

Enforcing Underage Drinking Laws Program Presents:

# 4TH ANNUAL NATIONAL LEADERSHIP CONFERENCE

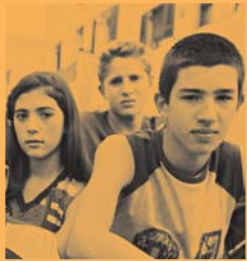


# 2003

SEPT. 18-20

Hyatt Regency Atlanta- Atlanta, GA  
September 18 – 20, 2003

Hosted In Conjunction With the National  
Liquor Law Enforcement Association



**UNITING FOR SUCCESS:**  
NEXT STEPS IN ENFORCING THE UNDERAGE DRINKING LAWS

# FINAL PROGRAM



The Center for Enforcing Underage Drinking Laws  
Pacific Institute for Research and Evaluation  
11710 Beltsville Drive, Suite #300  
Calverton, MD 20705  
[www.udetc.org](http://www.udetc.org)



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# WELCOME LETTER



## U.S. Department of Justice

Office of Justice Programs

*Office of Juvenile Justice and Delinquency Prevention*

Office of the Administrator

Washington, D.C. 20531

September 18<sup>th</sup>, 2003

Dear National Leadership Conference Participant,

Welcome to the 4<sup>th</sup> Annual National Leadership Conference: *"Uniting for Success: Next Steps in Enforcing the Underage Drinking Laws"*. This event is a wonderful opportunity to highlight your successes, to network with colleagues, and to learn new ideas and strategies for enforcing the underage drinking laws.

On behalf of my office, I want to thank you for your work with the Office of Juvenile Justice and Delinquency Prevention's Enforcing the Underage Drinking Laws program. Enforcement agencies, youth, community organizations, State agencies, coalitions, and other key partners have all played important roles in addressing this issue. I congratulate you on the progress that you have made in your state and in your community. I have no doubt that the fifth year of this initiative will result in further collaborations and innovative efforts to address underage drinking and youth access to alcohol.

I am pleased to be able to join you for this conference. Furthermore, staff members from the Office of Juvenile Justice and Delinquency Prevention are present to learn with you and to field any questions that you may have about OJJDP.

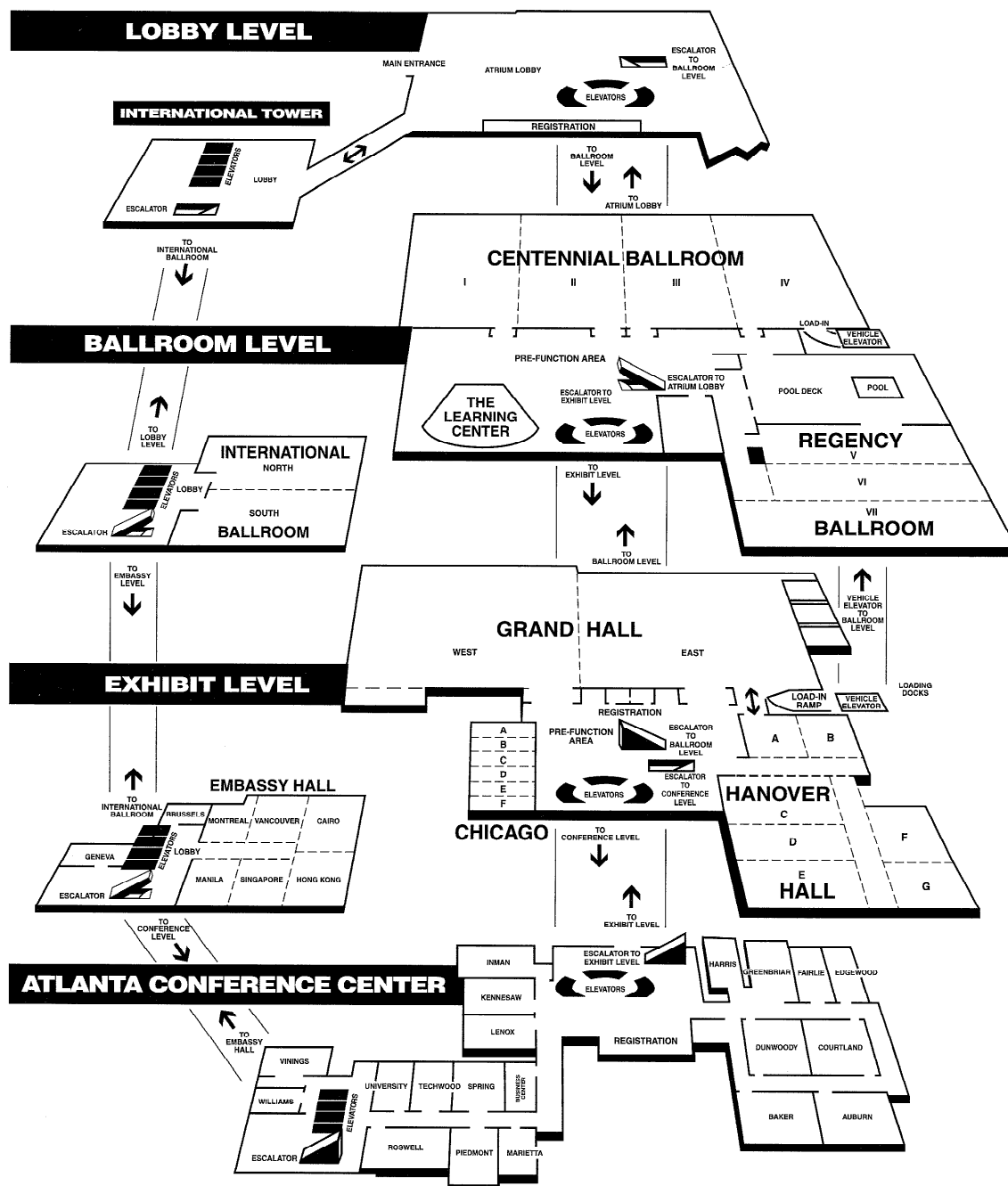
I hope that *Uniting for Success: Next Steps in Enforcing the Underage Drinking Laws* will be yet another success for us to celebrate! Please enjoy the conference and the wonderful city of Atlanta.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Flores", is written over a horizontal line.

J. Robert Flores  
Administrator

# HOTEL FLOOR PLAN



265 Peachtree Street N.E. Atlanta, GA 30303 404-577-1234



## THE CENTER FOR ENFORCING UNDERAGE DRINKING LAWS

Pacific Institute for Research and Evaluation

The Center for Enforcing the Underage Drinking Laws at the Pacific Institute for Research and Evaluation (PIRE) was funded in 2000 by the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice to: (1) collect and analyze underage drinking-related data; (2) analyze underage drinking legislation; (3) conduct literature reviews; (4) identify promising underage program strategies. The Center develops and disseminates user-friendly information to selected communities that will assist them in developing, implementing, and evaluating comprehensive approaches to enforcing underage drinking laws, including the adoption of appropriate research-based strategies. The Center provides training and technical assistance to all States, in cooperation with local jurisdictions, the District of Columbia, U.S. Territories, and Native American and Alaskan Native communities seeking to prohibit the sale of alcoholic beverages to and the consumption of alcoholic beverages by minors (defined as individuals under 21 years of age).

The Center is dedicated to the application of scientific knowledge to prevent underage access to alcohol through:

- Development of appropriate alcohol policies;
- Effective enforcement of underage drinking laws; and
- Strengthening community norms about underage drinking

The Center for Enforcing Underage Drinking Laws training and technical assistance program is committed to providing technical assistance in the development of policies and initiatives which send clearer, more consistent, and direct messages to youth and adults about the dangers and potential consequences of alcohol use.

Staff of the Center maintain close liaison with State and community efforts to track accomplishments and to respond to the changing needs of the field. The Center also works with a panel of expert consultants to ensure that the information and guidance offered meet the most rigorous scientific and practice standards. In this way, specialized knowledge and services can be offered quickly and efficiently.

The Center provides the best information available from scientific studies and evaluation to support Federal decision-making and serves as a liaison between States and communities and the government.

The Center provides no cost assistance in a variety of ways, including:

- Technical Assistance
- Publications and multimedia documents
- Trainings (Enforcement, Policy, Media Advocacy, Task Force, Youth)
  - ◆ Audio-teleconference Series
  - ◆ National Leadership Conference
- Success Stories
- Website [www.udetc.org](http://www.udetc.org)
- Toll Free Number 877-335-1287

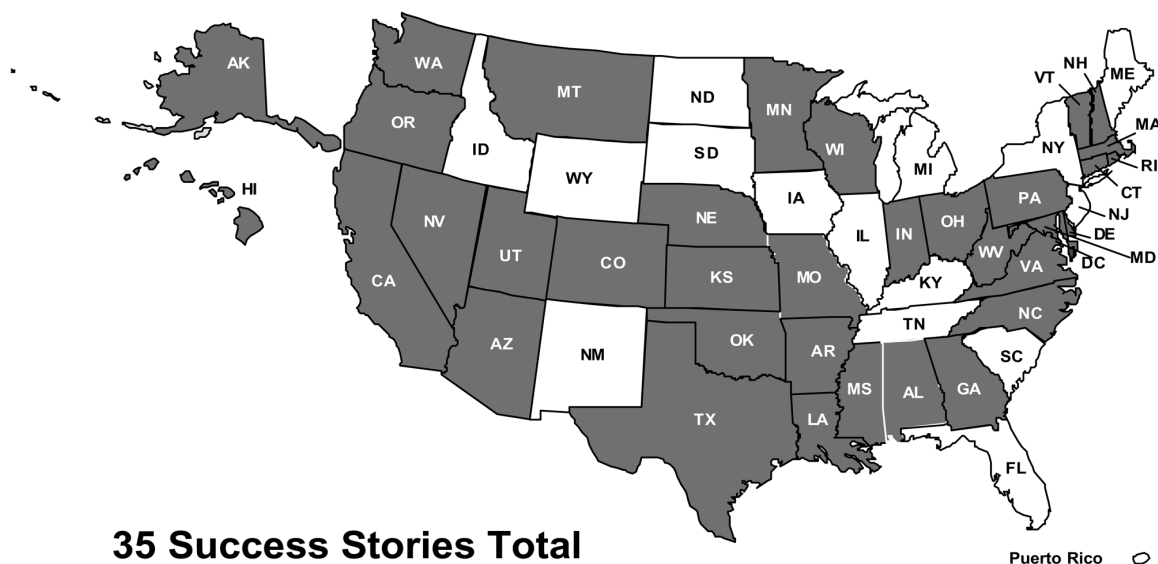
### Significant Contribution:

The Center has been a pioneer in developing and disseminating user friendly, scientifically based documents designed to help communities implement proven strategies to reduce underage drinking. Documents continue to be developed in response to the needs identified by State and local communities and practitioners. These documents are available through the Center and/or on the Center's Website.

**The Center conducts trainings across the country,  
at no cost to communities  
1999 - 2003**



**States and Territories with Success Stories  
1999 - 2003**



**35 Success Stories Total**



Pacific Institute for Research and Evaluation  
11710 Beltsville Drive, Suite 300  
Beltsville, Maryland 20705-3102  
Direct Line: 301.755.2700  
Toll Free: 877.335.1287

# AGENDA - WEDNESDAY, SEPT. 17

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8:00 am - 8:00 pm . . . . . Centennial Foyer

## **EARLY BIRD REGISTRATION**

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8:30 am - 3:00 pm . . . . . Hanover A & B

## **YOU DRINK, YOU DRIVE, YOU LOSE: EXPERT PANEL MEETING**

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8:30 am - 7:00 pm . . . . . Williams

## **POP-UP MEETING ROOM**

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12:00 - 1:00 pm . . . . . Baker

## **YOU DRINK, YOU DRIVE, YOU LOSE: EXPERT PANEL MEETING LUNCHEON**

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2:00 - 7:00 pm . . . . . The Learning Center

## **PIRE TRAINING OF TRAINERS MEETING**

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2:00 - 6:00 pm . . . . . Hanover F & G

## **OJJDP STATE COORDINATORS MEETING**

**STATE COORDINATORS - BREAKOUT #1** . . . . . Edgewood

**STATE COORDINATORS - BREAKOUT #2** . . . . . Marietta

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5:00 - 6:00 pm . . . . . The Learning Center

## **PIRE TRAINING OF TRAINERS DINNER**

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5:00 - 6:00 pm . . . . . Hanover F & G

## **OJJDP STATE COORDINATORS DINNER**

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6:00 - 8:00 pm . . . . . International Ballroom North

## **PRE-CONFERENCE YOUTH ACTIVITIES**

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7:00 pm . . . . . Greenbriar

## **OJJDP MEETING (BY INVITATION ONLY)**

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8:00 - 10:00 pm . . . . . Piedmont

## **YOUTH HOSPITALITY**



7:30 am - 5:00 pm . . . . . Centennial Foyer

## REGISTRATION

8:30 - 10:00 am . . . . . Centennial Foyer

## CONTINENTAL BREAKFAST

8:30 am - 7:00 pm . . . . . Williams

## POP-UP MEETING ROOM

8:00 am - 5:00 pm . . . . . Roswell

## SPEAKER'S READY ROOM

8:00 am - 5:00 pm . . . . . Centennial Foyer

## EXHIBITORS, STATE DISPLAY & CYBER CAFÉ OPEN

10:00 am - 12:00 pm . . . . Centennial III & IV

## CONFERENCE OPENING & GENERAL SESSION AND STATE ROLL CALL

To kick-off the conference, participants will briefly hear from key partners engaged in national efforts to reduce underage drinking and youth access to alcohol. Each state will also highlight their successes related to enforcing the underage drinking laws during the "Roll Call of States."

### SPEAKERS

- Shari Cantelon, Office of Juvenile Justice and Delinquency Prevention
- Pete Colbenson, Children & Youth Coordinating Council
- Johnnetta Davis-Joyce, Pacific Institute for Research and Evaluation
- Joel Hardy, Georgia Alcohol Policy Partnership
- Penny Norton, FACE - Truth & Clarity on Alcohol
- David Wilson, National Liquor Law Enforcement Association

12:00 - 1:15 pm . . . . . Centennial I & II

## LUNCHEON

### KEYNOTE SPEAKER

- J. Robert Flores, Administrator, Office of Juvenile Justice and Delinquency Prevention

1:15 - 1:30 pm

*Transition Break*

1:30 - 2:30 pm . . . . . Concurrent Breakout Sessions (A Series)

## **A-1 PARENT RESPONSIBILITY AND TEEN PARTY ORDINANCES**

*Hanover A*

This session will focus on mobilizing a community to support existing laws and assess preparedness to develop new laws to support healthy norms within the community. Participants will be introduced to a parental responsibility ordinance that targets teen gatherings/parties where alcohol is present. The session will include examples of effective ordinances, social marketing, retailer education projects and a blueprint for Minor In Possession court process.

### **SPEAKER**

- Janet Jones, Prevention Coordinator

## **A-2 SECRETS OF SUCCESS: FORGING PARTNERSHIPS WITH YOUTH**

*Hanover B*

Minnesota's Youth In Action State Legislative Team has produced measurable results to reduce underage drinking through policy change on a statewide level. This workshop will explore the unique partnerships that give this group upward mobility, as well as discuss strategies that the group relies on for success. Learn how we pass laws and change social norms despite social resistance, ignorance and tough alcohol lobbyists.

### **SPEAKERS**

- Jamie Ferrall, Minnesota Join Together
- Leah Preiss, MADD National Youth In Action

## **A-3 PREVENTING UNDERAGE DRINKING IN COMMUNITIES STATEWIDE: HOW NEBRASKA'S PROJECT EXTRA MILE PARTNERS WITH YOUTH FOR LONG-TERM CHANGE**

*Hanover C*

Learn how a statewide network of youth groups has identified environmental strategies to prevent underage drinking. Youth members and adult leaders will share how their communities have identified and prioritized issues, what steps they have taken to make changes and results they've seen. Some of the strategies discussed will include compliance checks, shoulder taps, high school alcohol policies, the enforcement and adjudication of underage alcohol cases, policy changes at the local and state levels and educating adults about the need for change.

### **SPEAKERS**

- Megan Stromberg, Project Extra Mile
- Julie Dineen-Swartz, Project Extra Mile

## **A-4 NEVADA HIGH SCHOOL ATHLETES & ALCOHOL: OUT OF BOUNDS**

*Hanover D*

We will review the Nevada Interscholastic Activities Association Drug and Alcohol, and Tobacco Possession, Use, Abuse, and Penalties Statewide Athletic Policy. A power point presentation will be given that explains information given to parents and how the penalties are administered when infractions occur. A recap of last years pilot program will be provided.

## SPEAKERS

- Ed Bonnie, Nevada Interscholastic Activities Association
- Jerry Hughes, Nevada Interscholastic Activities Association

### **A-5 BUCKS FOR BOOZE: RAISING ALCOHOL TAXES FOR ALCOHOL PROBLEMS**

*Hanover E*

According to the scientific literature, raising the price of alcohol will lower consumption and along with consumption; youth alcohol-related problems specifically. This presentation will present the basics to prevention professionals who are interested in preventing underage drinking and generating additional revenue.

## SPEAKER

- Glenn Wieringa, New Mexico Department of Health

### **A-6 PREPARING YOUR COMMUNITY TO ADOPT A MANDATORY RESPONSIBLE BEVERAGE SERVICE ORDINANCE**

*Hanover F*

This workshop will examine efforts the Boyd/Greenup County Champions Coalition are taking to prepare their community towards adopting a responsible beverage service ordinance (RBS). By using "mock" alcohol compliance check data conducted over three years, providing scholarships to attend Training for Intervention Procedures (TIPS), an RBS training and working with Alcohol Beverage Control Administrator and City officials, the coalition is on its way to moving the city to adopt a mandatory RBS ordinance.

