



CADCA's 9th Annual
Mid-Year Training Institute

July 26-29, 2010

J.W. Marriott Desert Ridge | Phoenix, AZ

P R E L I M I N A R Y P R O G R A M

CADCA's 9th Annual Mid-Year Training Institute

About the Mid-Year

You've got the passion. You've got the ideas. Now it's time to take your work to the next level! At our 2010 Mid-Year Training Institute, you'll learn how to make population-level changes that will have a lasting impact on your community's substance abuse problems. CADCA's Mid-Year is the only intensive, coalition-specific training opportunity of its kind, providing in-depth half-day to four-day courses on everything from coalition fundamentals to evaluation and research.



So, if your coalition is interested in inspiration and reaching new heights, join us in the desert!

Contents

1	From Our Chairman & CEO
2	About CADCA
3	CADCA Membership
4	CADCA's National Coalition Institute
5	Schedule-at-a-Glance
6	Mid-Year Welcome Reception
6	Mid-Year Opening Breakfast & Plenary
6	World Café
7	DFC Grantee Town Hall Meeting
7	Personal Coaching
8	Mid-Year Tracks & Courses
13	National Youth Leadership Initiative (NYLI)
14	NYLI Schedule
15	Registration
16	Housing
17	General Information
18	Tours
19	Exhibits
20	Sponsors

From Our Chairman & CEO

Dear friends,

“Shoot for the moon. Even if you miss, you’ll land among the stars.” That’s what author and motivational speaker Les Brown once wisely said—and that’s what I believe all coalitions should do. Let CADCA help you “shoot for the moon” at our 9th Annual Mid-Year Training Institute in Phoenix, Arizona, where you’ll learn how to take your skills and knowledge to the next level and make a real dent on your community’s substance abuse problems.



As many of you know, our Mid-Year offers coalitions a unique experience because it is the only intensive, coalition-specific training opportunity of its kind. Through in-depth one- and two-day courses, offered by renown trainers, you’ll learn how to master your community problem-solving skills and create comprehensive strategies to address your community’s toughest problems.

This year’s Mid-Year is focused on helping to strengthen the skills you already have, as well as showing you new ways to achieve population level change in your community. Some of the topics our courses will cover include how to put research into action, coalition management, leadership building, comprehensive community initiatives, diffusion of innovation, management of community resources, creating alliances and sustainability.

The Mid-Year will also offer special clinics on environmental strategies and on how to use media to enhance your efforts at the community level. And we’ll again offer our popular Personal Coaching sessions, where you’ll have the opportunity to sign up for one-on-one sessions with seasoned coalition leaders.

But don’t worry. Since we know you’ll be hard at work during your stay, we’ve chosen a beautiful venue—the majestic JW Marriott Desert Ridge Resort—so that you can enjoy yourselves when you’re not in training. This is one resort you have got to see for yourselves! So, book your flights and hotel room now and we’ll see you in July!

Sincerely,

A handwritten signature in blue ink that reads "Arthur T. Dean". The signature is fluid and cursive.

Arthur T. Dean

Major General, U.S. Army, Retired
Chairman & CEO



About CADCA

Preventing drug and alcohol abuse is no easy task. However, since 1992, Community Anti-Drug Coalitions of America (CADCA) has demonstrated that when all sectors of a community come together to fight substance abuse—change happens.

For more than 17 years, CADCA's network of more than 5,800 community anti-drug coalitions has been bringing together sectors of the community to solve their local substance abuse problems—from schools, businesses and parent groups to healthcare providers, faith organizations, social service agencies, law enforcement, government agencies and the media. The result is a comprehensive, communitywide approach to reduce substance abuse and its related problems.

CADCA unites community coalitions across the nation, ensures that coalitions can effectively address drug and alcohol abuse and helps communities develop coalitions from the ground up. By delivering state-of-the-art training, developing resources and tools that practitioners can use in the field, advocating for coalitions in Congress and educating the public about key substance abuse issues, CADCA is helping to transform the scope of substance abuse, one community at a time.

Visit www.cadca.org to learn more.



CADCA Membership

Supporting Us as We Advocate for You!

