

RECOGNIZING OUR COLLECTIVE RESPONSIBILITY: KICKING THINGS UP A NOTCH



HOSTED IN CONJUNCTION WITH: NATIONAL LIQUOR LAW
ENFORCEMENT ASSOCIATION'S 18TH ANNUAL CONFERENCE.

FINAL PROGRAM

FINAL PROGRAM

OJJDP

UNDERAGE
DRINKING
ENFORCEMENT
TRAINING
CENTER

5TH ANNUAL
NATIONAL
LEADERSHIP
CONFERENCE

**AUGUST
26-28
2004**

SHERATON
SAN DIEGO
HOTEL & MARINA

PARTNERS and SPONSORS

The Underage Drinking Enforcement Training Center 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 value your support in our efforts to draw greater attention to the problems associated with underage drinking and the need for coordinated action when addressing them. Your willingness to share the responsibility of preventing underage drinking and create a safer and healthier environment for our Nation's youth is truly appreciated.

2004 National Leadership Conference Partners & Sponsors

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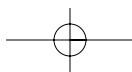
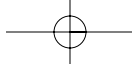
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Special thanks to The Dixon Group for providing Extraordinary Conference Management and Logistical Support Services. Contact The Dixon Group by phone at (202) 281-2800 or on-line at www.dixongroup.com.

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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

August 26, 2004

Dear National Leadership Conference Participant,

Welcome to the 5th Annual National Leadership Conference: *"Recognizing Our Collective Responsibility: Kicking Things Up a Notch."* This event promises to be a key milestone in the history of the Enforcing Underage Drinking Laws (EUDL) Program. The release almost one year ago of the National Research Council and Institute of Medicine's report titled *Reducing Underage Drinking: A Collective Responsibility* has generated a level of attention to underage drinking that our Nation has not witnessed in over 20 years. As the only Federally-funded program focused exclusively on underage drinking, the EUDL program and you, as dedicated partners in this initiative, represent key leadership on this issue.

This conference is a wonderful opportunity to highlight your accomplishments and learn from others who have achieved success in their efforts to reduce youth access to alcohol and to prevent negative consequences of underage drinking. As a networking opportunity, this conference will also enable you to establish important collegial relationships that can help shape your State and community efforts.

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 the problem of underage drinking, and I congratulate you on the progress that you have made in your state and in your community on this issue. I am confident that as we enter the sixth year of this initiative, you will leave San Diego better informed and further resolved to intensify efforts to protect our Nation's youth and ensure the well-being of our communities.

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.

Enjoy the conference and the wonderful city of San Diego.

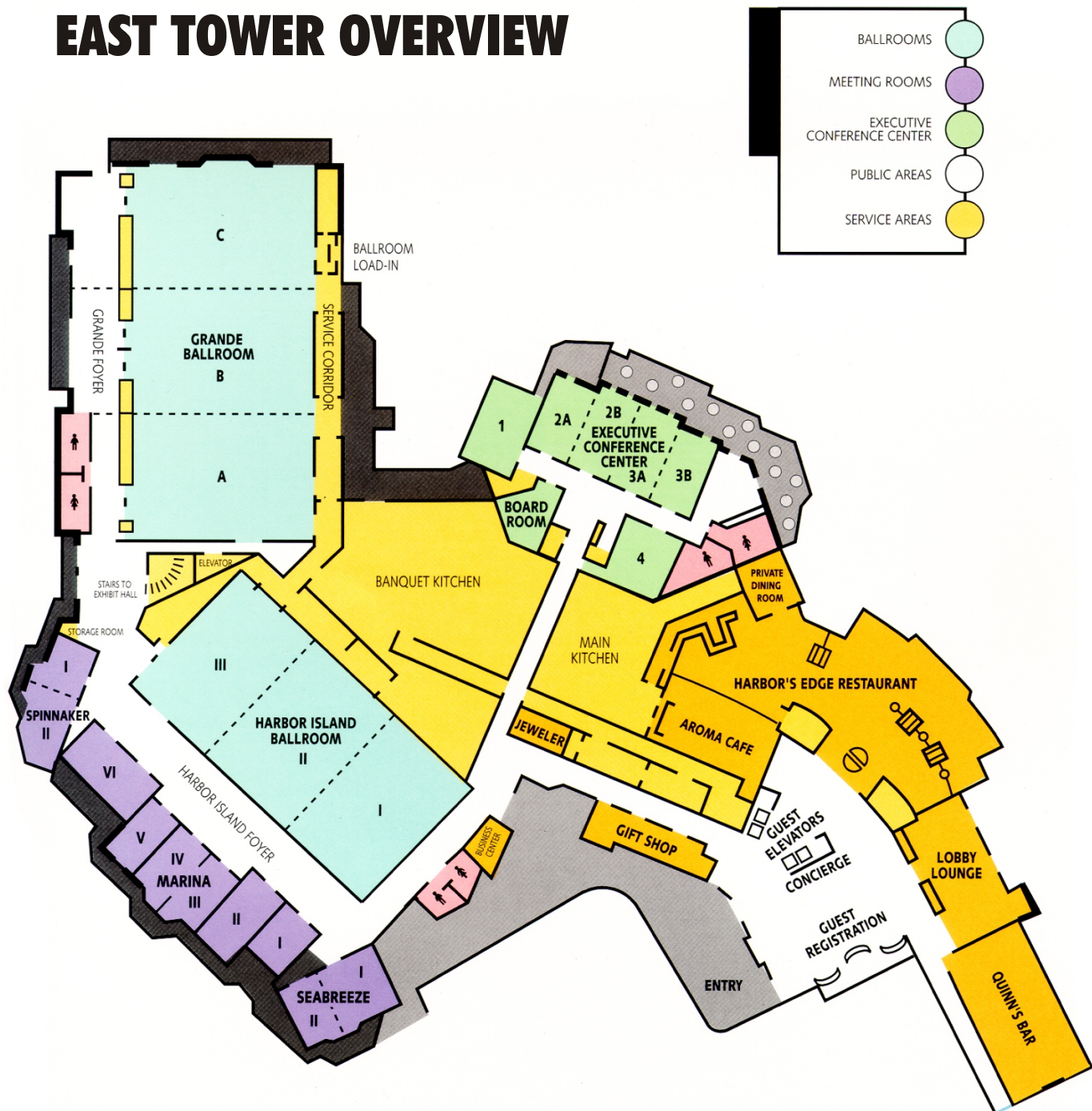
Sincerely,



J. Robert Flores
Administrator

Hotel MAP

EAST TOWER OVERVIEW



THE **EAST TOWER** OFFERS
EXCEPTIONAL FACILITIES AND ACCOMMODATIONS,
FEATURING 700 ROOMS, INCLUDING 42 SUITES,
PLUS MAGNIFICENT VIEWS OF SAN DIEGO BAY.



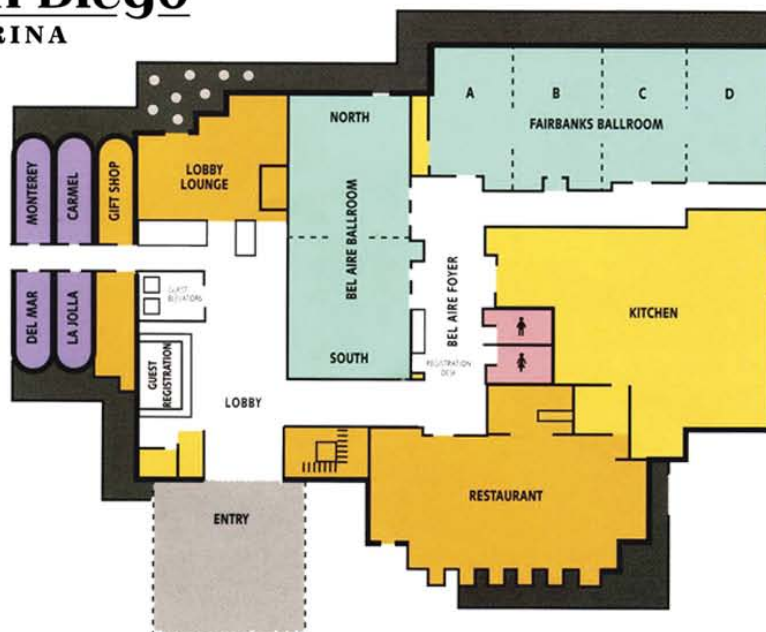
Sheraton San Diego
HOTEL & MARINA

Hotel MAP

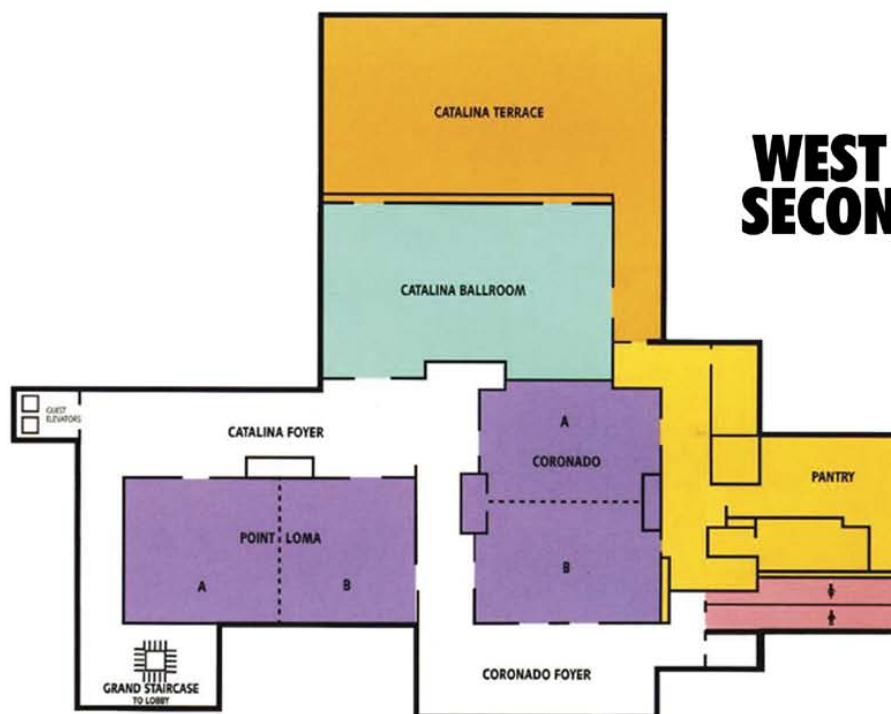


Sheraton San Diego HOTEL & MARINA

WEST TOWER



WEST TOWER SECOND LEVEL



ABOUT the Center



UNDERAGE DRINKING ENFORCING TRAINING CENTER Pacific Institute for Research and Evaluation

The Underage Drinking Enforcement Training Center was established in 2000 by the Office of Juvenile Justice and Delinquency Prevention to support its Enforcing Underage Drinking Laws Program. The Center mission is to provide science-based, practical, and effective training and technical assistance services to States and communities working to combat underage drinking through law enforcement and environmental strategies. The Center achieves this goal through several services:

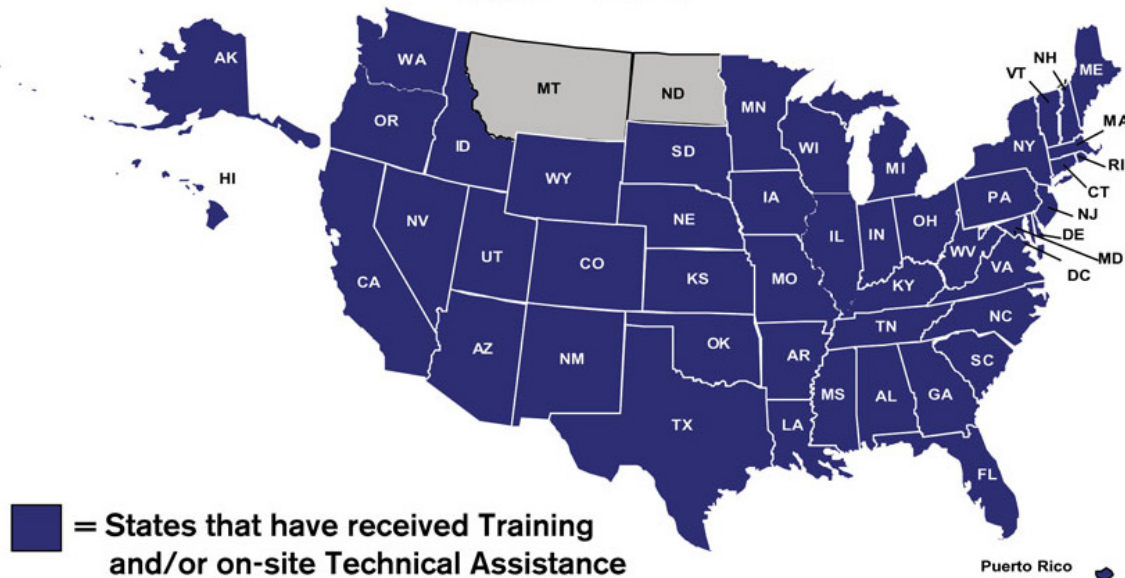
- ◆ On-site training
- ◆ Expert technical assistance by Center staff
- ◆ Monthly audio-teleconferences
- ◆ Publication of documents and other materials
- ◆ Monthly electronic Resource Alerts
- ◆ Toll-free technical assistance hotline
- ◆ Internet website
- ◆ On-line databases for recording and monitoring enforcement activity
- ◆ Annual National Leadership Conference.

Center staff maintains close communication with State and community efforts in order to track activity on underage drinking prevention and to respond to the changing needs of the field. State and local accomplishments are highlighted every month in the Center's Success Stories series which seeks to communicate to a broader audience how these accomplishments were achieved. 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. For more information, visit the Center website at www.udetc.org or call toll-free 877-335-1287.

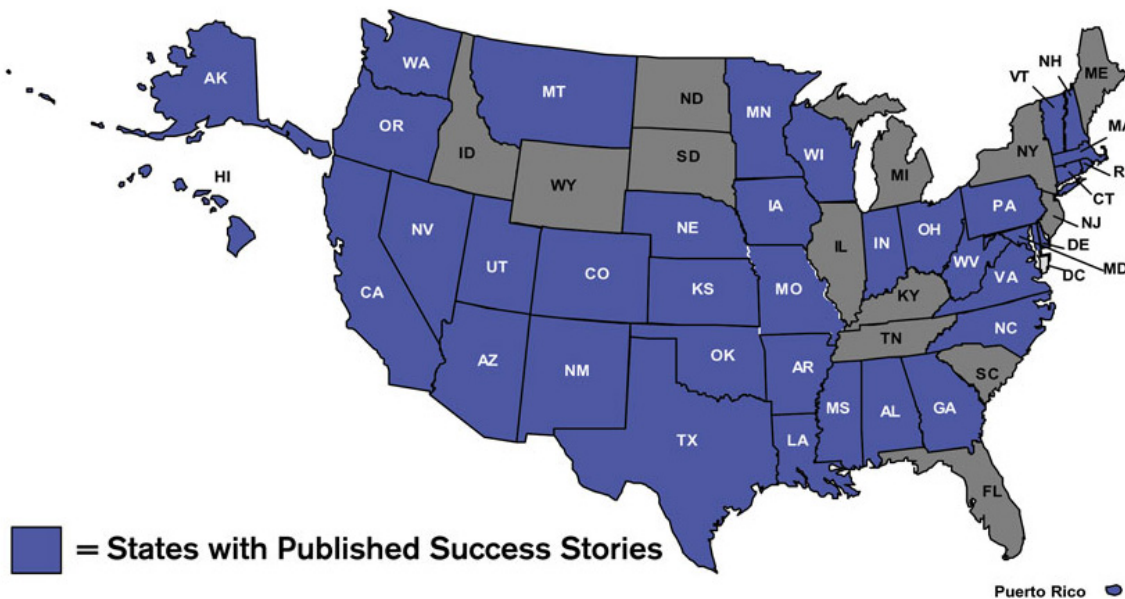


ABOUT the Center

Underage Drinking Enforcement Training Center Training and Technical Assistance 1999 - 2004



Success Stories Published by State From 1999 - 2004



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

THURSDAY, August 26th

REGISTRATION

7:00 A.M. - 5:00 P.M.

Grande Foyer

STATE DISPLAYS AND CYBER CAFÉ

8:00 A.M. - 5:00 P.M.

Grande Foyer

BREAKFAST

7:30 A.M. - 9:00 A.M.

Grande Foyer & Terrace

OPENING PLENARY SESSION

9:00 A.M. - 10:30 A.M.

Grande Ballroom

Keynote Speaker: Lt. Governor James R. "Duke" Aiona, Jr., Hawaii *Member, Leadership to Keep Children Alcohol Free*

Lt. Governor James R. "Duke" Aiona, Jr. was elected to office in 2002. A former judge, he has made the promotion of public safety a top priority for his office. Lt. Governor Aiona's interest in preventing underage drinking and illicit drug use stems from his experience witnessing the effects of such behavior on families and communities while sitting on the bench. He publicly encourages parents and other adults to help prevent underage drinking by examining and changing their own behaviors.

Remarks:

- ✦ **Sharie Cantelon**, Program Manager, Office of Juvenile Justice and Delinquency Prevention
- ✦ **Robert Carpenter**, President and Chief Executive Officer, Pacific Institute for Research and Evaluation (PIRE)
- ✦ **Aidan Moore**, President, National Liquor Law Enforcement Association (NLLEA)
- ✦ **William B. Kolender**, Sheriff, San Diego County

Moderator:

- ✦ **Maria G. Carmona**, Director, Underage Drinking Enforcement Training Center

TRANSITION BREAK

10:30 A.M. - 10:45 A.M.