## SPEAKERS

- Ricky Kirk, Boyd/Greenup Youth Alcohol Initiative
- Christina Morgan, ALERT Regional Prevention Center

### **A-7 OVERCOMING RESISTANCE TO COMPLIANCE CHECKS (LE)**

*Lenox*

The session will begin with a power point presentation giving an overview of the community resistance to EUDL operations, and how this strategically planned operation designed to enhance the positive behaviors, eventually changed the community tolerance of underage drinking and permissive business practices. Participants will be given hard copies of the presentation.

## SPEAKERS

- Russell Brooks, Fallon Police Department
- Vern Uhlich, Fallon Police Department

### **A-8 FAKE ID TRAINING (LE)**

*The Learning Center*

Have you ever had identification in your hand and thought it was fraudulent but couldn't prove it? Have you ever had a person that was a crook but the record check shows no criminal history? Have you ever played the name game with the crook and weren't sure you won? Have you ever had an ID and were not sure how to check it? If you answered yes to any of these questions, this class is for you. Come and learn new techniques and tools to check identification and get the latest updated information.

## SPEAKERS

- Kerry Mensor, San Diego Police Department
- Ed Simon, Trainer, PIRE

## **A-9 TRACE: ADVANCED SOFTWARE SYSTEMS (LE)**

*Fairlie*

ASSYST designed the system called TRACE to track sales, violations, citations, the amount of each sale, location and other important details. TRACE came to fruition with funding from the State of Maryland's implementation of the Cigarette Restitution Fund (CRF) in July of 2002. The CFR was created to fund solutions that will help to lower cigarette use among the youth population; in-turn reducing cancer-related illnesses and deaths. The Youth Tobacco Use Prevention and Cessation Program was created to reduce the use of tobacco products through education and other programs that are community based or school-based and the enforcement of tobacco restrictions.

### **SPEAKER**

- Ted Ghinea, Advanced Software Systems, Inc.

## **A-10 ENFORCING UNDERAGE DRINKING LAWS IN COLLEGE COMMUNITIES (LE)**

*Greenbriar*

Animal House and Old School made us laugh at college partying, but those of you who have had to deal with off campus drinking know that these problems can drain your City and County Police Department's time, resources and energy. Operations such as compliance checks and false ID checks are having an impact on reducing access, but more can be done. Presenters for this session will discuss some of the innovative and creative strategies that include working with bar security and developing housing ordinances with local city officials.

### **SPEAKERS**

- Scott Friedlein, Champaign Police Department
- Leo Sokoloski, Bloomsburg Police Department

## **A-11 RECOGNIZING SUBSTANCE-IMPAIRMENT SKILLS AND COMMUNITY RELATIONS (LE)**

*Dunwoody*

This workshop will expose participants to signs and symptoms of the most commonly abused drugs and poly drug use, explore the seven drug categories and the history of alcohol abuse as a drug, techniques used to recognize and distinguish drug categories, and exposure to NH Liquor Enforcement Community Outreach Unit's Alcohol Law Enforcement Manual. This unit has provided NH local law enforcement agencies with enforcement and educational strategies and tactics to impact environmental and social norms. The A.L.E.M. program has been placed on the NH Police Standards and Training Academy's in-service and regional training list for police officers.

### **SPEAKER**

- Eddie Edwards, New Hampshire Bureau of Liquor Enforcement

## **A-12 ALCOHOL POLICIES AND ENFORCEMENT CHALLENGES (LE)**

*Inman*

This session will be divided into two sections. First, the presentation will present research conducted by the Pacific Institute for Research and Evaluation in a project funded by the National Highway Traffic Safety Administration. The research addresses 12 key legal policies related to underage drinking and drinking to intoxication. Underage drinking and intoxication are of particular concern because of their connection to alcohol-related motor vehicle crashes. The presentation will highlight state variations in laws related to purchase, possession, and consumption of alcohol by minors, Responsible Beverage Service, and limitations on happy hours and drink specials and the enforcement challenges associated

with these variations. Second, the presentation will discuss recent legal research on Flavored Malt Beverages (FMBs), new alcohol products that target the youth market. The producers of FMBs have maintained that the products should be treated legally as beer rather than distilled spirits, even though the alcohol in most FMBs are derived primarily from distillation. This treatment appears to violate laws in many states, denying the states of tax revenues and allowing the products to be more easily marketed to youth. The presentation will conclude with a discussion of enforcement strategies related to the classification of FMBs.

## SPEAKER

- James Mosher, Pacific Institute for Research and Evaluation

## A-13 WASHINGTON'S DUI REDUCTION EMPHASIS (LE)

*Kennesaw*

Alcohol over-service is an ongoing problem that can have severe repercussions for the public, the over-served, and the liquor licensee. For the public, crashes caused by drunk drivers pose a significant risk, and previous research estimates that about half of all drunk drivers were drinking in liquor -licensed establishments. But DUI crashes are not the only risk to the public. Alcohol over-serves contributes to violence such as assaults and sexual assaults as well as vandalism, theft, property damage, and other alcohol fueled crime. In order for the Washington State Liquor Control Board to assist with reducing the number of persons Driving Under the Influence within the State of Washington, we have developed a plan of action. The program is called DUI Reduction Emphasis. Through this presentation, information will be given regarding how the program is implemented, tracked and results shown.

## SPEAKERS

- Carol Cannon, Pacific Institute for Research and Evaluation
- Jackie Eliason, Washington State Liquor Control Board
- Rick Phillips, Washington State Liquor Control Board

## A-14 GETTING TO THE ROOTS OF THE PROBLEM - ENVIRONMENTAL STRATEGIES TO PREVENT UNDERAGE DRINKING (YOUTH)

*International Ballroom North*

For years, many of us have been educated and conditioned to think only of individual people's behavior, attitudes, and attributes when we think of preventing underage drinking. In fact, conditions in a person's environment play a crucial and often overlooked role in promoting or discouraging underage drinking on a community-wide scale. Just what is this "Environmental" approach? How do we understand it, apply it to our efforts, and teach it to others in our communities? That's exactly what this interactive, dynamic workshop is about!

## SPEAKER

- Sharron Ayers, Louisiana Alliance to Prevent Underage Drinking

## **A-15 U.S. DEPARTMENT OF JUSTICE, OFFICE OF JUSTICE PROGRAMS GRANTS MANAGEMENT SYSTEM** *Courtland*

The Office of Justice Programs (OJP) Grants Management System (GMS) has evolved over the past four years to become the cornerstone of OJP's enterprise grants management initiative-reducing, with the goal of altogether eliminating OJP's dependency on legacy technologies and manual processes while providing "one-stop," full lifecycle support for all of OJP's grant management efforts. The most significant benefits of the GMS are improved efficiency of OJP's grant management efforts; improved access to information; and enhanced search and reporting capabilities. GMS received an E-Gov 2003 Explorer Award for innovation in e-government initiatives.

### **SPEAKERS**

- Rich Hull, U.S. Department of Justice

2:30 - 2:45 pm *Transition Break*

2:45 - 3:45 pm . . . . . *Centennial III & IV*

## **1ST PLENARY SESSION: ARE YOUTH EFFECTIVE PARTICIPANTS IN PREVENTION?**

A common phrase heard in the prevention field is: "Youth participation in alcohol policy implementation is necessary." Popular belief is that policymakers take notice when youth demand change. However, some are convinced that youth participation is not required in order to be successful in implementing and changing alcohol policy. Are youth necessary and effective partners in prevention? If so, what are the appropriate roles for young people? What makes some youth groups more successful in their endeavors than others? Participants in this session will debate the role of youth in prevention and discuss ways in which youth can have an impact in changing the social norms surrounding alcohol.

### **SPEAKERS**

- Cathleen Cashion, Georgia Alcohol Policy Partnership
- Rose Colon, Sun Street Centers
- Gary Najarian, Connecticut Coalition to Stop Underage Drinking
- Leah Preiss, MADD National

4:00 - 5:15 pm . . . . . *Concurrent Breakout Sessions (B Series)*

## **B-1 SHOW ME SUCCESSFUL POLICY** *Hanover A*

A major focus of this program will examine the environmental strategy of reducing underage drinking by the presentation of four major components of a successful policy: development - education - enforcement - prosecution. A former administrator will discuss the successful techniques in developing a comprehensive AOD policy. A University Police Chief and Texas Alcoholic Beverage Commission agent will focus on enforcing the laws and policies on campus, community, and state. The Chief will cover strategies in working with top-administration in enforcing the AOD laws. A judicial officer will share techniques in successful prosecution of the AOD sanctions and also model parental notification policy on TAMU-College Station campus. Additional strategies of Texas President's Forum, State Judicial Think Tank and utilizing a Campus Task Force and Community Coalition will cover the collaboration of all the community in enforcement and prosecution of alcohol and other



drug law policies. The outcomes of a successful policy that emphasizes enforcement of laws and policies will reduce underage alcohol use and violence.

## SPEAKERS

- Deborah Brown, Southwestern University
- Mike Collins, Texas A&M University-College Station
- Mary Hill, Texas Alcoholic Beverage Commission Consultant
- Al Luna, Texas Alcoholic Beverage Commission

## **B-2 COLLABORATING FOR RESULTS: A SUCCESSFUL STATEWIDE COALITION FOR LAW ENFORCEMENT**

*Hanover B*

Missouri Partners in Environmental Change was formed to support college campus and community law enforcement. This statewide coalition supports local campus-community coalitions and promotes environmental change strategies through participation in state and national training on underage drinking, advocacy regarding state and local alcohol policy, and the creation of networking opportunities. Participants will learn the background of this successful college initiative and how to create change in communities through the creation of law enforcement coalitions.

## SPEAKERS

- Joan Masters, Missouri Partners in Prevention
- Lara Sansing, Missouri Partners in Environmental Change

## **B-3 ENVIRONMENTAL SCANS: CREATING A COMMUNITY PROFILE**

*The Learning Center*

Environmental risk and protective factors are fundamental elements of the underage drinking problems facing our communities. While local data and statistics are widely available for identifying the levels of underage drinking in a community, efforts to identify specific environmental risk and protective factors are rare and implementation of these must increase. Scans can be used to create a "profile" of environmental alcohol risk and protective factors. Product, placement, promotion and price are four areas that leadership teams of youth and adults can focus on gathering data. Alcohol beverages designed to appeal to youth, the location of alcohol establishments and the products sold within them, as well as the pricing of beverages and the marketing strategies used to promote them are well-established hosts of risk factors. The environmental scan activity can equip community coalitions and other advocacy groups with the ammunition for providing local government and other decision-makers with policy and enforcement strategy recommendations that are specific to the environmental risk factors that exist in the community.

## SPEAKERS

- Jean Banister, Georgia PTA
- Cathy Finck, Cobb Underage Drinking Task Force
- Joel Hardy, Georgia Alcohol Policy Partnership at The Council on Alcohol & Drugs

## **B-4 FAKE ID SEIZURE PROGRAM: CHANGING NORMS IN A COLLEGE CAMPUS COMMUNITY**

*Hanover D*

The Fake ID Seizure Program has been successful in removing nearly 2,000 fake, altered or misused identification cards from circulation in 2 year's time. The workshop will teach participants how to build partnerships between police and liquor establishments while utilizing available resources to implement the program. It will also discuss how the program helped change the norms within the campus community of Newport, RI, and neighboring jurisdictions.

### **SPEAKER**

- Kevin Parsonage, Newport Rhode Island Police Department

## **B-5 REDUCING YOUTH ACCESS TO ALCOHOL: A COLLABORATIVE EFFORT**

*Hanover E*

The Virginia Alcoholic Beverage Control FACE - Truth and Clarity on Alcohol partnered in a statewide effort to help Virginia alcohol retailers reduce the sales of alcohol to underage individuals. Through the development of a responsible alcohol service training tape customized for Virginia alcohol retailers and an accompanying training packet, this collaborative process has provided a foundation for additional efforts to engage alcohol retailers. This program has phenomenal flexibility and can be adapted and used by any campus, community, or statewide network looking to create consistency and standards for how alcohol sales and service are managed and conducted.

### **SPEAKER**

- Jeff Servinski, FACE - Truth and Clarity on Alcohol

## **B-6 CAMPUS-COMMUNITY PARTNERSHIPS: BLACKSBURG & VA TECH**

*Hanover F*

The community of Blacksburg and Virginia Tech have partnered over the past several years in an effort to motivate the formation of an alliance to reduce high-risk and underage drinking. In this session, effective policy and enforcement strategies that encourage low-risk drinking, reduce underage access to alcohol, and maximizing opportunities for effective enforcement will be discussed. A representative from the Blacksburg Coalition will discuss the implementation of a local noise ordinance and the augmentation of the Virginia Tech Police Department's jurisdiction, along with the execution of selective undercover operations and an underage buyer's program.

### **SPEAKER**

- Steven Clarke, Virginia Tech Alcohol Abuse Prevention Center

## **B-7 SPECIAL EVENTS PLANNING/MANAGEMENT FOR CAMPUS SANCTIONED EVENTS**

*Dunwoody*

This presentation will identify the complex nature associated with special events and the need for effective planning, proper management, policy application, and enforcement at events. The presentation will demonstrate how alcohol at special events increases its complexity and how implementation of various alcohol policies and enforcement of those policies can be effective in curtailing alcohol related problems associated with such events. Issues common to special events that include alcohol and those events where alcohol may be present will be discussed and effective enforcement strategies will be presented. Outcomes of poor planning and effects of zero tolerance will also be reviewed.



## SPEAKER

- Rick Younger, Saint Louis University, Dept. of Public Safety

### **B-8 "WE DRINK 'CAUSE THERE'S NOTHING TO DO"- BUSTING COMMON MYTHS AND MISCONCEPTIONS ABOUT UNDERAGE DRINKING (YOUTH)**

*International Ballroom North*

When it comes to underage drinking, a world of myths and misconceptions dominates many people's thinking. During this session, several of the most common myths will be examined and debunked, and scientifically defensible research will be presented on the root causes and conditions that promote underage drinking.

## SPEAKERS

- Cathleen Cashion, Georgia Alcohol Policy Partnership
- Diane Riibe, Project Extra Mile
- Kerry Mensior, San Diego Police Department

### **B-9 CHANGING THE UNIVERSITY CAMPUS PROFILE THROUGH NETWORKING AND ENVIRONMENTAL POLICIES**

*Hanover C*

High-risk drinking amongst all age levels within the college community is rapidly increasing. Many university officials and community leaders have difficulty addressing the problem to change the "social norms" through environmental policy practices. This workshop will focus on profiling the campus community and surrounding area to identify key issues to change policies. The following will be discussed: How campus' can network and develop a relationship within the community; how to approach campus administrators, faculty, and staff members for help to support the cause; how to engage peers in environmental policy; how students new to the campus/community can advocate to develop policy; how students can work with law enforcement officers to reduce underage/high-risk drinking; and how to use media advocacy to show community residents of the problems within that town's campus.

## SPEAKERS

- Jennifer Penton, Louisiana Tech University

### **B10 MAKING COMMUNITY WORKS - WORK FOR YOUTH**

*Greenbriar*

This high-energy workshop involves attendees in new ways to help young people participate in underage drinking prevention and other issues that affect them. The workshop focuses on combining education with action - having youth do something about preventing and understanding the consequences surrounding underage drinking in their communities. Participants will learn how to use Community Works as an educational tool for linking prevention strategies to school-based learning goals.

## SPEAKER

- Lori Jackson, National Crime Prevention Council

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5:30 pm . . . . . Centennial III & IV

**AFTERNOON REFRESHMENTS**

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5:30 - 7:00 pm . . . . . Centennial III & IV

**2ND PLENARY SESSION: IT'S ONLY BEER! COLLEGE/UNIVERSITY TOWN HALL MEETING**

Beer bongs, quarters, and crawls...Oh, My!!! Alcohol is the number one drug used by college youth. The residual effects of binge/underage drinking are astounding! Learn how college campuses and their surrounding communities can play a vital role in changing policies and attitudes regarding access to alcohol by minors and the resulting consequences of binge/underage drinking. Examples of how campuses are making progress in partnering with community organizations and enforcement officials using environmental approaches to create a safer environment for youth through the enforcement of underage drinking laws, policy initiatives, and the proactive use of media advocacy to address high risk and underage drinking will be highlighted. A panel of experts will respond to presenter information and audience questions. This session is co-sponsored by "A Matter of Degree: The National Effort to Reduce High-Risk Drinking Among College Students", based at the American Medical association and funded by the Robert Wood Johnson Foundation."

**PLENARY SPEAKERS**

- Tracy Bachman, University of Delaware, BRC
- Tom Casady, Lincoln Police Department, NE
- Carole Middlebrooks, University of Georgia-Athens
- Paulette Ratchford, Oregon State University

**PANEL OF EXPERTS**

- Marsha Brinkley, Georgia Institute of Technology
- Laurie Davidson, Higher Education Center for Alcohol and Other Drug Prevention
- Joel Grube, PIRE-PRC Berkley, CA
- Jennifer Penton, Louisiana Tech University
- Rick Younger, St. Louis University, Dept. of Public Safety
- Henry Wechsler, Harvard University

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7:00 - 7:30 pm . . . . . Centennial I & II

**NETWORKING RECEPTION**

Please join us during the reception following the Town Hall Meeting to network and visit display tables from various campuses across the country showcasing their efforts in addressing binge/underage drinking on and off campus.

