



### ***Why Students Are Starting to Party Sober – Party.0***

**Presenter:** Jake White, Executive Director, Party.0

**Synopsis:** This workshop will help to identify what's missing in current strategies to prevent underage drinking, explain how Party.0 came into existence, why it works to bring college students together to host parties without alcohol, and create a clear call to action and opportunity for youth to respond.

### ***The Utilization of Power of Parents***

**Presenter:** Ronelle Yanuzzi, Prevention Specialist, Holcomb Behavioral Health Systems

**Synopsis:** This overview of the Power of Parents program and Parents Who Host program will discuss the teen brain, sales to minors, and compliance checks. This workshop also explains how these programs are presented in both English and Spanish.

### ***PLCB+ Works for Licensees***

**Presenter:** Mitchell Sell, PLCB Management Technician

**Synopsis:** This workshop will be an interactive presentation of the PLCB+ system providing licensees with instruction and technical assistance regarding logging on to PLCB+ and submitting forms and requests relating to liquor licenses. Licensees are encouraged to bring a WiFi-capable laptop, tablet, or smartphone so they can access PLCB+ on their own devices for a hand-on experience.

### **2:00 PM – 2:50 PM                      Concurrent Workshops**

### ***Why Students Are Starting to Party Sober – Party.0***

*NOTE: This is a repeat of the same session offered in the morning.*

**Presenter:** Jake White, Executive Director, Party.0

**Synopsis:** This workshop will help to identify what's missing in current strategies to prevent underage drinking, explain how Party.0 came into existence, why it works to bring college students together to host parties without alcohol, and how to create a clear call to action and opportunity for youth to respond.

### ***Ignition Interlocks – First Time Offender Law***

**Presenter:** Stephen Erni, Executive Director, Pennsylvania DUI Association

**Synopsis:** A comprehensive, in-depth examination of the commonwealth's first-offense ignition interlock law (Act 33), the workshop will discuss the differences between the existing interlock law and Act 33, the effect the new law will have on probation and law enforcement agencies, and what Act 33 means for the commonwealth's ignition interlock program now and in the future.

### ***SOARing to Action Locally for Alcohol Use Reduction***

**Presenters:** Elizabeth Eckley Winder, ABD, Communities that Care Training and Technical Assistance Coordinator, Pennsylvania State University's Evidence-based Prevention and Intervention Support Center

Meghan Blevins, Communities that Care Training and Technical Assistance Coordinator, Pennsylvania State University's Evidence-based Prevention and Intervention Support Center

**Synopsis:** This session will present a step-by-step process for providing young people with opportunities, skills, and recognition that strengthens bonding with family, school, and their community. The process, known as Social Development Strategy, fosters the success and health of young people through every stage of development and provides strong bonds that encourage the adoption of healthy standards for youth behavior associated with alcohol nonuse. It is easy to use and easy to remember, and it works!

## ***PLCB+ Works for Ordering Materials and Applying for Grants***

**Presenter:** Kayleigh Evans, PLCB Alcohol Education Specialist

**Synopsis:** An interactive presentation of the PLCB+ system, this workshop will provide attendees with instruction and technical assistance regarding logging on to PLCB+, requesting materials (posters, pamphlets, etc.), and applying for grants. Attendees are encouraged to bring a WiFi-capable laptop, tablet, or smartphone so they can access PLCB+ on their own devices for a hand-on experience.

**2:50 PM – 3:15 PM                      Networking/Break**

**3:15 PM – 4:30 PM                      Concurrent Workshops**

## ***Addiction in College – Changing the Culture***

**Presenters:** Rachel Michaels, Alcohol and Other Drug Education Specialist, California University of Pennsylvania

Robert Mehalik, Assistant Professor, Director of the Office for Students with Disabilities, California University of Pennsylvania

**Synopsis:** Addiction among students is becoming more and more common in higher education. There are innumerable services available for college students, but very few colleges and universities seem to offer services to those in recovery. By providing a recovery center on college campuses that students can access 24 hours a day, great impact can be made in the recovery efforts of young people. This session will raise awareness of collegiate recovery and give tools to advocate for the collegiate recovery community.

## ***Embracing the Alcohol Awareness Poster Contest as Educational Opportunity***

**Moderator:** Jonathan Morgan, PLCB Alcohol Education Specialist

**Presenters:** Scott Stratton, Teacher, Mechanicsburg Area School District

Kevin Avery, Teacher, Tulpehocken Area School District

**Synopsis:** Each year, the PLCB hosts its Alcohol Awareness Poster Contest to encourage students and educational communities to think about the risks of and alternatives to underage drinking. Panelists will discuss how to use the contest as a springboard for discussing alcohol with students, teach alternatives to underage drinking and encourage students to create thoughtful (and perhaps winning!) submissions.

## ***Strategies for Developing a Research-Based Prevention Campaign***

**Presenters:** Berwood Yost, Center for Opinion Research, Franklin & Marshall College

Joe Knezic, Vice President of Branding and Creative Services, PPO&S

**Synopsis:** Primary research provides a strategic roadmap for developing effective communications for your prevention campaign. Key insights uncovered through the research process can provide a better understanding of your audiences and tailor messages based on their attitudes and behaviors. The findings will also help you establish a baseline against which you can measure the success of your prevention campaign through follow-up research.