CONCURRENT A SERIES WORKSHOPS (A1 - A13)

10:45 A.M. - 12:00 P.M.

A-1 Sports, Concerts, and College Events

Marina V

Operation Undergrad is a grant program offered by the Virginia Department of Alcoholic Beverage Control to help campus law enforcement and campus security develop innovative ways of tackling various issues associated with alcohol consumption. One of these issues centers around the availability and consumption of alcohol at college sporting and concert events. The University of Richmond and George Mason University have educational and

THURSDAY, August 26th

enforcement programs on the repercussions of illegal alcohol consumption. Presenters will share how they are working with students, faculty, and staff to enforce alcohol laws at games and concerts, and the challenges they face when doing so.

Speakers:

- ✦ **Daryl Lynn Dance**, *Virginia Department of Alcoholic Beverage Control*
- ✦ **James VanDoren**, *George Mason University*

A-2 An Integrated Responsible Retailing Model

Executive Center III A

Alcohol control / enforcement agencies in four states have joined the Responsible Retailing (RR) Forum in piloting a model of RR drawn from an upcoming Federal guidance document, Report on Best Practices (BPs) for RR. The integrated RR model is based upon a Community Policing approach in which public and private stakeholders assist off-premise licensees to identify and implement BPs. In a quasi-experimental design, participating retailers in Birmingham, Des Moines, Santa Fe, and Springfield, Missouri, are using a new quality improvement tool and/or receive a series of mystery shopper reports.

Speakers:

- ✦ **Jan Byrne**, *Alabama ABCB*
- ✦ **Brad Krevor**, *Brandeis University*

A-3 Mobilizing All Elements of the Criminal Justice System

Executive Center I

Creating change in the judicial system's approach to underage drinking and adult provider cases is challenging work. Law enforcement officers, prosecutors, probation officers, court services personnel, and community members all have their own interests. Getting these elements of the criminal justice system to work together is essential to creating and sustaining change. This workshop will discuss these elements and their various interests, and review three examples from Minnesota. Participants then will begin planning an approach for their communities.

Speakers:

- ✦ **Sheila Nesbitt**, *Minnesota Join Together*
- ✦ **Jim Ramstad**, *Minnesota Join Together & St. Paul Police Department*

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A-4 Beyond the Kegbuster: Keg Tracking and Party Patrol

Executive Center IV

Enacting and implementing successful keg tracking ordinances requires coordination between community coalitions and law enforcement officers. This session will highlight the innovative and progressive plans of two communities—one in Kentucky and one in Washington—to accomplish this ordinance. Participants will hear how these two communities used local data, multilevel support, and enforcement leadership to work with the community in the fight against underage drinking.

Speakers:

- ✦ **Rob Degroot**, *Department of Police, Fife, Washington*
- ✦ **Lloyd Jordison**, *Department of Health, Madison County*

A-5 Alcohol Policies and Enforcement on Two College Campuses

Spinnaker

The Building Responsibility Coalition, a campus-community partnership to reduce high-risk and underage drinking among college students at the University of Delaware, has worked with the Newark Police Department and city officials to implement policies and create an alcohol unit to enforce alcohol laws within the City of Newark. Participants will learn about this effort's background, its funding resources, and its successes.

Speakers:

- ✦ **Tracy Bachman**, *Building Responsibility Coalition*
- ✦ **William Nefosky**, *Newark Police Department*

A-6 Reducing Underage Drinking Among Middle & High School Athletes

Marina IV

Student athletes are often at higher risk of substance use than non-athletes. In response, two States—New York and Nevada—have committed resources to address and reduce alcohol and drug use by student athletes. Presenters will discuss how to implement a successful program and how the program impacts athletes' drinking behaviors. Ways of engaging parents and other athletic program stakeholders will be highlighted.

Speakers:

- ✦ **Eddie Bonine**, *Washoe County School District*
- ✦ **Jerry Hughes**, *Nevada Interscholastic Activities Association*
- ✦ **Doug Terbeek**, *The Prevention Team*
- ✦ **John Underwood**, *Pure Performance*

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A-7 Key Steps For Conducting Alcohol Compliance Checks

Seabreeze II

Law enforcement is challenged by an overwhelming variety of demands and budget constraints. Why, then, are compliance checks important? Businesses regularly sell alcohol to underage people, and underage drinking is responsible for thousands of deaths, injuries, and unintended consequences each year. Compliance check operations, once organized, are easy to do, increasingly less expensive, and if done regularly, result in greater retail compliance. This session will address essential elements for successfully implementing compliance check operations.

Speakers:

- ✦ **Raul Almeida**, *Mabton Police Department*
- ✦ **Aaron Starks**, *Washington Department of Social and Health Services*

A-8 Maximize Your Message: Enhancing Your Effectiveness

Seabreeze I

The National Academy of Sciences' report revealed many parents are ignorant about underage drinking, yet their actions are critical to prevention. Oregon Partnership's comprehensive awareness campaign creatively engages local and State education and prevention partners, businesses, and media. "Talk About It Tuesday" encourages middle-school students to talk with parents and other adults about underage drinking dangers. Participants will learn how to implement a similar campaign that influences their communities' alcohol environments.

Speakers:

- ✦ **Judy Cushing**, *Oregon Partnership*
- ✦ **Pamela Erickson**, *Oregon Coalition to Reduce Underage Drinking*
- ✦ **Janet Jones**, *Yamhill County Prevention Program*

A-9 California Alcoholic Beverage Control Department's TRACE Program

Marina II

The Target Responsibility for Alcohol Connected Emergencies (TRACE) program was developed to hold ABC licensees accountable for providing alcohol to minors who are later involved in serious incidents. Although California's ABC works closely with local law enforcement, the department normally did not receive notification of deaths or injuries involving minors until weeks, and sometimes months, after the event. By then, it was virtually

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impossible to track the source of the alcohol. TRACE now allows emergency scene investigators to contact the ABC 24 hours a day. The workshop will detail the extraordinary chain of events that led several organizations to develop the TRACE protocol.

Speakers:

- ✦ **Lynne Goodwin**, *Victim Advocate*
- ✦ **Judy Matty**, *California Alcohol Beverage Control*

A-10 Recent Findings on Underage Drinking and its Consequences from the National Evaluation of the Enforcing Underage Drinking Laws Program

Executive Center III B

Members of the EUDL National Evaluation Team will share results from the annual multicomunity survey of youth. Included in this survey data are findings on beer brand preference by underage drinkers, locations where underage youth consume alcohol, and relationships between underage drinking and violence and sexual victimization against adolescent girls. Implications for prevention efforts and law enforcement and parental practices will be discussed.

Speakers:

- ✦ **Kimberly Martin**, *Wake Forest University School of Medicine*
- ✦ **Barbara Alvarez Martin**, *Wake Forest University School of Medicine*
- ✦ **Mark Wolfson**, *Wake Forest University School of Medicine*

A-11 Military Prevention Specialist Training DAPMA San Diego

Marina I

The Navy's underage (20 and younger) population represents a significant portion of the military organization, requiring many military prevention programs to target underage drinkers. DAPMA San Diego's Alcohol and Drug Abuse Prevention training has been in operation since October 1995, and the Navy Prevention Specialist training has been conducted since July 2003. This workshop builds on previously learned skills and knowledge, emphasizes the science of prevention applied to military programs, and demonstrates parallels between military and civilian alcohol abuse prevention programs. Military and civilian collaboration maximizes the benefits of existing prevention programs to reduce the negative impact of underage drinking on both communities.

Speakers:

- ✦ **CDR M. Alexander**, *Drug and Alcohol Program Management Activity, San Diego*
- ✦ **Paul Moro**, *Drug and Alcohol Program Management Activity, San Diego*

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A-12 Parents Are Part of the College Solution: Parental Notification

Marina III

Parental involvement kicks things up a notch. Federal law now allows colleges to inform parents when policy violations such as alcohol infractions have occurred. Partnering with parents in development and implementation of Parental Notification Policy significantly reduces repeat student alcohol offenses. Texans Standing Tall, in collaboration with Texas A&M University, Texas Alcoholic Beverage Commission, and Texas Sport Coalition engaged enforcement, administration, and policymakers in strategies to expand the impact of parental notification, which has already produced impressive results in this college setting.

Speakers:

- ✦ **Mike Collins**, Texas A&M University
- ✦ **Mary Hill**, Texans Standing Tall
- ✦ **Joel Moreno**, Texas Alcoholic Beverage Control Commission
- ✦ **Ellen Ward**, Texans Standing Tall

A-13 Source Investigation: An Effective Approach for Dealing with Alcohol Provision to Minors by Adults

Marina VI

Getting to the source of where, how, and from whom alcohol is being furnished to minors is an important environmental management tool, as well as a necessary enforcement strategy. It holds adults as responsible as youth for underage drinking. The Pennsylvania Source Investigation Project combines law enforcement with education to affect attitudes at all levels and makes underage drinking the focus of the entire community, not just an issue for individuals.

Speakers:

- ✦ **Dave Everly**, North Central Highway Safety Network, Inc.
- ✦ **Sergeant Dana Leonard**, State College Police Department

TRANSITION BREAK

12:00 P.M. - 12:15 P.M.

LUNCHEON

12:15 P.M. - 1:30 P.M.

Grande Ballroom

Keynote Speaker: J. Robert Flores

J. Robert Flores was confirmed by the Senate and sworn into office as the Administrator, Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs (OJP), U.S. Department of Justice in 2002. He is responsible for the agency that Congress has mandated to address the public safety issues of juvenile crime and youth victimization. His

THURSDAY, August 26th

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. Previously, Mr. Flores was an Assistant District Attorney in Manhattan where he successfully prosecuted numerous child sexual abuse cases. He earned his J.D. from the Boston University School of Law and his B.S. in business administration from the Boston University School of Management.

Moderator:

✦ **Johnnetta Davis-Joyce**, *Pacific Institute for Research and Evaluation*

TRANSITION BREAK

1:30 P.M. - 1:45 P.M.

CONCURRENT B SERIES WORKSHOPS (B1 - B14)

1:45 P.M. - 3:00 P.M.

B-1 GIS: An Environmental Public Policy Tool

Marina I

The University of Wisconsin-Madison is one of 10 college sites supported by a Robert Wood Johnson Foundation project-"A Matter of Degree Program"-designed to test environmental strategies to reduce high-risk drinking. Environmental strategies center on policy changes that are implemented through the work of community coalitions. This presentation will emphasize the use of GIS mapping as a tool to develop policy to address the easy accessibility of alcohol to youth.

Speaker:

✦ **Susan Crowley**, *University of Wisconsin, Madison*

B-2 Keg Registration In Washington State

Executive Center I

The Washington State Liquor Control Board developed their keg registration laws in 1989 to confront alcohol consumption at teen parties. The low cost of keg beer makes the beverage especially attractive to price-sensitive youth. Participants will learn creative strategies and techniques to maximize the impact of well-developed keg registration legislation.

Speakers:

✦ **Thomas Dixon**, *Washington State Liquor Control Board*

✦ **Sheri Zanger**, *Washington State Liquor Control Board*

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B-3 Underage Drinking Enforcement Along Borders

Seabreeze I

Canada and Mexico have lower drinking ages than the United States, which creates unique underage drinking behaviors and problems for border communities. This session will look at how the City of Brownsville's underage drinking initiative has reduced problems along the U.S./Mexican border. Participants also will hear how Michigan communities are responding to a new minor-in-possession law that doesn't apply to minors who have been drinking "in a venue or location where that consumption is legal" (Canada).

Speakers:

- ✦ **Elizabeth Limon**, *Cameron County Juvenile Probation Department*
- ✦ **Orlando Rodriguez**, *Brownsville Police Department*
- ✦ **David Wallace**, *Prosecuting Attorney's Association of Michigan*

B-4 Control the Game, Know the Rules, and Call the Foul

Marina III

The NIAAA and IOM reports highlighted the need for enforcement on college campuses. Research findings indicate freshman students commit the majority of alcohol violations in the residence system. A Statewide initiative committee in Texas developed a model training program for resident assistant (RAs). The panel will describe the RAs' training, which emphasizes knowing of rules (policy) and calling the fouls (enforcement). The workshop will define the role of the RA in identifying and enforcing underage alcohol violations in the residence system.

Speakers:

- ✦ **Glenda Baker**, *Texas Alcoholic Beverage Commission*
- ✦ **Amanda Cheeser**, *Texas A & M, Corpus Christi*
- ✦ **Mary Hill**, *Texas Alcoholic Beverage Commission*

B-5 When the State Fails to Act

Marina II

Over the past 3 years, the Connecticut Coalition to Stop Underage Drinking has worked to modify State law concerning house parties where alcohol is provided to underage youth. It has not passed yet, so towns have passed local ordinances with similar provisions. The stance that these towns have taken is that they cannot wait for the legislature to act before they intervene to decrease the number of parties where alcohol is served to youth.

Speakers:

- ✦ **Linda Degutis**, *Yale University*
- ✦ **Catherine LeVasseur**, *CT Coalition to Stop Underage Drinking*
- ✦ **Gary Najarian**, *CT Coalition to Stop Underage Drinking*

THURSDAY, August 26th

B-6 Lessons Learned About Changing State Law

Seabreeze II

The Michigan Coalition for Reducing Underage Drinking decided to respond to a Michigan Court of Appeals decision that could seriously undermine Michigan's underage drinking enforcement efforts. The coalition formed a "work group" made up of several partners to tackle the problem. The pros and cons of each strategy they used will be presented. The process required more than a year but resulted in several changes in the law.

Speakers:

- ✦ **Ken Dail**, *Prevention Network*
- ✦ **Marie Hansen**, *Prevention Network*

B-7 Party Prevention and Controlled Party Dispersal

Marina VI

This course will describe the problem of underage drinking in general and youth drinking parties in particular. It will provide step-by-step information on how to address underage parties and how to use enforcement campaigns to bring about changes in community norms concerning underage drinking and parties.

Speaker:

- ✦ **Kerry Mensior**, *San Diego Police Department*

B-8 Creating a Responsible Drinking Culture at FE Warren Air Force Base

Marina IV

Instant combat readiness is priority #1 in Warren's ICBM mission, which is largely supported by college-age adults living far from home. Alcohol misuse is a clear and present danger to the health of our community, and a comprehensive, evidence-based plan has been implemented to address it. This workshop will present specific methods used and performance to date, and facilitate discussion for comparable efforts in the civilian sector.

Speaker:

- ✦ **Capt. Alan Ogle**, *FE Warren Air Force Base, Cheyenne, WY*

B-9 Limiting Alcohol Beverage Marketing and Sponsorship *

Harbor Island III

Alcohol industry sponsorship of community events with large youth audiences has become increasingly common, undermining local efforts to reduce youth alcohol problems. This

* This session is part of the NLLEA Conference Agenda. Leadership Conference attendees are welcome to attend.

THURSDAY, August 26th

session will analyze the respective roles of State Alcoholic Beverage Control agencies and local governments in regulating those events and legal hurdles that impede effective regulatory policies. It then will offer guidelines for developing regulatory structures that reduce youth exposure to alcohol marketing at community events that will withstand potential legal challenges.

Speaker:

✦ **Stacy Saetta**, *Center for the Study of Law and Enforcement Policy (PIRE)*

B-10 Are We Getting "Faked Out"? *

Marina V

With the high quality of "fake IDs" on the market, are we all being faked out? This session will identify common trends in illegal ID use, provide instruction on identifying illegal IDs, and encourage enforcement through identification of effective enforcement strategies implemented by law enforcement and the community.

Speaker:

✦ **Scott Friedlein**, *Champaign Police Department*

B-11 Enforcement and Education Go Hand in Hand *

Spinnaker I

Through compliance testing, the Vermont Department of Liquor Control (DLC) tracks whether employees of on- and off-premise locations are meeting the statutory education requirements. Our statistics prove that employees trained by DLC investigators have a higher compliance rate than those trained by their employers only or those not trained at all. Participants will learn that education and enforcement do go hand in hand in reducing youth access to alcohol.

Speaker:

✦ **William Goggins**, *Vermont Department of Liquor Control*

B-12 Pawnee Nation Taking a Stand on Underage Drinking

Executive Center IV

This workshop will explain how the Pawnee Nation tribe in Oklahoma passed an "Underage Drinking Policy." The presenter will give a brief history of the underage drinking problem on the Pawnee Reservation and discuss how support for the policy was granted. She also will provide an overview of Pawnee Nation court adjudication process. Participants will learn how community-based prevention advocates can recruit key community members and tap other

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THURSDAY, August 26th

resources, including law enforcement, to address issues and problems related to underage drinking that will improve the quality of life on tribal lands and in rural communities.

Speaker:

✦ **June Hamilton**, *Pawnee Nation Underage Drinking Task Force*

B-13 Contraband Cigarette Awareness *

Spinnaker II

Philip Morris USA is committed to supporting law enforcement's efforts to address contraband cigarettes-a growing problem in the United States that is causing State and Federal Governments to lose millions of dollars in uncollected tax revenues. PM USA will share its experience with contraband cigarettes and related activities and how it is addressing these problems. PM USA also will show participants how to recognize contraband cigarettes.

Speaker:

✦ **Chris Hardin**, *Philip Morris, USA*

B-14 "A Fork in the Road"®-The Path to Reducing Underage Drinking in Your Community

Executive Center III

If you have struggled with how to communicate the enormity of the underage drinking issue and what can be done about it, you do not want to miss this session. FACE has translated the NAS summary recommendations into an understandable, realistic tool for action. "A Fork in the Road"® can be used as a training tool, an educational tool, or a resource to help create a blueprint for action on alcohol policies and practices at the local and State levels. This high-energy session will provide common sense answers to complex issues.