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7:00 - 11:00 pm. . . . . Hospitality Suites Open

1. Law Enforcement ~ Woodruff Suite - Hosted by ScanOnline
2. Youth ~ Piedmont

7:00 am - 5:00 pm . . . . . Centennial Foyer

## REGISTRATION

7:30 - 9:00 am . . . . . Centennial Foyer

## CONTINENTAL BREAKFAST

8:00 am - 7:00 pm . . . . . Williams

## POP-UP MEETING ROOM

8:00 am - 5:00 pm . . . . . Roswell

## SPEAKER'S READY ROOM

8:00 am - 5:00 pm . . . . . Centennial Foyer

## EXHIBITORS, STATE DISPLAYS & CYBER CAFÉ OPEN

8:00 - 9:00 am . . . . . Concurrent Breakout Sessions (C Series)

### C-1 STRENGTHENING YOUR COMMUNITY BY BUILDING COALITIONS Hanover A

Speakers will present three different Coalitions in three cities within their county that vary in population, demographics, and concepts. These three Coalitions face similar issues with youth access, outdated city alcohol ordinances and policies as well as apathetic attitudes. Each coalition is currently in different stages of strategic planning and creating environmental policy changes. Coalitions in their county are working to promote sober living environments by providing prevention education.

#### SPEAKERS

- Rose Colon, Sun Street Centers, California
- Glorietta Rowland, Seaside Prevention Coalition, Sun Street Centers

### C-2 VA PROJECT STICKER SHOCK Hanover B

Project Sticker Shock is a community-based prevention strategy designed to reduce underage drinking through increasing awareness of Virginia's underage drinking laws and penalties. Unique components to Virginia's Sticker Shock campaign include completing an ABC facilitated training prior to obtaining any program materials, submitting letters to local commonwealth attorneys and beer distributors to encourage partnerships, mandatory partnering with either the local ABC Special Agents or local law enforcement and developing a media campaign to include radio, TV, and print media.

#### SPEAKERS

- RaShel Cromwell, Virginia Alcohol Beverage Control
- Amanda Dudley, Lynchburg Youth and Prevention Services
- Thomas Lawton, Lynchburg Police Department

## **C-3 UNDERAGE DRINKING: NOT A MINOR PROBLEM**

*Hanover G*

The Underage Drinking, Not a Minor Problem Campaign has been conducted in the Town of Amherst, NY. Although the grant was a one time opportunity the campaign continues to operate with the financial support of local elected officials and funds are used exclusively for a Party Patrol Unit by local police.

### **SPEAKER**

- Sally Yageric, CPP, Erie County Council For the Prevention of Alcohol and Substance Abuse

## **C-4 SHAPE AND DESIGN: THE ARCHITECTURE OF A SUCCESSFUL COMMUNITY COALITION'S WORK ON LOCAL FESTIVALS**

*Hanover E*

Mesa County, "Build A Generation/Drug Free Mesa County", partnering with local law enforcement, cemented the leadership necessary to change the culture surrounding underage drinking to challenge perceived norms and to demand adult accountability. Country Jam USA, an annual outdoor four-day music event, draws over 12,000 spectators to our community and, unfortunately, fosters an environment that encourages excessive drinking by all participants. By creating an intense media campaign, followed by increased law enforcement for the 2002 event, reduction from 60 juvenile transports (2001) to area hospitals for over-consumption of alcohol ton one youth was accomplished of both adults and youth.

### **SPEAKERS**

- Ruth Michaels, Drug Free Mesa County
- Margaret Pearson, Build A Generation

## **C-5 COMMUNITY FESTIVALS: A CELEBRATION OR A RECIPE FOR DISASTER**

*Hanover F*

Most communities enjoy outdoor festivities, whether they be parades, firework displays, carnivals, or many other activities. They bring families, friends, neighbors, and visitors together for a period of time where we enjoy the weather, togetherness and the events provided. Those festivities that sell alcohol at the event may not realize the potential of underage sales and the associated liability. Explore ways that can lessen this liability and discourage alcohol sales to minors.

### **SPEAKERS**

- Sharon Johnson, Minnesota Department of Public Safety
- Brian Kringen, Minnesota Department of Public Safety
- Kent Warnberg, Minneapolis Police Department

## **C-6 SPEAK UP AND SPEAK OUT - EFFECTIVE COMMUNICATION AND MEDIA ADVOCACY (YOUTH)**

*International Ballroom North*

It's not enough to have a great idea, and it's not enough to be "right." In order to make lasting and positive change to prevent underage drinking, we need to learn and master the skills of using the media and communicating powerfully. During the session, the concept of media advocacy will be covered, and participants will learn how to use this powerful tool to gain maximum benefit from their efforts to prevent underage drinking. It's not just what you have to say that matters, but how you say it. This workshop will show you how!

## SPEAKERS

- Karolyn Nunnallee, Trainer, PIRE
- Nigel Wrangham, Trainer, PIRE

## C-7 ORGANIZING SUCCESSFUL MULTI-JURISDICTIONAL COMPLIANCE CHECKS/ENFORCEMENT

*The Learning Center*

This workshop will highlight the planning, organization, and implementation of a metropolitan area compliance check/enforcement operation and how these efforts are integrated into the Community Coalition organization through media and youth activity support.

## SPEAKER

- John Friend, Omaha Police Department, Nebraska

9:00 - 9:15 am

*Transition Break*

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9:15 - 9:30 am. . . . . Centennial III & IV

## SPECIAL WELCOME FROM BEVERLY WATTS DAVIS, DIRECTOR, SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION'S (SAMHSA) CENTER FOR SUBSTANCE ABUSE PREVENTION (INVITED)

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9:30 - 10:30 am. . . . . Centennial III & IV

## 3RD PLENARY SESSION: UNITING FUTURE UNDERAGE DRINKING PARTNERSHIPS & KNOWLEDGE

Underage drinking is not an individual youth problem, but rather a national, state, and local community problem that requires creative partnerships in addressing the many economic, public health, and educational challenges that affect all of us. Distinguished speakers will share new research information and innovative ideas on how to interweave efforts from various disciplines to support each other in their mission to address underage drinking.

## SPEAKERS

- Lisa Barrios, Center of Disease Control and Prevention
- Jim Mosher, Pacific Institute for Research and Evaluation
- Joel Grube, PIRE - PRC Berkeley, CA
- Judy Cushing, Oregon Partnership

10:30 - 10:45 am

*Transition Break*

10:45 am - 12:00 pm . . . Concurrent Breakout Sessions (D Series)

## **D-1 "IDENTIFYING UNDERAGE BUYERS": ALCOHOL MERCHANTS AS THE FIRST LINE OF DEFENSE**

*Hanover A*

This presentation will illustrate how Montana has formed a working partnership between alcohol merchants and law enforcement to reduce underage drinking. The Identifying Underage Buyers Seminar educates merchants on civil liabilities, policies and procedures, employee training, and recognizing false identification. This joint venture has enhanced law enforcement, educated merchants and reduced underage drinking.

### **SPEAKERS**

- Tony Barone, Billings Police Department
- Lisa Posada-Griffin, Billings Police Department

## **D-2 THE POWER OF COMMUNITY DIALOGUE ON UNDERAGE DRINKING**

*Hanover B*

Good conversation is not only satisfying; it's the first step toward changing the world - Walljaspe. West Virginia is supporting communities to determine local issues regarding underage alcohol use and to build partnerships through forums. By working to frame an issue and capture public thinking, a community can share efforts and common needs to impact problems. The community forum process allows people the opportunity to move from individual opinion to public action.

### **SPEAKERS**

- Ethan Byler, West Virginia Center for Civic Life
- Kelli Jo McNemar, Underage Drinking Prevention and Social Marketing

## **D-3 KEYSTONE COPS- CONTINUING & PROGRAMMATIC SUCCESSES**

*Hanover G*

The panel from Pennsylvania (PA) will describe how a variety of alternative enforcement techniques. (i.e. Bike patrols, special event operations etc.) are successfully being utilized to impact Underage Drinking. Specialized trainings are being offered in PA to create increased collaboration between law enforcement officers and judicial/court personnel, therefore enforcing more consistent applications of the law. An activity will be conducted to re-energize and motivate coalitions in focusing on outcomes.

### **SPEAKERS**

- Nora Drexler, Coalition Pathways, Inc.
- Thomas Ryan, North Central Highway Safety Network
- Jim Wall, Bucks County Council on Alcoholism and Drug Dependence, Inc.
- Mary Beth Wolfe, Pennsylvania Liquor Control Board

## **D-4 JOINING FORCES IN YOUR COMMUNITY (LE)**

*Hanover E*

Presenters will provide a Power Point to explain how and why the collaborative efforts, planning and implementation of specific projects are so successful in this unique, gaming community. Hard copies of the Power Point and detailed officer's reports of the specific projects will be made available to participants. Open discussions will follow the presentation.

## SPEAKERS

- Anthony Arnone, Las Vegas Metro Police Department
- Chuck Pierce, Las Vegas Metro Police Department

### **D-5 AMERICA'S METH EPIDEMIC: BUILDING A COMMUNITY AND STATE RESPONSE (LE)**

*The Learning Center*

Methamphetamine and clandestine drug labs are an emerging crisis in the states across the country. Missouri had over 2400 meth labs in 2002. It's use as a club drug and a rural drug of choice is rapidly escalating. Effective prevention and environmental change strategies match up well with alcohol and underage drinking enforcement efforts. Learn about the problem and a new range of potential collaborators in the effort to reduce substance abuse.

## SPEAKERS

- James Copple, Pacific Institute for Research and Evaluation
- Marjean Searcy, Salt Lake City Police Department

### **D-6 ENFORCING HAPPY HOUR LAWS TO PREVENT IMPAIRED DRIVING (LE)**

*Regency V*

This session will assess how the enforcement of alcohol policies related to drink specials and happy hours may help prevent impaired driving. Currently 27 states have policies that restrict happy hour type promotions, but the impact of these policies in reducing alcohol-related problems has been largely ignored in both the research and policy arenas. The Texas Alcoholic Beverage Commission has implemented a new enforcement strategy to ensure that on-premise establishments are in compliance with these laws. Come to this session to learn research behind the effectiveness of these policies in their potential to reduce impaired driving and other alcohol-related problems.

## SPEAKERS

- David Alexander, Texas Alcoholic Beverage Commission
- Greg Hamilton, Texas Alcoholic Beverage Commission
- Rebecca Ramirez, Pacific Institute for Research and Evaluation

### **D-7 INNOVATIONS IN RURAL ENFORCEMENT AND EDUCATION (LE)**

*Piedmont*

This session provides information on how rural and semi-rural law enforcement agencies can address both enforcement and education in an innovative and unique manner. This session stresses the need for engagement of the target population and provides ideas and tools to assist towards that end.

## SPEAKER

- Rob DeGroot, Kittitas County Sheriffs Office, WA



# AGENDA - FRIDAY, SEPT. 19

## **D-8 PASSIVE ALCOHOL SENSORS: HOW THEY CAN HELP IN YOUR COMMUNITY (LE)**

*Kennesaw*

This session will show what a "TRUE" passive alcohol sensor (PAS) is and how they are already used in many communities. The PAS can be used to help enforce and deter Drinking and Driving and Zero Alcohol Tolerance. True experience from a Police Officer who uses PAS and information on studies utilizing PAS will be shared.

### **SPEAKERS**

- John Fox, Dekalb County Police Department
- Jeff Kelsey, PAS Systems International

## **D-9 A SUCCESS STORY FOR ENFORCEMENT OPERATIONS AND DATA COLLECTION (LE)**

*Spring*

This presentation will focus on the history and development of the Underage Investigative Group in Georgia, funding for the program, implementation of the program and data collection projects that have grown as a part of the program. It will include statistics concerning number of investigations conducted and the dramatically increased compliance rate as a result of consistent operations concerning sales to underage persons.

### **SPEAKERS**

- Michael Earnest, Georgia Department of Revenue
- Katherine Richardson, Georgia Department of Revenue

## **D-10 THE PRINCIPLES OF EFFECTIVE LEADERSHIP (YOUTH)**

*International Ballroom North*

True leadership doesn't come from learning a lot of fancy tricks, phrases, or techniques designed to "influence" people. True leadership, the kind that is authentic and inspires people to act, comes from a synthesis of several immutable, fundamental principles of character. In order to achieve leadership and make lasting, positive change in preventing underage drinking, youth and adults alike can benefit from learning about these principles and how to apply them in their everyday lives.

### **SPEAKERS**

- Nigel Wrangham, Trainer, PIRE
- Ken Dail, MCRUD

## **D-11 SALT LAKE CITY PUTS A STOP TO UNDERAGE DRINKING CANYON PARTIES AND EXPANDS EFFORTS TO OTHER VENUES**

*Vinings*

Participants will learn about effective enforcement techniques implemented to reduce underage drinking parties in the SLC area and its impact on the community. This session highlights two programs: "CADEP" - Cannon Alcohol and Drug Enforcement Project and "YADETF" - Youth Alcohol and Drug Enforcement Task Force.

### **SPEAKER**

- Andy Burton, Salt Lake Area Metro Gang Unit



## D-12 MESSES UP MESSAGES: ALCOHOL AND THE ADOLESCENT BRAIN

*Dunwoody*

When youth, parents and communities ask, "Why zero tolerance and why 21?" - there are new answers. The latest research shows that: basic brain development continues throughout adolescence into the early 20's; alcohol affects the adolescent brain differently; and exposing the underdeveloped brain to alcohol compromises learning and memory and multiplies risks for overdosing and addiction. This information has a profound impact on youth and parents and arguments about "rite of passage" and "safe use." In this fast moving workshop learn how to bring Mothers Against Drunk Driving's (MADD) new elementary curriculum, Protecting You/Protection Me, based on the latest brain research to your community.

### SPEAKER

- Kappie Bliss, MADD, Texas

## D-13 TEENAGE ALCOHOL USE AND RELATED HEALTH BEHAVIORS

*Hanover F*

CDC researchers will present results from four recently completed studies of alcohol use and associated health risk behaviors among U.S. teenagers. The presentations will be followed by a group discussion of the patterns of health risk behaviors identified in the studies and implications for prevention.

### SPEAKERS

- Randy Elder, Center for Disease Control and Prevention
- Sherry Everett Jones, Center for Disease Control and Prevention
- Jacqueline Miller, Center for Disease Control and Prevention
- Ruth Shults, Center for Disease Control and Prevention
- Monica Swahn, Center for Disease Control and Prevention

12:00 - 1:45 pm . . . . .

*Centennial III & IV*

## LUNCHEON

### KEYNOTE SPEAKER

- Otis Cox Jr., Deputy Administrator, National Highway Traffic Safety Administration

1:45 - 2:00 pm

*Transition Break*

2:00 - 3:15 pm . . . . . *Concurrent Breakout Sessions (E Series)*

## E-1 BEER BOTTLES, COOKIES AND CHALK-USING CREATIVE MEDIA & MEDIA ADVOCACY

*Hanover A*

This session will showcase effective media advocacy tools that have been used to enhance and advance policy goals. The goal of this session is to provide participants with useful, "take home" ideas and tools. "If you don't like the news, go out and create some of your own."

### SPEAKERS

- Sharron Ayers, Louisiana Alliance to Prevent Underage Drinking
- Lisa Hutcheson, Indiana Coalition to Reduce Underage Drinking
- Gary Najarian, Connecticut Coalition to Stop Underage Drinking

## **E-2 SUCCESSFUL STRATEGIES TO IMPROVE TRAFFIC SAFETY AND COMBAT UNDERAGE DRINKING**

*Hanover B*

This course provides an overview of problems, issues and the successful strategies used by the Tucson Police Department to: decrease the rate of alcohol related collisions; improve traffic safety; work successfully within the Latino community; develop informational programs for Latinos; conduct successful youth alcohol enforcement operations; inject interactive activities into educational programs; develop Spanish language programs for employees; increase alcohol awareness amongst pre-teens, teenagers and college aged students

### **SPEAKERS**

- Martin Moreno, Tucson Police Department

## **E-3 CINCO DE MAYO CON ORGULLO (WITH PRIDE) STATEWIDE CAMPAIGN: "TAKING BACK OUR CULTURE FROM THE ALCOHOL AND TOBACCO INDUSTRY"**

*Hanover G*

Cinco de Mayo is an important holiday for many Mexican Americans throughout the Southwestern United States. However, past celebrations in California communities have been infested with violence, crime, underage drinking, increased DUI citations and other health problems caused in part, by heavy alcohol consumption and inappropriate advertising targeted towards Latinos. This campaign has been designed to draw attention to the exploitation and health risk associated with this holiday, support the efforts of local communities to take back this holiday, and encourage policy changes to reduce the availability of alcohol, especially to underage youth.

### **SPEAKERS**

- Jovita Juarez, North City Prevention Coalition
- Karen Pfeiffer, North City Prevention Coalition
- Bernardo Ross, Community Wellness Partnership of Pomona

## **E-4 FEDERAL ALCOHOL POLICY ADVOCACY AND THE 108TH CONGRESS**

*Hanover E*

This session will familiarize participants with federal alcohol policy issues and advocacy activities in the 108th Congress. Participants will learn about the Coalition for the Prevention of Alcohol Problems (CPAP) and its three current federal advocacy goals: 1) seeking alcohol advertising reform; 2) opposing reductions in excise taxes on alcoholic beverages; and 3) promoting a more visible, effective federal role in underage drinking prevention. Participants will be updated on Coalition activity concerning: 1) the NAS/IOM report to Congress on a National Strategy to Prevent and Reduce Underage Drinking; 2) the FTC's report to Congress on the industry's voluntary alcohol advertising standards and the impact of alcopop marketing on youth; and 3) the Tax and Trade Bureau's (formerly Bureau of Alcohol Tobacco and Firearms) proposed rulemaking on alcopops. Participants will learn how they can get involved, and what they can do to promote pro-health alcohol policy reforms at the federal level.

### **SPEAKER**

- Kimberly Miller, Center for Science in the Public Interest

## **E-5 MEDIA ADVOCACY: HOW TO PARTNER WITH THE MEDIA TO CREATE SOCIAL CHANGE**

*Hanover F*

Partnering with the media can maximize your efforts to reduce youth alcohol use. The alcohol industry spends a billion dollars getting their products and message in the public eye. To reduce youth access to and use of alcohol, communities need to effectively disseminate both their prevention and messages and counter the industry advertisements.