CADCA is the only national membership organization representing coalitions working to make America's communities safe, healthy and drug-free. By joining CADCA, you join our growing network of individuals, organizations and states that work with CADCA to reduce alcohol and drug problems in America. CADCA is your voice in Washington in the halls of Congress, with federal partners and in the media. CADCA keeps substance abuse issues, specifically drug prevention, on the national radar. Becoming a member of CADCA is like getting a Washington office for your community. Without the support of our members, we would not be able to move forward in our mission, and the attention to the alcohol and drug issues that we all care about would be diminished in this country.

CADCA Benefits Include:

- ☀ Access to the Membership Central area of CADCA's website for free access to CADCA publications, online member directory, and other essential resources.
- ☀ Access to media outreach tools (sample letters and templates).
- ☀ Discounts on CADCA's new online courses—14 modules on the core competencies of community problem solving.
- ☀ Special member rates for a Masters of Prevention Science from the University of Oklahoma (OU), College of Liberal Studies, and the College of Continuing Education's Southwest Prevention Center. OU is offering our members their in-state/military rate of \$275 per credit hour. A Masters program for \$9,075!
- ☀ Eligibility to enter CADCA's contests and scholarship opportunities.
- ☀ Member coalitions are featured in all of CADCA communications vehicles, including CADCA TV and *Coalitions Online* CADCA's weekly e-news.
- ☀ Exclusive networking opportunities at CADCA's conferences and events.
- ☀ Members-only discounted rates to attend CADCA major conferences and events, including the National Leadership Forum and the Mid-Year Training Institute.
- ☀ And much, much more.

Whether you are a community coalition, a concerned individual, a state or federal government agency, or a treatment or prevention organization, you will find membership to CADCA a valuable asset in your work to create positive change in your community.

Thank you to all our members! Come visit your Membership Team at our exhibit while at the Mid-Year to learn about all our new benefits.

**Not a member? Join today and enjoy
discounted rates to the Mid-Year!**

Visit www.cadca.org, call 1-800-54-CADCA, ext. 257
or e-mail membership@cadca.org to learn more
about CADCA membership.

CADCA'S National Coalition Institute

Smarter Community Anti-Drug Coalitions Faster

What the Institute Can Offer Your Coalition:

TRAINING: The Institute offers a variety of training opportunities that can increase the effectiveness of your coalition. On-site workshops are provided at national, regional and state coalition-focused conferences and by request.

The Institute also offers training through satellite broadcasts, web conferences and online materials. Learn more at www.cadca.org.

TECHNICAL ASSISTANCE: Looking for answers? When you contact the Institute, you will be put in touch with coalition experts who can provide solutions. Call or e-mail the Institute for help on any coalition matter. Experienced coalition coaches also are available.

NATIONAL COALITION ACADEMY: The National Coalition Academy is a year-long innovative training program that combines three weeks of classroom training, distance learning and Web-based support to teach communities how to start and/or sustain a highly effective anti-drug coalition. Academy participants learn about creating and maintaining partnerships, sustainability, cultural competence, assessment, prevention planning and implementation and evaluation. The comprehensive training program was developed by the Institute and is offered free at National Guard training centers in Pennsylvania, Mississippi and Iowa through a partnership with the National Guard Bureau.

RESOURCES: The Institute offers a variety of print and online resources, including its popular *Primer* and *Beyond the Basics* publication series. Visit the Resources and Research section of our Web site, www.cadca.org, to find out about resources available at your fingertips, including a selection of Spanish- and Portuguese-language materials.

CADCA's National Coalition Institute is funded through a grant from the White House Office of National Drug Control Policy administered by the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention.

For more information, call 1-800-54-CADCA
or 703-706-0560, ext. 240, or e-mail
training@cadca.org.



Schedule-at-a-Glance

Please note that this schedule is subject to change, so refer to the Mid-Year website for the latest information.

Sunday, July 25

1:00–7:00 pm	Registration Open
1:00–7:00 pm	Personal Coaching Scheduling Open
5:30–7:00 pm	Welcome Reception
8:00–8:30 pm	NYLI Orientation for Adult Advisors

Monday, July 26

7:00 am–5:00 pm	Registration Open
8:00 am–5:00 pm	Exhibits Open
8:30 am–10:30 am	Opening Breakfast & Plenary
10:30 am–12:00 pm	NYLI
10:45 am–12:00 pm	Coalition Innovations: Addressing Drug Specific Local Conditions
12:00pm–1:30 pm	Lunch on Your Own
1:30–2:30 pm	Courses/NYLI
2:30–2:50 pm	Break
2:50–4:30 pm	Courses/NYLI
4:30–6:30 pm	World Café
6:00–9:00 pm	NYLI Meet & Greet