Speaker:

✦ **Penny Norton**, *FACE®*

TRANSITION BREAK

3:00 P.M. - 3:15 P.M.

PLENARY SESSION 1

3:15 P.M. - 4:45 P.M.

Grande Ballroom

Federal Efforts on Underage Drinking: Inquiring Minds Want to Know

What is going on in Congress? What are the Administration's priorities on underage drinking? The National Academies of Sciences report, the Federal Communications Commission's assessment of alcohol advertising, the Special Occupational Tax, the

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Interagency Task Force on Underage Drinking, and regulating alcohol advertising in college sports are all important developments, and will influence the way we do our work and conduct business. This panel of policy experts will discuss current activity in Washington around these issues and explore cutting edge issues to be developed over the next several years.

Speakers:

- ✦ **Judge Linda Chezem**, *National Institute on Alcohol Abuse and Alcoholism*
- ✦ **Kimberly Hennemyer**, *Center for Science in the Public Interest*
- ✦ **Stephanie Manning**, *Director of Federal Relations, MADD*
- ✦ **Steven Wing**, *Substance Abuse and Mental Health Services Administration*

Moderator:

- ✦ **James Cople**, *Pacific Institute for Research and Evaluation*

TRANSPORTATION TO NETWORKING RECEPTION

5:15 P.M. - 6:00 P.M.

Grande Foyer

NETWORKING RECEPTION ON THE U.S.S. MIDWAY

6:00 P.M. - 8:00 P.M.



Special thanks to our networking reception sponsor Precision Dynamics Corporation.

FRIDAY, August 27th

REGISTRATION

7:00 A.M. - 5:00 P.M.

Grande Foyer

STATE DISPLAYS AND CYBER CAFÉ

8:00 A.M. - 5:00 P.M.

Grande Foyer

BREAKFAST

7:30 A.M. - 9:00 A.M.

Grande Foyer & Terrace

CONCURRENT C SERIES WORKSHOPS (C1-C11)

8:00 A.M. - 9:00 A.M.

C-1 An Adult Messed Up: Underage Drinking in Rural Communities

Marina V

Winneshiek SAFE coalition's current emphasis is on changing tolerant adult attitudes about underage drinking. This comes from its concern about alcohol being served to underage youth at community festivals. The coalition is sponsoring beverage server training, an ad campaign featuring community leaders' opinions and local statistics, and community forums and PSAs. The coalition is growing, adults are being educated, and social norms are changing. The session will present how the Winneshiek SAFE Coalition achieved this success.

Speaker:

✦ **Bill Deutsch**, *Helping Services for Northeast Iowa*

C-2 Politics, Policy, and "Power Hours"

Spinnaker I

How easy is it for minors to purchase alcohol? Is overservice another problem? With minimal State-level liquor control and few local laws to deal with these problems, police and health personnel in Fargo worked with concerned citizens to implement mandatory server training, comprehensive compliance checks, and administrative sanctions for selling to minors and overserving to adults. Find out what worked, what didn't, and what was learned about politics, policy, and "power hours."

Speakers:

✦ **Carol Grimm**, *Fargo Cass Public Health*

✦ **Chris Magnus**, *Fargo Police Department*

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C-3 Busted! A Multijurisdictional Approach to Addressing Underage Drinking

Marina II

South Carolina's first Multijurisdictional Alcohol Enforcement Team was created to address underage drinking problems in one school district. The success of this team was noticed by others in the community and led to the creation of three more Alcohol Enforcement Teams. Participants will learn how to coordinate law enforcement agencies and prepare their communities to replicate this program and its benefits.

Speakers:

- ✦ **Shannon Anderson**, Lexington/Richland Alcohol and Drug Abuse Council
- ✦ **David Arnold**, Lexington County Sheriff's Department

C-4 Statewide Initiatives: Effective Tactics to Support Colleges

Marina VI

This presentation will highlight results from a multi site case study evaluation conducted by the Higher Education Center. The evaluation seeks to understand the impact of statewide initiatives at both State and local levels. An overview of factors necessary for developing, sustaining, and advancing statewide initiatives and the ways in which statewide initiatives support local change will be included. Results may be used to facilitate the development of new statewide initiatives or strengthen current statewide efforts.

Speaker:

- ✦ **Jerry Anderson**, Center for College Health & Safety

C-5 The Campaign for Alcohol-Free Sports TV

Marina III

The Campaign for Alcohol-Free Sports TV, an ongoing, long-term project of the Center for Science in the Public Interest, aims to reduce youth exposure to alcohol ads on televised sports. The presentation will outline the components of an effective advocacy campaign consisting of data collection and research, a National endorsement drive, prominent National leaders and sports figures, media, and grassroots organizing.

Speaker:

- ✦ **Jay Hedlund**, Center for Science in the Public Interest

FRIDAY, August 27th

C-6 It's a Mom and Dad Thing: Strategies to Reduce Social Availability

Marina IV

Parents: The "antidrug"? Not always. If you believe all parents are allies in the fight against underage drinking, think again and face the facts. All too often, parents look the other way, set a poor example, or even provide alcohol to minors themselves. For those who want to put a stop to this tragic and inexcusable behavior, this workshop will provide examples, techniques, and numerous ideas for affecting the attitudes, beliefs, and behaviors of parents.

Speaker:

✦ **Nigel Wrangham**, *Consultant, Underage Drinking Enforcement Training Center*

C-7 AMA Efforts to Reduce Underage Drinking

Executive Center IV

Over the past decade, the American Medical Association (AMA) sponsored two nationwide underage drinking prevention projects that provided valuable lessons for the field: Reducing Underage Drinking Through Coalitions and A Matter of Degree: The National Effort to Reduce High-Risk Drinking Among College Students. Participants will hear how the AMA continues to work on underage drinking prevention through the National Alliance to Prevent Underage Drinking and their efforts to integrate physicians and medical students into prevention.

Speaker:

✦ **Janet Williams**, *American Medical Association*

C-8 Compliance Decoys vs. the Real McCoy

Executive Center I

Minor decoys used to conduct compliance checks are not allowed to lie to the clerks when attempting to purchase alcohol. Therefore, to never fail a compliance check, a clerk only needs to ask a minor's age, then not sell to anyone admitting he or she is not 21. Retailers often note that law enforcement compliance checks are unrealistic, because minors actually trying to purchase alcohol illegally will lie, use fake IDs, or use someone else's identification. The "Real McCoy" operation conducts a more realistic compliance check that was suggested by the retailers themselves to determine "real life" compliance rates. Sgt. Aymami will present the operation procedure and the outcome of this enforcement activity in Douglas County, Nevada.

Speaker:

✦ **David Aymami**, *Douglas County Sheriff's Office*

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C-9 Fixing 21: Strategies for Partnering with Youth

Seabreeze I

Underage alcohol use causes 6 times more deaths of youth than all other illegal drugs combined and costs our society more than \$53 billion a year. The groundbreaking report from the National Academies of Science identifies the most effective ways to prevent underage drinking and outlines what citizens, law enforcement, and public officials can do to make a real impact on the problem. Now, more than ever, there is a need to have a concerted effort at the local, State, and National levels to help prevent underage drinking. This session will cover several of the strategies outlined in the NAS report and illustrate how young people can play a pivotal role in and partner with enforcement to pursue proven policy solutions to underage drinking.

Speakers:

- ✦ James Bryant, MADD National Office
- ✦ Leah Preiss, MADD National Office

C-10 Closing the Gap: The Phoenix Compliance Check Effort

Seabreeze II

A Phoenix-based coalition was formed to close the gap between students, law enforcement, and community agencies to strengthen efforts to reduce underage drinking and impaired driving. Representatives from the liquor department, law enforcement, and SADD work with local schools to educate students about underage consumption and impaired driving, and to educate owners and employees of licenses beverage outlets about laws and compliance issues. A covert underage buyer program is then implemented to ensure compliance with laws. This session will highlight key steps in these processes.

Speakers:

- ✦ Darren Nielsen, Phoenix Police Department
- ✦ Randy Reyer, Arizona Department of Liquor License and Control
- ✦ Jessica Smith, Arizona SADD

C-11 What You Should Know About Alcohol Beverage Types

Spinnaker II

Alcohol is the substance most abused by young Americans. Further, alcohol use plays a significant role in all three of the leading causes of death for adolescents: unintentional injury, homicide, and suicide. While there is a plethora of studies on drug-specific use by youth, little information is available regarding specific alcoholic beverage consumption patterns or the extent to which youth are using readily available household items to get drunk. This session will share information on this important topic.

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Speaker:

- ✦ **Didra Brown Taylor**, *Integrated Substance Abuse Program, University of California Los Angeles*

TRANSITION BREAK

9:00 A.M. - 9:15 A.M.

PLENARY SESSION 2

9:15 A.M. - 10:30 A.M.

Grande Ballroom

The Role of ABCs in the Enforcement and Adjudication of Alcohol Policy

The enactment of the 21st Amendment to the U.S. Constitution in 1933 gave primary authority for regulating alcohol availability to the states. Since that time, different alcohol control systems have evolved in each state, district, and territory of the United States. Most states have created alcohol beverage control (ABC) agencies to exercise this authority, implementing state laws that regulate how alcoholic beverages are manufactured, packaged, distributed, sold and consumed.

This plenary will offer an overview of the role of state ABC agencies in the prevention of alcohol-related problems, focusing on the agencies' powers to: (1) license alcohol establishments; (2) enforce alcohol laws and regulations; and (3) adjudicate violations of these policies. Agency representatives will address how these powers are implemented, and the challenges faced by ABC agencies, including the coordination of efforts between state and local enforcement agencies. A representative from a statewide network of community coalitions will discuss strategies for cooperative efforts between enforcement agencies and community stakeholders to enforce underage drinking laws and educate the public.

This plenary will be of interest to alcohol law enforcement officers and community activists alike, as particular attention will be paid to the ways in which ABC agencies can work collaboratively with local law enforcement agencies, and with the community to prevent underage drinking and alcohol-related harm.

Speakers:

- ✦ **Jim Sgueo**, *NABCA*
- ✦ **Dave Reitz**, *Colorado Liquor Enforcement Division*
- ✦ **Diane Riibe**, *Project Extra Mile, Nebraska*

Moderator:

- ✦ **Bob Reynolds**, *Pacific Institute for Research and Evaluation (PIRE)*

TRANSITION BREAK

10:30 A.M. - 10:45 A.M.

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CONCURRENT D SERIES WORKSHOPS (D1 - D13)

10:45 A.M. -12:00 P.M.

D-1 The Prevention Research Center: What's New

Seabreeze II

The Prevention Research Center (PRC) carries out a wide range of research relevant to the prevention of underage drinking. The new dissemination component of PRC has established a Website and other services to help practitioners, policymakers, and advocates apply PRC research to prevent alcohol-related problems, including underage drinking. PRC's recent findings will be presented, including how having a job can be a risk factor for underage drinking, new information about heavy drinking among college students, and other relevant findings.

Speakers:

- ✦ Kathryn Stewart, *Prevention Research Center (PIRE)*
- ✦ Andrew Treno, *Prevention Research Center (PIRE)*

D-2 Reducing Underage and High-Risk Drinking in a College Community

Marina III

The University of Delaware and the University of New Hampshire have each implemented campus alcohol policies to reduce underage and excessive drinking among students. The policies include sanctions such as parental notification, fines, alcohol education, suspension, and holding students accountable on campus for off-campus convictions. Presenters from these universities will describe their alcohol policies, enforcement efforts, and the impact each has had on student drinking behavior.

Speakers:

- ✦ Tracy Bachman, *Building Responsibility Coalition, University of Delaware*
- ✦ Paul Dean, *University of New Hampshire Police Department*

D-3 "Get the Point": Underage DWI Checkpoints and Other Enforcement Tools

Marina II

Impaired driving by youth remains one of the leading causes of fatalities and injuries among youth. In this session, participants will learn how to implement effective underage DWI checkpoints and other enforcement techniques that deter youth from drinking and driving. Participants also will hear about the Zero Tolerance Project, a youth-led, communitywide campaign to raise awareness of zero tolerance laws for underage drinking. Participants will learn about the project's design, hear about current zero tolerance campaigns, and then strategize on how to engage youth when implementing a zero tolerance campaign.

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Speakers:

- ✦ **Chris Bartolotta**, *Connecticut State Police*
- ✦ **Jessica Roe**, *Texans Standing Tall*
- ✦ **Ellen Ward**, *Texans Standing Tall*

D-4 Parent Responsibility and Teen Party Ordinances

Marina VI

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 the 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 the minor-in-possession court process.

Speaker:

- ✦ **Janet Jones**, *Yamhill County Prevention Program*

D-5 Campaign Matters: Techniques to Maximize Success

Executive Center I

This workshop is tailored for prevention providers interested in initiating or enhancing environmental prevention campaigns. The focus is on advancing policy initiatives that lead to sustainable changes in the way a community views and responds to underage drinking. Presenters will provide an overview of how the core components of a campaign fit together with examples of and solutions to common pitfalls. This interactive session will give participants hands-on experience developing campaign timelines and media advocacy plans.

Speakers:

- ✦ **Michelle Blackston**, *Institute for Public Strategies*
- ✦ **Brenda Simmons**, *Institute for Public Strategies*
- ✦ **Danielle Valenciano**, *Institute for Public Strategies*

D-6 Bucks for Booze: Raising Alcohol Taxes for Solving Underage Drinking Problems

Executive Center IV

The State of New Mexico is one of the few States that has seen its alcohol tax keep pace with inflation. Each year, there is either a statewide tax bill introduced or a bill to expand the State's local county option in the State legislature (e.g., the McKinley/Gallup model). This

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session will provide a theoretical foundation for this policy initiative with an emphasis on practical tips for getting an increase in other States.

Speaker:

✦ **Glenn Wieringa**, *New Mexico Department of Health*

D-7 Taking Back Our Culture

Executive Center II A

The mission of North City Prevention Coalition (NCPC) is "to serve as a resource for outreach, education, and prevention while working collaboratively with community members, leaders, and legislative bodies to reduce access to and use of alcohol, tobacco, and other drugs among youth." In August 2001, NCPC developed the San Diego Cinco de Mayo Con Orgullo Coalition, which is dedicated to protecting a Mexican cultural celebration from corruption at the hands of the alcohol industry. The coalition has expanded its efforts to bring the conceptual design to San Diego community members.

Speakers:

✦ **Jovita Juarez**, *North City Prevention Coalition*
 ✦ **Karen Pfeiffer**, *North City Prevention Coalition*

D-8 Lakewood Raising the Bar *

Harbor Island III

In the City of Lakewood in Washington, local police noted that violent crime, once associated primarily with apartment complexes and motels, was occurring with more frequency in bars and taverns. Moreover, the fire tragedies in bars and dance clubs last year led the Lakewood Fire Department to consider the need for closer safety regulations in these establishments. Consequently, the Lakewood Police and Fire Departments and the local Washington State Liquor Law Enforcement agents formed a community policing partnership to address these concerns. These stakeholders, in what became the Lakewood "Raising The Bar" program, came up with a list of best practices to use as a tool for owners, managers, and employees to increase safety and help reduce crime. After only one year, Raising the Bar has produced a dramatic increase in fire safety and a reduction in crime.

Speakers:

✦ **Curt Beaupre**, *Lakewood Police Department*
 ✦ **Jackie Eliason**, *Washington State Liquor Control Board*
 ✦ **Russell Martin**, *Lakewood Police Department*

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D-9 Proven & Effective Training: The TIPS and BARS Programs*

Spinnaker I

This session will focus on two separate yet complementary services that, when used in tandem, are proven to make employees follow store policy and ask for ID. The curriculum taught in the TIPS Program coupled with the compliance checks conducted by the BARS Program will safeguard against underage access to alcohol. By changing employee behaviors, licensees demonstrate their commitment to responsible sales in their community.

Speakers:

- ✦ **Adam Chafetz**, *Health Communications Inc. (TIPS)*
- ✦ **David Gaudet**, *The BARS Program*

D-10 Changing Norms about Underage Drinking or Nothing Breaks up a Good Underage Drinking Party Like a Tow Truck *

Marina V

Participants will learn how aggressive community policing can change your community's norms regarding underage drinking. Participants will learn of a variety of enforcement and prevention techniques that are designed to stop teenagers from drinking by removing one of the "three legs of the stool": location, demand, and supply.

Speakers:

- ✦ **John D'Esposito**, *Vermont Department of Liquor Control*
- ✦ **Steve Waldo**, *Vermont Department of Liquor Control*

D-11 Research and the Community: Lessons from the National Institute on Alcohol Abuse and Alcoholism

Seabreeze I

NIAAA initiated its "Rapid Response to College Drinking Problems" program in 2003. A unique feature of this program is the partnering/pairing of an established researcher/evaluator with colleges and universities that are experiencing problems with drinking among their student populations. This partnering/pairing concept will be replicated in the OJJDP EUDL Discretionary Program: Rural Communities Initiative. Specifically, NIAAA will select an NIAAA-supported researcher/evaluator who will work with each selected State and its identified rural communities to design the program, develop an evaluation design, create a strategic plan, and collect data on program process and activity outcomes in the rural sites. Information also will be presented on how Academic Health Centers can assist coalitions addressing the problem of underage drinking in rural communities.