### **SPEAKER**

- Kim Rowe, Action on Alcohol and Teens - A Citizen's Group

## **E-6 BLENDING PREVENTION, INTERVENTION AND PUBLIC POLICY ENFORCEMENT (LE)**

*Dunwoody*

The synergistic effect derived from blending evidence based community prevention strategies with intervention and public policy enforcement is far stronger than the effect of individual efforts alone. Vermont trainers will elaborate on the policy implications, prevention strategies and enforcement approaches leading to Vermont's statically significant reduction in youth substance abuse.

### **SPEAKERS**

- Mark Ames, Vermont Department of Health
- John D'Esposito, Vermont Department of Liquor Control

## **E-7 REDUCING YOUTH ACCESS TO TOBACCO: THE SUCCESSFUL ROLE OF ENFORCEMENT (LE)**

*Piedmont*

This session will discuss recent trends in youth tobacco use and discuss the role of retail outlets, internet sales, and social sources in youth access to tobacco and the implications of these diverse sources for prevention planning and enforcement activities. The session will review challenges encountered by States and law enforcement in efforts to effectively enforce youth access laws. The group will define and discuss key components of successful underage tobacco compliance programs, including the roles of law enforcement, community members, retailers, and youth. Hear about the successes and challenges of state tobacco enforcement programs in Virginia and Georgia.

### **SPEAKERS**

- Mike Lowther, Pacific Institute for Research and Evaluation
- Shawn Walker, VA Department of Alcoholic Beverage Control
- Don Pope, Georgia Department of Revenue

## **E-8 HAWAII COUNTY: MULTI-AGENCY APPROACHES TO PREVENT UNDERAGE DRINKING (LE)**

*Kennesaw*

In response to statistics revealing the extent of underage drinking problems on the Island of Hawaii, the Hawaii County Project PAU (Prevent Alcohol Use Among Youth) Advisory Council was formed to collaborate and coordinate underage drinking prevention efforts on the island. The Advisory Council utilized a multi-agency approach to reduce the availability and use of alcohol among minors, with special emphasis on increasing law enforcement activities, establishing community coalitions, providing activities for youths, public awareness activities, education, and reviewing public policy and advocacy activities.

### **SPEAKERS**

- Glenn Hudman, HI County Dept. of Liquor Control
- Francisco Flattes, HI County Dept. of Liquor Control
- Janice Pakele, HI County Dept. of Liquor Control

## **E-9 CALIFORNIA ABC'S DECOY SHOULDER TAP PROGRAM (LE)**

*Spring*

This workshop will demonstrate how the Decoy Shoulder Tap Program can reduce the number of adults who purchase alcohol for minors. The program includes a procedure manual for law enforcement, training video, media, information dissemination, and evaluation. Local law enforcement agencies, as well as the California Alcoholic Beverage Control, have used the program. The accomplishments and challenges of both will be discussed. This program can be replicated in other states and communities.

### **SPEAKERS**

- Lauren Tyson, California Alcoholic Beverage Control

## **E-10 WHAT EVERY LIQUOR AGENT SHOULD KNOW ABOUT RECOGNITION OF CHILD MALTREATMENT (LE)**

*Regency V*

This is a must attend workshop to heighten the awareness of Liquor Enforcement Agents into how to effectively recognize and deal with child maltreatment. This presentation will be graphic as well as thought provoking to illustrate the red flag issues of children at risk which the agents may encounter in their official duties.

### **SPEAKER**

- Ed Duvall, Ohio Department of Public Safety

## **E-11 TIME TO ACT - PROJECT PLANNING FOR POSITIVE RESULTS (YOUTH)**

*International BallroomNorth*

Just as you can't build a house without an accurate set of blueprints; you can't expect to get very far in a project or initiative without a solid plan. This session will teach the basic elements of planning and evaluation, so that participants can return to their communities at the conclusion of the 4th Annual National Leadership Conference and get started in developing the best possible solutions to the problem of underage drinking.

### **SPEAKER**

- Nigel Wrangham, Trainer, PIRE

## E-12 ALCOHOL AND VIOLENCE: BREAKING THE LINK (LE)

*The Learning Center*

The social and economic costs of the association between alcohol and violence are staggering. One in four violent assaults and up to one-half of all homicides are associated with alcohol. The economic costs are no less significant--recent studies estimate that alcohol-related violent crime in the United States costs \$21.6 billion per year. Studies of the impact of liquor law enforcement show that enforcement can be effective in reducing alcohol-related crime and injury. This workshop will examine the strong association between the consumption of alcohol and violence and the resulting costs to society. The presentations will include an examination of community-based alcohol law enforcement programs that resulted in significant reductions in violent crime. The focal point of the workshop will be a review of an enforcement program in New South Wales, Australia that successfully targeted the "last place of drink" for intervention. We will discuss the facts about alcohol and violence and successful enforcement strategies that have worked to reduce alcohol-related violence.

### SPEAKERS

- Carol Cannon, Pacific Institute for Research and Evaluation
- John Wiggers, Hunter Centre for Health Advancement, Australia

## E-13 ONE CALIFORNIA COMMUNITY'S STORY OF COLLABORATING FOR SUCCESS

*Vinings*

In this workshop, Marin Institute staff will describe a successful community prevention endeavor that relied on environmental prevention and alcohol policy approaches to reduce youth access to alcohol and reduce other alcohol-related community problems. An analysis of strategies used and lessons learned will illustrate how such approaches can be incorporated into comprehensive efforts to enforce underage drinking laws. Participants will be encouraged to use The Marin Institute's technical assistance and web-based resources to help develop, strengthen and expand their use of environmental prevention and alcohol policy approaches.

### SPEAKERS

- Sharon O'Hara, The Marin Institute
- Laurie Leiber, The Marin Institute
- Amon Rappaport, The Marin Institute

3:15 - 3:30 pm

*Transition Break*

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3:30 pm . . . . . *Centennial III and IV*

**AFTERNOON REFRESHMENTS**

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3:30 - 5:00 pm . . . . . *Centennial III and IV*

**4TH PLENARY SESSION: BROKEN PROMISES: ALCOHOL ADVERTISING CONTENT AND PLACEMENT THAT JEOPARDIZE AMERICA'S YOUTH**

Alcohol companies rely on self-regulation to protect underage youth from possible negative effects of alcohol advertising. In this plenary, the nation's leading experts on alcohol advertising content and alcohol ad placement will delve into how, despite the industry's voluntary codes, themes and imagery in alcohol ads are attractive to youth, and how youth are exposed to more of this advertising than legal-aged audiences. The speakers will talk about initiatives that are being taken or could be taken to limit the impact of alcohol advertising on youth.

**SPEAKERS**

- David Jernigan, Center on Alcohol Marketing and Youth
- Jean Kilbourne, Wellesley Centers for Women

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6:00 pm . . . . . *Outside Front of Hotel*

**TRANSPORTATION TO THE ESPN SPORTS ZONE (YOUTH EVENT)**

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6:30 - 9:30 pm . . . . . *Off-Site Event*

**YOUTH CELEBRATION @ THE ESPN SPORTS ZONE**

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7:00 - 10:00 pm. . . . . *Hospitality Suites Open*

1. Law Enforcement ~ Woodruff Suite
2. Community ~ Executive Conference Suites 219-226
  - ◆ Come and explore new hands-on community resources and tools (refreshments & hot hors d'oeuvres provided)

7:00 am - 2:00 pm . . . . . Centennial Foyer

## REGISTRATION

7:30 - 9:00 am . . . . . Centennial Foyer

## CONTINENTAL BREAKFAST

8:00 - 11:00 am . . . . . Williams

## POP-UP MEETING ROOM

8:00 - 11:00 am . . . . . Centennial Foyer

## EXHIBITORS & CYBER CAFÉ OPEN

8:00 - 9:15 am . . . . . Centennial IV

## 5TH PLENARY SESSION: RESTORATIVE JUSTICE: AN INNOVATIVE JUDICIAL RESPONSE TO ALTERNATIVE SANCTIONS

What is restorative justice? It is a comprehensive judicial approach that protects communities; restores victims and communities; and teaches offenders empathy for others, self control, and marketable skills. This approach involves the community as a contributor to its own safety, holds the offender accountable, and restores order. Learn how restorative justice can positively impact underage drinking infractions, to include the adult and juvenile offenders and their communities not only in the traditional juvenile and adult court processes, but also how youth courts, also known as teen courts or peer courts, fit into the restorative justice model. Witness first hand youth sentencing their peers for alcohol related crimes/violations, a program that fits the restorative justice model. Distinguished panelists will respond and discuss key aspects involved in the restorative justice framework.

### SPEAKERS

- Dee Bell, Community Justice Institute, Florida Atlantic University
- Caren Harp, American Prosecutors Research Institute
- Will Smith, Dublin/Laurens Teen Court, GA

9:15 - 9:30 am                      *Transition Break*



9:30 - 10:30 am . . . . . Concurrent Breakout Sessions (F Series)

**F-1 HOW TO TEACH YOUR "OLD DOG JUDGE" NEW TRICKS**

*Hanover A*

Judge David is an energetic and innovative trial court Judge. He has numerous awards and is a sought after speaker. He will bring first hand, practical suggestions and solutions to the often-encountered problem of motivating Judges and getting their buy in and cooperation in effecting new programs. Whether your local Judge is the very best there is or in need of an overhaul, Judge David will provide insight and secrets into the minds of trial judges and give you real world solutions and suggestions for charging your community and involving your judge.

**SPEAKER**

- Steven David, Boone County Circuit Court Judge, IN

**F-2 CHAMPIONS OF TODAY, LEADERS OF TOMORROW - HIGHLIGHTING YOUTH SUCCESSES (YOUTH)**

*International Ballroom North*

All across the United States, from large cities to small towns and from crowded centers to isolated islands, communities are realizing the tremendous contributions that youth have made in the field of underage drinking prevention. During this session, young people will present and discuss successful initiatives they have created, participated in, or otherwise been a part of. Such questions as "How did they do it?" and "How can youth in our community achieve these kinds of successes?" will be addressed.

**SPEAKERS**

- Cathleen Cashion, Georgia Alcohol Policy Partnership
- Catherine LeVasseur, CT Coalition to Stop Underage Drinking

**F-3 PARTNERS IN PROGRESS: NJC & NATIONAL JUDGES WORKING TOGETHER**

*Hanover E*

This workshop will provide information on how the National Judicial College and its network of judges help address underage drinking with judicial partners. An overview of projects and courses offered by NJC on this topic and objectives of these courses will be presented.

**SPEAKER**

- Mary Ann Aguirre, National Judicial College

**F-4 GOWN & GAVEL: THE POWER OF THE JUDICIAL SYSTEM IN REDUCING UNDERAGE DRINKING**

*Hanover F*

When the criminal justice system is not fully working together, we miss opportunities to reduce underage drinking. Three Minnesota communities have been working to bring the entire system together. These communities changed the way law enforcement responded to underage drinking and how the courts handled these cases. Come to this session and hear from a judge, a police sergeant and a resident as they compare and contrast their projects, the various strategies they used, and the challenges they faced.

**SPEAKERS**

- Douglas Swenson, Chisago County Courthouse
- Wendy Menken, SE Como Improvement Association



- Sheila Nesbitt, Minnesota Join Together
- Jim Ramsted, St. Paul Police Department

## F-5 DIGGING OUT - BOULDER CITY DIVERSION PROGRAM

*Piedmont*

Presenter will discuss the history of the Boulder City Diversion Program and how it has provided the community with resources to better enforce, educate, and adjudicate youth cited for status offenses. This session consists of an interactive discussion of what participants are expecting in their communities, and how this diversion program can be tailor made to fit their specific communities' needs.

### SPEAKERS

- Paul Daly, Boulder City Police Department, NV
- Diane Pidsosny, BEST Coalition

## F-6 A WYOMING JUVENILE DRUG COURT - THE RURAL EXPERIENCE

*Spring*

To give the participant an introduction into the kinds of efforts necessary to design, build and operate a successful juvenile drug court; to share information about funding sources and other assistance; and to discuss the meanings of success and its measurements.

### SPEAKER

- Richard Lavery, Evanston Municipal Court

10:30 - 10:45 am

*Transition Break*

10:45 am - 12:00 pm . . . Centennial IV

## 6TH PLENARY SESSION: GLOBAL ISSUES "BETTER OR WORSE? WHAT CAN WE LEARN FROM EACH OTHER?"

Join us for updated information from experts in the field who will share surprising facts about drinking in other countries such as Australia and Brazil. Do young people from these countries drink less and experience fewer problems than their American counterparts? Does binge or hazardous drinking exist in these countries and how is it addressed? How does alcohol advertising differ? Learn answers to these questions and more.

### SPEAKERS

- Ronaldo Laranjeira, Brazilian Society of Addiction
- John Wiggers, Hunter Centre for Health Advancement, Australia

# AGENDA - SATURDAY, SEPT. 20

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11:45 am - 12:15 pm . . . . *Outside Front of Hotel*

## **TRANSPORTATION TO THE FOX THEATRE**

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12:00 - 2:00 pm. . . . . *Fox Theatre (Off-Site Event)*

## **CLOSING EVENT: AWARDS LUNCHEON AND SPEAKER**

*Building a Grassroots Movement for Alcohol Policy: Lessons from the Tobacco Wars."*

This presentation will cover a brief history of the successful tobacco control movement, and identify lessons learned that may be relevant to building a strong alcohol policy movement.

### **SPEAKER**

- Mark Pertschuk, The Marin Institute

### **AWARD PRESENTER**

- Marilyn McCoy Roberts, Special Advisor to the OJJDP Administrator

**MARY ANN AGUIRRE**

Mary Ann Aguirre joined The National Judicial College in December of 1998. Her work at the College relates to projects conducted on behalf of the National Highway Traffic Safety Administration and the Federal Motor Carrier Safety Administration. She developed the "Courage To Live Program" an award winning national outreach and judicial education and training program to combat underage drinking and driving. Ms. Aguirre graduated from the University of California at Berkeley with honors in 1976, and she is a 1981 honor graduate of Hastings Law School in San Francisco. From 1981 to 1984, Ms. Aguirre practiced environmental law with the United States Department of Justice in Washington, D.C. in the Policy, Legislation and Special Litigation Section of the Land and Natural Resources Division. In addition to her policy responsibilities she also worked with the Assistant Attorney General of the Lands Division on environmental policy positions for presentation to the United States Congress and the White House. Her legislative work involved the drafting of environmental regulations for federal client agencies and the evaluation of environmental legislation proposed by the United States Congress and the Executive Branch. Ms. Aguirre also handled special environmental litigation in the United States Claims Court, Federal District Courts throughout the United States, and in the ninth and eleventh Circuit Court of Appeal. Ms. Aguirre received a Special Achievement Award from the United States Attorney General for her work at the Department. In 1984, Ms. Aguirre returned to California where she practiced environmental litigation with such firms as Pillsbury, Madison & Sutro and Graham & James in San Francisco before joining the College.

**DAVID ALEXANDER**

David Alexander is Regional Captain of the Dallas/ Fort Worth Region of the Texas Alcoholic Beverage Commission (TABC). He has been with TABC since 1985. Prior to joining TABC, Alexander served with the Hunt County Sheriff's Department for six years, attaining the rank of Chief Deputy.

Alexander earned in 1981 a Master's of Public Administration with emphasis in Criminal Justice, and in 1978 a Bachelor Degree in Sociology, both degrees from East Texas State University in Commerce Texas.

**MARK AMES**

Mark Ames is the Director of Program Development at Vermont Department Health, Alcohol and Drug Abuse Programs and coordinates Vermont's Enforcing the Underage Drinking Laws Programs and START. Mr. Ames has 18 years experience across the range of prevention, intervention, and treatment. He developed the use of research prevention models in Vermont's State Incentive Grant, "New Directions" which has significantly reduced youth substance abuse.

**JOE ANDERSON**

Mr. Anderson has been improving the functionality of software systems integration and implementation projects at various branches and agencies of local, state and federal governments for over sixteen years. For seven years as Vice President of Operations at Advanced Software Systems, Inc., he is a strong advocate of software productivity and quality assurance and holds a BS in Industrial Engineering from MTSU, and an MBA and MIS from Virginia Tech.

**SHARRON AYERS**

Sharron Ayers currently serves as the State Project Director for the Louisiana Alliance to Prevent Underage Drinking. The Alliance is comprised of public agencies, private organizations, and united citizenry. Through coordinated and collaborative efforts this group strives to reduce the use of alcohol by those under the age of 21 by supporting policy and environmental changes. The Alliance is an American Medical Association project that is funded by the Robert Wood Johnson Foundation. Sharron is a principal and founder of a human development and training and development company, BEYOND YOUR LIMITS, specializing in building community partnerships and coalitions. This Lafayette, Louisiana, based firm delivers workshops, seminars, and training programs for youth, educators, parents, community partnerships and coalitions both on a state and national level.

**TRACY BACHMAN**

Tracy Bachman is program director of the Building Responsibility Coalition, a campus-community partnership between the University of Delaware and City of Newark to combat high-risk drinking among students using the environmental management approach. Ms. Bachman received her B.A. in Criminal Justice and M.A. in Liberal Studies from the University of Delaware.

**ELLEN BASSUK, M.D.**

Dr. Ellen Bassuk is the president and co-founder of the National Center on Family Homelessness, a non-profit organization that helps to end family homelessness. Dr. Bassuk's work focuses on finding long term solutions to the cause of child and family homelessness, as well as the effects of trauma and violence, and its impact on the mental and physical health of women and their children. She has been the principal investigator of various research grants related to poverty and homelessness and has written numerous scientific articles and books. In addition to her work with National Center on Family Homelessness, Dr. Bassuk has worked to educate her peers in medicine and the general public. She has taught courses on homelessness and is currently an Associate Professor of Psychiatry at Harvard Medical School. Dr. Bassuk also serves on the board of various private and governmental agencies.