Tuesday, July 27

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	Courses/NYLI
10:15–10:30 am	Break
10:30 am–12:00 pm	Courses/NYLI
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	Courses/NYLI
2:30–2:50 pm	Break
2:50–4:30 pm	Courses/NYLI

Wednesday, July 28

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	Courses/NYLI
10:15–10:30 am	Break
10:30 am–12:00 pm	Courses/NYLI
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	Courses/NYLI
2:30–2:50 pm	Break
2:50–4:30 pm	Courses/NYLI
4:30–6:30 pm	DFC Grantee Town Hall Meeting

Thursday, July 29

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	Courses/NYLI
10:15–10:30 am	Break
10:30 am–12:00 pm	Courses/NYLI
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	Courses/NYLI
2:30–2:50 pm	Break
2:50–4:30 pm	Courses/NYLI

Personal Coaching

will be offered daily from Monday through Thursday. You can sign up on-site beginning on Sunday, July 25, at the Personal Coaching desk next to Registration.

Mid-Year Welcome Reception

Sunday, July 25, 5:30–7:00 p.m.

Help us kick off the Mid-Year Training Institute and don't miss this opportunity to network with other attendees at the Welcome Reception! You won't want to miss remarks by **Phoenix Mayor Phil Gordon** (invited) and **Lisa Shumaker**, Manager of Prevention, Arizona Department of Health Services.

Mid-Year Opening Breakfast & Plenary

Monday, July 26, 8:30–10:30 a.m.

Join us for a networking breakfast and full program to include:

General Arthur T. Dean, Chairman & CEO, CADCA

Pamela S. Hyde, Administrator, SAMHSA

Tammy Paz-Combs, Director, Arizona Governor's Division for Substance Abuse Policy



World Café

Monday, July 26, 4:30–6:30 p.m.

Incorporating Community Conversation in Town Hall Meetings

Presenter: LaDonna Coy, MHR, CPS, CDLA, New Media & Prevention Specialist, Learning for Change

People across the country are revitalizing town hall meetings through a World Café format. If you've never been to one, now is your chance. The World Café is a creative meeting method which engages people to participate through conversation. The format of small groups, multiple rounds of discussion and harvesting knowledge can energize and engage community members. In this session you'll experience a World Café and then hear about the experiences of people who have tried it and had amazing results. We'll provide guidelines, resources, and the best tips for success. Come and enjoy energizing conversation, meet many people and have a rich and rewarding experience that you can take back to your community.



DFC Grantee Town Hall Meeting

Wednesday, July 28, 4:30–6:30 p.m.

Presenters: Jack Claypoole, Administrator, Drug Free Communities Support Program, ONDCP; Francis Harding, Director, SAMHSA's Center for Substance Abuse Prevention (CSAP); Linda D. Youngman, MS, PhD, ONDCP Liaison, SAMHSA; Barbara Orlando, Grants Officer, SAMHSA.

ONDCP will host a meeting for all current Drug Free Communities Support Program (DFC) grantees. Grantees will have the opportunity to hear recent program updates from the program's Administrator and CSAP staff and to provide feedback regarding the DFC program.

Personal Coaching

Back by popular demand! Personal Coaching will be offered again this year on a first-come, first-served basis.

Personal Coaching is a one-on-one session with an experienced coalition leader or National Coalition Institute staff. During a **50-minute session**, coalition representative(s) can dialogue with one of these experts about any issue(s) related to coalition development, maintenance and/or sustainability.

During your personal coaching sessions, you will have the opportunity to share details about your coalition's current standing and receive specific advice on many issues. They include conducting a comprehensive community assessment, recruiting sector representatives, building a youth movement, and developing a leadership team. Other topics include conducting a problem analysis to help community leaders understand the relationships between important public health issues, developing a logic model, selecting appropriate evidence-based community change strategies and diversifying resources for sustainability.

Please come prepared with any supporting documentation (Logic Model, Strategic Plan, Sustainability Plan, etc.) that will better inform your coach. As a bonus, we will have several personal coaches who will talk about social media techniques to disseminate your message, advocating for policy and systems change, and developing performance and outcome measures to gauge success.

