

The Second Annual Conference on Male Studies: Looking Forward to Solutions

APRIL 6, 2010

10:00 am – 1:00 pm

**New York Academy of Medicine
and Online Webinar**

Welcome: Edward M. Stephens
FMS Founder and Chair

Introduction: Conference co-Chairs: Marianne Legato, MD and Tom Mortenson.

Dr. Legato is the founder and director of Columbia's College of Medicine's Partnership for Gender-Specific Medicine, editor of the first text on gender medicine, and founder of the journal, Gender Medicine.

Tom Mortenson

Senior scholar at the Pell Institute for the Study of Opportunity in Higher Education, editor and publisher of Postsecondary Education OPPORTUNITY.

Guy Garcia, Moderator:

Mr. Garcia, an award-winning journalist, is author of "The Decline of Men", a former vice-president of AOL, and authority on multicultural consumerism and socio-economic trends.

Program:

The male's shortfall in education and its impact on male employment prospects

Tom Mortenson

The Future of Fatherhood

Gordon E. Finley, PhD:

Professor of Psychology at Florida International University.

The Current Muddled State of Gender Affairs and the Future

Michael Gilbert

Senior Fellow at the Annenberg Center for the Digital Future, at the University of Southern California and author of *The Disposable Male*

Why Men Die First

Dr. Marianne Legato

From Primeval to Postmodern Man: A Revolutionary Theory.

Paul Nathanson, PhD, Senior Researcher

Katherine Young, PhD, James McGill Professor of the McGill Faculty of Religious Studies

Co-authors of a four volume series on misandry, the hatred of men.

Advertising: Past and Current Depictions of Males and their Consequences

Matthew Willcox and Matthew Palmer, Draftfcb.

Mr. Willcox is a Director of Strategic Planning at the agency and was instrumental in helping Levi Strauss and Company brand Dockers, develop the “Wear the Pants” campaign that dealt with male roles and image.

Mr. Palmer is the lead strategist on the Miller Lite brand and a member of the team responsible for producing its “Man Up” ad campaign.

Mr. Garcia will moderate questions to the panelists from on site and line attendees.