**TONY BARONE**

I have been a police officer for 27 years, 22 years in Montana and 5 years in New Jersey. Currently I am a patrol sergeant directly supervising six officers in a team concept.

I am also actively involved in a progressive movement within the city of Billings to prevent underage drinking. I have worked directly with the Minor Alcohol Prevention Coordinator to develop and implement the Identifying Underage Buyers training seminars. IN addition , I coordinate several alcohol compliance teams to conduct on-going compliance checks throughout the city.

**LISA BARRIOS, DRPH**

Dr. Barrios is the Injury and Violence Prevention Specialist in the Division of Adolescent and School Health (DASH) at the US Centers for Disease Control and Prevention (CDC). She received a doctorate of public health degree from the University of North Carolina School of Public Health and a Masters of Science in Behavioral Sciences degree from the Harvard School of Public Health. Dr. Barrios is the lead author on more than 15 peer-reviewed journal articles,

CDC publications, and books regarding the prevention of child and adolescent injuries and violence. In December 2001, working with the National Center for Injury Prevention and Control, other federal partners, and national non-governmental organizations, she developed evidence-based School Health Guidelines to Prevent Unintentional Injuries and Violence. She is currently developing recommendations and assistance for schools and education agencies regarding preparedness and response to possible acts of terrorism.

### **DEE BELL**

Dee Bell is the Administrator of the Community Justice Institute at Florida Atlantic University. Prior to her current position, she worked 25 years in Community Corrections for the Georgia and Florida State Government. She has served as the program manager for the Georgia State Board of Pardons and Paroles for six years prior to her current assignment. Educated at Clemson University and Emory University, she is a certified senior instructor with the Georgia Peace Officer Standards Council and has provided training in both state and national venues for many years. Dee has served on the development team for several curriculums to most recently include: Basis Training for Restorative Justice Trainers, Training for Trainers of Restorative Justice, Restorative Group Conferencing Training, Training for Trainers of Restorative Group Conferencing and the American Probation and Parole Association's Principles of Prevention. She has received a number of awards to include the JC Penny Outstanding Community Leadership Award and the American Probation and Parole Association Outstanding Member Award.

### **KAPPIE BLISS**

Kappie Bliss is the founder and executive director of Bliss, Inc. a not for profit organization specializing in prevention and education. Established in 1990, Bliss, Inc. is an action based program development, training and research organization that works at the state and national level. She is the Program Developer of MADD's "Protecting You/Protecting Me" Curriculum, which is based on the latest brain research. PY/PM is a national model program recognized by the Center for Substance Abuse Prevention for excellence and proven evidenced based outcomes

### **MARSHA BRINKLEY**

Marsha Brinkley joined the Georgia Institute of Technology as the Project Director for GT SMART in fall of 2002. From 1996 to 2002, Marsha worked for the Mayor of Atlanta as the Liaison between the Mayor's Office and various Civic Organizations, Business Associations, and Academic Institutions. While with the Mayor's Office, she served as the administration's representative to GT SMART. Marsha is an active community leader in the Midtown neighborhood in Atlanta, and in 1998 she was appointed to the Fulton County FRESH Board that oversees the awarding of County grants to children's program providers.

**RUSS BROOKS**

Russ Brooks grew up in Massachusetts where he was a police officer before joining the United States Marine Corps in 1975. He graduated from Boston State College with a BS in Law Enforcement as well as from National University with a Masters in Business. He also graduated from the FBI National Academy - 152 Session. He has attended numerous Law Enforcement, Crime Prevention, Physical Security and Terrorism courses and seminars over the years. He is a member of the International Chiefs of Police Association for almost 20 years. He is a member of the American Society for Industrial Security for almost 20 years where he holds the designation as a Certified Protection Professional. He retired from U.S. Marines Corps as Lieutenant Colonel after more than 22 years serving in a variety of military police positions from watch commander to provost marshal. October of 1998, he was appointed Assistant Chief of Police, Fallon, NV. May 2000, he was appointed Chief of Police, Fallon, NV.

**DEBORAH BROWN**

Deborah Brown, Chief of Police for Southwest University, Georgetown, Texas. First and still only female to be triple certified as a police officer, firefighter, and emergency medical first responder in Louisiana. She organized university police by writing policy and procedures for the department. She has presented at state and national conferences on enforcing the AOD laws and policies.

**SHARON CANTELON**

Sharon L. Cantelon currently serves as a Social Science Program Specialist in the Office of Juvenile Justice and Delinquency Prevention (OJJDP), U.S. Department of Justice. Ms. Cantelon works extensively with Federal and State agencies to coordinate efforts to support youth-related programs. Since 1998, she has worked with OJJDP's Enforcing the Underage Drinking Laws Program, monitoring discretionary grants to 23 States and Puerto Rico to address underage drinking issues. Recently, she has assumed monitoring responsibility for OJJDP's national training and technical assistance grant to PIRE. In addition, she works with after school enrichment programming and juvenile violence reduction efforts. Ms. Cantelon entered Federal government service in 1984 when she worked for the Chairman of the U.S. Merit Systems Protection Board, and subsequently the Administrator of the Office for Victims of Crime, U.S. Department of Justice.

**TOM CASADY**

Tom Casady has served Lincoln as Chief of Police since January, 1994. Chief Casady began his law enforcement career as a Lincoln police officer in 1974. He also served the Lancaster County Sheriff's Office for seven years, completing a term as the Lancaster County Sheriff prior to his appointment as Chief of Police. He received a bachelor's degree in criminal justice from the University of Nebraska-Omaha, and a Master of Arts degree in political science from the University of Nebraska-Lincoln. Chief Casady is active in many organizations, and is especially involved in the issues of domestic violence, child abuse, and alcohol abuse. He is the co-chair of NU Directions, a campus-community coalition to reduce high risk drinking by college students, and serves as a national spokesperson on this issue. Chief Casady has coordinated several police technology projects. In recent years, he has been particularly involved in crime analysis and crime mapping technology, and has been a frequent presenter at national and international conferences on these topics.



## CATHLEEN CASHION

Cathleen Cashion is 17 years old and a senior at South Gwinnett High School in Snellville, Georgia. She is presently ranked in the top sixth percentile in her graduating class. Cathleen is heavily involved in many school functions. She is a member of the service club, Comets In Action as well as other clubs at South. She has been a member of the Color Guard since her freshman year, spinning flags, rifles and sabres, and is currently the captain of the Band of Stars Color Guard and Winter Guard.

Cathleen has been involved with promoting a drug free lifestyle for many years. She has attended Georgia Teen Institute, a leadership conference for middle and high school students, since 1998 and has been a Junior Counselor there for the past three years.

In 2002, Cathleen was involved with the making of an informational health video "Drinking It In". The video demonstrated how the alcohol industry uses their products, promotions, and free "stuff" in order to entice youth. The video has been viewed at the Governor's Wives Conference, schools across the country, and at a world health conference in Spain. Through the Georgia Alcohol Policy Partnership, Cathleen was able to attend the National Youth Advocacy Assembly in both Minnesota (2001) and Washington D.C. (2003). While in Washington, youth from across the country held a protest at the Beer Institute, demanding that they stop allowing companies to use advertisements that are clearly targeting youth. During the protest, she was interviewed about her views on underage drinking and alcohol advertising tactic's used by the alcohol industry in order to target young people for the local news in Atlanta. After high school, Cathleen is planning on attending the University of Georgia in the fall of 2004, where she hopes to major in either communications or business/ public relations. She also hopes to march with the UGA Redcoat Band and spin for the Redcoat flag line.

## STEVEN CLARKE

Steven Clarke is the Director of the College Alcohol Abuse Prevention Center at Virginia Tech where he designs alcohol abuse prevention programs for the campus and local community. He has been conducting research on college students drinking for the last twenty years and has worked on multiple research projects funded by NIAAA, NTSA, OJJDP and Virginia Alcohol Beverage Control. He has currently developing the alcohol abuse prevention program at Virginia Tech, coordinates the local community coalition and serves as a member of the Town/Gown Committee

## PETE COLBENSON, PH.D.

As Director of the Children and Youth Coordinating Council, Dr. Colbenson assists Georgia communities in preventing juvenile delinquency through the provision of state and federal grants totaling over \$11 million annually, offering technical assistance and training of service providers. In a dual capacity, he also serves as Georgia's Juvenile Justice Specialist, providing contact with the US Department of Justice relative to Georgia's juvenile justice system.

Dr. Colbenson has worked with the Children and Youth Coordinating Council for over twelve years, culminating with his appointment as Director in July 2001. He previously worked with the Department of Juvenile Justice in a number of positions, including Director of the Clayton Regional Youth Detention Center and Director of a juvenile offender program in Gwinnett County.

Dr. Colbenson holds a B.A. from the University of Tennessee and a Ph.D. from Georgia State University. He lives in East Atlanta with his wife, Kathy.

**MIKE COLLINS**

Mike Collins, Assistant Director of student Life provides overall supervision for judicial, legal, mediation and crisis response staff for Texas A&M University-College Station. He serves as Central Office supervisor for the National Association of Student Judicial Affairs. Mike has presented at state and national conferences on developing and implementing parental notification policy.

**ROSE COLON**

Rose Colon is the Director of Prevention for Sun Street Centers. Rose has worked in the community in the field of Intervention/Prevention for over 15 years. She currently oversees 3 Prevention Unit sites in Monterey County which are located in King City, Seaside and the City of Salinas. All 3 sites are home to Prevention Coalitions. Rose has also worked on youth access issues such as decoy operations, Environmental Policy changes, and strategic planning in building a healthy community. Rose spent 11 years in the field of youth alcohol and drug counseling and family crisis case management.

**JIM COPPLE**

James E. Copple is Director of Policy, Planning, and Communications for the Center on Policy Analysis and Training at the Pacific Institute for Research and Evaluation. In this position, Mr. Copple is responsible for developing an International Alcohol Policy Center to address the primary issues of problem drinking and underage alcohol consumption. Prior to coming to PIRE, Mr. Copple served as the Vice President for Public Policy and Program Development for the National Crime Prevention Council (NCPC). In that position Mr. Copple was one of the spokespersons for the National Crime Prevention Council and oversaw the Departments responsible for Project Safe Neighborhood, Substance Abuse Prevention, Production and Training, Youth and Teens Crime and Community, National Youth Safety Corps, National Service, and the Office of New Americans. Prior to his appointment at NCPC, Mr. Copple was the founding President and CEO of Community Anti-Drug Coalitions of America, a privately funded, non-partisan membership organization of 4300 anti-drug and violence prevention coalitions. Community Anti-Drug Coalitions of America (CADCA), was funded by the Robert Wood Johnson Foundation, the Knight Foundation and numerous corporate and media based foundations. Under Mr. Copple's leadership, CADCA was responsible for passage of the Drug-Free Communities Act with an appropriation of \$143 million to support community collaboration around drug abuse and violence prevention.

**OTIS COX, JR.**

Mr. Otis Cox, Jr., served the Governor of West Virginia as Secretary of the Department of Public Safety from 1997-2001, following a distinguished 25-year career in the Federal Bureau of Investigation (FBI). Since the Governor left office in 2001, Mr. Cox had been serving on the faculty, as well as the Public Safety Coordinator at West Virginia University. He received his Bachelor's Degree from Savannah State University and his Master in Public Administration from Suffolk University.

Mr. Cox was also chosen by the Governor of West Virginia to serve on the Governor's Minority Student Strategies Council. The council addressed growing academic disparity between minority and non-minority students in the states school system.



Mr. Cox is deeply committed to the safety mission of the National Highway Traffic Safety Administration. Mr. Cox was responsible for the move of the Identification Division from Washington, DC to Clarksburg, WV in 1991. He has a lot of experience with reorganizing agencies, implementation of large IT projects, and working closely with field offices.

### **RA SHEL CROMWELL, MPH**

Ra Shel Cromwell, MPH is and Education Coordinator for the Virginia Department of Alcoholic Beverage Control. She manages OJJDP discretionary grant funding and ABC mini-grants, coordinates numerous trainings and seminars, most recently trainings targeted at youth empowerment strategies that provide opportunities for skill development, critical awareness and capacity building among young across the Commonwealth of Virginia. Ms. Cromwell holds a Bachelor of Science degree in Community Health Education from Morgan State University and a Master of Public Health form the University of North Carolina at Greensboro. Her professional attributes include cofounder of the Morgan State University ETA SIGMA GAMMA Honorary Society, successfully established to a tobacco prevention youth empowerment moment in Greensboro North Carolina, participation in the development, implementation and evaluation of various youth initiatives instituted on the state and local level and has received several national honories and awards.

### **JUDY CUSHING**

Judy Cushing is President/CEO of Oregon Partnership (OP), a statewide non-profit organization dedicated to substance abuse prevention and treatment referral services. Among its primary services, OP offers free and confidential 24-hour information and treatment referral services for adults and youth, educational programs for youth, community coalition mentoring, and public policy and media advocacy on issues related to alcohol and drug abuse.

Oregon Partnership operates the state's only 24-hour confidential Alcohol and Drug HelpLine, which responds to over 10,000 calls per year from individuals, families and professionals seeking alcohol and drug information and treatment referral. All calls are free and answered by professional, compassionate staff and volunteers. A YouthLine, created by, and for, youth responds to the needs of young people. Through an extensive training program, teens learn to handle calls and make referrals with adult supervision. The slogan youth created for this program says it all: "Teens Helping Teens." The YouthLink program is prevention in action bringing education and outreach to over 12,000 young people each year.

Engaging youth, parents, and citizens in prevention and broadening awareness about the impact of underage drinking is central to the work of Oregon Partnership. Community training and technical assistance, media advocacy, public policy and leadership development are key elements of Oregon Partnership's work. Its Resource Library provides research literature and prevention materials for all Oregonians.

With 22 years experience in the alcohol and drug prevention field, Judy Cushing presently serves as a consultant, adviser, and lecturer who provides support to federal agencies, state and community coalitions, non-profits, prevention organizations, and treatment providers. She is an advisor to the White House Office of National Drug Control Policy, the Center for Substance Abuse Prevention and the Substance Abuse and Mental Health Services Administration, the Drug Enforcement Administration, and NIAAA's Leadership to Keep Children Alcohol Free. She is a Fellow in Join Together's Leadership Institute at Boston University's School of Public Health and has been published in The Journal of Primary Prevention.

**KEN DAIL**

Ken Dail works at Prevention Network as the Coalition Coordinator for the Michigan Coalition to Reduce Underage Drinking. This job takes Ken around the state providing technical assistance and training to community groups, MCRUD Regional Coalitions and agencies that are working to reduce underage drinking locally. Recently, MCRUD has added state wide advocacy to its list of activities they take on to reduce underage drinking throughout Michigan. Ken is a graduate of Central Michigan University. In his free time, he likes to spend time camping and being outdoors with his two little angels, four year old Sammy and three year old Matthew, and his wife Jodi.

**PAUL DALY**

Paul Daly has been a police officer for the Boulder City Police Department for almost 8 years. During this time he has worked as a FTO a narcotics detective, and as an officer assigned to patrol. Officer Daly is currently assigned to K-9 Approximately 4 years ago Officer Daly was put in charge of EUDL activities in Boulder City and has been working with "Stand Tall Don't Fall", the only program that enforces Nevada's underage drinking laws.

**STEVE DAVID**

Steve David is the Circuit Court Judge of Boone County Indiana. He was elected in 1994 and re-elected in 2000. As the Circuit Court Judge, he has exclusive jurisdiction of all Juvenile cases. He also presides over criminal and civil cases. Judge David is extremely energetic and innovative. He is the vice-president of the Indiana Council of Juvenile and Family Court Judges. He serves on the advisory committee of the Children's Law Center of Indiana and the state's Judicial Education Committee. He has received numerous awards for his work on the bench and is frequently requested as a speaker/guest lecturer. He is a motivator, communicator, collaborator and passionate Judge.

**BEVERLY WATTS DAVIS**

On May 7, 2003, Beverly Watts Davis began her appointment as the Director of the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Prevention (CSAP), after recently being named to the position by Charles G. Curie, Administrator of SAMHSA. CSAP works in partnership with Federal agencies, State and local government, and public and private sector organizations to prevent the onset of illegal drug use, alcohol abuse and tobacco use by building resilience among young people and promoting protective factors in communities nationwide.

Prior to joining SAMHSA, Ms. Davis was the Senior Vice President of United Way of San Antonio and Bexar County, as well as Executive Director of its San Antonio Fighting Back Anti-Drug Community Coalition. She has extensive experience with managing and administering multi-site community grant programs and comprehensive prevention, early intervention projects targeted to: children and adolescents; ethnic minorities; pregnant and postpartum women; and ex-prisoners reentering society.

Previously Ms. Davis was a consultant to and later named Director of Community Health for the Travis County, Texas Health Department. She got her start in the field of substance abuse prevention in 1988 when she served as the Statewide Coordinator for Texans' War on Drugs, where she provided training, technical assistance, and community mobilization services for communities throughout Texas, and directed the statewide Red Ribbon Campaign.

She will lead CSAP at a time when the Center is working to identify prevention programs that are effective and can be replicated across the country. She will also be working to prevent substance abuse in the workplace and to promote state activities that prevent the sale of cigarettes and other tobacco products to minors.

Ms. Davis received her bachelor's degree in economics, political science, and social sciences from Trinity University in San Antonio and is pursuing her M.A. in management and human resources from Webster University in Jeffersonville, Indiana.