Speakers:

- ✦ **Linda Chezem**, *National Institute on Alcohol Abuse and Alcoholism*

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- ✦ **Clyde Evans**, *National Institute on Alcohol Abuse and Alcoholism*
- ✦ **Roger Hartman**, *National Institute on Alcohol Abuse and Alcoholism*

D-12 The Alcohol Policy Information System: Resource for Understanding Underage Drinking Laws *

Spinnaker II

The Alcohol Policy Information System (APIS) is a web-based resource analyzing State and Federal alcohol policy laws. This session will present the portion of the APIS Website addressing underage drinking laws. It will review the resource materials available for researchers, policymakers, enforcement agencies, and community groups and will discuss the purposes of the APIS Website and the limitations of the data included. Sample searches will be conducted to illustrate how to navigate the Website.

Speaker:

- ✦ **Jim Mosher**, *Center for the Study of Law and Enforcement Policy (PIRE)*

D-13 Reducing Alcohol-Related Crimes Through Bar Security *

Marina IV

Bar Employee Security Training (BEST) was developed by the Champaign Police Department in response to alcohol-related tragedies occurring in and around liquor establishments, and after patrons' leaving the establishments. This presentation will discuss the creation of partnerships with the industry, effectiveness of training programs already in place, critical components of the training program, and steps needed to implement a program in the participants' communities.

Speaker:

- ✦ **Scott Friedlein**, *Champaign Police Department*

TRANSITION BREAK

12:00 P.M. - 12:15 P.M.

LAW ENFORCEMENT AWARDS LUNCHEON (FOR ALL ATTENDEES)

12:15 P.M. - 1:45 P.M.

Grande Ballroom

Keynote Speaker: David Manning, Ph.D.

Dr. David Manning is the National Highway Traffic Safety Administration (NHTSA) Western Region Administrator. The Western Region comprises the States of Arizona, California, Hawaii, and Nevada, as well as the territories of American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands. Before joining NHTSA, Dr. Manning was the Governor's Highway Safety Representative for Wisconsin where he had the day-to-day responsibility for the leadership and management of the State's highway safety office. He served for 3 years on

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the Executive Board of the Governors Highway Safety Association (GHSA) and was an instructor at the GHSA Executive Seminar for 4 years. Dr. Manning has his undergraduate degree in Economics from the University of Missouri. He received both his Masters degree in Urban Affairs and his Doctorate in Urban Education from the University of Wisconsin. He is a retired Major from the U.S. Air Force and lives in Concord, California.

Moderator:

✦ Aidan Moore

TRANSITION BREAK

1:45 P.M. - 2:00 P.M.

CONCURRENT E SERIES WORKSHOPS (E1-E12)

2:00 P.M. - 3:15 P.M.

E-1 Community Advocacy is National Advocacy

Executive Center II B

In the fall of 2002, the NU Directions campus community coalition responded to an advertising insert in the student newspaper of the University of Nebraska-Lincoln promoting high-risk consumption in Panama City Beach, Florida. A letter-writing and media-advocacy campaign by parents, community leaders, and Lincoln officials, combined with National efforts by the American Medical Association, led to a change in the promotional marketing of the Spring Break destination. This workshop will explain the process, challenges, activities, and lessons learned from this local effort that resulted in National media advocacy and change. It will be used as a case study for transforming local community voices into powerful tools that impact high-risk environments.

Speaker:

✦ Thomas Workman, *University of Nebraska-Lincoln*

E-2 Lessons Learned: Special Events Enforcement

Marina II

Service organizations provide workers for special events where alcohol is served. Their members are not professional servers and, possibly, could serve underage and overintoxicated patrons if not trained. This presentation will cover ordinance samples and the logistics for law enforcement to minimize problems with alcohol sales. Other special events that can cause problems are celebrations around winning (or losing) sports events. A representative from the Minneapolis Police Department will present lessons learned from two NCAA Hockey Championships.

Speakers:

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

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E-3 What Went Wrong? Insights on Teen Drinking

Seabreeze II

Teens from the Youth Court in Nome, Alaska, will present the problems associated with underage drinking. Participants will learn some of the reasons why youth drink, how they obtain alcohol, and how to identify underage drinking activity. The Nome youth will present a mock trial showing the Youth Court process and how it effectively deals with underage alcohol offenses.

Speakers:

- ✦ Abby Kremer, Nome Community Center
- ✦ Emily Kremer, Nome Community Center

E-4 Answering the Call to Action: Taking Collective Responsibility

Marina III

San Diego County has more than 200,000 college students attending public and private colleges. College presidents and public health/safety officials endorsed policies to prevent alcohol problems. The Collegiate Alcohol Research and Prevention Initiative (CARPI) effects environmental change to impact underage drinking, DUI, and alcohol-related violence in student communities and bar districts. This presentation will describe how to develop a comprehensive regional approach in creating an environment free from the threat that alcohol poses for student welfare.

Speakers:

- ✦ John Carpenter, Responsible Hospitality Coalition
- ✦ Judy Walsh-Jackson, San Diego County Policy Panel on Youth Access to Alcohol
- ✦ Marian Novak, Responsible Hospitality Coalition

E-5 Infect Change: How Youth Brought CPTED Alive!

Seabreeze I

Is it a coincidence that in Oakland, California, the area with the highest number of homicides also has the highest concentration of blighted liquor stores? EPIC (Environmental Prevention in Communities) and the Alcohol Policy Network (APN) are convinced it's not. So what do we do? EPIC youth in collaboration with the APN created a unique model that combines youth-driven policy change and youth/adult partnerships to apply Crime Prevention Through Environmental Design (CPTED) principles on liquor stores that attract public nuisance and illegal activities.

Speakers:

- ✦ Nestor Adame, Environmental Prevention in Communities
- ✦ Ed Kikumoto, Alcohol Policy Network
- ✦ Deidra Miller, Environmental Prevention in Communities

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E-6 Underage Drinking: Societal Costs, Seller Profits, and Prevention Savings by State

Marina IV

This session will describe new State fact sheets on underage drinking. The fact sheets give the percentage of alcohol consumed by underage drinkers, the profits thereon, and the costs and consequences including violence, property crime, impaired driving, risky sex, suicide, unintentional injury, and alcohol treatment. Additional State fact sheets estimate the return on investment in 21 as the minimum drinking age, zero tolerance for drivers younger than age 21, and graduated licensing with a midnight driving curfew.

Speaker:

✦ **Ted Miller**, *Public Services Research Institute (PIRE)*

E-7 Working with Retailers to Reduce Illegal Sales of Alcohol *

Spinnaker I

Participants in this workshop will learn a variety of techniques to acknowledge alcohol and tobacco retailers who are competent and law-abiding and to assist those who are less competent to improve. Sanctioning for retailers who operate unlawfully will also be discussed. The strategies will include Responsible Retailer Recognition ceremonies, mandatory server training, fines, loss of license, toll-free ID check lines, incentivized retailer trainings, and compliance checks.

Speakers:

✦ **John D'Esposito**, *Vermont Department of Liquor Control*

✦ **Steve Waldo**, *Vermont Department of Liquor Control*

E-8 Flavored Malt Beverages: Do They Constitute a Consumer Fraud?*

Spinnaker II

Flavored Malt Beverages (FMBs) are marketed and regulated as malt beverages even though most or all of their alcohol content is derived from distilled spirits. This session will analyze State and Federal regulatory practices, which suggest that distillers have illegally marketed FMBs as malt beverages in most States. The session will conclude by assessing steps regulators, enforcement agencies, and communities can take to address these illegal practices.

Speakers:

✦ **Jim Mosher**, *Center for the Study of Law and Enforcement Policy (PIRE)*

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E-9 SADD and the Law: 21 or Bust *

Executive IV

Come hear from the youth involved in a campaign to prevent underage drinking. Youth in SADD chapters across the Nation are participating in SADD and the Law: 21 or Bust campaign. The campaign instructs youth to work with their local liquor law enforcement agencies and licensed beverage outlets, as well as the media, to educate the public and prevent the sale of alcohol to those younger than 21. One overall goal of the campaign is to enlist licensed beverage outlets in curtailing unlawful sales and promoting compliance with the law.

Speaker:

✦ **Lindsay Jean Casavant**, *Students Against Destructive Decisions*

E-10 Adversaries to Allies: Kicking It Up A Notch with Law Enforcement, Responsible Retailers, and Public Health Statewide Partnership *

Harbor Island III

North Carolina Alcohol Law Enforcement (ALE) and the NC Food Dealers Association are founding members of North Carolina's unique statewide Responsible Alcohol Sales and Service (RASS) partnership. Recent ALE sales compliance research not only contradicts conventional wisdom, but also, with input from the retailer perspective, is pointing RASS towards environmental strategies that will improve public health and safety throughout North Carolina. Participants will review evidence and interact with experts to define the best practice.

Speakers:

✦ **William Chandler**, *North Carolina Alcohol Law Enforcement Division*

✦ **Rebecca Reeve**, *Governor's Institute on Alcohol & Substance Abuse, Inc.*

E-11 Designing, Implementing, and Conducting Underage Drinking Operations or Programs *

Marina V

The New Mexico Department of Public Safety developed a program to combat the overserving of alcohol in licensed liquor establishments. The program has resulted in numerous arrests for DWI, arrests of alcohol servers, and issuance of administrative citations to establishments. The news media have assisted in the operations causing the word to spread, thus leading to reductions in overservice Statewide. This presentation will inform the student how to set and conduct these operations.

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Speakers:

- ✦ **Jerry Cottrell**, *New Mexico Department of Public Safety, State Police*
- ✦ **Lou Mallion**, *New Mexico Department of Public Safety, Special Investigations Division*

E-12 "A Fork in the Road"®: The Path to Reducing Underage Drinking in Your Community

Executive Center II A

If you have struggled with how to communicate the enormity of the underage drinking issue and what can be done about it, you do not want to miss this session. FACE has translated the NAS summary recommendations into an understandable, realistic tool for action. "A Fork in the Road"® can be used as a training tool, an educational tool, or a resource to help create a blueprint for action on alcohol policies and practices at the local and State levels. This high-energy session will provide commonsense answers to complex issues.

Speaker:

- ✦ **Penny Norton**, *FACE®*

E-13 Parents Who Host Lose the Most: Getting the Message Out

Executive Center I

With the release of the Reducing Underage Drinking: A Collective Responsibility report, there is an increased focus on the role that parents and other adults play in facilitating underage drinking. This session will examine how Ohio has been addressing this issue since 2000 through a statewide public awareness campaign and local grants for enforcement efforts. Participants will be given campaign materials, hear best practices for implementing this campaign and review evaluation findings.

Speaker:

- ✦ **Holly Sweizig**, *Ohio Parents for a Drug-Free Youth*

TRANSITION BREAK

3:15 P.M. - 3:30 P.M.

PLENARY SESSION 3

3:30 P.M. - 5:00 P.M.

Grande Ballroom

Media Campaigns and Messages: Why Focus on Adults? What About Youth?

The National Academies of Sciences report recommends the development of a national media effort as a major component of an adult-oriented campaign to reduce underage drinking, as well as intensive research and development for a youth-focused national media campaign. Panel members in this plenary session will share what they know from their

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experience with state and national media campaigns focused on alcohol and tobacco prevention, and address how best to frame messages for adults.

Speakers:

- ✦ **Stephanie Beougher**, *Ohio Center on Alcohol Marketing and Youth - Ohio Partners for Drug Free Youth*
- ✦ **Diane Riibe**, *Project Extra Mile*
- ✦ **Colleen Stevens**, *Tobacco Control Section, California Department of Health Services*

Moderator:

- ✦ **David Jernigan**, *Center for Alcohol Marketing to Youth (CAMY)*



SATURDAY, August 28th

REGISTRATION

7:00 A.M. - 2:00 P.M.

Grande Foyer

STATE DISPLAYS AND CYBER CAFÉ

8:00 A.M. - 12:00 P.M.

Grande Foyer

BREAKFAST

7:30 A.M. - 9:00 A.M.

Grande Foyer & Terrace

CONCURRENT F SERIES WORKSHOPS (F1 - F11)

9:00 A.M. - 10:15 A.M.

F-1 Adding Underage Drinking to the Mix: Early Intervention Messages from the National Youth Anti-Drug Media Campaign

Marina VI

In January 2004, the National Youth Anti-Drug Media Campaign launched a comprehensive Early Intervention Initiative that broadened and extended the existing media campaign to include underage drinking. The Early Intervention Initiative empowers parents and other adult "influencers" to recognize early use of illicit drugs and underage drinking and to take action. It also targets peers of teens, who have started to drink or use drugs, and offers appropriate information and support. In the summer of 2004, an effort directed towards Hispanic parents was launched. Participants will learn details about the expanded initiative.

Speakers:

- ✦ **Gem Benoza**, *Office of National Drug Control Policy*
- ✦ **Robert Denniston**, *Office of National Drug Control Policy*

F-2 The Indiana Collegiate Action Network

Marina II

The Indiana Collegiate Action Network (ICAN) is statewide. Its mission is to lead Indiana in reducing student alcohol misuse and its consequences through environmental change. In a few short years, ICAN members have held two statewide conferences, testified at legislative hearings (helping to pass keg registration), partnered with law enforcement, and created networking opportunities around the State. Presenters will strategize with participants on how to create or strengthen collegiate initiatives within their own States.

Speakers:

- ✦ **Lisa Hutcheson**, *Indiana Coalition to Reduce Underage Drinking*
- ✦ **Tammy Loew**, *Purdue University*
- ✦ **Dee Owens**, *Indiana University*

SATURDAY, August 28th

F-3 Incentive Success: The Terrible Herbst Corporation

Marina V

The Terrible Herbst Corporation has more than 80 convenience stores with gas stations throughout Las Vegas and the surrounding area. Owner Tim Herbst has championed a model incentive-based multistrategy program throughout his stores to encourage the refusal of alcohol sales to minors. As a result, his chain has achieved one of the highest overall compliance rates within the State of Nevada. Participants will be introduced to key program elements and learn how the program may be relevant to their States.

Speakers:

- ✦ **George Philpott**, *Terrible Herbst Corporation*
- ✦ **Diane Pidsosny**, *Stand Tall, Don't Fall*
- ✦ **Dave Sanchez**, *Terrible Herbst Corporation*

F-4 Leveraging the NRC/IOM Report to Develop a Statewide Strategy

Seabreeze I

New Futures, a nonprofit advocacy organization working in New Hampshire, is spearheading the formation of a statewide strategy to reduce underage alcohol problems in the State. Building on the landmark IOM report, this model is a comprehensive statewide project that identifies multiple initiatives for action and provides a framework for partners at the community and State levels to engage in impacting this issue. Model development, lessons learned, and initiative progress will be shared.

Speakers:

- ✦ **John Bunker**, *New Futures*
- ✦ **Jennifer Wierwille Norton**, *New Futures*
- ✦ **Jennifer Wheeler**, *New Futures*

F-5 Addressing Underage Drinking in Minnesota: The Importance of Good Laws and Law Enforcement

Seabreeze II

Minnesota's Enforcing Underage Drinking Laws project has used innovative environmental prevention strategies to bring about change in the underage drinking environment. Through partnerships with law enforcement agencies, community groups, judicial groups, and youth, Minnesota has successfully brought measurable changes to targeted communities, as well as statewide. Participants will learn about these accomplishments and how to identify partners in their own communities to bring about similar changes.

Speakers:

- ✦ **Ellie Church**, *Mothers Against Drunk Driving*

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- ✦ Sharon Johnson, *Minnesota Office of Traffic Safety*
- ✦ Robyn Myszka, *Minnesota Join Together*
- ✦ Jeff Nachbar, *Minnesota Join Together*

F-6 Harnessing the Creativity of Youth

Spinnaker I

Courageous Persuaders is an award-winning media literacy program that counters the glamorization of underage drinking and continuous suggestion that success in life is dependent on alcohol consumption. High school students, competing for scholarships, produce television commercials warning middle school students of the dangers of underage drinking. It is a learning experience for both the high school students making the commercials and the middle school students judging them.

Speakers:

- ✦ Katherine Maggi, *Courage First Foundation*
- ✦ Judge Michael Martone, *52-4 District Court*

F-7 Is the Party Over Yet? San Diego Social Host Campaign

Spinnaker II

San Diego County's Underage Drinking Initiative's Social Access Workgroup seeks to reduce social availability of alcohol to underage drinkers. The group has successfully passed 15 social host ordinances in San Diego County. Participants will learn about the approaches used to generate support for passage of the ordinances. Critical campaign elements, from public awareness campaigns to enforcement techniques and adjudication data, will be addressed. Participants also will benefit from a "lessons learned" portion of the workshop.

Speakers:

- ✦ John Byrom, *Tri-City Prevention Collaborative*
- ✦ Patricia Drieslein, *North Inland Community Prevention Program*
- ✦ Det. Larry Darwent, *San Diego Police Department*

F-8 Assessing College Environments and Impacting Underage Drinking

Executive Center II A

The college community environment is often polluted with factors that encourage underage alcohol use. This interactive session will provide participants an overview of conducting an assessment of their college community to determine risks and protective factors related to underage drinking. Additionally, this session will provide an overview of a comprehensive approach to preventing underage alcohol use. These initiatives also include addressing off-

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campus housing issues by educating landlords about steps they can develop through the Crime Free Multi-Housing Program.

Speakers:

- ✦ **Kim Dude**, *Wellness Resource Center*
- ✦ **Joan Masters**, *Missouri Partners in Prevention*
- ✦ **Lara Sansing**, *Missouri Partners in Environmental Change*
- ✦ **Tim Thomason**, *Columbia Police Department*

F-9 A Community Profile Project

Executive Center II B

A community profile project can catalyze government and community action to reduce underage use of alcohol and tobacco, provide a blueprint for specific recommended policies and initiatives, and provide a baseline for monitoring community change. Components include a community risk assessment, environmental scans, and a framework for developing local policies and initiatives that can be monitored for measurable results. It can provide a methodology for actualizing a community's collective responsibility for reducing underage use of alcohol and tobacco. Participants will learn about the critical elements of this successful Cobb County Georgia project.