At the 2009 Mid-Year, more than 100 coalitions participated in Personal Coaching. The positive response to this FREE service has been overwhelming. Make sure to sign up early!

Registration for Personal Coaching will begin on-site on Sunday, July 25, and will continue until all slots are filled. Sessions fill quickly, so if you're interested in receiving targeted advice to assist with your coalition needs, please come to the Personal Coaching desk as soon as possible to take advantage of this valuable service.

Register Today! www.cadca.org



Mid-Year Tracks & Courses

CADCA has planned the best Mid-Year Training Institute (MYTI) yet! Seven subject matter and two special emphasis tracks have been designed to accommodate the training needs of veteran as well as emerging coalitions. Half-, one-, two- and four-day courses have been planned.

TRACK 1: Taking Charge of Evaluation and Research

Let's face it. Today, we operate in a data driven society. Merchants, government, pollsters, the media and everyone else collect data on every facet of our lives; all using our precious information for research and informed decision making. Communities, too, must invest in evaluation and research for strategic decision making, quality improvement and better health outcomes. The focus of this track is innovative data collection methods, participatory evaluation and research fundamentals. These are all tools and resources to put data, evaluation and research into your hands to improve your work, help make informed decisions, and make you informed consumers of evaluation and research information.

Highlights of Courses

- ☀ **Building Your Research IQ** is a half-day course with an overview of research methods, including quantitative and qualitative methods. In addition, an overview of community-based participatory research and the role coalitions can play in research will be covered.
- ☀ **Evaluation for Coalition Evaluators** is back by popular demand! This two-day course will walk evaluators through the process of establishing a multi-faceted evaluation protocol for community anti-drug coalitions.
- ☀ Meet representatives from ICF International, the new national evaluator for the Drug-Free Communities Support program, in this half-day course, **Reporting Core Measures Data for the Drug-Free Communities National Evaluation**, as they discuss the process for collecting data for the four core measures and anticipated changes to the national evaluation.
- ☀ Practitioners and evaluators who are looking for additional measures to track other substance abuse prevention indicators will want to check out, **What Your Coalition Partners Forget to Tell You: 'Secret' Data, Forgotten Information, and the Wealth of Hidden Community Knowledge About Drugs**, an informative half-day course that takes data collection way beyond student surveys.

TRACK 2: Coalition Management

Both "form" and "function" are necessary for the success of coalitions and any organization. Once their function is established, then "form" can be enhanced and aligned to support the most efficient operations to achieve organizational goals and to generate real results. During these sessions, participants will have the opportunity to address coalition infrastructure, policies, procedures, by-laws, legal issues, recruitment, retention, volunteer engagement and other aspects of effective coalition management. As a special feature, advanced coalitions who have mastered the art of coalition management will be invited to serve as mentors during these sessions!

Highlights of Courses

- ☀ CADCA's own assessment of coalitions indicated the need to identify and train talented young professionals to enter the coalition field which is the focus of this half-day course, **Workforce Development and Succession Planning**.
- ☀ Important issues such as hiring procedures and employment law will be covered in this one-day course, **Mastering the Essentials of Human Resources**, which has been planned specifically for those people new to human resource management.
- ☀ The trainer's tagline for this course is "Once you get the money, how to stay out of jail," but we're calling it, **Federal Grant Compliance for Nonprofits**. Either way, we guarantee a half-day session filled with vital financial management information.



- ☀️ If you've always wondered how to calculate fringe benefits, overhead costs, occupancy rates, and other costs not associate with programs and services, you'll want to attend this half-day course called **How to Develop Indirect Cost Rates for Nonprofits**.
- ☀️ The MOU's are signed and your sector members are ready to work. And, now the questions begin! What's the best way to organize your workgroups? Who should be on the leadership team and what will they do? Find out those answers and more in this half-day course, **Organizational Structure and Board Development**.

TRACK 3: Comprehensive Community Initiatives (CCI)

CCI is code for integrated system approaches designed to achieve and improve community health and wellness. Leaders in our field will join us to help raise the bar as we increase your capacity to understand, select and implement Comprehensive Community Initiatives aligned with the move toward "behavioral health". Systems of Care, Syndemics, Healthy People 2010, Urban Initiatives and Prepared Communities will share the spotlight.

