

READY

22ND ANNUAL COLLEGE CONFERENCE
ROANOKE, VA / OCTOBER 4-6, 2007

MISSION:

POSSIBLE

Presented by the Virginia Department of Alcoholic Beverage Control (ABC). For more information, please visit www.abc.virginia.gov.

MISSION: POSSIBLE

YOUR MISSION (SHOULD YOU CHOOSE TO ACCEPT IT)

- Attend the 22nd Annual College Conference, October 4-6, 2007, Roanoke, Virginia, The Hotel Roanoke and Conference Center.

Your **MISSION**, should you choose to accept, is to attend the **22nd Annual College Conference**, sponsored by the Virginia Department of Alcoholic Beverage Control (ABC).

INTELLIGENCE GATHERING. Share knowledge, skills, talents, resources and strategies necessary to lead your college or university and community towards achieving its ultimate prevention mission about underage and high-risk consumption and impaired driving.

AGENT RENDEZVOUS. All local or national men and women of mystery should report October 4–6, 2007 to the Hotel Roanoke & Conference Center, Roanoke, Va.

GOOD LUCK! Students, greek life members, athletes, student government association members, administrators, faculty, college staff, campus safety officers, local law enforcement officers, community members . . . **YOU** have been identified as having the necessary skills, creativity and resources to make a difference.

The theme of ABC's 22nd Annual College Conference reflects the *Mission: Impossible* series and movies: committed and dedicated to a team approach in resolving complex and difficult challenges. The goal of this conference is to improve safety and education on college and university campuses and in respective college and university towns and discuss current and possible future issues of underage and high-risk prevention as well as impaired driving.

MISSION BRIEFING

The mission of the 22nd Annual College Conference is to prevent and reduce underage and high-risk drinking and alcohol-related injuries, fatalities, and problems on campuses, protect students from harm, and improve the quality of life for the entire campus community.

- Investigate hot trends in alcohol and drug prevention.
- Listen in to learn about successful prevention programs on college or university campuses.
- Mingle with prevention experts.
- Learn about current traffic safety initiatives
- Uncover the secret methods of networking with peer educators, greek-life members, athletes and other college students.

HIGHLIGHTS

- New location
- New prevention expert presenters that include a driving under the influence (DUI) panel
- New general sessions featuring: David Hellstrom, Aaron Davis, Sarah Panzau, Lyric Ave and RADD.

CONFERENCE BASICS

The Virginia Department of Alcoholic Beverage Control's 22nd Annual College Conference is the largest conference in Virginia dedicated to preventing and reducing underage and high-risk drinking and alcohol-related injuries, fatalities, and problems on campuses.

The format of the 22nd Annual College Conference will follow a multi-track model with one-hour concurrent workshops. Conference tracks include: Alcohol & Drug Prevention, Traffic Safety, Professional Development, Peer Education, and Wellness and College Health Issues. Conference registrants will receive the full conference program, including descriptions and the schedule for concurrent sessions, upon arrival at the conference.

Casual dress is appropriate for all sessions. Participants may want to bring a light jacket or sweater. Please check the forecast in advance and plan accordingly.

QUESTIONS?

This brochure provides full information about registering and attending the 22nd Annual College Conference. For additional information, please contact the VA ABC Education Section at (804) 213-4688 or education@abc.virginia.gov.

SPEAKER CREDENTIALS

LYRIC AVE

A combination of the shows *Def Poetry*, *In Living Color* and *Showtime at the Apollo*, Lyric Ave blends spoken word poetry, music, skits and stand-up comedy into one of the best live shows you'll ever see. Not shying away from issues of race, religion, politics and natural disaster has empowered this troupe of performers to express what is on the minds of many in the River City. And, while these local artists are opening dialogues that need to happen, they offer their unique views, injecting comedy, music and poetry into the multicultural mix to give an honest picture of life as an American in 2007. Today, Lyric Ave's cast is almost 20 strong, and welcomes nationally known featured performers as part of their shows.