Speakers:

- ✦ **Jean Banister**, *Cobb Underage Drinking Task Force and Georgia PTA*
- ✦ **Cathy Finck**, *Cobb Underage Drinking Task Force*
- ✦ **Cathy Wendholt-McDade**, *Cobb Underage Drinking Task Force and Cobb County Board of Health*

F-10 How Will They Know If You Don't Tell Them? Using Media Advocacy to Create Community Support

Executive Center III A

Workshop participants will learn the importance of media advocacy in both policy interventions and enforcement efforts. Attendees will gain an understanding of media advocacy, its impact on the issue of underage drinking, and what community advocates and others can do to harness the power of the media to craft long-term change for the next generation.

Speaker:

- ✦ **Diane Riibe**, *Project Extra Mile*

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F-11 Building and Sustaining A Statewide College Initiative

Executive Center III B

From training individual college teams to a State center for alcohol, other drug, and violence prevention, the Illinois statewide initiative has grown and expanded during its 12-year history. This workshop will teach participants how to build relationships and work successfully at both the campus/community and State levels to advance principles of evidence-based alcohol and other drug prevention in the higher education setting. Workshop participants will learn about the training, targeted technical assistance, and resources provided by the Illinois Higher Education Center.

Speaker:

◆ **Becky Markwell**, *Illinois Higher Education Center for Alcohol, Other Drug and Violence Prevention*

TRANSITION BREAK

10:15 A.M. - 10:30 A.M.

PLENARY SESSION 4

10:30 A.M. - 12:00 P.M.

Grande Ballroom

Advocacy in Action: Taking Local Efforts to the Next Level

EDUL communities focus their efforts to reduce underage drinking through enforcement and environmental change. In many instances, what is applied in one setting can be adapted to suit another community.

Several States have adapted local community efforts focused on one aspect of underage drinking prevention so that similar approaches now blanket the State. Attendees at this plenary session will learn from colleagues and peers about how advertising, social host, and other environmentally focused efforts have moved from the one locality to many, and how strategic planning can result in similar developments in your State.

Speakers:

- ◆ **Eddie Bonnie**, *Administrator, Student Activities Washoe County School District*
- ◆ **Dr. Jerry Hughes**, *Director, Nevada Interscholastic Activities Association*
- ◆ **Greg Najarian**, *Program Coordinator, Connecticut Coalition to Stop Underage Drinking*
- ◆ **Ellen Ward**, *Executive Director, Texans Standing Tall*

Moderator:

- ◆ **Judy Cushing**, *Oregon Partnership*

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TRANSITION BREAK

12:00 P.M. - 12:30 P.M.

OJJDP CLOSING LUNCHEON (FOR ALL ATTENDEES)

12:30 P.M. - 2:00 P.M.

Grande Ballroom

Keynote Speaker: Thomas Babor, Ph.D.

Dr. Thomas Babor is Chairman of the Department of Community Medicine and Health Care at the University of Connecticut School of Medicine. He received his doctoral degree in Social Psychology from the University of Arizona and conducted post-doctoral research at Harvard Medical School. Dr. Babor joined the Department of Psychiatry at the University of Connecticut School of Medicine in 1982, where he has served as the Scientific Director of the Alcohol Research Center between 1992 and 1994. Dr. Babor currently serves as Regional Editor of the international journal, *Addiction*. He also served as Editor of *Alcohol: No Ordinary Commodity — Research and Public Policy*, a report prepared with the support of the World Health Organization.

Moderator:

✦ **Maria G. Carmona**, *Underage Drinking Enforcement Training Center*

OFFSITE OPTIONAL EVENTS (BUSES DEPART AT 2:30 P.M.)

2:30 P.M. - 6:30 P.M.

Grand Ballroom Foyer



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NESTOR ADAME

Nestor Adame, a San Francisco Bay Area college student, has promoted public policy through the work of Environmental Prevention in Communities (EPIC). Mr. Adame is also an intern for California Alcohol Policy Reform Initiative (CAPRI). Through both organizations, he conducts workshops and organizes young people to change their communities and the State of California by fighting back against the alcohol industry.

JAMES R. AIONA, JR.

Lt. Governor James R. "Duke" Aiona, Jr. was elected to office in 2002. A former judge, he has made the promotion of public safety a top priority for his office. Lt. Governor Aiona's interest in preventing underage drinking and illicit drug use stems from his experience witnessing the effects of such behavior on families and communities while sitting on the bench. He publicly encourages parents and other adults to help prevent underage drinking by examining and changing their own behaviors.

MAUREEN ALEXANDER

Commander Maureen Alexander is the Officer in Charge of the Navy Personnel Command Detachment Drug and Alcohol Management Activity San Diego. Among her previous duties were serving as Counseling and Assistance Center (CAAC) Inspector and CAAC Director, Commander in Chief Pacific Fleet Alcohol And Drug Control Officer, Commanding Officer of Enlisted Personnel and Base Support Officer for Puget Sound Naval Shipyard, and Naval Station Pearl Harbor Family Service Center Director and Senior Watch Officer. Commander Alexander's decorations include a Meritorious Service Medal, three Navy Commendation Medals, and the National Defense Service Medal with bronze star. She received her undergraduate degree in Business Administration from the University of Southern California and master's degree in Management from the Naval Postgraduate School in Monterey, California.

RAUL ALMEIDA

Raul Almeida, Chief of the Mabton Washington Police Department, is a Project Director for the Yakima County Reducing Underage Drinking program. Activities have addressed limitations on access, strategies aimed at reducing social availability of alcohol, and school-based strategies. The project incorporates prevention strategies to reduce the incidence of underage drinking, as well as

early intervention strategies. Chief Almeida has been instrumental in building a trust relationship between community members and local law enforcement. Recently, he played a key part in developing a program in central Washington geared toward the Spanish-speaking community called "El Protector." Chief Almeida holds the honor of being the first recipient of the Heritage Azteca Law Enforcement Award. Washington State Governor Locke also appointed Chief Almeida to the Clemency and Pardon Board.

JERRY ANDERSON

Jerry Anderson is the Statewide Initiatives Coordinator for the Center for College Health & Safety, the Nation's primary resource center for assisting campuses in developing and implementing alcohol and other drug (AOD) prevention programs. Mr. Anderson develops center collaborations with organizations working on campus AOD prevention and helps campus, government, and community officials start and sustain statewide campus and community prevention initiatives. He has a B.A. in Social Work and more than 10 years of experience in AOD prevention in higher education.

SHANNON W. ANDERSON

Shannon W. Anderson is the Project Coordinator for the Enforcing Underage Drinking Laws Program at the Lexington/Richland Alcohol and Drug Abuse Council in Columbia, South Carolina. She coordinates four Multijurisdictional Alcohol Enforcement Teams that perform a variety of operations to reduce underage drinking. Ms. Anderson is a Certified Rehabilitation Counselor and a Certified Prevention Professional. Previously, Shannon worked in group homes for abused and neglected children as a therapist and program director.

THOMAS F. BABOR, PH.D.

Dr. Thomas Babor is Chairman of the Department of Community Medicine and Health Care at the University of Connecticut School of Medicine. He received his doctoral degree in Social Psychology from the University of Arizona and conducted post-doctoral research at Harvard Medical School. Dr. Babor joined the Department of Psychiatry at the University of Connecticut School of Medicine in 1982, where he has served as the Scientific Director of the Alcohol Research Center between 1992 and 1994. Dr. Babor currently

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serves as Regional Editor of the international journal, *Addiction*. He also served as Editor of *Alcohol: No Ordinary Commodity — Research and Public Policy*, a report prepared with the support of the World Health Organization.

JEAN BANISTER

Jean Banister is Director of Youth Services for the Georgia PTA. She has been a Georgia PTA Board member for the past 7 years. As a member of the Georgia Alcohol Policy Partnership, the Georgia Teen Safe Driving Taskforce, and the Cobb Underage Drinking Task Force, Ms. Banister has worked with a variety of partners to advocate successfully for alcohol policies at the State and local levels. Her organizing of the Cobb Community Profile Project helped empower and mobilize 21 youth teams to become effective advocates for youth alcohol and tobacco prevention.

CHRISTOPHER M. BARTOLOTTA

Christopher M. Bartolotta has been employed by the State of Connecticut Department of Public Safety, Division of State Police since 1990. For most of his career, Detective Bartolotta has been actively involved in the critical issue of underage drinking. He has served on the Governor's Task Force Against Drunk Driving and the Governor's Task Force Against Underage Drinking. Detective Bartolotta also is a member of the Executive Committee of Connecticut Coalition Against Underage Drinking. He is a certified Law Enforcement Trainer on a wide variety of subjects including police policy and procedure, enforcement techniques, patrol functions, drug-alcohol issues, fraudulent documents, criminal investigations, and numerous other topics. He is a consultant for the Pacific Institute for Research and Evaluation and a member of the Underage Drinking Enforcement Training Center's National training team.

STEPHANIE BEOUGHER

Stephanie Beougher is the Field Director for Ohio Parents for Drug Free Youth's Center on Alcohol Marketing and Youth (CAMY). Ohio CAMY is part of a national project with Georgetown University to monitor the marketing practices of the alcohol industry. Ms. Beougher works with community coalitions, policymakers, and media to raise awareness and reduce youth exposure to alcohol advertising. Previously, she was a spokesperson for Ohio's Attorney General. She

started her career as a radio and television reporter/anchor.

MICHELLE BLACKSTON

Michelle Blackston, former reporter and journalist, worked in newspapers for 8 years before joining the Institute for Public Strategies as a Communication Specialist. She has a Bachelor of Arts degree with a double major in journalism and sociology from Creighton University in Omaha, Nebraska. As Communications Specialist, Ms. Blackston oversees all media for the nonprofit agency and its projects. She also leads the San Diego Countywide Media Advocacy project, which assists other prevention providers with press events, news releases, and media-related activities.

DIEDRA BROWN-TAYLOR, PH.D.

Dr. Diedra Brown-Taylor is a postdoctoral fellow at UCLA's Integrated Substance Abuse Program. For more than 10 years, she has studied the relationships between alcohol availability, advertising, consumption patterns, and the negative consequences associated with malt liquor beer drinking. In addition to her postdoctoral fellowship, Dr. Brown-Taylor also is a Health Disparities Research Fellow at the National Institutes of Health and a Visiting Scholar at Pomona College. She holds undergraduate degrees in Black Studies and Biology from the University of the Pacific.

JAMES BRYANT

James Bryant serves as MADD's Manager of Youth Initiatives. Previously, he was a Regional Field Representative for MADD's multimedia assemblies. He has been active in substance abuse prevention since his junior year in high school and has volunteered his services at MADD Youth Power Camps in Texas and Florida. He also was a facilitator at the MADD National Youth Summit in Washington, DC, and has been a Youth in Action since 2000.

JAN BYRNE

Jan Byrne is the Education Coordinator for the Alabama Alcoholic Beverage Control Board. She also coordinates the Alabama Responsible Vendor Program, which trains people who sell alcohol and tobacco. As a member of the National Alcoholic Beverage Control Association Education Task Force, Ms. Byrne has worked on a Joint Committee Subcommittee on National server training standards. She currently is providing technical assistance

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to the National Restaurant Association Education Foundation to develop a National server certification. She is a former school teacher and a graduate of Auburn University.

JOHN BYROM

John Byrom works for the Vista Community Clinic's Tri-City Prevention Collaborative in the cities of Carlsbad, Oceanside, and Vista, all of which are North Coastal cities in San Diego County. The collaborative concentrates on environmental and policy-based alcohol and other drug prevention. It was successful in passing Social Host Ordinances in two cities and a Head Shop Ordinance in the City of Oceanside. Mr. Byrom was instrumental in founding the San Diego County Prevention Coalition.

SHARON CANTELON

Sharon L. Cantelon is a Social Science Program Specialist at 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 (EUDL), monitoring discretionary grants to States. In 2003, she was given the responsibility of monitoring OJJDP's EUDL 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 and served at the U.S. Merit Systems Protection Board and the Office for Victims of Crimes before moving to OJJDP.

MARIA G. CARMONA

Maria G. Carmona is a Senior Program Director at the Pacific Institute for Research and Evaluation (PIRE). While at the Institute, Maria has overseen the development of research-based reports and other publications for policymakers and field practitioners. She also directed the development of its tobacco computer simulation modeling project, *SimSmoke*. More recently, Maria supervised a projected funded by the National Highway Traffic Safety Administration aimed at reducing impaired driving within the Latino community. In January 2004, Maria became Director of the Underage Drinking Enforcement Training Center at PIRE.

BOB CARPENTER

Bob Carpenter has served in senior administrative and project management positions within Pacific Institute for Research and Evaluation (PIRE) for more than 20 years. He was appointed President and Chief Executive Officer of PIRE in 2001. PIRE, an internationally recognized leader in the fields of alcohol and substance abuse prevention, operates nine major research and program centers around the country with additional project sites in 38 States and six foreign countries and employs a staff of more than 450. PIRE holds the OJJDP contract for the UDETC project and serves as the secretariat for NLLEA.

JOHN J. CARPENTER

John J. Carpenter has been Chief of Police at San Diego State University (SDSU) for the past 29 years. He has a master's degree in Public Administration from SDSU and is a Past President of the International Association of Campus Law Enforcement Administrators. Mr. Carpenter has conducted workshops throughout the world on campus law enforcement issues. He has served as an expert witness in numerous civil cases relative to negligent security issues on college campuses.

LINDSAY JEAN CASAVANT

Lindsay Jean Casavant is a Program Coordinator for Students Against Destructive Decisions (SADD). She develops key programs and activities to support SADD chapters nationwide, including the new SADD and the Law campaign that outlines ways for SADD chapters to form coalitions with local law enforcement agencies. The campaigns are sponsored by the National Highway Traffic Safety Administration (NHTSA).

ADAM F. CHAFETZ

Adam Chafetz is President and Chief Executive Officer of Health Communications, Inc. He was involved in the development and initial implementation of the TIPS (Training for Intervention Procedures) program over 19 years ago. He spent over eight years traveling the United States training members of the hospitality industry and since then, has worked to continually adapt the TIPS curriculum to the changing needs of its audiences. Mr. Chafetz is a member of the National Restaurant Association and the American Society for Training and Development. He attended the University of Wisconsin and the College of Charleston.

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AMANDA L. CHESSER, PH.D.

Dr. Amanda L. Chesser serves as Director of University Housing and Judicial Affairs Officer at Texas A&M University-Corpus Christi. She has designed and implemented student development programs and services for the past 14 years. She received her Master of Science and Doctor of Philosophy degrees from Texas Woman's University in Denton, Texas. Currently, she is involved with the drug and alcohol prevention team in Corpus Christi, Texas.

LINDA CHEZEM, J.D.

Judge Linda Chezem has served as a judge in the State of Indiana for more than 20 years, first as a trial court judge and then as a judge on the Indiana Court of Appeals. From 1998 to 2000, Judge Chezem was the Professor and Department Head of 4-H Youth in the School of Agriculture at Purdue University in West Lafayette, Indiana. In the fall of 2003, she began working with the National Institute on Alcohol Abuse and Alcoholism staff, as they partner with other agencies that support justice system professionals. One of her interests is underage drinking as it relates to the appropriate adjudication of juvenile and family court cases. Previously, she served as a judicial fellow at the National Highway Traffic Safety Administration. While serving as a trial court judge and later while on the Indiana Court of Appeals, she created judicial education opportunities focused on the impact of alcohol in court caseloads. Among her many public service activities, she serves as a member on the General Services Board of Alcoholics Anonymous.

ELLIE CHURCH

Ellie Church is the Youth Coordinator for Mothers Against Drunk Driving (MADD) in Minnesota. Prior to joining MADD, she served as the director of a teen center and served as an AmeriCorps volunteer. She currently is earning her master's degree in the Community Health Education program at the University of Minnesota. She holds a B.A. from the University of Wisconsin.

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. Mr. Collins has

presented at State and National conferences on developing and implementing parental notification policies.

JAMES COPPLE

Jim Copple is the Director of Policy, Planning, and Communications at the Pacific Institute for Research and Evaluation. He is responsible for developing strategic alliances that advance the mission of the Institute: the promotion of activities, studies, and programs that improve individual and public health, welfare, and safety. Previously, Mr. Copple served as Vice President for Public Policy and Program Development at the National Crime Prevention Council. He was the Founder and CEO of the Community Anti-Drug Coalitions of America, a privately funded, nonpartisan membership organization of more than 4,300 anti-drug and violence prevention coalitions.

JERRY L. COTTRELL

Jerry Cottrell, a Lieutenant with the New Mexico State Police, is the Assistant District Commander in Roswell, New Mexico. Lieutenant Cottrell has been a law enforcement officer since 1984, with experience serving as a narcotics agent. Before his career in law enforcement, Lieutenant Cottrell served in the U.S. Air Force as a Security Specialist.

ROBIN CRABB

Robin Crabb is the District Administrator of California Department of Alcoholic Beverage Control's (ABC) Grant Assistance Program (GAP). A 17-year veteran of the department, she was hired as an investigator in ABC's Santa Ana District office and was one of the first GAP investigators. Ms. Crabb supervised in the ABC's Riverside and Santa Ana District offices before accepting the management responsibilities of the grant program. GAP is designed to increase alcohol-related law enforcement through partnerships with local law enforcement agencies.