Highlights of Courses

- ☀️ What comes first – the chicken or the egg? We ask a similar question when addressing substance abuse prevention. Does crime increase because substance abuse increases or is it the other way around? And what about connections between substance abuse and chronic diseases? In this half-day course, **Syndemics**, you will be introduced to a syndemic orientation of considering multiple health problems at the same time along parallel enterprises.
- ☀️ During this half-day course, partners from the Centers for Disease Control and Prevention will introduce their **Healthy Communities** program, a national effort to reduce chronic diseases, attain health equity, and jump start advocacy for local systems change in communities across the country.
- ☀️ The foundation for an integrated system to improve wellness is a series of comprehensive prevention plans to address each negative health indicator. In this half-day course, partners from the National Institute on Alcohol Abuse and Alcoholism will present on **Comprehensive Community Interventions**, using the latest research to include college and military drinking as examples of comprehensive community interventions.

TRACK 4: Diffusion of Innovation

"Diffusion of Innovations" is a theory of how, why and at what rate new ideas and technology is communicated through channels over time among members of a social system and spread through cultures. A hot topic a number of years ago, the diffusion of innovation has not fully been explored in the coalition realm. CADCA is presenting this topic for the first time. We have developed a track to examine this evidence-based dissemination phenomenon that has been calibrated for community coalitions.

Highlights of Courses

- ☀️ Even great ideas with evidence of effectiveness take adopters to become main stream. There's no doubt that coalition leaders are early adopters. In this two-day course, **Diffusion of Innovations, Parts I and II**, learn how to use this evidence-based dissemination phenomenon to spread the concept of population-level change.

Mid-Year Tracks & Courses (cont)

- ☀ During this interactive two-day course, **History and Diffusion of Prevention, Parts I and II**, participants will receive an overview of substance abuse prevention with a special emphasis on understanding the role of coalitions in using prevention science to achieve community-level change.

TRACK 5: Creating Alliances

A plethora of terms are used to describe collaborative and collective work. Creating alliances is the lynch pin for developing and maintaining dynamic and fluid community engagement processes that result in positive health outcomes. These sessions will cover the depth and breath of institutionalizing the principles of co-work and the partnerships that are formed, nurtured and relied upon to carry out broad scale community initiatives.

Highlights of Courses

- ☀ Learn how community coalitions can leverage their collective power to advocate for systems and policy change at state and regional levels in this half-day course called **Developing Statewide Alliances to Create Policy and Systems Change**.
- ☀ Ten state, regional, and special interest alliance leaders will deliver presentations on their policy and systems change campaigns during a series of **Statewide Alliance Showcases**.
- ☀ Leave the Mid-Year with the necessary skills to create your own tipping point in this one-day course, **Effective Statewide Alliance Planning**, where you will learn how a well articulated theory of change and a carefully crafted strategic plan to addresses state and regional systems improvements can make you a statewide alliance leader, too.

TRACK 6: Sustainability

If you have heard it once, you have heard it a thousand times—sustainability is more than money! This track is for those who are committed to exploring the topic through a multi-focus lens. Intensive instruction will be delivered along with guided application in the areas of capacity, communication and, of course, fundraising! Attendees will gain insights into how to increase their visibility, ensure their work is newsworthy and how to create “the hook”. Individuals who sign up for this track must attend all workshops in this two-day offering. Seats are limited and only the first 120 participants can be accommodated.

Highlights of Courses

- ☀ We’re so serious about sustaining multiple facets of a coalition’s resources – financial, human, social, physical – that we’re offering two full days of courses; and with limited seating to allow for guided application by the trainers in this **Fund Raising & Communications for Sustainability Institute**. Sessions will cover writing for giving, using web resources for sustainability, planning special events for giving, developing powerful presentations, finding local dollars, and making your work newsworthy.
- ☀ **Alcohol Policy Clinic: Increasing the Price of Alcohol**, will explore the options and strategies communities are using to impact the price of alcohol as well as ways to build state-level efforts.

TRACK 7: Environmental Strategies Clinic

So you know all about environmental strategies? This track has been created with you in mind! Come test your knowledge, share with others and discover “when and why” a specific environmental strategy is the right choice for your local condition based on documented science. In a rigorous application clinic format, participants will enter into the “how” zone for implementation of four evidence-based environmental strategies. Content will be co-facilitated by an experienced researcher and community practitioner team. Participants will be required to attend and participate in all components of this “group experiential learning” clinic.