### **LAURIE DAVIDSON**

Laurie Davidson is an associate director of the Higher Education Center for Alcohol and Other Drug Prevention, the nation's primary resource center for assisting institutions of higher education in developing and carrying out alcohol and other drug (AOD) prevention programs on their campuses. The Center is operated by Education Development Center, Inc. (EDC) for the U.S. Department of Education and receives supplemental funding from The Robert Wood Johnson Foundation. Laurie develops Center collaborations with national organizations working on campus AOD prevention and helps campus, government, and community officials start and sustain statewide campus and community prevention initiatives. She has also coordinated training and technical assistance provided by EDC to the Pennsylvania Liquor Control Board to support the statewide college prevention initiative underway in that state. Before joining the Higher Education Center, Laurie served a variety of organizations in the business, higher education, and non-profit sectors. She has an M.A. in Counseling and worked for eight years in community mental health centers with clients with AOD and other mental health problems

### **JOHN D'ESPOSITO**

John D'Esposito is an investigator with the Vermont Department of Liquor Control, assigned to the Education Unit. He is a coordinator of Rutland County START (underage drinking law enforcement), the Board Chair of the Rutland Area Prevention Coalition, and member of OJJDP's National Training Team supported by PIRE

### **ROD DEGROOT**

Rob DeGroot holds a Bachelors degree in Organizational Leadership from The Evergreen State College and is currently pursuing his Masters Degree. Rob is a Graduate of the 203rd Session of the FBI National Academy. He has been employed in Law Enforcement for over 18 years, and has been a law enforcement leader at the Municipal, Tribal and County levels. Currently, Rob is the Chief of police in Fife, WA having just recently left the Kittitas County Sheriff's Office. A Former Motor and DUI Enforcement officer, he has been the MADD officer of the Year award recipient five times and assisted in founding the South King County DUI Task Force, the largest DUI Task Force in Washington State. Most recently he has created the Award winning, nationally recognized Kittitas County Kegbuster program, and instituted an Alcohol Enforcement Specialist Program to target underage Drinking enforcement. Rob is a proud husband and father of three beautiful children.

### **JULIE DINEEN-SWARTZ**

Julie Dineen Swartz is the Youth Coordinator for Project Extra Mile in Omaha Nebraska. Project Extra Mile is a statewide network of community coalitions working to prevent underage drinking. Julie provides assistance to youth groups across the state, while coordinating the group in Omaha area. Prior to this Julie was a Juvenile Diversion Officer in Sarpy County.

**AMANDA DUDLEY**

Amanda Dudley is a Program Planner for youth activities and programs for Youth and Prevention Services and Juvenile Services through the Department of Human Services in Lynchburg, Virginia. She coordinates and supervises numerous youth programs in Lynchburg including the Project Double team Sports Mentoring and After School Program, the Mayor's Youth Council a substance abuse prevention program at a local elementary school, the FAST (Families and Schools Together) Program recreation activities, and is the youth coordinator for the Lynchburg Underage Drinking Coalition.

In addition she serves on various local teams, committees and coalitions that develop investigate and promote needed services for youth and their families in Lynchburg. Miss. Dudley holds a B.S. Degree in Psychology from Hollins College in Roanoke, Virginia.

**EDWARD DUVALL**

Ed Duvall Jr. retired from the Akron Police Department as a Juvenile Bureau Commander and has supervised over 11,000 child maltreatment cases. He instructs on a national level for OJJDP to Police Officers across the country in Child Abuse Recognition and Investigation. As Deputy Director of the Ohio Investigative Unit he has made Child Maltreatment Recognition a required course for all agents.

**NORA DREXLER**

Nora L. Drexler, M. Ed, a public education teacher for thirty years, is now President of Coalition Pathways, Inc. Besides working with Enforcing Liquor Laws coalitions, she works as a national expert trainer/consultant for Community Anti-Drug Coalitions of America, Substance Abuse and Mental Health Administration, Center for Substance Abuse Prevention's Northeast Center for the Application of Prevention Technologies, National Center for the Advancement of Prevention, the National Guard Counter drug Training Centers, a lead mentor for the National Institute for Coalitions and Vice –Chair for the statewide coalition "Pennsylvanians Against Underage Drinking". Nora has won several national awards and congressional citations.

**EDDIE EDWARDS**

Lieutenant Eddie Edwards has over 13 years of law enforcement experience. The last nine years has been with New Hampshire Bureau of Liquor Enforcement, He served as an Investigator until June of 2000 when he was promoted to sergeant. In December of 2002 Sergeant Edwards was promoted to lieutenant. He is currently assigned to the Bureau's Special Services Unit, where he serves as the unit Commander. Lieutenant Edwards has been involved in the prevention and intervention of underage drinking and DWI. Over the past Five years, Lieutenant Edwards has become very active in investigating the RAVE party community.

**JAMIE FERRALL**

Jamie Ferrall began her work with Minnesota Join Together in 2002 as the state Youth Coordinator. Before coming to work at MJT, she spent several years organizing youth activities both statewide and abroad. At MJT she is responsible for coordinating the activities of the Youth In Action State Legislative Team, in coordination with MADD MN.

## FRANCISCO FLATTES

Francisco Flattes graduated with a business degree from Columbia College and attended the Dale Carnegie Institute. He served as an officer with the Department of Public Safety. He has been with the Department of Liquor Control, County of Hawaii for 15 years and currently serves as the West Hawaii field enforcement efforts with federal, state and county agencies and is an active member of the Hawaii County Project PAU advisory Council, and the Hawaii County Juvenile Justice Comprehensive Strategies and Restorative Justice forums. He is also a member of the West Hawaii Law Enforcement Association.

## J. ROBERT FLORES

J. Robert Flores was confirmed by the Senate on April 12, 2002, and sworn in on April 17, 2002, as the Administrator, Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs (OJP), U.S. Department of Justice. As Administrator, Mr. Flores is responsible for the agency that Congress has mandated to address the public safety issues of juvenile crime and youth victimization. His OJJDP leadership responsibilities include identifying effective strategies for addressing juvenile crime through research; coordinating, implementing, and supporting effective programs and encouraging innovative approaches to deal with existing and emerging juvenile justice issues; developing priorities and goals and setting policies to guide Federal juvenile justice issues; providing technical assistance and training to essential components of the juvenile justice system; disseminating information on juvenile justice trends, programs, and new approaches; and awarding funds to States to support local programming nationwide. Prior to his OJJDP appointment, Mr. Flores was the Vice President and Senior Counsel for the National Law Center for Children and Families, from 1989 to 1997. Before his service in the U.S. Department of Justice, Mr. Flores was an Assistant District Attorney in Manhattan where he successfully prosecuted numerous child sexual abuse cases.

## JOHN FOX

Officer John Fox has been a member of the Dekalb County Police since 1898. He has been a member in the uniform division and Special Operations to which he is still currently assigned. During this time he was assigned to the DUI Task Force "Star Team" for almost 9 years. The team was awarded the #1 DUI Task Force in 1997 by the National Committee on Drunk Driving out of Washington D.C. out of over 6000 departments that put in for the award. This comprised of not only DUI Enforcement but also by talking to the community about the problems of Drinking and Driving.

Officer Fox has made 12 Case Laws that are in the Georgia Law Books that are used in courts to this date to aid in the prosecution of drunk drivers. Officer Fox possesses every certification in the field of drinking and driving apprehension and teaches other officers not only in the metro Atlanta area but also to agencies outside Atlanta.



**SCOTT FRIEDLEIN**

Sgt. Friedlein began his law enforcement career with the Champaign Police Department, Champaign, Illinois in 1985. Since June of 1995, Sgt. Friedlein has been in charge of the department's Alcohol Enforcement Unit. Sgt. Friedlein is responsible for the development of enforcement and training programs for the cities 140 licensed liquor establishments. He is also responsible for managing criminal investigations that occur within licensed establishments. Annually, the Alcohol Enforcement Unit conducts nearly 140 enforcement operations. During the 8 years that Sgt. Friedlein has been in charge of the unit the cities compliance rate has risen from 40% to nearly 90% and violent crimes in target areas have declined by over 70%.

In addition to enforcement operations, Sgt. Friedlein provides a variety of instructional programs. He is a certified TIPS trainer and has trained over 1200 people in responsible server practices. He supervised the development of and teaches the Bar Employee Security Training (BEST) program which focuses on security employees and their rights and responsibilities. Sgt. Friedlein provides educational seminars to student groups and the community. These seminars are presented to approximately 2000 people each year.

Sgt. Friedlein provides instruction as a consultant through the Pacific Institute for Research and Evaluation, Calverton, MD. To date he has provided instruction and technical assistance in 16 states. He has served as an adjunct faculty member for the University of Illinois Police Training Institute, is a certified TIPS Instructor and is a member of the National Liquor Law Enforcement Association.

**TED GHINEA**

Mr. Ghinea has 15 years of professional IT experience ranging from business process design, business process re-engineering, implementation, integration, operations, data analysis, to project management. He is renowned for his expertise in reducing process lifecycles and costs while involved in projects for, amongst others, local and federal government agencies, and an international financial institution. Mr. Ghinea has an Aeronautical Engineering degree from PIB and an MBA from Virginia Tech.

**JOEL GRUBE, PH.D.**

Joel W. Grube received his Ph.D. in Social Psychology from Washington State University in 1979. He was Coordinator of the Public Opinion Laboratory (1977-1978) and Assistant Director of the Social Research Center at Washington State University (1978-1981). Dr. Grube was a Senior Research Officer at the Economic and Social Research Institute in Dublin, Ireland (1981-1983) and a Post Doctoral Research Fellow in Alcohol Studies at the School of Public Health, University of California, Berkeley (1985-1986). He has been a Senior Research Scientist at the Prevention Research Center since 1986 and Director of the Center since 2003. He is also Director of the Center for Adolescent and Child Health Research at the Pacific Institute for Research and Evaluation. He is a member of the National Academies of Science/Institute of Medicine Committee on Developing a Strategy to Reduce and Prevent Underage Drinking (2003-2004) and of the National Academies of Science/Transportation Research Board Committee on Alcohol, Other Drugs, and Transportation (2003-present). His research focuses on social-psychological and environmental factors influencing drinking among adolescents and young adults. His current research projects include a longitudinal survey study of underage drinking and driving, a longitudinal study on the effects of alcohol advertising on the drinking beliefs and behaviors of children and adolescents, and a longitudinal study on the effects of media on adolescent sexual risk-taking.

**JOEL HARDY**

Joel Hardy has served as project director for the Georgia Alcohol Policy Partnership at The Council on Alcohol & Drugs for four of the six years he has served on staff. He has worked with national, state and local community organizers, law enforcement, substance abuse prevention and treatment professional, youth leaders, government officials, educators, and many others to organize and increase advocacy efforts to reduce youth access to alcohol. Joel has provided staff leadership for the coalition's successful advocacy for several Georgia law changes; specifically Senate Bill 99- Beer Keg Registration, House Bill 908- Increased Penalties, and Senate Bill 475- False Identification/ Identity Fraud. Prior to his role with GAPP, Joel worked as a project Coordinator for the 1996 Atlanta Olympic Games and as a field investigator for the Metropolitan Fair Housing Association in Atlanta in 1993

**CAREN HARP**

Caren Harp is a senior attorney at the American Prosecutors Research Institute, and she serves as the Director of the Juvenile Justice Prosecution Center. Ms. Harp regularly lectures and trains national multidisciplinary audiences on topics including serious and violent juvenile offenders, juvenile sex offenders, the emerging connections between domestic violence and juvenile delinquency, community prosecution and delinquency prevention, and the role of the prosecutor in juvenile court. Ms. Harp also provides trial advocacy training to prosecutors at the National Advocacy Center in Columbia, SC. She lectures on the use of pre-trial motions, and effective direct and cross examination techniques, and offers substantive and style critiques to prosecutors participating in mock trial exercises.

In September of 2000, Ms. Harp was an invited speaker at the 1st World Congress of Public Prosecutors in Sao Paulo, Brazil. Ms. Harp offered the U.S. perspective on the role of the prosecutor in the U.S. juvenile justice system; focusing primarily on the ethical use of discretionary power, the need for interagency partnerships and prosecutor-led program initiatives.

Prior to joining APRI, Ms. Harp was a deputy prosecuting attorney in Arkansas for nine years, the last five years serving as a chief deputy. Coming from a rural jurisdiction, she prosecuted a wide variety of cases against adult and juvenile offenders including child sexual abuse, domestic violence, rape, robbery and murder, 10 of which were capital cases. She also practiced extensively in juvenile court and trained deputy prosecutors newly assigned to juvenile court.

Ms. Harp is a Certified Instructor for the Arkansas Commission on Law Enforcement Standards and Training. She has done extensive training of law enforcement personnel in the areas of criminal law and procedure, civil liability and juvenile law. While serving as a deputy prosecutor, Ms. Harp also served as adjunct faculty at South Arkansas University and South Arkansas Community College, teaching courses in criminal law and procedure, evidence, criminal investigative techniques, juvenile justice and constitutional law.

Ms. Harp received a bachelor of science degree in agriculture in 1983 from the University of Arkansas, Fayetteville. She completed a master's degree in agricultural economics in 1985 and a juris doctorate in 1988. Ms. Harp is a member of the Arkansas Bar and is licensed to practice in the Eastern and Western District Courts of Arkansas.



**PAUL HASKELL**

Paul Haskell is executive director of Justice-Works, a community justice umbrella providing substance abuse interventions (including the local START program), pre-charge and court diversion options, delinquency prevention for adjudicated youth in state custody, abstinence monitoring, and recovery support for youth. His organization is also pioneering an Offender Assistance Program (OAP).

**MARY HILL**

Mary Hill is the Consultant Texas Alcoholic Beverage Commission in Higher Education and Coordinator of Texans Standing Tall/Texas Sport Coalition. Mary is the associate emeritus for HEC and board member of Texans Standing Tall. As former senior administrator, served on President Cabinet and was knowledgeable in working with developing and enforcing AOD policies.

**PAUL HOROHO**

Paul J. Horoho began his career in law enforcement in 1982, with the Rhode Island State Park Police. In 1987 Officer Horoho graduated, at the top of his class, from the Rhode Island Municipal Police Academy and began serving with the South Kingstown, Rhode Island Police Department. Officer Horoho spent his first 6 years assigned to the department's late patrol. During that time Officer Horoho's DUI arrests lead to the successful prosecution of 265 impaired drivers. Officer Horoho is a highly sort after speaker at high school and civic events where he addresses the dangers of drunk driving and promotes highway safety efforts . In 1998 Officer Horoho was tasked to develop and manage highway safety programs for the Town of South Kingstown. Officer Horoho's programs have been recognized on the local, state, and national level as being balanced, fair, and effective. In 2001 Officer Horoho and Det. Anthony Balbi teamed up to implement a fake ID seizure program, that had been developed by the Newport Rhode Island Police Department. To date the ID program has removed hundreds of fake licenses from the hands of underage drinkers and prosecuted four people on felony charges of producing fake licenses.

**JERRY HUGHES**

Jerry Hughes is the Executive Director of the Nevada Interscholastic Activities Association, a position he has held for the past 14 years. He was born and raised in Ohio and received his bachelor of arts from Adams State College. Hughes went on to earn his master of science from the University of Nevada at Reno, and his doctorate in education from Brigham Young University. Hughes served as a teacher, coach and athletic director for 15 years and a district level administrator for three years.

**LORI JACKSON**

Lori Jackson is the Assistant Director of Youth Services for the National Crime Prevention Council- the home to McGruff the Crime Dog and the Take a Bite Out of Crime slogan—in Washington, DC. With the focus area of teenage violence prevention, Lori manages the Teens, Crime and the Community initiative. This program has reached over a million young people and has been in over 40 states. Lori has served as a facilitator, presenter and trainer for national, state, and community based organizations in a number of areas including, youth development, violence prevention, leadership, school safety, diversity, and policy advocacy.

**DAVID JERNIGAN, PH.D.**

David Jernigan Ph.D. is a Research Associate Professor at Georgetown University, where he is Research Director of the Center on Alcohol Marketing and Youth. He co-founded the Marin Institute for the Prevention of Alcohol and Other Drug Problems, and worked there for 13 years. His doctoral work in sociology at the University of California at Berkeley focused on political, cultural and public health implications of the globalization of alcohol production and marketing.

He wrote *Thirsting for Markets: The Global Impact of Corporate Alcohol*, was principal author of the World Health Organization's recent *Global Status Report on Alcohol and Global Status Report on Alcohol and Youth*, co-authored *Media Advocacy and Public Health: Power for Prevention*, and is a co-author of *Alcohol in the Developing World: A Public Health Perspective*, published by WHO and the Finnish Foundation for Alcohol Studies. He is a member of the WHO Director-General's Alcohol Policy Strategy Advisory Committee, has consulted with and trained thousands of public health advocates, and has authored numerous peer-reviewed articles and training curricula on environmental approaches to prevention, media advocacy, and the prevention of alcohol-related problems.

**SHARON JOHNSON**

Sharon Johnson has worked for the past five years with the Department of Public Safety (DPS), Office of Traffic Safety coordinating the Enforcing Underage Drinking Laws Funding available through the Office of Juvenile & Delinquency Prevention (OJJDP). Additional funding through competitive processes results in two grants for community efforts. Before joining the DPS, Sharon was the Prevention Coordinator for the Chemical Dependency Program Division, Department of Human Services.

**JERRY JOLLY**

Jerry R. Jolly presently serves as Acting Director for the Department of Alcoholic Beverage Control. He has served in this capacity since July 31, 2002. Mr. Jolly previously served as Assistant Director for ABC and has worked for the Department for over twenty-eight years in both Northern and Southern Divisions. He is a graduate of the FBI National Academy and has graduated from California State University, Long Beach, with a Bachelor of Science degree in Criminal Justice. Mr. Jolly is married and has two boys.

**JANET JONES, BSW, CPS**

Janet came to prevention as a Social Worker, experienced with youth/adolescents affected by addiction, either their own or that of others. As a countywide Prevention Coordinator in Oregon, she is involved in all aspects of program planning, development, implementation and evaluation; working with schools, community coalitions and policymakers.