SUSAN CROWLEY

Susan Crowley has been Director of Prevention Services and Community Relations at University Health Services, University of Wisconsin Madison, since 2000. Ms. Crowley also directs a Robert Wood Johnson Foundation-funded high-risk drinking project, known as the "PACE project," on the Madison campus. She has worked in the field of alcohol policy for 25 years, having previously served as

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Director of the Dane County Department of Human Services.

JUDY CUSHING

Judy Cushing is President/CEO of Oregon Partnership, a statewide nonprofit organization dedicated to substance abuse prevention and treatment referral services. She currently serves as an advisor to the White House Office of National Drug Control Policy, the Center for Substance Abuse Prevention, and the U.S. Department of Justice. In 2003, President Bush appointed her to the President's Commission on Drug-Free Communities. From 2001 to 2003, she was a member of the National Academies' Committee on Developing a Strategy to Reduce and Prevent Underage Drinking, which published the most comprehensive science-based Federal study on the topic entitled Reducing Underage Drinking: A Collective Responsibility.

KEN DAIL

Ken Dail works at Prevention Network as the Coalition Coordinator for the Michigan Coalition to Reduce Underage Drinking. He travels throughout the State providing technical assistance and training to MCRUD Regional Coalitions and other agencies and organizations that are working to reduce underage drinking locally. Mr. Dail is a graduate of Central Michigan University.

DARYL LYNN DANCE

Daryl Lynn Dance is Educator Coordinator for the Virginia Department of Alcoholic Beverage Control (ABC). She has been engaged in fund-raising and grants management for 5 years, and she manages two ABC grant programs designed to curb the illegal consumption and abuse of alcohol among college students. Additionally, Ms. Dance serves as the ABC liaison to the Virginia College Alcohol Leadership Council, coordinates educational trainings for community and campus law enforcement groups, and organizes an annual College Conference on Alcohol.

LARRY DARWENT

Larry Darwent is a Detective with the San Diego Police Department. He coordinates alcohol enforcement activities as part of the California Grant Assistance Program. Detective Darwent is the Chair of the San Diego County Law Enforcement Task Force on Underage Drinking and the Co-Chair of the San Diego College Law

Enforcement Task Force on Underage Drinking. He also volunteers for MADD. Detective Darwent has served in the SDPD for 18 years.

JOHNNETTA DAVIS-JOYCE

Johnnetta Davis-Joyce is Director of the Center for Policy Analysis and Training at the Pacific Institute for Research and Evaluation (PIRE). 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, the U.S. Navy, and the National Highway Traffic Safety Administration. Previously within PIRE, Ms. Davis-Joyce served as Director of the Underage Drinking Enforcement Training Center and Director of the Florence County Coalition for Alcohol and Other Drug Abuse Prevention. She also served as Deputy Director for the American Medical Association's Reducing Underage Drinking through Coalitions program.

ROB DEGROOT

Rob DeGroot is the Chief of Police for the City of Fife, Washington, an accredited agency serving an urban industrial and retail hub near Tacoma and the gateway to the Port of Tacoma. He has been employed in law enforcement since 1985, and his professional background includes virtually every facet of the career field, including patrol operations and supervision, undercover vice and narcotics, high-risk and proactive patrol, SWAT operations, emergency management, and training/instruction. Chief DeGroot holds a bachelor's degree in organizational psychology and leadership, is FEMA certified as an Emergency Management professional, and is a graduate of the FBI National Academy.

LINDA DEGUTIS, D.P.H.

Dr. Linda Degutis is an Associate Professor in the School of Public Health at Yale University's School of Medicine and in the University's School of Nursing. She has been actively engaged in promoting public health policy at the local, state, and national levels. She has also served as an evaluator of campus-based efforts to reduce alcohol problems. Dr. Degutis has more than 25 years of experience in the health care field working as a nurse, researcher, educator, and administrator. She received her undergraduate degree from DePaul University and graduate degrees from Yale University.

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JOHN D'ESPOSITO

John D'Esposito, an Investigator with the Vermont Department of Liquor Control, is assigned to the Education Unit. He is a Coordinator of the Rutland County START, a multijurisdictional underage drinking enforcement initiative. He is the Board Chair of the Rutland Area Prevention Coalition and a member the pool of expert consultants working with OJJDP's Underage Drinking Enforcement Training Center at the Pacific Institute for Research and Evaluation. He is part of the Center's National training team.

BILL DEUTSCH

Bill Deutsch is a Community Prevention Specialist and Consultant in a four-county area in rural northeast Iowa for the past 4 years. He currently is in the process of receiving his certification. He comes naturally into prevention work following 12 years of teaching parenting classes. He also is a Spanish speaker, a musician, and a cut-flower grower.

TRACY T. DOWNS

Tracy T. Downs is a Program Director of The Robert Wood Johnson Foundation-funded Building Responsibility Coalition, a campus-community partnership based in Newark, Delaware. This coalition engages the University of Delaware and the City of Newark to reduce high-risk drinking among college students. Ms. Downs received her bachelor's and master's degrees from the University of Delaware and currently is working on a Doctorate of Education focusing on administration, policy, and educational leadership.

SUSAN DRABEK

Susan Drabek is the head of the criminal division at the Chisago County Attorney's Office and has been a prosecuting attorney for 10 years. She has been active in developing systemwide changes in her county to address underage use of alcohol and other drugs appropriately, including the development of a law enforcement task force to efficiently process underage drinking parties. She is currently working on a team to implement a juvenile drug court in Chisago County.

PATTY DRIESLIN

Patty Drieslin is a Prevention Specialist at the North Inland Community Prevention Program. She has worked extensively with local legislators, city leaders, and law enforcement to implement strategies designed to reduce youth access to alcohol. As Chair of the countywide Social Access Workgroup, Ms. Drieslin coordinated the development of San Diego's Social Host ordinances. She also serves as Vice Chair of the San Diego County Council on Alcohol Policy.

JACKIE ELIASON

Officer Jackie Eliason has worked for the State of Washington for the past 18 years. She first began in 1986 with the Department of Social and Health Services. She started with the State Liquor Control Board in March 1999. Officer Eliason is involved with the Board's DUI Reduction Emphasis Program. She has a bachelor's degree in communication studies, with a minor in applied psychology, from Eastern Washington University. She also is a graduate of the Pierce County Sheriff's Community Academy and their first Advanced Academy.

CLYDE H. EVANS, PH.D.

Dr. Clyde H. Evans is Vice President at the Association of Academic Health Centers (AHC) and Director of the American Network of Health Promoting Universities. Before joining AHC in January 1998, Dr. Evans spent 13 years at Harvard Medical School as a Member of the Faculty, Director of the Office for Academic Careers, and Associate Dean for Clinical Affairs. He then spent one year as a Robert Wood Johnson Health Policy Fellow working for Senator Bill Frist. Before joining AHC, Dr. Evans was a Scholar-in-Residence at the Association of American Medical Colleges, working on leadership issues with the Council of Deans. From 1992 to 1995, he was an AHC Scholar in Health Policy and Academic Administration.

CATHY FINCK

Cathy Fink currently serves as Community Coordinator for the Cobb Underage Drinking Task Force in Cobb County, Georgia. She has been a member of the Georgia Alcohol Policy Partnership since its inception and is currently serving as its Immediate Past Co-Chair. Her work as an independent Prevention Specialist for 17 years has contributed to successful advocacy efforts to reduce youth access to alcohol at State and local levels. Her comprehensive community organizing of 100

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representatives from 60 local agencies and organizations in the Cobb Underage Drinking Task Force has produced measurable change in community alcohol environments.

J. ROBERT FLORES, J.D.

J. Robert Flores was confirmed by the Senate and sworn into office as the Administrator, Office of Juvenile Justice and Delinquency Prevention (OJJDP), Office of Justice Programs (OJP), U.S. Department of Justice in 2002. He 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. Previously, Mr. Flores was an Assistant District Attorney in Manhattan where he successfully prosecuted numerous child sexual abuse cases. He earned his J.D. from the Boston University School of Law and his B.S. in business administration from the Boston University School of Management.

SCOTT FRIEDLEIN

Sergeant Scott Friedlein, a police officer since 1985, has been the Director of Alcohol Enforcement Programs for the City of Champaign since 1995. He develops and manages enforcement and educational programs for the community's 145 licensed liquor establishments. The unit conducts more than 120 enforcement operations annually and provides training programs to more than 1,000 people each year. Sergeant Friedlein, a consultant to the Pacific Institute for Research and Evaluation, has provided instruction and technical assistance in 20 States. As a certified TIPS instructor, he has trained more than 1,200 bar employees in this program. He currently serves on the advisory board for the National Liquor Law Enforcement Association.

AMY FRIEDMAN

Amy Friedman, a prevention and media specialist, is actively working on reducing youth access to alcohol, tobacco, and other drugs with the North City Prevention Coalition. As she begins her third year with the prevention community, Amy works on various campaigns throughout San Diego including the Safe Beach Task Force, Alcohol Outlet Policy Workgroup, and the Cinco de Mayo Coalition. As Chairperson of the newly formed Alcohol Marketing Workgroup, she keeps busy on policy work in San Diego. A recent graduate of the University of Michigan, Amy plans to further her education in the public policy arena.

DAVID K GAUDET

David K. Gaudet is President of The BARS Program. Prior to establishing The BARS Program, he spent twelve years working for two major insurance companies. Mr. Gaudet served as Board Chair of the Greenwood Village Chamber of Commerce from 1992-1996, representing one of the largest commercial business sectors in the Rocky Mountain Region. He continues as a Board Director and has been chair of the Chamber's Transportation Task Force. Mr. Gaudet has been a featured speaker at numerous forums sponsored by local municipalities discussing the positive aspects of self-regulating carding practices by local retailers, the service offered by The BARS Program. His company currently operates in 49 States.

WILLIAM GOGGINS

William Goggins is currently Director of the Education, Licensing & Enforcement divisions for the Vermont Department of Liquor Control. He started work with the department as a Field Investigator in 1991 covering the north central border of Vermont. Promoted to Chief Investigator in July of 2000, Mr. Goggins supervised 14 Field Investigators stationed throughout Vermont. He was appointed Director in August of 2001. Mr. Goggins is a graduate of the FBI National Academy 204th session, and a member of the National Alcohol Beverage Control Association Regulatory Committee and the National Liquor Law Enforcement Association.

LYNNE GOODWIN

Lynne Goodwin has been in the field of Drug and Alcohol Prevention for 15 years, of which the past 8 years have been with the Tulare County Office of Education. Ms. Goodwin is passionately involved in

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alcohol use reduction efforts through policy, legislation, media responsibility, youth development, and environmental prevention. The development of the TRACE protocol in San Diego County is of special importance to her as it is her first effort in the wake of losing her daughter, Casey, to an underage drunk driver last year.

CAROL GRIMM

Carol Grimm, a Health Promotions Manager at Fargo Cass Public Health, supervises the tobacco, alcohol, and safe communities programs. Since 2000, Ms. Grimm has been active in the development of policy relating to overservice of alcohol, binge drinking, and underage drinking. This policy work has led to passage of local ordinances. Ms. Grimm possesses an undergraduate degree in secondary education and a master's degree in management. She has spent her entire career working in the public sector.

KEVIN GRINDSTAFF

Kevin Grindstaff is the Law Enforcement Coordinator for five law enforcement agencies in three Multijurisdictional Alcohol Enforcement Teams that perform various operations to enforce underage drinking laws. Mr. Grindstaff was commissioned by the South Carolina Law Enforcement Division as a State Constable with the University of South Carolina Division of Law Enforcement and Safety. He served in the U.S. Air Force from 1988 until 1996.

JUNE HAMILTON

June Hamilton is the Director of the Title VII Indian Education Program for Pawnee Public Schools in Pawnee, Oklahoma. She serves on the Bureau of Indian Affairs Child Protection Team and the Pawnee Nation Task Force. She also is a member of the National Indian Education Association and the Oklahoma Federation of Indian Women. Ms. Hamilton has a deep love and concern for the children with whom she works and is a strong advocate for stopping underage drinking in her community. She is an American Indian of the Pawnee, Otoe, Sac, and Fox tribes, and a devoted wife, mother, and grandmother.

MARIE HANSEN

Marie Hansen is the Campus Liaison for Prevention Network, a statewide network that works with Michigan's grassroots groups engaged in alcohol,

tobacco, and other drug prevention. She also conducts training on using environmental change strategies to reduce underage drinking and youth access to tobacco. Previously, Ms. Hansen worked at Michigan State University where she supervised judicial affairs and the alcohol education program. She holds a bachelor's degree from Michigan State University and a master's degree from Colorado State University.

CHRIS E. HARDIN

Chris Hardin, a Case Manager with Philip Morris USA's Brand Integrity Department, focuses on disrupting, reducing, and eliminating contraband Philip Morris USA cigarettes. Ms. Hardin began her career with Philip Morris USA in 1975. Before joining the Brand Integrity Department in 2003, she held various positions in the company's law department including Senior Legal Analyst and Supervisor of Legal Issues.

ROGER W. HARTMAN

Roger W. Hartman has been a Public Health Analyst with the National Institute on Alcohol Abuse and Alcoholism (NIAAA) since 2002. For 7 years prior to that, he was a Senior Health Policy Analyst for the Office of the Assistant Secretary of Defense (Health Affairs/ TRICARE Management Activity). From 1985 to 1995, Mr. Hartman was the Head, Treatment and Rehabilitation Branch, U.S. Navy Drug and Alcohol Abuse Program. His previous jobs have included management consultation in the Navy's Organizational Effectiveness Program and substance abuse counseling and training in both Navy and Army substance abuse programs. He served in the U.S. Navy from 1969 to 1977 and retired as a Commander, U.S. Naval Reserve, in 1990. He holds a bachelor's degree from the University of Rochester and a master's degree from Georgetown University.

JAY HEDLUND

Jay Hedlund manages the Campaign for Alcohol-Free Sports TV for the Center for Science in the Public Interest. Mr. Hedlund has 30 years of experience in non-profit advocacy as the first President and CEO of the National Prostate Cancer Coalition, the Director of Government and Community Affairs at the Children's Defense Fund, the Vice-President of Common Cause, a member of the faculty of Johns Hopkins University School of Public Health, and a consultant to the American Diabetes Association. He is a native of Massachusetts and a graduate of Brown University.

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KIM HENNEMEYER

Kim Hennemeyer is the Manager of Federal Relations in the Alcohol Policies Project at the Center for Science in the Public Interest (CSPI). She is responsible for the Alcohol Policy Project's Federal advocacy activities and college-related alcohol policy initiatives. She 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 that is co-chaired by CSPI. CPAP promotes national policies to reduce alcohol problems and counter the political influence of alcoholic beverage industry interests at the Federal level. Ms. Hennemeyer has an extensive background in public policy analysis, social justice advocacy, project management, and grantsmanship. Previously, she was a legislative aide to U.S. Rep. Tony Hall (D-OH) for 3 years. She received her undergraduate degree from the University of Minnesota and her master's degree from Clark University.

MARY HILL

Mary Hill, former professor/coach and Dean of Students for West Texas A&M University, is presently a higher education consultant for Texans Standing Tall, the Texas Alcoholic Beverage Control, and 35 colleges in Texas. She is emeritus associate for the U.S. Department of Education's Higher Education Center and served as Co-Chair of the Department's National Meetings on Alcohol and Other Drug Prevention. She is Project Coordinator for Texans Standing Tall/Texas Sports Coalition targeting underage drinking among college and high school athletes.

ROBERT L. HOHN

Robert Hohn is a Senior Highway Safety Specialist with the National Highway Traffic Safety Administration, Department of Transportation. He develops and manages impaired driving programs for law enforcement agencies and highway safety advocates throughout the country. Mr. Hohn is retired from the Arizona Department of Public Safety where he served for more than 21 years. He is nationally recognized as an expert in Standardized Field Sobriety Testing and the Drug Recognition Expert Program.

JERRY HUGHES, ED.D.

Dr. Jerry Hughes has been the Executive Director of the Nevada Interscholastic Activities Association for the past 14 years. He was born and raised in Ohio and has served

as a teacher, coach, and athletic director as well as a district-level administrator. Dr. Hughes received his undergraduate degree from Adams State College, his master's degree from the University of Nevada at Reno, and his doctorate in education from Brigham Young University.

LISA HUTCHESON

Lisa Hutcheson is the Director of the Indiana Coalition to Reduce Underage Drinking (ICRUD). The coalition, one of 12 funded by The Robert Wood Johnson Foundation, is reducing youth accessibility and availability to alcohol through policy change. Ms. Hutcheson also is a member of the Indiana Department of Mental Health and Addiction's Addiction Planning Council, Substance Abuse Prevention Subcommittee, and is the Coordinator of the Statewide Childhood Mental Health Committee of the Mental Health Association in Indiana. Her work with ICRUD has been the most rewarding and important experience of her professional career.

DAVID JERNIGAN, PH.D.

David Jernigan is a Research Director of the Center on Alcohol Marketing and Youth at Georgetown University. The center monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Dr. Jernigan co-founded the Marin Institute for the Prevention of Alcohol and Other Drug Problems and has authored or co-authored seminal monographs on alcohol production, consumption, and marketing, including the World Health Organization's recent Global Status Report on Alcohol and Youth. Dr. Jernigan received his doctorate in Sociology at the University of California at Berkeley.

SHARON JOHNSON

Sharon Johnson has worked for the past 6 years with the Minnesota Department of Public Safety (DPS), Office of Traffic Safety. Her responsibilities include coordinating the Enforcing Underage Drinking Laws Program. Before joining the DPS, Ms. Johnson was the Prevention Coordinator for the Chemical Dependency Program Division, Minnesota Department of Human Services.