AARON DAVIS

Aaron Davis is known as "The Enthusiator" because of his contagious enthusiasm to equip others to perform like champions. His powerful and high-energy presentations are interactive, fresh and yet simple so that anyone can use his tips and techniques to attain greater success professionally and personally. Aaron's past experience as a National Champion football player with the University of Nebraska has equipped him with first-hand knowledge of how to achieve incredible results! (WARNING! Aaron Davis *will* provide fresh, customized content packed with *energy and humor!*)



DAVIS HELLSTROM

From the *TODAY Show* to higher education conferences, David challenges students to make healthy choices on alcohol and other important issues. David is the Director of Education and Training for the BACCHUS and

GAMMA Peer Education Network, and has spent the last decade as a spokesman for healthy choices regarding alcohol and other health education issues. Although best known for his expertise on alcohol issues, he has produced dozens of educational materials on issues ranging from sexual assault, to illicit drug abuse, to domestic violence and high risk drinking. He is also a national advocate for the power of "Peer Theatre," and many of his programs include dramatic and comedy elements, delivering important messages to students in a non-confrontational manner.



SARAH PANZAU

Panzau's life forever changed on August 23, 2003, when she was a victim of a near-fatal car accident. On the road, she was clinically dead and was given no chance of survival. After spending two weeks in a

coma, four weeks in intensive care and enduring 30 surgeries (the list of injuries included a left arm amputation and countless life-threatening infections), Sarah is living proof that poor choices can have drastic consequences. Since the crash in 2003, her life has taken a new direction. Sarah has reached students at middle and high schools, as well as at colleges, with her messages about underage drinking, drunk driving, making smart choices, respecting parents and rising above disabilities. She poignantly describes the physical and emotional pain of a life that is forever changed because of the poor decision she made. Sarah delivers her messages in a powerful and emotional manner that leaves young people spellbound. She doesn't speak from a podium. Instead, she makes a lasting impression by walking among the students donning athletic wear, so her scars help tell the story of her poor choices that took away her ability to play competitive volleyball.

SPECIALIZED TRACKS

DUI IMPACT PANEL

The DUI Impact Panel presents life-changing stories of those hurt by a drunk driver and how it impacted their lives. Panelists will include a judge, a Commonwealth attorney and relatives of victims who were killed by drunk drivers.

RADD--"SMASHED: TOXIC TALES OF TEENS AND ALCOHOL"

A stark look at the lifelong repercussions of underage drinking and alcohol-related driving. The goal of the program is to foster dialogue on the importance of curbing underage drinking and practicing safe driving and to develop proactive solutions that work in individual communities.

RESOURCE FAIR

The Resource Fair provides an opportunity for colleges/universities, non-profits and community organizations to share materials, practices and new ideas. There is no charge to individuals or organizations that are registered for the conference and wish to share and display resources related to their research, programs, agency, or organization during this special time block. **It is important for interested individuals and groups to sign up in advance to reserve a table and/or display space.**

FRIDAY NIGHT DRY

Join us for a little after-hours improv, music, skits and more. Come out to meet and mingle with old and new friends.

STRONG ARMING (AWARDS LUNCHEON)

The annual College Hall of Fame awards luncheon recognizes an outstanding advisor of an innovative program for his/her exemplary dedication, creativity and resourcefulness in addressing underage and high-risk drinking on a college campus or university.

STUDENT CAMPUS TEAMS

Register a student campus team for a reduced rate of \$175. Multiple college or university teams encouraged to register.

SPIRIT AWARD!

A panel of secret judges will award the team that has the most impressive school spirit throughout the conference. Don't forget to bring T-shirts, signs or banners to show your school spirit! The Spirit Award winner will be announced at our closing session.

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CONFERENCE-AT-GLANCE

Schedule is subject to change without notice.

THURSDAY, OCTOBER 4, 2007

- 4:00 p.m. **AGENT RENDEZVOUS**
Registration
- 6:00 p.m. **YOUR MISSION BEGINS . . .**
Lyric Ave: College Conference Kick-Off
- 6:15 p.m. **DINNER & KEYNOTE SPEAKER**
Aaron Davis: "Experience the Difference"