**JOVITA JUAREZ**

Jovita Juarez is the Chair of the San Diego Cinco de Mayo Con Orgullo Coalition. Jovita has developed a leadership role in San Diego by actively working on reducing youth access to alcohol, tobacco and other drugs for 9 years. Jovita is also the Southern Chair of California for Latinos and Latinas for Health and Justice a statewide organization. She has been able to provide leadership and guidance for new prevention professionals helping them become more productive and successful

**JEFF KELSEY**

Jeff Kelsey is Manager, Marketing Services at PAS Systems International, Inc., Fredericksburg, Virginia. Jeff has been employed with PAS Systems for the past five years with his primary job focus on promoting passive alcohol sensor technology for DUI/DWI enforcement, and zero alcohol tolerance in correction facilities, and schools. He conducts PAS training for police agencies and school administrators across the United States, and promotes PAS technology at many national and state trade shows.

**JEAN KILBOURNE**

Dr. Kilbourne has been what The Boston Globe described as "a superstar lecturer" for many years. She has twice received the Lecturer of the Year award from the National Association for Campus Activities. Students, faculty and staff from over 1000 colleges and universities vote for the recipient of this award.

She has lectured at over one-third of all the colleges and universities in the United States and all of the major universities in Canada, as well as scores of private and public schools. She is also sought after as a keynote speaker at a wide range of conferences, including those focusing on addictions and public health, violence, women, and the media. Her audiences range in size from several hundred to several thousand, and include college students, people at a town hall forum in Nebraska, members of a church in New Hampshire, prisoners and officials of the Georgia Department of Corrections, addictions experts at an international conference in Rio de Janeiro, and doctors at Psychiatric Grand Rounds at Massachusetts General Hospital.

She is known for her wit and warmth and her ability to present provocative topics in a way that unites rather than divides, that encourages dialogue, and that moves and empowers people to take action in their own and in society's interest. A member of the Italian Parliament said, "Hearing Jean Kilbourne is a profound experience. Audiences leave her feeling that they have heard much more than another lecture, for she teaches them to see themselves and their world differently." Students at Harvard Business School responded to her lecture with a standing ovation and a letter stating, "The importance of your research has not been lost on the Harvard Business School students as was evidenced by the remarkable turnout . . . The entire presentation will stand out as a highlight of our education here."

Even advertisers sometimes respond positively, as in an AdWeek editorial: "After listening to Jean Kilbourne, I would never doubt her intellectual honesty. While she bills herself as a critic of advertising, she is more akin to a prophet calling out in the wilderness for fundamental change in the way we communicate publicly with one another."

**RICKY KIRK**

Ricky Kirk is the Project Director of the Youth Alcohol Initiative, a Drug-Free Community Grantee Project. Working with the ALERT Regional Prevention Center and the Boyd and Greenup County Champions for a Drug-Free Kentucky, he has trained over 150 employees in responsible beverage service. While working with a community coalition, Kirk has assisted in moving the community to adopt a RBS ordinance by conducting and evaluating the results of "mock" alcohol compliance checks.

**KRINGEN, BRIAN**

Brian is a 32 year veteran of Emergency Medical Services, working as a helicopter Paramedic for a major Trauma Center, Operations Manager and Lead Instructor of EMS. Since December of 2000, Brian has served as Law Enforcement Liaison Officer and Program Analyst for the Minnesota Department of Public Safety: Alcohol and Gambling Enforcement Division. Here, he has generated training courses and educated Law Enforcement and liquor retailers in underage access to alcohol issues, compliance checks, and recognition of fraudulent identifications.

**RONALDO LARANJEIRA, M.D., PH.D.**

Ronaldo Laranjeira is Professor of Psychiatry in the School of Medicine at the Federal University of Sao Paulo, Sao Paulo, Brazil, and is also the President of the Brazilian Society of Addiction. He received his Ph.D. in 1994 from the Institute of Psychiatry, London University, where he was supervised by Professor Griffith Edwards, the famed pioneer in the field of addictions and prevention research. In addition to his responsibilities at the Federal University of Sao Paulo, Dr. Laranjeira is directing an integrated series of epidemiological and prevention intervention research projects in Paulinia, Brazil, the first such community-focused studies to be undertaken in Brazil. As a result of these efforts, Dr. Laranjeira is bringing new focus in Brazil and in the Americas to the social, health, and public safety burdens of alcohol consumption

**THOMAS LAWTON**

Thomas B. Lawton is a Lieutenant with the Lynchburg (Virginia) Police Department currently assigned to the Criminal Investigation Division. He has worked in various capacities during his 22 years with the Department including 3 years DARE officer in the elementary school system. He holds a Bachelor's Degree in Criminal Justice from Northeastern University in Boston Mass.

**RICHARD L. LAVERY**

Judge Lavery has been the Evanston Municipal Court Judge for the last six years. He has been as innovative leader in developing strategies to deal with juvenile justice issues and been instrumental in organizing and implementing Evanston's Youth Drug and Alcohol Court. Judge Lavery graduated from Creighton University Law School 1981 and began his law practice that year in Evanston, Wyoming. He served as the Evanston City Prosecutor from January 1987 to June 1997.

**LAURIE LEIBER**

Laurie has many years experience in environmental prevention and alcohol policy advocacy work. As Director of the Center on Alcohol Advertising, Laurie planned and executed successful national campaigns — including "Hands Off Halloween" — to promote awareness of industry efforts to target youth through alcohol advertising and promotions. She also made news with her original research documenting that school children were more familiar with the Budweiser frogs than with Tony the Tiger and Smokey Bear. She led media relations for the Million Mom March in Oakland, the largest locally organized event in support of the national march, and also served as Communications Director for The Bell Campaign, a national nonprofit working to reduce gun injury and death. Laurie is widely recognized as an expert in the field of Media Advocacy as a key strategy in advancing alcohol policy goals.

**MIKE LOWTHER**

Mike Lowther is currently the Director of Prevention Support Systems in the Center for Policy Analysis and Training at the Pacific Institute for Research and Evaluation. He previously led regional training centers at the University of Oklahoma including CSAP's Southwest Center for the Application of Prevention Technologies and the Department of Education's Southwest Regional Center for Safe and Drug Free Schools. Mike has more than 20 years experience in supervising, developing, and implementing prevention programs at the state and community level. He has extensive experience in creating effective working relationships between local, state, and federal agencies and organizations, as well as expertise in social change theory, prevention planning, and facilitation

**AL LUNA JR.**

Al Luna Jr. is an Agent for TABC in the Headquarters Enforcement Division. His duties include regulating all phases of alcoholic beverage industry and enforcing alcohol code. AL has been involved in enforcing underage drinking laws on Texas beaches. He will discuss enforcement and education of shoulder tapping and fake I.D.'s law and policies

**JOAN MASTERS**

Joan Masters serves as the State Coordinator for the Missouri Partners in Prevention Coalition, based at the University of Missouri- Columbia's Wellness Resource Center. Missouri Partners in Prevention works collaboratively with Partners in Environmental Change, a coalition of law enforcement officers based on college and university campuses in the state of Missouri. Her leadership positions include serving as Network of Colleges and Universities Committed to the Elimination of Drug and Alcohol Abuse Regional Coordinator for Missouri, Kansas, and Oklahoma, and Missouri State Coordinator for the BACCHUS and GAMMA Peer Education Network.

**KELLI JO MCNEMAR**

Ms. McNemar spent several years implementing community programs and studying collaboration. Kelli Jo is the Underage Drinking Prevention and Social Marketing Project Director at the West Virginia Prevention Resource Center. She is responsible for coordinating public forums and developing/distributing media messages with youth, community members, and prevention specialists. Ms. McNemar holds a BA in Human Resource Management, with a minor in Leadership, from Marietta College and a Masters in Public Administration from West Virginia University.

**WENDY MENKEN**

Wendy Menken is a life long resident of S.E. Como, a neighborhood near University of Minnesota. She has been active in the community for 10 years and is currently a board member of the neighborhood association and recently joined the MN Join Together Governing Board. She chairs the Party Task Force, a group development in response to issues of drinking and behaviors within the 18 to 20 year old age group.



**RUTH MICHELS**

Retired, as a laboratory scientist, Ruth spends her time consulting in addition to her numerous volunteer activities. Faculty/support for over 50 workshops and seminars, Ruth is also a published author. She currently serves as Co-Chairperson for Drug Free Mesa County, Build A Generation Board, is a founding member of the Mesa County Sheriff's Underage Drinking Prevention Task Force and, along with Ms. Pearson, was instrumental in the statewide initiative on beer keg identification.

**CAROLE MIDDLEBROOKS**

Carole Middlebrooks has a B.F.A. from the University of Georgia and an M.S. in Community Health Promotion from the West Virginia University School of Medicine. She is also a Certified Addiction Counselor, a Certified Prevention Specialist IV and a Certified Natural Health Professional. Carole is the immediate past Chairman of the U.S. Dept. of Education's National Network of Colleges & Universities for the Elimination of Alcohol and Other Drug Abuse and is the Regional Coordinator for Georgia, Florida, and Alabama. Also on the national level she serves on the CAS (Council for the Advancement of Standards) Board of Directors, the Higher Education Center Review Group, the Alcohol 201 Advisory Board and the Promising Practices Advisory Panel. She is the founder and chairman of the Georgia Network of Colleges & Universities and Co-Chair of the State Steering Committee

**KIM MILLER**

Kim Miller is the Manager of the Federal Relations in the Alcohol Policies Project at the Center for Science in the Public Interest (CSPI), a position she has held since July, 1999. She is responsible for the Alcohol Policy Project's federal advocacy activities and college-related alcohol policy initiatives. Ms Miller staffs the Coalition for the Prevention of Alcohol Problems (CPAP), a group of some 120 public health, substance abuse prevention, public safety, child and family advocacy and religious organizations which is co-chaired by CSPI. Ms. Miller comes to CSPI with an extensive background in public policy analysis, social justice advocacy, project management, and grantsmanship. Prior to her work At CSPI, she served for three years as a legislative aide to U.S. Rep. Tony Hall (D-OH) and for seven years in varying capacities with Catholic Relief Services, including two years as a project manager in Senegal, West Africa.

**MARTIN MORENO**

Martin Moreno, a native Tucsonan who has worked for the Tucson Police Department since June of 1980. During his career, he has held a variety of field and administrative assignments within the police department to include, uniformed patrol officer, Detective, Sergeant, Lieutenant, as well as, Assistant Division Commander.

During his assignment in the Traffic Enforcement Section, they initiated a number of programs designed to increase traffic safety amongst the Latino community. In his off time, he enjoys working on art projects that use natural materials.

**CHRISTINA MORGAN**

Christina Morgan is a Prevention Specialist at the ALERT Regional Prevention Center (RPC) in Ashland, Kentucky. As a former coordinator of the Youth Alcohol Initiative and as RPC staff, she has trained over 100 employees from restaurants and retail establishments in responsible beverage service. Morgan has helped prepare the Ashland community to adopt a RBS ordinance by building relationships with alcohol vendors at both local and corporate levels. She also coordinates eight youth anti-drug coalitions

**JAMES MOSHER**

Mr. Mosher serves as Senior Program Director, Division of Legal Policy Analysis, Pacific Institute for Research and Evaluation. He has over twenty years experience in the alcohol and other drug policy field, as policy analyst, legal scholar, researcher, lecturer, trainer, and consultant.

**SHELIA NESBITT**

Shelia Nesbitt is community organizer for the Minnesota Join Together Coalition to Reduce Underage Drinking. She has worked with several communities to bring together the criminal justice system to address underage drinking and youth access to alcohol. Shelia has also worked for the Hennepin County (MN) Health Department and the National Crime Prevention Council in Washington, DC.

**PENNY NORTON**

Penny Norton is the founder and Executive Director for FACE – Truth and Clarity on Alcohol, a privately funded, national media, training, and advocacy organization that focuses specifically on alcohol issues. Since its beginning in 1990, FACE has designed messages intended to help people make connections between alcohol and critical public health concerns. Ms. Norton has conducted trainings throughout the country on community organizing and policy development for the reduction of alcohol-related problems. She is an instructor for the Midwest Institute of Alcohol Studies in Michigan and Rutgers Institute of Alcohol Studies in New Jersey. Ms. Norton has served as a member of the National Advisory Commission on reducing youth access to alcohol for the Robert Wood Johnson Foundation, and is a consultant with the School Health Nurses program for the Johnson & Johnson Foundation in New Jersey and the American Medical Association Alliance in Chicago

**KAROLYN NUNNALLEE**

Karolyn Nunnallee has been involved in Mothers Against Drunk Driving (MADD) for the past thirteen years. She served as the National President of MADD from January 1998 – December 1999, serving as the spokesperson for the largest grassroots organization in the country. She was elected to the National Board of Directors in October of 1992, for the two years prior, she served as a Chapter Advisor to the Board. Recently the organization honored her as the recipient of the 2001 Golden Achievement Award.

Karolyn's focus has been on youth for the past eleven years. She helped in the development of a NHTSA sponsored program, Student Activist Training – "Putting Your Passions into Action." She also helped in the development as well as training in MADD's youth program, Youth In Action. She has been the keynote speaker and conducted workshops throughout the country, Puerto Rico, and Australia.

Currently she is a trainer and consultant for the Office of Juvenile Justice Delinquency Prevention (OJJDP) through the Pacific Institute for Research and Evaluation (PIRE), addressing Underage Drinking on the community level. She serves on the steering committee for the Governor's Spouses Underage Drinking Initiative sponsored by NIAAA and the planning committee for the SAMHSA Women's Conference.



Karolyn has spent the past 23 years speaking to audiences about personal achievement and overcoming tragedy. She holds a BS degree from Birmingham Southern College and an MS degree from Florida State University. She has been married to her husband Jim for the past twenty-seven years. They live in Florida and are involved in the Citrus and Cattle business. They had two children. Their daughter Jeanne is 19 and attends Covenant College. Their daughter Patty, at age 10 was the youngest child killed May 14, 1988 in the nations deadliest drunk diving crash – The Kentucky Bus Crash.

### **JANICE PAKELE**

Janice Pakele has served as the director of the Department of Liquor Control, County of Hawaii, for 20 years. She is responsible for licensing, law enforcement, liquor law education and rule making activities on the island of Hawaii. She actively participates in state legislation, community coalitions and many county and state government coalitions. She chairs the Hawaii County Project PAU (Prevent Alcohol Use by Minors) Advisory Council and Coordinates efforts for this eleven agency council in its efforts to promote alcohol awareness and compliance to liquor laws throughout the island.

### **KEVIN PARSONAGE**

Kevin Parsonage is a 16 year veteran of the Newport R. I. Police Department. He has been assigned to the Community Policing Division for the past 6 years, working with both the low income areas as well as the downtown tourism district. Kevin is a D.A.R.E. instructor and liaison between the Newport Police Department and Salve Regina University. Kevin implemented the Identification Seizure Program in the summer of 2000 and to date has taken over 2,000 identification cards out of circulation.

### **JENNIFER PENTON**

Jennifer Penton is a senior journalism major attending Louisiana Tech University in Ruston, Louisiana. She is founder and president of the organization “Bulldogs Against Destructive Decisions”, which is entering its fourth year in preventing underage drinking, as well as dealing with other alcohol issues, on LA Tech’s campus. Penton works with the Ruston Police Department with DWI task force initiatives and has worked with the state Alcohol Tobacco Control agency on underage compliance checks. She is also a certified police 911 Communications Officer for the New Iberia Police Department, where she works part time during the summer and holiday seasons. Penton has been an advocate for the Louisiana Alliance to Prevent Underage Drinking for the past five years and also serves on the LA SADD Collegiate Chapter board

### **MARGARET PEARSON**

Margaret is Director of Mesa County Colorado Build A Generation, a community initiative that addresses risk/protective factors for youth. Margaret has extensive experience in drug and alcohol education, is a Life-Skills trainer for youth in the restitution program through Partners, and serves on the Mesa County Sheriff’s Underage Drinking Prevention Task Force and the statewide initiative on beer keg identification. She has worked on Social Norms marketing campaigns with students at Mesa State College on reduction of alcohol consumption.

**MARK PERTSCHUK**

Mark Pertschuk is Executive Director of The Marin Institute (TMI) in San Rafael, California. The Marin Institute seeks to reduce alcohol problems by supporting community activists, promoting effective alcohol policy, and providing accurate information about the alcohol industry and alcohol policy to the public and media.

As the former Legislative Director and Executive Director of Americans for Nonsmokers' Rights (ANR) (Berkeley, 1985-1995), Mark initiated and ran a grassroots campaign to ban smoking on commercial airline flights in the United States. He is currently President of ANR. In 1995, he co-founded Californians for Responsible Gun Laws to campaign for more than 40 local gun control ordinances in California. From 1999 to 2002, Mark was Legislative Director for the Coalition to Stop Gun Violence and Associate Director of the Educational Fund to Stop Gun Violence in Washington, DC. He is the former Director of the National Board of Trial Advocacy (Washington, 1984-1985) and Staff Associate with Public Citizen's Congress Watch, a public interest lobbying organization founded by Ralph Nader (Washington, 1982-1984).

Mark's publications include an article in the Journal of Public Health Policy entitled "Preemption or Prevention?: Lessons from Efforts to Control Firearms, Alcohol and Tobacco" (co-author, 1998); an article in Le Monde Diplomatique on the tobacco industry (1997); the National Cancer Institute's Smoking and Tobacco Control Monograph Number 3 (1993); and opinion pieces in USA Today, the San Francisco Chronicle and other publications.

**KAREN PFEIFFER**

Karen Pfeiffer joined the North City Prevention Coalition in February 2003. Prior to coming to NCPC, she spent four years in Santa Barbara working for the Council on Alcoholism and Drug Abuse, a non-profit agency. She has established herself as a community leader by serving as co-chair of entertainment for the "Cinco de Mayo Con Orgullo 2nd Annual Parade and Festival 2003". She is also involved in various collaboration projects, which enhance the lives of children and families in the communities of San Diego.

