

THE AMERICAN CAMPUS
AND ALCOHOL
REGIONAL CONFERENCE

October 24 - 26, 2004
Sheraton Clayton Plaza Hotel
St. Louis, Missouri

Sponsored by
Division of Alcohol and Tobacco Control
Distilled Spirits Council of the U.S.

The American Campus and Alcohol Conference

The goal of this conference is to provide Missouri college campuses and communities with tools to curb student alcohol abuse. With a strong partnership between colleges and universities, state regulators and their surrounding communities, it is possible to address this important issue with a proactive, multi-faceted approach.

The conference brings together representatives from the beverage alcohol industry, state regulators, college campuses and the community. Each campus-community team is structured to include college and university officials, counselors, students, beverage alcohol industry representatives, law enforcement officials and community leaders. These teams will work to develop specific, action-oriented plans to implement in their communities.

The American Campus and Alcohol Regional Conference

October 24 – 26, 2004

DAY 1: Sunday, October 24, 2004

2:00 – 5:00 p.m. Hotel and Conference Registration - *Gallery I*

5:00 – 6:00 p.m. Initial Team Meeting - *Gallery I*

Get to know each other, review planning materials, brainstorm and identify your campus/community issues

6:45 p.m. Dinner – *Gallery II*

Welcome/Opening Remarks

- *Peter Cressy, Ed. D.*, President/CEO, Distilled Spirits Council of the United States

Keynote Speakers:

The State Liquor Authority and Your Community

- *Keith Fuller*, State Supervisor, Missouri Division of Alcohol and Tobacco Control

The Rights and Responsibilities of Modern Colleges and Universities: Who Assumes the Risk?

- *Peter Lake, J.D.*, Stetson University College of Law

DAY 2: Monday, October 25, 2004

7:30 – 8:30 a.m. Continental Breakfast - *Gallery II*

- *Kim Dude*, Director of Wellness Resource Center & Project Director of Missouri Partners In Prevention

8:30 – 9:00 a.m. Conference Objectives and The Essence of a Sustainable Plan – *Gallery I*

- *Peter Cressy, Ed.D.*, President/CEO, Distilled Spirits Council

9:00 – 9:45 a.m. High-Risk Drinking on College Campuses – Iowa White Paper

- *Lynn M. Walding, Esq.*, Administrator, Iowa Alcoholic Beverages Division

9:45 – 10:45 a.m. Reducing Harm Through Brief Interventions

- *Jason Kilmer, Ph.D.*, Addictive Behaviors Specialist, The Evergreen State College; Substance Abuse Prevention Program Coordinator, Saint Martin's College

- *Kim Dude*, Director of Wellness Resource Center & Project Director of Missouri Partners In Prevention

10:45 – 11:45 a.m.

Social Norms Approach to Alcohol Abuse Prevention on the College Campus

- *H. Wesley Perkins, Ph.D.*, Professor of Sociology, Hobart & William Smith Colleges
- *Jeff Linkenbach, Ed.D.*, Director of the Montana Social Norms Project, Montana State University

11:45 a.m. – 12:45 p.m.

Individual Team Working Sessions

12:45 – 1:45 p.m.

Lunch

- *James E. McLeod*, Vice Chancellor of Students, Washington University

1:45 – 2:30 p.m.

A Success Story – Bringing the Campus Community and Industry Together

- *Scott Wexler*, Executive Director, The Empire State Restaurant & Tavern Association
- *Sergeant Fred Aliberti, M.S.*, Albany Police Department

2:30 – 3:15 p.m.

Research and Outcome Evaluation: Sustaining Your Energy and Efforts

- *Betty Waters Straub, Ed.D.*, Research Associate, The Higher Education Center for Alcohol and Other Drug Prevention

3:15 – 4:00 p.m.

Connecting the Community to the Campus

- *Kenneth Dobbins, Ph.D.*, President, Southeast Missouri State University

4:00 – 5:00 p.m.

TBA

5:00 – 7:30 p.m.

Working dinner with your team

- *Erin Neluso*, President, RADD (Recording Artists, Actors and Athletes Against Drunk Driving)

DAY 3:

Tuesday, October 26, 2004

8:00 – 9:00 a.m.

Breakfast - Gallery II

9:00 – 9:45 a.m.

The Century Council Programs - Gallery I

- *William Georges*, Senior Vice President, Programs, The Century Council

9:45 – 10:30 a.m.

Peer Group Sessions

10:45 – 11:30 a.m.

Peer Group Reports

- 11:30 – 12:00 p.m.** **Brewer Industry Responsibility Presentation**
- *John T. Kaestner*, Vice President, Consumer Affairs, Anheuser-Busch
- 12:00 – 1:30 p.m.** **Lunch**
Individual Team Working Sessions
- 1:30 – 2:00 p.m.** **Alcohol Education – What Works**
- *David Hanson, Ph.D.*, Professor of Emeritus of Sociology,
State University of New York – Potsdam
- 2:00 – 3:00 p.m.** **Model Plan Presentations**
- *Monica Gourovitch, Ph.D.*, Senior V.P., Office of Scientific Affairs,
Distilled Spirits Council
- 3:00 pm** **Adjourn**