

# Underage and Dangerous Drinking: Shaping Public Perception

## Holiday Inn – Harrisburg/Hershey, Grantville PA

March 24, 2015

8:00 AM – 4:00 PM

Conference Registration – Hotel Lobby

8:00 AM – 3:00 PM

Exhibitors – Conference Exhibit Area – Main Conference Area

10:00 AM – 10:15 AM

Greeting & Housekeeping

10:15 AM – 11:45 AM

General Session

### Keynote

**Presenter:** Thomas Workman  
Principal Communication Researcher and Evaluator  
Health & Social Development Program  
American Institutes for Research, Washington D.C.

**Room:** Grande Ballroom

11:45 AM – 1:00 PM

Luncheon

**Welcome** Tim Holden, Chairman, Pennsylvania Liquor Control Board  
John Metzger, Executive Director, Pennsylvania Liquor Control Board

1:00 PM – 2:30 PM

Concurrent Sessions

### HERO Campaign for Schools

**Presenter:** Pam Tyson, Director of Community Outreach, HERO Campaign for Designated Drivers  
**Room:** TBD

### How to Connect with your Legislator to Educate on Current Initiatives & Trends

**Presenter:** Ken Smith, District Operations & Legislative Research, PA House of Representatives  
Former State Representative, 112<sup>th</sup> District, Lackawanna County  
**Room:** TBD

### Infusing Alcohol Education into the Curriculum of 1<sup>st</sup> Year Students

**Presenter:** Dr. Julie Lombardi, Associate Professor, Millersville University  
Dr. Jeffrey Wimer, Associate Professor, Millersville University  
Jayme Trogus, Director, Center for Health Education & Promotion, Millersville University  
**Room:** TBD

### Fraudulent Identification Detection and Investigation

**Presenter:** Cpl. Ricky Goodling, Pennsylvania State Police, Bureau of Liquor Control Enforcement  
**Room:** TBD

**NOTE: This presentation will continue until 4:30 PM today and is for law enforcement and pre-approved attendees only.**

2:30 PM – 3:00 PM

Networking/Break

3:00 PM – 4:30 PM

Concurrent Sessions

### Body Cameras: The Enforcement Point of View

**Presenter:** Sgt. Charlie Balon, Bloomsburg Police Department  
**Room:** TBD

### Using Advertising and Promotion in Communities and on Campus

**Presenter:** Tim Phillips, Certified Alcohol and Drug Counselor, Community Prevention Services at Westmoreland Community Action  
**Room:** TBD

**Using PAYS Data to Inform Policy and Programs**

**Presenter:** Geoff Kolchin, Program Analyst, PA Commission on Crime & Delinquency  
**Room:** TBD

**Integrating Student Athletes into Campus Alcohol Education Initiatives**

**Presenters:** Dr. G. Anthony Grant, Associate Athletic Director, Millersville University  
Jayme Trogus, Director, Center for Health Education & Promotion, Millersville University  
Brooke Fisher, Graduate Assistant, Millersville University  
**Room:** TBD

**Fraudulent Identification Detection and Investigation (continued)**

**Presenter:** Cpl. Ricky Goodling, Pennsylvania State Police, Bureau of Liquor Control Enforcement  
**Room:** TBD

**End of Day One**

**March 25, 2015**

**7:30 AM – 10:00 AM** Conference Registration – Hotel Lobby

**8:00 AM – Noon** Exhibitors – Conference Exhibit Area – Main Conference Area

**8:30 AM – 10:00 AM** Concurrent Sessions

**Nuisance Bars: What's a Community to do?**

**Presenters:** Tisha Albert, Director, PLCB's Bureau of Licensing  
Robert McAteer, Deputy Chief Counsel, PLCB  
**Room:** TBD

**Combining Enforcement with Social Media and a Website**

**Presenter:** Jonathan Roth, Officer, Lehigh Township Police Department  
**Room:** TBD

**The Coalition's Role in Shaping Public Perception**

**Presenter:** Carlton Hall, Deputy Director of Training and Technical Assistance  
CADCA's National Coalition Institute, Washington D.C.  
**Room:** TBD

**Investigating and Prosecuting Alcohol-Related Offenses**

**Presenters:** Todd Merlina, Enforcement Supervisor, Pennsylvania State Police, Bureau of Liquor Control  
Enforcement  
**Room:** TBD

**10:00 AM – 10:30 AM** **Networking/Break (Hotel Room Checkout)**

**10:30 AM – Noon** General Session

**Keynote: Shaping the Public Perception by Educating and Involving the Media**

**Presenter:** Jeffrey Anderson, Chairman NABCA Board of Directors (invited)  
Director, Idaho State Liquor Division & Idaho Lottery  
**Room:** Grande Ballroom

**Noon** Evaluations, Door Prizes and Dismissal