JERRY R. JOLLY

Jerry R. Jolly is the Director of the California Department of Alcoholic Beverage Control (ABC). He also serves on the Governor's Interagency Coordinating Council for the

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Prevention of Alcohol and Other Drug Problems. Mr. Jolly has nearly 30 years of experience working for the ABC in both the Northern and Southern Divisions. He has served as Grant Project Manager for the Department's Grant Assistance Program, Licensee Education on Alcohol and Drugs, and the new California State University Alcohol Initiative Program. Mr. Jolly is a graduate of the FBI National Academy and California State University, Long Beach.

JANET JONES

Janet Jones is a Program Coordinator of the Yamhill County Prevention Program. She is involved in all aspects of program planning, development, implementation, and evaluation, working with schools, community coalitions, and policymakers. Ms. Jones came to prevention as a social worker, experienced with youth/ adolescents affected by addiction, either their own or that of others. She lives in Dundee, a small rural community in Oregon's burgeoning wine-growing region, where substance abuse prevention is juxtaposed with alcohol production.

JOVITA JUAREZ

Jovita Juarez is a Prevention Specialist, Community Organizer, and Fundraiser. Her leadership role in San Diego has evolved from her work on reducing youth access to alcohol, tobacco, and other drugs. She is an active participant of a dynamic organization that takes an active approach to enhancing the lives of many children, youth, and adults through leadership and collaboration on efforts to prevent alcohol tobacco and other drug use. Ms. Jovita is the Chairperson of two countywide prevention efforts. She also is the Southern Chair of Latinos and Latinas for Health and Justice, a statewide organization.

ED KIKUMOTO

Ed Kikumoto is a community organizer with the Alcohol Policy Network (APN), which is a primary environmental prevention public health provider for Alameda County in Northern California. He provides community organizing and technical assistance to community groups that have problems related to alcohol outlet density in their neighborhoods. Mr. Kikumoto was a Home Alert Block Captain in Oakland for 8 years before he became a full-time community organizer for the Alcohol Policy Network.

WILLIAM B. KOLENDER

William "Bill" Kolender became the Sheriff of San Diego County in 1995 and is currently serving his third term. Previously, he served as the San Diego Chief of Police for 13 years and Director of the California Youth Authority for 3 years. He has been a career law enforcement officer for 45 years. He is a past member, including Chair for 2001-02, of the State of California's Commission on Peace Officer Standards and Training and a board member of the International Association of Chiefs of Police. Sheriff Kolender is an active member of or on the Board of Directors of several community-based, law enforcement and charitable organizations. He holds a Bachelor of Arts degree in Urban Affairs and Public Administration from San Diego State University.

BRAD S. KREVR, PH.D.

Dr. Brad S. Krevor is the Project Director for a Federal guidance document developed for the Center for Substance Abuse Prevention, Report on Best Practices for Responsible Retailing. Based at the Heller Graduate School at Brandeis University, he also is the Director of the Responsible Retailing Forum, a group that engages diverse stakeholders in discussions, demonstration projects, and research to develop the art and science of responsible retailing. Dr. Krevor is a former Executive Director of the Tobacco Control Resource Center, a leading tobacco control advocacy group involved in developing the Massachusetts Tobacco Control Program and the litigation against the tobacco industry.

BRIAN KRINGEN

Brian Kringen is a 32-year veteran of Emergency Medical Services (EMS), working as a helicopter paramedic for a major trauma center and as an operations manager and lead instructor of EMS. Since December 2000, Brian has served as a Law Enforcement Liaison Officer and Program Analyst for the Minnesota Department of Public Safety, Alcohol and Gambling Enforcement Division. In this capacity, he has generated training courses and educated law enforcement personnel and liquor retailers about underage access to alcohol issues, compliance checks, and recognition of fraudulent identifications.

DANA LEONARD

Dana Leonard is a Sergeant with the State College Police Department in State College, Pennsylvania. He has over 25 years of police experience, including assignment to a

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regional drug task force. Sgt. Leonard is currently in charge of Criminal Investigations and coordinates the department's Source Investigation Project. His many years working in a "Town & Gown" setting have provided him with a wide breadth of knowledge about the types of alcohol-related problems associated with college communities.

ELIZABETH LIMON-GARZA

Elizabeth Limon-Garza is the Site Coordinator for Brownsville Weed and Seed and a juvenile probation officer with Cameron County Juvenile Probation Department. She works closely with the Brownsville Police Department and other law enforcement agencies to ensure that juvenile offenders and their families are receiving appropriate service from all facets of the community. Ms. Limon-Garza holds a master's degree and has had the opportunity work with hundreds of children and their families.

TAMMY LOEW

Tammy Loew is the Health Advocacy Coordinator in the Student Wellness Office at the Purdue University Student Health Center. She is active in several coalitions, including the Indiana Coalition to Reduce Underage Drinking, the Tobacco Control Partnership, and the Indiana Collegiate Action Network. Ms. Loew facilitates the Campus Community Bar Retail Coalition and is an Advocacy Institute Fellow.

CHRIS MAGNUS

Chris Magnus has been Chief of Police in Fargo, North Dakota (population 95,000), for 5 years. He previously was a captain with the Lansing, Michigan Police Department. Throughout his career, Magnus has been active in a variety of alcohol abuse prevention initiatives, including policy development, collaborative enforcement efforts, and educational programs. He holds a B.A. in Criminal Justice and an M.A. in Labor Relations from Michigan State University.

LOU MALLION

Lou Mallion is an Agent with the New Mexico Department of Public Safety, Special Investigations Division. Previously, Agent Mallion served with the Roswell, New Mexico, Police Department and the Greer Policy Department in South Carolina. He earned his undergraduate degree in Criminal Justice and spent 9 years in the U.S. Marine Corps.

DAVID MANNING, PH.D.

Dr. David Manning is the National Highway Traffic Safety Administration (NHTSA) Western Region Administrator. The Western Region comprises the States of Arizona, California, Hawaii, and Nevada, as well as the territories of American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands. Before joining NHTSA, Dr. Manning was the Governor's Highway Safety Representative for Wisconsin where he had the day-to-day responsibility for the leadership and management of the State's highway safety office. He served for 3 years on the Executive Board of the Governors Highway Safety Association (GHSA) and was an instructor at the GHSA Executive Seminar for 4 years. Dr. Manning has his undergraduate degree in Economics from the University of Missouri. He received both his Masters degree in Urban Affairs and his Doctorate in Urban Education from the University of Wisconsin. He is a retired Major from the U.S. Air Force and lives in Concord, California.

STEPHANIE MANNING

Stephanie Manning is the Director of Federal Relations for Mothers Against Drunk Driving. Grassroots organizing, lobbying, and highway safety have been common threads in her work experience. Before joining MADD in 2000, Ms. Manning served as the Manager of Government Affairs for the Washington, DC-based Advocates for Highway and Auto Safety, focusing on impaired driving, truck safety, and child passenger safety. Ms. Manning began her career as the State Director for the Virginia Coalition for Safe Roads. She received her Bachelor of Science degree from Cornell University.

BECKY MARKWELL

Becky Markwell is the Director of the Illinois Higher Education Center for Alcohol, other Drug and Violence Prevention (IHEC), located at Eastern Illinois University. IHEC is a statewide initiative focused on alcohol and other drug prevention services to our 80 Illinois colleges and universities. Ms. Markwell has more than 20 years of experience in grant administration and management in an institution of higher education. She holds a bachelor's degree in Sociology and Master of Arts in Psychology, both from Eastern Illinois University.

JOAN MASTERS

Joan Masters is the State Coordinator for the Missouri Partners in Prevention coalition based in the Wellness Resource Center at the University of Missouri-Columbia.

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Missouri Partners in Prevention works collaboratively with Partners in Environmental Change. Her leadership positions include serving as the Missouri Coordinator for the BACCHUS and GAMMA Peer Education Network and as the Network Regional Coordinator for Missouri, Kansas, and Oklahoma.

JUDY MATTY

Judy Matty commands the Southern Division Special Operations Unit (SOU) for the California Alcoholic Beverages Commission (ABC). The unit extends from the central valley to the southern border of the State. SOU functions as a departmental rapid response team and also supports field offices in carrying out their enforcement responsibilities. Ms. Matty also is ABC's statewide TRACE coordinator, administers the protocol, and interfaces with allied law enforcement agencies as well as alcohol policy organizations.

KERRY MENSOR

Kerry Mensor is a Detective with the San Diego Police Department. He currently is assigned to the Department's Drag Racing Enforcement Team (Drag-Net), where he concentrates on enforcing impaired driving and zero tolerance laws. Detective Mensor is a Field Training Officer, Field Evidence Technician, Drug Recognition Expert, and Computer Forensics Specialist. He also is the Department's ABC and Fake ID expert. He teaches at a local community college in the Administration of Justice degree program, teaching officer safety tactics as well as several other subjects at the Police Academy. He has traveled nationwide training communities in environmental prevention strategies and law enforcement techniques.

DEIDRA MILLER

Deidra Miller is a 17-year-old Youth Intern for Environmental Prevention in Communities (EPIC). She has been an active member of EPIC for 2 years and assists with implementing training and presentations for other young people aged 15 through 20 in the East Oakland community. Outside of work, she enjoys reading, writing, listening to music and participating in school events.

TED MILLER, PH.D.

Dr. Ted Miller is Center Director of the Public Services Research Institute at the Pacific Institute for Research and Evaluation. He is an internationally recognized

safety economist, has authored more than 100 peer-reviewed publications, and is a leading expert on injury and violence incidence, costs and consequences, and substance abuse costs. He founded and directs the Children's Safety Network Economics and Insurance Resource Center, which has worked since 1992 to forge child safety partnerships between insurers and advocates. He was the 1999 recipient of the Excellence in Science Award from the American Public Health Association's Injury Control and Emergency Health Services Section.

AIDAN MOORE, J.D.

Chief Aidan J. Moore has been with the New Hampshire State Liquor Commission Bureau of Enforcement since 1981. Previously, he worked as a police officer for the City of Portsmouth. Chief Moore is an advisory board member for the Partnership for a Drug Free New Hampshire and served as Vice-Chairman of the NABCA's Regulatory Committee. He is a member of the NH Attorney General's Underage Drinking Task Force, the Governor's Commission on Prevention and Treatment, and the Education Subcommittee for the Joint Committee of the States; a consultant to the Office of Juvenile Justice and Delinquency Prevention and the National Crime Prevention Council; and an instructor for OJJDP's Underage Drinking Enforcement Training Center at the Pacific Institute for Research and Evaluation. Chief Moore is a member of the New Hampshire Chief's Association; International Association of Chiefs of Police, the National Liquor Law Enforcement Association, and is the current President of the National Liquor Law Enforcement Association. He is a graduate of the FBI National Academy and the New England School of Law and has been admitted to the bars in both New Hampshire and Maine.

JOEL MORENO

Joel Moreno is the Deputy Assistant Chief of the Texas Alcoholic Beverage Commission (TABC) at its headquarters in Austin. He began his 24-year career as a Peace Officer with the McAllen Police Department in McAllen, Texas. In 1985, Mr. Moreno joined the TABC as an agent and, since then, had worked throughout the State of Texas. Moreno holds a bachelor's degree in criminal justice from the University of Texas-Pan American and was awarded a Master Peace Officer's Certificate by the Texas Commission on Law Enforcement Standards.

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JAMES F. MOSHER, J.D.

James F. Mosher is Director, Center for the Study of Law and Enforcement Policy, Pacific Institute for Research and Evaluation. He has more than 25 years of experience in the alcohol and other drug policy field as a policy analyst, a legal scholar, a researcher, a lecturer, and a trainer. Mr. Mosher has written more than 75 scholarly articles, books, and reports on public policy strategies for reducing youth alcohol problems, analyses of the role of legal policy in preventing alcohol and other drug problems, the relationship of alcohol and poverty, and the public health impact of alcohol industry marketing. He has lectured to a wide variety of professional and lay audiences and has testified before the U.S. Congress and numerous State legislative committees. He also has served as a consultant to legal professionals; local, State, and Federal governments; the World Health Organization; and other professional and scholarly organizations.

ROBYN MYSZKA

Robyn Myszka is the Youth Coordinator for the Minnesota Join Together (MJT) Coalition to Reduce Underage Drinking. She recently graduated from college with a degree in health promotion, which gave her the opportunity to intern at the Minnesota Institute of Public Health (MIPH) in 2003. She joined MIPH staff last fall and also began working with MJT. As Youth Coordinator, Robyn teams up with Mothers Against Drunk Driving Minnesota to coordinate the Youth In Action Legislative Team.

JEFF NACHBAR

Jeff Nachbar is the Project Director for the Minnesota Join Together Coalition to Reduce Underage Drinking, which focuses on changing statewide public policy to reduce youth access to alcohol. Previously, Mr. Nachbar was a community organizer for the Minneapolis Police Department's Crime Prevention Unit. He worked extensively on combating underage drinking and party houses and their negative impact on the community surrounding the University of Minnesota. He also has directed fundraising efforts for environmental and public interest nonprofits groups in Minnesota and Wisconsin and has extensive organizational experience on various political campaigns.

GARY NAJARIAN

Gary Najarian currently serves as the Project Director for the Connecticut Coalition to Stop Underage Drinking (CCSUD), an initiative of The Governor's Prevention Partnership in Hartford, Connecticut. CCSUD is a statewide coalition of over 3,000 members actively working to reduce youth access to alcohol through increased enforcement and policy change. CCSUD is funded by the Robert Wood Johnson Foundation and the Connecticut Office of Policy and Management through funds received from OJJDP.

WILLIAM F. NEFOSKY

Captain William F. Nefosky has been employed with the City of Newark Police Department since 1978. Before becoming Commander of the Field Operations Bureau (his current position), Captain Nefosky commanded the department's Criminal Division, Traffic Division, and the Administration and Services Bureau. Currently, Captain Nefosky chairs the "Policy and Enforcement" Committee of the University of Delaware's Building Responsibility Coalition. He has a Bachelor of Science degree in Criminal Justice from Wilmington College and is a graduate of the FBI National Academy in Quantico, Virginia.

SHEILA NESBITT

Sheila Nesbitt is a Community Organizer for the Minnesota Join Together Coalition to Reduce Underage Drinking. She has worked with several communities to bring them together with the criminal justice system to address underage drinking and youth access to alcohol. Ms. Nesbitt also has worked for the Hennepin County Health Department in Minnesota and the National Crime Prevention Council in Washington, DC.

DARREN T. NIELSEN

Darren Nielsen is a law enforcement officer in the Traffic Bureau of the Phoenix Police Department. He currently is assigned to the Youth Alcohol Education and Enforcement Squad as a motor officer. Since graduating from the Arizona Law Enforcement Academy in February 1998, he has spent 3 years assigned to various patrol squads obtaining experience in various DUI investigations. Officer Nielsen is both a certified Drug Recognition Expert (DRE) and a certified DRE instructor. He also is qualified to serve as a DITEP/Drug Recognition Users Guide Seminar (DRUGS) instructor, teaching school

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administrators and teachers how to detect impairment in their students.

PENNY NORTON

Penny Norton is the founder and CEO for FACE®. FACE® promotes awareness, provides resources and training, and advocates for community action to ensure sensible alcohol policies and practices. Ms. Norton has established a national-speaking reputation by communicating in a frank manner about promising policy approaches aimed at changing community environments that contribute to alcohol problems. She has been featured in a number of professional journals and is the author of two books on community organizing for the reduction of alcohol problems. Ms. Norton is an enthusiastic individual who addresses alcohol-related issues in a straightforward and often humorous manner. Her presentations provide a realistic framework for change that can occur regarding the role alcohol plays in our communities and politically within our society.

MARIAN NOVAK

Marian Novak has worked extensively with the hospitality industry for the past 20 years. During the last 12 years, she has served as Project Director for the Responsible Hospitality Coalition of San Diego County, a model for other similar programs. Ms. Novak also coordinates the San Diego State University Prevention Partnership Project, a coalition of diverse perspectives promoting policy development, prevention programs, and research to reduce problems associated with alcohol and other drugs with college students. She is a certified instructor for several Responsible Beverage Service programs.

ALAN OGLE, PH.D.

A Captain in the United States Air Force, Alan Ogle is the Chief of the Life Skills Support Center, 90th Medical Group, F.E. Warren AFB, Wyoming. He received his Ph.D. in Clinical Psychology from the University of Detroit Mercy, and currently provides outpatient mental health and substance abuse treatment services to active duty personnel and families. Dr. Ogle also serves on the Wyoming EUDL Council and the Wyoming Governor's Council on Impaired Driving.

DEE OWENS

Dee Owens is Director of the Alcohol-Drug Information Center at Indiana University. She previously served as the Oklahoma State Substance-abuse Director and on the Substance Abuse and Mental Health Services Administration's National Advisory Council. A founding member of Indiana Student Assistance Professionals and Indiana Collegiate Action Network, she holds an M.P.A. in Policy Analysis from Indiana University and is a board member of the Alcohol-Drug Problems Association of North America and the Indiana Coalition to Reduce Underage Drinking.

GEORGE PHILPOTT

As Operations Supervisor, Convenience Store Division, Terrible Herbst, Inc., George Philpott is responsible for Managing 81 Convenience Stores located in California, Arizona, Utah and Las Vegas, Nevada. He has oversight of 600 Cashiers, Ten Zone Supervisors and Three Regional Supervisors. Before assuming this position, he served as a Regional Supervisor for Terrible Herbst, Inc. from December 1999 to May 2002. Mr. Philpott came to Terrible Herbst from Frito-Lay, Inc., where he was a District Supervisor-Key Account Salesperson from 1996 to 2002.

