NFP) and was recently appointed to the Board of Directors of the National American Red Cross by President Reagan.

A graduate of Williams College, he received his M.D. degree from Temple University School of Medicine. He has held the position of Clinical Associate Professor of Pediatrics, College of Medicine, University of South Florida and has maintained a general pediatric practice in Clearwater Florida.

Dr. Macdonald has maintained active involvement in drug and alcohol prevention and treatment through hundreds of presentations and workshops for TV and radio stations, schools, parent teachers associations, junior leagues, medical auxiliaries, parent groups, church groups and other civic organizations. Conference presentations include: Southeast Conference on Alcohol and Drugs (SECAD), Annual Training Institute on Addiction, PRIDE Conferences, National Federation of Parents for Drug Free Youth (NFP) conferences and the First Annual governor's Conference on Drug Awareness.

A noted author in the field, his publications include Drugs, Drinking and Adolescents, comments in Adolescent Substance Abuse, and "The relationship of moderate marijuana use and adolescent behavior in Marijuana and Youth - Clinical Observations on Motivation and Learning".