FRIDAY, OCTOBER 5, 2007

- 7:00 a.m. **AGENT RENDEZVOUS**
Continental breakfast & registration
- 8:15 a.m. **MISSION BRIEFING**
Opening welcome
- 9:15 a.m. **INTELLIGENCE GATHERING (I) & (II)**
One-hour concurrent workshops
- 11:45 p.m. **LUNCHEON & KEYNOTE SPEAKER**
David Hellstrom: "The Real Buzz: The Truth and Lies about Campus Alcohol"
- 1:15 p.m. **INTELLIGENCE GATHERING (III) & (IV)**
One-hour concurrent workshops
- 3:45 p.m. **KEYNOTE SPEAKER**
Sarah Panzau: "Living Proof"
- 5:00 p.m. **DWI/DUI IMPACT PANEL**
- 7:00 p.m. **DINNER**
- 8:15 p.m. **FRIDAY NIGHT DRY**
Lyric Ave

SATURDAY, OCTOBER 6, 2007

- 8:00 a.m. **AGENT RENDEZVOUS**
Continental breakfast
- 9:15 a.m. **RADD—"SMASHED: TOXIC TALES OF TEENS AND ALCOHOL"**
- 11:45 a.m. **LUNCHEON**
- 1:00 p.m. **MISSION DEBRIEFING**
Closing, wrap-up, raffles & evaluation

ONGOING

- • • **MISSION PROVISIONING**
Refreshments provided & replenished.
- • • **RESOURCE FAIR**
Friday, 12:00 noon-5:00 p.m.

HOW TO REGISTER

Registration deadline is September 14, 2007.

REGISTER BY MAIL

Return your completed registration form *and* check, money order or purchase order, payable to the *Virginia Department of Alcoholic Beverage Control* to the following address:

Virginia ABC, Education Section
2901 Hermitage Road
Richmond, VA 23220

REGISTER BY FAX

Return your completed registration form *and* purchase order to (804) 213-4457. **Note:** You can send your registration form by fax *only* if you provide a purchase order.

REGISTRATION FEES

Participant	Virginia	Out-of-State
Student Campus Team	\$ 175	\$ 250
Student	\$ 45	\$ 60
Professional	\$ 65	\$ 90

Lodging is *not* included in the conference registration fee. Your registration fee includes all conference materials, meals, T-shirt, tote bag, general sessions and breakout sessions.

STUDENT CAMPUS TEAMS

This year, colleges and universities are encouraged to register student campus teams consisting of 5-7 individuals per team. Please limit one adult (advisor, staff, faculty, administrator) per student campus team.

CONFIRMATION

A confirmation of your registration for the conference (not the hotel) will be mailed, faxed or e-mailed to you. Please review the information carefully. Pay particular attention to the spelling of each name to ensure correct spelling of names on the name badges and certificates. Register early to assure your place at the conference.

Registration deadline is September 14, 2007.

No registration will be accepted without payment or purchase order.

CANCELLATION POLICY

ABC has a flexible policy on cancellations. ABC will provide a refund for cancellation requests made in writing no later than close of business on September 14, 2007. Cancellation requests must be made *in writing* to VA ABC Education, Attn: College Conference. After September 14, 2007 you may substitute another individual at no charge but refunds will not be made.

ACCOMMODATIONS

Hotel Roanoke & Conference Center
110 Shenandoah Avenue
Roanoke, VA 24016
Phone (540) 985-5900

Deadline to register for the hotel conference rate is Friday, September 4, 2007.

RESERVATION LINK

http://doubletree.hilton.com/en/dt/groups/personalized/roaswdt_abc/index.jhtml

ABOUT THE HOTEL ROANOKE & CONFERENCE CENTER

The historic Hotel Roanoke and Conference Center is situated alongside downtown Roanoke in the heart of Virginia's Blue Ridge Mountains, just minutes from Roanoke Regional Airport. Built in 1882, the beautifully restored Tudor-style Hotel Roanoke is proudly listed on the National Register of Historic Places.

Enjoy well-equipped fitness center, seasonal outdoor swimming pool and year-round outdoor whirlpool.

The Roanoke Valley boasts a wide variety of golf and tennis facilities, as well as great outdoor recreation with hiking, biking, boating and fishing in the surrounding Blue Ridge Mountains. And those who would like to adventure closer to the hotel can head downtown for its galleries, shops and a famous Roanoke Farmer's Market which offers the best in cultural arts and culinary specialties.

OCCUPANCY COST

- \$76.00 per room, per night, based on single occupancy, plus applicable taxes.
- \$96.00 per room, per night, based on double occupancy, plus applicable taxes.