**LISA POSADA-GRIFFIN**

One of my many roles as Minor Alcohol Prevention Coordinator is to serve as the liaison between various city and civic organizations, as well as the community at large. Working in this position has enhanced communication and organization throughout the community resulting in a unified effort to curb underage drinking. My dual degree in Communication Studies and Sociology has offered insight into combating turf issues and understanding opposing points of view, while striving to accomplish a common goal. One major success in this area is the positive working relationship between law enforcement and alcohol merchants in our community.

**LEAH PREISS**

Leah Preiss began working for Mother Against Drunk Driving in 2001 as the Minnesota State Youth Services Coordinator. She directed the Youth In Action at the state level, and has since moved up to be the National Youth In Action Coordinator for MADD as of September of 2003. Leah finds it inspiring to work with youth across the country that are committed to reducing underage drinking through social and policy change.

**JIM RAMSTAD**

Jim Ramstad is a sergeant with the Saint Paul Police Department where he has coordinated liquor enforcement for the city's 400 establishments. Sergeant Ramstad helped establish the ZAP Program, which targets adult providers in the city's residential college neighborhoods. ZAP brought together the neighborhoods, colleges, law enforcement and the judiciary to deal with the issue of underage access to alcohol. Sergeant Ramstad is the chair of Minnesota Join Together Coalition to Reduce Underage Drinking.

**AMON RAPPAPORT**

Amon is the Associate Director of Communications for The Marin Institute. He oversees the Institute's web site, Media Advocacy efforts, press relations and publications. As the former Communications Director for Common Sense Media, he played a key role in the organization's branding and launch. Amon previously served in the Social Marketing practice of Porter Novelli, where he was responsible for media relations and grassroots advocacy on youth-focused public health programs, including the successful "truth" anti-tobacco campaign.

**PAULETTE RATCHFORD**

Paulette Ratchford is the Manager of the Department of Public Safety at Oregon State University. In addition to her work in Public Safety, Ms Ratchford spent many years working in campus residence life programs. In her role in Public Safety, she has developed strong relationships with campus and local law enforcement agencies, student living group programs, academic success programs, and student health services in the promotion of educational programs and partnerships that support student's success, healthy living, and good citizenship. Ms. Ratchford received her B.A. from California Lutheran University in Social Welfare and an M.A. in Educational Psychology/Counseling from California State University, Northridge.

**ROBERT REYNOLDS**

During his 30-year career in the alcohol, tobacco, and other drug field, Bob Reynolds has worked as a program administrator, policy advocate, and researcher at the community, county, state, and federal levels. For the past 5 years, Bob has been Director of Pacific Institute's Calverton, Maryland, Center for Policy Analysis and Training. This Center is devoted to translating the lessons of prevention science into practice, and receives major funding from the U. S. Center for Substance Abuse Prevention, the U.S. Office of Juvenile Justice and Delinquency Prevention, and the U.S. Navy. In his preceding position, Bob was Manager of Community Prevention Services for the Prevention Research Center in Berkeley, California. In this role, Bob was responsible for the interface between community activists and prevention researchers in a major national three-city controlled study that successfully reduced alcohol-related injuries and death.

Additionally, Mr. Reynolds served for fourteen years as the Chairman, Planning Commission, for the City of Lemon Grove, California. During his tenure the City of Lemon Grove adopted comprehensive zoning ordinances regulating sales and service of alcoholic beverages in the City. Bob's most recent publications include Science and Alcohol Policy at the Local Level: A Respectful Partnership (Addiction, 1998), Community Prevention and Alcohol Retail Access (Addiction, 1997), and Application of Local Policy to Prevent Alcohol Problems: Experiences from a Community Trial (Addiction, 1997).

**DIANE RIIBE**

Project Extra Mile is a nationally recognized network of community coalitions working to prevent underage drinking. The Project has been successful in educating the public on the seriousness of underage drinking, increasing enforcement of Nebraska's youth laws, working for effective state and local policies, and decreasing youth access and availability to alcohol. Project Extra Mile's work has been recognized through awards from the National Commission Against Drunk Driving, the Public Health Association of Nebraska, and the Safety and Health Council of Greater Omaha.

Diane has served as the Executive Director for Project Extra mile since its inception in 1995. She dedicated her life to underage alcohol prevention after her car was hit by a 17-year-old driver, critically injuring her 10-year-old daughter. After her daughter recovered, Diane helped start a Mothers Against Drunk Driving (MADD) chapter in Dodge County, Neb., where she lived at the time. She went on to serve on MADD's national board from 1994-1998, and also served two years as the organization's Vice President of Public Policy. Diane lobbied members of Congress in favor of lowering the blood content limit from .10 to .08, and was invited to the Rose Garden for President Clinton's signing of the federal law.

Her extensive experience in media and policy advocacy, and community organizing, including youth involvement has brought recognition, including National Highway Transportation Safety Administration's (NHTSA's) Public Service Award, Advocates for Highway and Auto Safety's State Highway Safety Champion Award, the Nebraska Family Council's Living Epistle Award, and Nebraska Future Business Leaders of America's Business Person of the Year.

Diane's media experience includes interviews with C-Span's Washington Journal, The New York Times, Washington Post, America's Voice, the Oliver North Radio Program, and the Sally Jesse Raphael Show. She has addressed the National Liquor Law Enforcement Association, the American Medical Association's (AMA's) Policy Conference, and serving as a keynote speaker at the National Conference of State Liquor Administrators conference.

**KIMBERLY ROWE**

Kimberly Rowe is president of Kimro Consulting and a Board Member for Action on Alcohol and Teen's - a Citizens Group. As a community organizer, she has worked with several coalitions to reduce youth access to and use of alcohol. Ms. Rowe brings over twelve years of advocacy, public policy, fundraising and media advocacy experience working in ATOD, HIV/AIDS, Childhood Lead Poisoning, Affordable Housing, GLBT, Domestic Violence and Women's Health to her current efforts.

**GLORIETTA ROWLAND**

Ms. Rowland is Coordinator of the Seaside Prevention Coalition, a program of Sun Street Centers, which involves extensive work with law enforcement, elected officials, and community leaders addressing environmental policy changes in dealing with alcohol and drug issues. As President of the Monterey County Homeless Coalition, Ms. Rowland co-founded Interfaith Homeless Emergency Lodging Program (I-HELP) by partnering with area churches to provide overnight shelter and services to homeless men. Ms. Rowland also implemented the first homeless case management program in Monterey County while serving as Basic Needs Director for The Salvation Army. Ms. Rowland has over 16 years of experience in community mobilization and program management

**THOMAS RYAN**

Thomas R. Ryan, following a distinguished career in Education, has turned his efforts toward deterring alcohol use and abuse among today's youth. Ryan serves as an Alcohol Awareness Educator and DUI Deterrence Coordinator for the North Central Highway Safety Network located in Pottsville, PA. He has coordinated education and enforcement programs for OJJDP and his efforts in the City of Pottsville earned him national recognition at last year's National Leadership Conference in Dallas.

**MILTON SAFFOLD**

Milton Saffold is currently a Pastor of the Stone Street Baptist Church in Mobile, AL, and former Assistant Pastor of the First Baptist Church of Montgomery in Montgomery, AL. Mr. Saffold recently retired after 25+ years of service with the State of Alabama with one of his most recent assignments as the Enforcing Underage Drinking Laws State Coordinator. During his tenure with the State of Alabama, Mr. Saffold served the majority of his time with the Alabama Highway Safety Office as Program Manager in the Law Enforcement/Traffic Safety Division of the Alabama Department of Economic and Community Affairs. He has served as the Occupant Protection Coordinator, Alcohol Coordinator, Selective Enforcement Coordinator, State's Program Coordinator, and Community Traffic Safety Program Coordinator.

**LARA SANSING**

Lara Sansing serves as the State Coordinator for Missouri Partners in Environmental Change Coalition, based at the University of Missouri-Columbia's Wellness Resource Center. Partners in Environmental Change is composed of campus and community law enforcement officers and judicial representatives from throughout the state and is dedicated to reducing underage and high-risk drinking among Missouri's college students. She is currently completing her master's degree in Public Administration at the Harry S. Truman School of Public Affairs.

**MARJEAN SEARCY**

Marjean Searcy has served as the project coordinator for the Salt Lake City COPS Meth Initiative since its inception five years ago. At that time Utah had the highest per capita rate of clandestine Meth labs. The SLC COPS Meth Initiative was recently evaluated and ranked as the most comprehensive meth initiative. The strategies include Drug Endangered Children strategies, research on the effects of meth on children, and effective community mobilization

**JEFF SERVINSKI, B.S.**

Jeff is the Director of Training at FACE-Truth and Clarity on Alcohol, a nationally recognized media, training and advocacy organization that focuses specifically on alcohol issues. He is currently a Fellow in the "Developing Leadership in Substance Abuse" fellowship program sponsored by the Robert Wood Johnson Foundation. Jeff's entrepreneurial background in small business helps facilitate creative approaches to raising awareness, and designing actions to reduce alcohol-related problems at the community level.



**ED SIMON**

I have been in Public Safety for over 31 years. I started in 1970 and retired June of 2002. I served as a Police Officer in Oregon and California. I graduated from both the Oregon and California Police Academies. The last 17 ½ years of my career, I worked for Oregon Liquor Control Commission (OLCC). My position was an Enforcement Inspector. The last seven years with OLCC, I worked out of the Newport Field Office. Part of my district was Benton County where Oregon State University is located inside the city limits of the City of Corvallis.

**HON. GARY STRANKMAN**

Hon. Gary E. Strankman (Ret.), former Presiding Justice of the California Court of Appeal, is widely recognized as a creative consensus-building leader with strong management skills. He is adept at moving cases forward efficiently and, at the same time, making all parties feel like they have been heard and respected. With 20 years of distinguished service on both the California trial and appellate courts, Justice Strankman possesses the acute ability to grasp and work through complicated issues.

**DOUGLAS SWENSON**

Douglas G. Swenson is a Minnesota District Court Judge chambered in Chisago County. He is a 1967 graduate of Gustavus Adolphus College and 1971 graduate of William Mitchell College of Law. He is a former member of the Minnesota House of Representatives and a former assistant Washington County attorney. Judge Swenson's son was killed on April 23, 1989, by an underage drunk driver who had been served alcohol at a bar.

**LAUREN TYSON**

District Administrator Lauren Tyson oversees ABC's award winning Licensee Education on Alcohol and Drug server training program, and its Decoy Shoulder Tap enforcement program. As a sworn officer, with 27 total years at ABC she is a member of the Governor's Prevention Advisory Council and California Coordinating Council on Responsible Beverage Service, which provides high-quality certification standards for server training programs. She has written numerous grants and developed eight training videos to address alcohol-related crime.

**VERNON ULRICH**

Vernon L. Ulrich is a sergeant with the Fallon Police Department. He served in the U.S. Army Reserves for 1 year. He served three and a half years as an automatic Tracking Radar Specialist in the U.S. Air Force. He has 21 years of law enforcement experience, between Colorado and Nevada. He holds a Colorado Law Enforcement P.O.S.T. certificate. He holds Nevada Basic, Intermediate, Advanced and Management P.O.S.T. certificates.

**SHAWN WALKER**

Shawn Walker is the Special Agent in Charge of Education, Training and Industry Matters of the Bureau of Law Enforcement Operations at the Virginia Department of Alcoholic Beverage Control (ABC). He has been in this position since 1997. Prior to assuming his current position, Shawn was an ABC Special Agent assigned to the Chesapeake region and a patrol officer with the Old Dominion University Police Department. Shawn received a B.S. in Criminal Justice from Old Dominion University in Norfolk. He has taken graduate courses in Public Administration at Old Dominion University and is a graduate of the Police Executive Leadership School at the University of Richmond and the Criminal Justice Supervisory Institute at Radford University. He currently resides with his wife and two children in the suburbs of Richmond, VA.

**JIM WALL**

Jim Wall works for the Bucks County Council on Alcoholism and Drug Dependence Inc., as Tobacco Project Enforcement Coordinator for the Bucks County Tobacco Control Project. He became Project Coordinator for the local OJJDP Consider Your Alternatives (CYA) community coalition in September 02. Mr. Wall coordinates underage drinking reduction activities with nine local police departments, three district justices, and one college. His coalition's efforts resulted in a noticeable decrease in underage alcohol buying attempts, 23 citations, 20 arrests, and the confiscation of 7 false ID's

**JOHN WAYS SR.**

1993 John Ways Sr., retired Lincoln Police Department serving as the Youth Drug and Gang Prevention and Community Liaison Officer in 1993. 1993

John became a part of the Nebraska Office of Highway Safety staff in 1993 reviewing and assisting in grant management and youth services. In 2000, John began managing the OJJDP Enforcing Underage Drinking Laws activities

**MARY BETH WOLFE**

Mary Beth Wolfe is an Alcohol Education Specialist for the Pennsylvania Liquor Control Board Bureau of Alcohol Education. She is the Pennsylvania State Coordinator for the Juvenile Justice and Delinquency Prevention (OJJDP) Enforcing the Underage Drinking Laws discretionary grant, as well as the grant manager for the Pennsylvania Liquor Control Board Community Mini- Grant Program. Mary Beth also coordinates statewide trainings for community coalition leaders and enforcement personnel, in conjunction with the Pacific Institute for Research and Evaluation (PIRE).

**HENRY WECHSLER**

Henry Wechsler, Ph.D., is the Director of the Harvard School of Public Health College Alcohol Studies Program, funded by the Robert Wood Johnson Foundation. He is a Lecturer in the Department of Society, Human Development and Health at the Harvard School of Public Health. Dr. Wechsler is a social psychologist with a long-term commitment to research on alcohol and drug abuse among young people. He also has a strong interest in the evaluation of programs and policies to reduce the harms that are produced by these high-risk behaviors. At a time when most attention was placed on marijuana and other illicit drug use, Dr. Wechsler's research pointed to the greater prevalence and harm resulting from alcohol abuse. Currently, he is examining the relationship of college, state, and local alcohol control policies to binge drinking and related problems. His research has pointed to the important role that the alcohol environment plays in student problem drinking including the availability, marketing and low cost of alcohol, as well as the heavy drinking traditions of many colleges, especially those found in fraternities, sororities and intercollegiate sports. Dr. Wechsler is also the Principal Investigator of the study evaluating the Robert Wood Johnson Foundation's "A Matter of Degree Program," designed to support the development of model approaches for reducing high-risk drinking on ten college campuses and in their surrounding communities. In addition to alcohol, Dr. Wechsler studies and tobacco and illicit drug use. He teaches courses on alcohol use and abuse, and high-risk behaviors at the Harvard School of Public Health. Dr. Wechsler is the author of 18 books and monographs and more than 150 articles in professional journals on alcohol abuse



and other high risk behaviors. He has just published "Dying to Drink" with Rodale Books and it is based on his ten years of research as principal investigator of the College Alcohol Study. He lectures nationally on college student binge drinking and other forms of substance abuse. He is the recipient of the American Public Health Association's Alcohol, Tobacco and Other Drugs section's College-Based Leadership Award (2001), and the American College Health Association's Clifford B. Reifler Award (2001).

### **JOHN WIGGERS**

John Wiggers is a senior lecturer at the University of Newcastle, Australia, responsible for teaching population health and coordinating programs in health promotion. He also holds the position of Director of the Hunter Centre for Health Advancement. During the past 20 years, Dr. Wiggers has researched a wide range of public health areas, including the reduction of alcohol-related harm. This interest has resulted in a number of initiatives to enhance responsible service of alcohol practices. He has also been engaged in a large-scale project with NSW Police designed to enhance their capacity to enforce liquor licensing laws. In addition to his work in Australia, Dr. Wiggers has undertaken health promotion consultancies for the World Health Organization and the World Bank.

### **DAVID WILSON**

David is the Chief of Enforcement for the Mississippi Office of Alcoholic Beverage Control and President of the National Liquor Law Enforcement Association. He began his law enforcement career with the City of Tupelo Police Department in 1973 and was appointed to the ABC as an Enforcement Agent in 1974. After being promoted to Regional Captain in 1984, he became Chief of Enforcement in 1991. He currently oversees 28 personnel in the Enforcement Bureau and 4 personnel in the Permit Department.

David is a graduate of the University of Mississippi and completed the Mississippi Certified Public Manager studies in 1994. David has been a NLLEA member since 1991.

### **SALLY YAGERIC**

Sally Yageric, CPP is a New York State Credentialed Prevention Professional, a member of the faculty of the NYS Office of Alcoholism and Substance Abuse Services Bureau of Workforce Development, Coordinator of the National SafeHomes Program and is the Parent Coordinator of the Erie County Council for the Prevention. She is a certified Parent-to-Parent Trainer, Parents Who Care Facilitator and graduate of the Strengthening Families Training Program.

### **RICK YOUNGER**

Rick Younger is the captain of the St. Louis University Department of Public Safety. Captain Younger is currently the commander of field operations and administrative support and has previously served at various levels of supervision. He is the department's legislative liaison and is an active member in the IACP, IACLEA and the Missouri Police Chiefs Association. Captain Younger has extensive experience in administration, organizational development, management and supervision, patrol operations and community policing in a university environment. Captain Younger serves as a consultant in the areas of Alcohol Task Force Operations and Special Event Planning and Management. He holds a Bachelor's degree in Urban Affairs and a Master's in Public Administration from St. Louis University and is currently working on doctoral coursework in Higher Education Administration. He is an instructor for the Pacific Institute for Research and Evaluation/OJJDP.

The Center for Enforcing Underage Drinking Laws funded by the Office of Juvenile Justice and Delinquency Prevention and the National Liquor Law Enforcement Association would like to thank the many partners who contributed to the success of hosting this National event. We appreciate your support in all our efforts to limit the access of alcohol to underage youth, as well as to provide a safer and healthier environment in our communities and States.

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