## ***Preventing the Most Common Liquor Code Violations for Licensed Establishments***

**Presenter:** Todd Merlina, Special Projects Coordinator, Pennsylvania State Police, Bureau of Liquor Control Enforcement

**Synopsis:** No owner wants to risk his/her liquor license. This workshop will review the most common violations that can lead to fines – or even the loss of a license – and give practical tips on how to avoid them.

## Tuesday, March 21

**7:30 AM – 8:50 AM Continental Breakfast – Presidential Foyer**

**7:30 AM – 10:00 AM Conference Registration and Exhibits Open – Presidential Foyer**

**9:00 AM – 9:50 AM Concurrent Workshops**

### ***Virginia's Youth Alcohol and Drug Abuse Prevention Project (YADAPP)***

**Presenter:** Abby Pendleton, Education & Prevention Coordinator, Virginia Department of Alcoholic Beverage Control

**Synopsis:** This workshop will give an overview of Virginia's YADAPP and discuss initiatives to develop youth peer leadership that foster substance prevention at state and local levels.

### ***Communicating Responsibility: Cohesion of Education, Enforcement, and Engagement to Reduce High-Risk and Underage Drinking***

**Presenters:** Megan Stahl, Health Educator, University of Pittsburgh  
Guy Johnson, Community Relations Officer, University of Pittsburgh Police Department

**Synopsis:** The workshop will include a discussion of efforts at the University of Pittsburgh to address underage and high-risk drinking. Topics include the development and benefits of coalitions, identifying resources, and bridging the gap between campus and community.

### ***Sexual Violence in the Digital Age: Alcohol, Social Media, and Sexual Violence Prevention***

**Presenter:** Ali Mailen Perrotto, Contract Liaison, Pennsylvania Coalition Against Rape

**Synopsis:** Using examples from the news, this workshop will review the intersections of alcohol and social media used during and to facilitate sexual violence.

### ***Responsible Alcohol Management Program (RAMP) Server/Seller Training – Part 1***

*NOTE: This workshop starts at 8:30 a.m. and will continue through the next workshop session*

**Presenters:** Michael Dallmeyer, PLCB RAMP Alcohol Education Specialist  
Corinne Dinoski, PLCB Alcohol Education Specialist Supervisor

**Synopsis:** Server/Seller training benefits anyone who serves or sells alcoholic beverages and/or checks IDs, including owners and managers of licensed establishments. The training covers how to detect fake IDs, identify signs of intoxication, and responsibly manage patrons. This training is open to any attendee who has an interest in server/seller training. Those who complete this class will obtain a card that indicates completion. Training is valid for two years.

**10:00 AM – 11:30 AM Concurrent Workshops**

### ***Strengthening Campus and Community Partnerships***

**Presenters:** John Buchna, Chief Executive Officer, Erie Downtown Partnership  
Jon M. Habursky, Assistant Director Police & Safety, Gannon University  
Susan Majocka, Student Conduct Officer and Special Initiatives, Gannon University

**Synopsis:** Gannon University and the Erie Downtown Partnership will help attendees gain a better understanding regarding the benefits of engaging in a town-gown initiative, identify potential campus and community partners, and understand the necessary steps to develop a successful partnership.

### ***Special Events in the Community***

**Moderator:** Suzanne Volpe, PLCB Education and Grants Management Division Chief

**Presenters:** Chris Wagner, Chief of Police, Pocono Mountain Regional Police Department  
Garth Warner, Chief of Police, Derry Township Police Department

**Synopsis:** Large events in small communities can sometimes bring problems. This panel will discuss the various issues that police departments in those communities face and how they deal with them.

### ***Misuse & Abuse: When Alcohol and Sexual Violence Mix***

**Presenters:** Karen Galbraith, LSW, Pennsylvania Coalition Against Rape Training Projects Coordinator  
Jackie Strohm, LSW, Pennsylvania Coalition Against Rape Prevention and Resource Coordinator

**Synopsis:** There is a strong correlation between alcohol misuse and sexual violence. Going beyond awareness and risk reduction, this workshop will delve deeper into this bi-directional relationship that impacts both victims and perpetrators. Meaningful opportunities for prevention of and enhanced response to these issues will be explored.

### ***Responsible Alcohol Management Program (RAMP) Server/Seller Training – Part 2***

*Note: This is a continuation of the workshop from the previous hour.*

**Presenters:** Michael Dallmeyer, PLCB RAMP Alcohol Education Specialist  
Corinne Dinoski, PLCB Alcohol Education Specialist Supervisor

**Synopsis:** Server/Seller training benefits anyone who serves or sells alcoholic beverages and/or checks IDs, including owners and managers of licensed establishments. The training covers how to detect fake IDs, identify signs of intoxication, and responsibly manage patrons. This training is open to any attendee who has an interest in server/seller training. Those who complete this class will obtain a card that indicates completion. Training is valid for two years.

**11:30 AM**                      **Closing Session**

**Noon**                              **Evaluations, Door Prizes and Dismissal**

*NOTE: Attendees can earn up to six CRN/DUI instructor credits for participating in this conference.*