LEAH PREISS

Leah Preiss is the National Youth in Action Coordinator for Mothers Against Drunk Driving. She is knowledgeable about the problem of underage drinking in urban, suburban, and rural communities. Ms. Preiss began working for MADD as the Minnesota State Youth Services Coordinator. She finds it inspiring to work with youth across the country who 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 coordinates liquor enforcement for the city's 400 establishments. He helped establish the ZAP Program that targets adult providers of alcohol in the city's residential college neighborhoods. ZAP brings together neighborhoods, colleges, law enforcement, and the judiciary to deal with the issue of underage access to alcohol. Sergeant Ramstad is the Chair of the Minnesota Join Together Coalition to Reduce Underage Drinking.

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REBECCA H. REEVE, PH.D.

Rebecca Reeve is a Director of Child and Family Programs in Research Triangle Park, North Carolina. She has expertise in program design, delivery, and evaluation. Dr. Reeve leads the RWJF-funded NC-Partners to Reduce Underage Drinking, linking CAMPUS & RASS. She chaired the American Public Health Association's Public Health Education Health Promotion Section and served on the National Advocacy Board of the Society for Public Health Education.

DAVID REITZ

David Reitz is a 28-year veteran of law enforcement. He has worked as a street police officer, an IRS special agent, and most notably, as an investigator and administrator for Colorado's Liquor Enforcement and Racing Divisions. As an investigator, Mr. Reitz specialized in financial investigations of alcohol beverage licensed establishments. He also served for 12 years as Director of the Colorado Liquor Enforcement Division. Mr. Reitz is a former president of the National Conference of Liquor State Administrators and the National Liquor Law Enforcement Association. Since retiring from government, Mr. Reitz has worked as a consultant and lobbyist.

RANDY REYER

A Sergeant with the Arizona Department of Liquor Licenses and Control, Randy Reyer is a Training Unit Supervisor for Youth Alcohol Education and Enforcement. He develops and maintains all training programs for the department and is the liaison with AZ-POST regarding all training compliance matters for certified and civilian personnel. Sergeant Reyer has been a Police Officer since 1987 and is a Criminal Law Instructor at the State Police Academy. He also served 2 years with the U.S. State Department in Kosovo, Yugoslavia, as an International Police Officer.

ROBERT REYNOLDS

During his 30-year career in the alcohol, tobacco, and other drugs, Robert Reynolds has served as a Program Administrator, Policy Advocate, and Researcher at the community, county, State, and Federal levels. He is currently the Director of the Office of Alcohol Policy Initiatives at the Pacific Institute for Research and Evaluation (PIRE), an office charged with advancing PIRE's mission in the public health policy arena both domestically and abroad. Previously, Mr. Reynolds was

the Director of the Center for Policy Analysis and Training at PIRE. He is a former Health Director for San Diego County and former Planning Commission Chairman for the City of Lemon Grove, California.

DIANE RIIBE

Diane Riibe is the Executive Director for Project Extra Mile, a nationally recognized network of community coalitions working to prevent underage drinking in Nebraska. 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. Diane helped start a Mothers Against Drunk Driving (MADD) chapter in Dodge County, Nebraska. She went on to serve on MADD's National Board from 1994 to 1998, and also served 2 years as the organization's Vice President of Public Policy. Diane lobbied members of Congress in favor of lowering the blood alcohol concentration level from .10 to .08, and was invited to the Rose Garden for President Clinton's signing of the Federal law.

JESSICA ROE

Jessica Roe is Field Coordinator for Texans Standing Tall (TST). A strong background in working with youth led her to TST. She gained an understanding of problems related to youth drug use in her work as a Project Coordinator and Case Manager with Big Brothers Big Sisters. As the TST Field Coordinator, Ms. Roe works with the Center on Alcohol Marketing and Youth to reduce youth overexposure to alcohol marketing in Texas and also assists communities that are implementing the Zero Tolerance Project.

STACY L. SAETTA

Stacey Saetta is a Legal Researcher and Associate Research Scientist at the Center for the Study of Law and Enforcement Policy at the Pacific Institute for Research and Evaluation. She conducts legal analyses, including First Amendment analysis of alcohol-related statutes and regulations across State and Federal jurisdictions, best practices analysis of alcohol-related legal provisions, best practices analysis of enforcement practices, and model law development. Ms. Saetta is engaged in the development of the Alcohol Policy Information System, an electronic resource on alcohol-related policies, developed under contract for the National Institute on Alcohol Abuse and Alcoholism. An attorney admitted to the California and New York bars since 1985, she brings to her work her law firm expertise

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in employment law, school law, civil litigation, and civil and criminal appeals and writs.

LARA SANSING

Lara Sansing serves as the State Coordinator for the 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 college and university campuses in the State. It is dedicated to reducing underage and high-risk drinking among Missouri's college students.

JAMES M. SGUEO

James Sgueo is the Executive Director of the National Alcohol Beverage Control Association (NABCA), a national trade association representing 19 jurisdictions known as the "control States" that not only regulate alcohol beverage distribution within their respective borders, but also sell these products at the wholesale and, in many cases, retail levels. A graduate of the University of Maryland, Mr. Sgueo served as Systems Analyst, Director of Statistical Operations, and Deputy Director before being named Executive Director in 1993. He has more than 23 years of experience with NABCA, and his broad knowledge of the control State systems and the alcohol beverage industry is evident in the growth NABCA has experienced during his tenure.

BRENDA SIMMONS

Brenda Simmons is a Prevention Policy Specialist at the Institute for Public Strategies. She currently is working on campaigns to restrict the sale of drug paraphernalia and establish well-defined public convenience or necessity guidelines for cities in the Eastern Region of San Diego County. Ms. Simmons has led campaigns that resulted in the adoption of social host ordinances in five municipalities in San Diego County. She holds a master's degree in communication from San Diego State University and has 10 years of experience in public health.

BARRY SOWARDS

Cpl. Barry Sowards began his law enforcement career in 1990 with the U.S. Air Force Security Forces as a Nuclear Weapons Entry Control Supervisor. He then became a Special Operations Security Coordinator for NASA. Barry was hired by the Columbia Police Department in 1995

where he worked in the Street Crimes Unit and Patrol Division. In 1999, Barry moved to Lexington County Sheriff's Department as a School Resource Officer, and is the Key Officer for Lexington County's Alcohol Enforcement Teams.

MICHAEL SPARKS

Michael Sparks serves as an Associate Director for The Robert Wood Johnson Foundation's Free to Grow initiative at the Mailman School of Public Health at Columbia University. Until recently, he served as the Interim Executive Director and Project Director for Community Programs at Vallejo Fighting Back Partnership. Mr. Sparks has expertise in the alcohol policy field and in the areas of coalition-building using local control strategies to manage problematic alcohol and drug environments, the legislative processes surrounding neighborhood revitalization, and management of nonprofit corporations. He received a master's degree in sociology from San Francisco State University.

AARON STARKS

Aaron Starks is the Statewide Coordinator for Reducing Underage Drinking at the Washington State Department of Social and Health Services, Division of Alcohol and Substance Abuse. Previously, Mr. Starks was employed at a community substance abuse prevention nonprofit organization, developing skills in community mobilization, program evaluation, and strategic planning. Mr. Starks holds degrees from Western Washington University and Washington State University.

COLLEEN STEVENS

Colleen Stevens is the Chief of Tobacco Education Media Unit for the Tobacco Control Section, California Department of Health Services. She is part of the core staff involved in the overall organization, administration, and direction of California's tobacco education efforts. Since 1989, she has been intimately involved with all aspects of California's internationally acclaimed anti-tobacco media campaign, including production and placement of media and public relations activities. Ms. Stevens is a highly regarded representative of the California anti-tobacco campaign, and she has shared her social marketing knowledge and experience at numerous training workshops and conferences worldwide. She also has provided individual consultation to State, national, and international tobacco prevention

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program leaders as they have launched their own media campaigns and taken on specific issue campaigns, such as smoke-free workplaces. Ms. Stevens holds a master's degree in medical social work and a bachelor's degree in psychology from California State University, Sacramento.

KATHRYN STEWART

Kathryn Stewart is the Component Director for the Dissemination and Diffusion of Science-Based Prevention Component at PRC. Until recently, she was a Senior Research Scientist at the Pacific Institute for Research and Evaluation and the Deputy Director of the Underage Drinking Enforcement Training Center. Ms. Stewart has broad experience in research and evaluation related to the prevention of problems related to substance use and the translation of scientific findings into practical guidance for practitioners and policymakers.

DOUG TERBEEK

Doug Terbeek, a graduate of the Air Force Academy, is the Executive Director of the Prevention Team. He has served on numerous committees reviewing substance abuse policies at the local and State levels and has advised several athletic code rewrites in county school districts. Under his leadership, the Prevention Team has been honored by the Federal Government as an "exemplary prevention program." Mr. Terbeek has coached baseball at the little league and high school levels.

TIM THOMASON

Tim Thomason has been a Columbia, Missouri, Police Officer for 10 years. His primary duty at the Columbia Police Department is to build partnerships between the police, landlords, tenants, and others in the community to improve the quality of life in the rental housing industry. Officer Thomason is a certified instructor for the internationally recognized Crime-Free Multi-Housing Program.

ANDREW J. TRENO, PH. D.

Dr. Andrew J. Treno is a Senior Research Scientist at the Prevention Research Center in Berkeley, California. His primary concentration is on alcohol problem prevention and evaluation. He has published in the areas of community mobilization, alcohol involvement in injury, and evaluation of environmental approaches to the prevention of alcohol-related problems. Dr. Treno

currently serves as Project Director for the Sacramento Neighborhood Alcohol Prevention Project (SNAPP). He received his Ph.D. in Sociology from the University of California, Berkeley.

JOHN UNDERWOOD

A former NCAA All-American international-level distance runner and World Masters Champion, John Underwood has coached or advised more than two dozen Olympians. He holds three International Olympic Solidarity diplomas for coaching and has been a crusader for drug-free sport at all levels. He has appeared as a guest commentator for ABC Wide World of Sports on Olympic drug scandals. Mr. Underwood has worked with the NHL, the U.S. Olympic Committee, Sport Canada, and the International Olympic Committee.

DANIELLE VALENCIANO

Danielle Valenciano, a Prevention Specialist for the Institute of Public Strategies, mobilizes key community partners as advocates and spokespeople to advance public policy issues. She also assists with the planning and coordination of media events to generate community support for changes in social norms. Ms. Valenciano has a master's degree in Cultural Anthropology from University of California, San Diego. Her previous work includes teaching ESL and coordinating a resettlement program for African, European, and Afghan refugees.

JAMES E. VAN DOREN

Sergeant James E. Van Doren is a Shift Supervisor for the George Mason University Police Department. He also has been a patrol officer, a field training officer, and a defensive tactics instructor. During his 8 years in the Army, Sergeant Van Doren served as a Patrol Officer and Traffic Accident Investigator. He completed instructor development courses sponsored by the U.S. Military and the Virginia Department of Alcohol Beverage Control. Over the past 4 years, Sergeant Van Doren has received grants from the Virginia Department of Alcohol Beverage Control to assist the George Mason University Police Department in their efforts to enforce alcohol laws.

STEVEN WALDO

Steven Waldo is the County Coordinator for the Windsor County START team, which is a coalition of law enforcement and court and community leaders tasked

Speaker BIOGRAPHIES

with enforcing the laws regarding teen parties both proactively and reactively. He has been an Investigator for the Vermont Department of Liquor Control for the past 23 years and a certified law enforcement officer for the past 34. Mr. Waldo previously was the Chief of Police for the Town of Ludlow, Vermont. He has been an active participant in more than 12 community coalitions in the southern Vermont area. Mr. Waldo currently is the Chair of the Baltimore Town Select-board.

DAVID J. WALLACE

David J. Wallace is the Traffic Safety Training Attorney for the Prosecuting Attorneys Association of Michigan (PAAM). He instructs prosecutors and law enforcement officers in Michigan on a variety of traffic safety topics and other similar issues. Mr. Wallace is a former Calhoun County Assistant Prosecutor with more than 15 years of active trial experience.

JUDY WALSH-JACKSON

Judy Walsh-Jackson is the Co-Chair of the Collegiate Alcohol Research and Prevention Initiative (CARPI), Chair of the San Diego County Council on Alcohol Policy, and a member of the Board of Directors for the California Council on Alcohol Policy and of the National Council on Alcoholism and Drug Dependence (NCADD)-San Diego. Since 1999, Ms. Walsh-Jackson has been the Associate Director of the Policy Panel, a broad-based coalition to prevent underage drinking and also the coordinating body of the San Diego County Underage Drinking Initiative.

ELLEN WARD

Ellen S. Ward is the Executive Director of Texans Standing Tall, a Statewide Coalition to Prevent Underage Drinking. Ellen Ward leads the Robert Wood Johnson Foundation Reducing Underage Drinking through Coalitions in Texas. Broad-based community prevention has been the focus of her career. She serves on numerous committees, as well as the Institute for Public Strategies Advisory Board, and is a member of the American Public Health Association.

KEN WARNBERG

Ken Warnberg is a Sergeant with the Minneapolis Police Department, where he coordinates liquor enforcement and reviews all liquor applications received by the city. He has worked on combating underage drinking in the University of Minnesota area by joining with the

University of Minnesota Police and the State Patrol in raiding large party houses in the university area. From this work, numerous adult providers have been charged with purchasing/providing alcohol to minors, hundreds of minors have been cited, and some peace has been restored to the affected neighborhoods.

CATHY WENDHOLD-MCDADE

Cathy Wendhold-McDade is the District Tobacco Use Prevention Director for the Cobb and Douglas Boards of Health in Georgia. She is responsible for educating community members and healthcare providers about the harmful effects of tobacco use. Ms. Wendhold-McDade also is responsible for coordinating local tobacco coalitions that concentrate on enacting policy change to effect tobacco use and exposure. As a member of the Cobb Underage Drinking Task Force, a number of collaborative efforts have taken place that benefit both youth access to and use of tobacco and alcohol.

JANET WILLIAMS

Janet Williams is Deputy Director of the Office of Alcohol and Other Drugs at the American Medical Association. She oversees the Robert Wood Johnson Foundation-funded initiative, Reducing Underage Drinking through Coalitions. Ms. Williams also coordinates training sessions on policy and media advocacy for 12 State coalitions and 9 university coalitions to combat underage and high-risk drinking. She received her undergraduate and graduate degrees from the School of the Art Institute of Chicago and De Paul University, respectively.

STEPHEN WING

Stephen Wing is the Associate Administrator for Alcohol Policy at the Substance Abuse and Mental Health Services Administration (SAMHSA), where he advises the Administrator on alcohol policy issues and coordinates SAMHSA's alcohol-related prevention and treatment activities. Previous responsibilities include Senior Advisor for Drug Policy in SAMHSA's Office of Policy and Program Coordination, SAMHSA's Agency Representative to the Interagency Demand Reduction Working Group at the Office of National Drug Control Policy, State Project Officer at the Center for Substance Abuse Treatment, and assisting in the development of the Substance Abuse Prevention and Treatment Block Grant regulation. A graduate of Yale University and the University of Maryland School of Social Work, Mr. Wing

Speaker BIOGRAPHIES

was a substance abuse counselor and clinical director before joining the Alcohol and Drug Abuse Administration in Maryland.

CRAIG WONG

Officer Craig Wong is the Business Liaison Officer for the Vallejo Police Department, where he is assigned to the Community Services Unit. Officer Wong is responsible for background checks for business licenses, crime prevention through environmental design and security assessment, oversight and monitoring of the alcohol establishments, and bingo enforcement. He also is the liaison for the Vallejo Police Department and the California Department of Alcohol Beverage Control. He has been a Law Enforcement Officer since 1989.

TOM WORKMAN, PH.D.

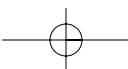
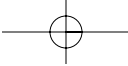
Dr. Tom Workman currently serves as the Assistant Director of Student Involvement overseeing the Information Strategies Program at the University of Nebraska-Lincoln. In addition to creating student information campaigns about activities and programs, he coordinates daily communications activities of the NU Directions Campus-Community Coalition and works with students, faculty, staff and community members in creating social marketing and advocacy campaigns on alcohol-related issues. Tom has 18 years of professional and academic experience in the field of communication, working as a consultant and trainer. He holds a Ph.D. in Communication and Culture with an emphasis in Health Communication. He serves as a guest editor in the area of alcohol-related research for the journal Health Communication.

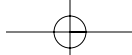
NIGEL WRANGHAM

Nigel Wrangham is an independent consultant and trainer. He was the first Project Director for the Oregon Coalition to Reduce Underage Drinking (OCRUD) and served as one of three lead trainers at MADD's National Youth Summit to Prevent Underage Drinking in Washington, DC. Mr. Wrangham's work with MADD led him to serve as interim National Coordinator for the Youth In Action project in 2001, and he continues to consult, train, and develop curricula for the organization today. In addition, Mr. Wrangham is an Expert Consultant to OJJDP's Underage Drinking Enforcement Training Center at the Pacific Institute for Research and Evaluation, serving as a member of the Center's National training team. He also teaches at the post-secondary level.

HOLLY ZWEIZIG

Holly Zweizig is the Assistant Director for Ohio Parents for Drug Free Youth (Ohio Parents). She has chaired several State and Federally funded projects at Ohio Parents for the past nine years including the *Parents Who Host, Lose The Most* public awareness campaign. Holly is an Ohio Certified Prevention Specialist and has a Masters in Public Policy from Ohio State University.





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