Deadline to register for the hotel conference rate is **Friday, September 4, 2007.** Please mention ABC's name to receive the discounted conference rate. *ABC is not responsible for making any lodging arrangements. If you do not make reservations, you WILL NOT have overnight accommodations.*

CHECKING IN / CHECKING OUT

Check-in: October 4-5, 2007, 4:00 p.m.
Check-out : October 6, 2007, 11:00 a.m.

PARKING

Overnight Hotel Guest, Self-Parking. . . . \$ 7.00
Overnight Hotel Guest, Valet Parking. . . \$ 10.00
Daily Parking, Self-Parking. \$1.50-5.00

(Prices subject to change without prior notification.)

CONFERENCE REGISTRATION FORM

Registration deadline: September 14, 2007

REGISTRATION & PAYMENT

Please check one of the following **registration** options: IN-STATE \$175 Campus Team \$45 Student \$65 Professional
OUT-OF-STATE \$250 Campus Team . . . \$60 Student \$90 Professional

Please check one of the following **payment** options: Purchase order enclosed. Payment will be mailed. Full payment is enclosed.

RESOURCE FAIR

YES! Include my school/organization in the Resource Fair on Friday, October 5, 2007, 12:00 noon-5:00 p.m.

REGISTRATION INFORMATION

Please print legibly. Make sure names are spelled correctly and appear as wanted on conference nametags. Student Campus Team leaders: Provide your individual information here and then proceed to the next section for the rest of your team. The mailing address, fax number and phone number that you provide will be used as contact information for the student campus team as a whole.

First name: _____ Last name: _____

School / organization: _____ Federal ID no.: _____ Purchase order no.: _____

Address: (street) _____ (city) _____ (state) _____ (zip) _____

Phone: (day) _____ (evening) _____ E-mail: _____ Fax: _____

Participant type (check one): college staff faculty student law enforcement community leader other

Conference fee includes breakfast (B), lunch (L) and dinner (D). Circle all the meals you will attend each day: **10/4:** D **10/5:** B/L/D **10/6:** B/L
 vegetarian option dietary restrictions / food allergies (we will do our best to accommodate you): _____

STUDENT CAMPUS TEAM MEMBERS

Student campus teams consist of 5-7 participants, including the team leader. Please legibly provide full information for each team member.

Name (Last, First) & Title	E-mail	Participant Type*	Vegetarian Meal?	Meal Options (circle all that apply)**		
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L
_____	_____	S F St L C O	<input type="checkbox"/> yes <input type="checkbox"/> no	10/4: D	10/5: B/L/D	10/6: B/L

* Circle the type for each participant: college staff (S), faculty (F), student (St), law enforcement (L), community leader (C), or other (O).
** Circle the meals each participant will attend each day: breakfast (B), lunch (L) and dinner (D).

NOMINATION FORM: COLLEGE HALL-OF-FAME AWARDS

Nomination deadline: September 14, 2007

College Hall of Fame **Advisor of the Year** and **Innovative Program of the Year** awards are presented at the College Conference. The College Hall of Fame recognizes special dedication shown to the alcohol prevention field on college campuses and universities across Virginia. Both the nominee and nominator must be present at the 22nd Annual College Conference. If there is an individual or group on your campus who has shown extraordinary leadership and distinguished service, please submit his or her name for nomination. Nomination applications must not exceed two (2) pages in length along with the attached nomination form. **Nomination deadline: Friday, September 14, 2007.**

Nominee's name: _____ College: _____ Organization: _____

Nominee's achievements. On attached sheet(s), please describe the nominee's leadership. What is the nominee's length of service? For what achievement(s) is nominee best known? Describe in what ways the nominee's contributions have been of greatest value for the underage alcohol prevention movement on campus. Describe the significant impact of the nominee's achievement. Do not exceed two (2) pages.

Nomination submitted by: _____

Address: (street) _____ (city) _____ (state) _____ (zip) _____

Phone: (day) _____ (evening) _____ E-mail: _____ Fax: _____

Submit registration & nomination forms by September 14, 2007 to Attn: College Conference, Virginia ABC, P.O. Box 27491, Richmond, VA 23261-7491; Phone: (804) 213-4688; Fax: (804) 213-4457. Questions? Please contact the VA ABC Education Section at (804) 213-4688 or education@abc.virginia.gov.