Highlights of Courses

- ☀ To successfully implement alcohol policies associated with environmental strategies, coalitions require a strong community foundation, well articulated theory of change (logic model) and carefully articulated workplan. In this half-day course, **Principles of Effective Coalitions**, these critical elements will be described in relation to policy work.
- ☀ **Alcohol Policy Clinic: Increasing the Price of Alcohol**, will explore the options and strategies communities are using to impact the price of alcohol as well as ways to build state-level efforts to raise alcohol excise taxes.
- ☀ **Alcohol Policy Clinic: Outlet Density**, will explore the options and strategies communities are using to address outlet density and associated problems.
- ☀ **Alcohol Policy Clinic: Enforcing Alcohol Laws**, will explore the range of enforcement strategies and the challenges associated with their implementation.
- ☀ **Alcohol Policy Clinic: Responsible Beverage Service (RBS)**, will explore how communities are implementing RBS and the associated challenges of bringing the training to scale as well as what results are reasonable to expect.
- ☀ To close out this dialogue rich track, an **Alcohol Policy Roundtable** will occur in which there will be broad discussion about specific alcohol policies currently being considered and/or implemented by coalitions.

TRACK 8: Building Leadership

Who's minding the store? Quality leadership is an essential element for longevity, viability and sustainability of community coalitions and their efforts. The "community store" needs leaders from many walks of life and for many critical responsibilities over vast periods of time if it is to stay in business long enough to make a difference. Leadership development, performance appraisal and succession planning are natural occurrences in top shelf corporations, business enterprises and outstanding nonprofit organizations. In these hands-on workshops, coalition leaders will use a variety of tools and templates to create leadership and succession development and action plans.

Highlights of Courses

- ☀ Learn about real grassroots organizing efforts in this half-day course, **Community Mobilization for Coalitions**. Participants will receive with step-by-step information on mobilizing neighborhoods through outreach efforts like "Knock and Talks" and practical tips and tools to help coalitions communicate effectively with diverse audiences. Participants will learn the different forms of coalition capacity development, why it's important to research issues, and how to recruit allies to carry out different campaigns that coalitions may use in their communities.
- ☀ This one-day course, **Transformational Leadership**, provides cutting-edge tools and techniques to enhance coalition leadership. Participants will assess and enhance their own leadership styles, and identify ways to cultivate and strengthen leadership in their coalition and the community.
- ☀ This powerful two-day course, **The Leader's Guide to Team Development**, teaches you how to truly "get" the people on your team. It's about learning what makes them tick and challenging team members to achieve more than even they may believe they can achieve.

TRACK 9: Media Clinic

You asked for it...You got it! This training goes beyond the basics. Incorporating media into your comprehensive strategic and action plan is more than putting it on paper. This year we are delving deeper into "how to" and tightening the nuts and bolts, particularly in the realm of social media. Participants will get the maximum benefit by entering these sessions with a plan in hand. If you have a media plan, bring it so our experts can help you analyze and refine or scrap it and redesign! If you do not have a plan, our masterful team will provide you with the help you need.

Mid-Year Tracks & Courses (cont)

Highlights of Courses

- ☀ Coalitions have great stories to tell about their efforts to solve community problems. But how can you be strategic with your storytelling? And, what about utilizing the newest social media methods? In this half-day course, **Telling Your Coalition Story: Creating a Comprehensive Communication Plan**, you'll learn about all of this and more!
- ☀ Do you know what others are saying about your coalition? What its reputation is across media outlets in your area? In this half-day course, **Listening: What's the Buzz**, we will look at some of the ways you can listen to what your members, stakeholders, the media and the community at-large are saying. A practical application clinic will be offered during the second half of the day to receive hands-on assistance and advice from the trainers.
- ☀ Social networks are all the rage and it seems that every individual and every organization are jumping on the bandwagon. In this interactive half-day course, **Social Networking: Using New Media to Share Your Coalition Story**, we'll explore how some of the better-known social networks (Facebook, Twitter, Flickr and You Tube) can fit in a comprehensive communication plan for your coalition. Also, we'll look at several examples of social media efforts that are creating social change. A practical application clinic will be offered during the second half of the day to receive hands-on assistance and advice from the trainers.
- ☀ Now that social media and social media marketing are becoming a mainstay of coalition communications how do we know what's working, not working and where to adjust? The half-day course, **Inches to Miles: Metrics and Measures for SoMe**, will take you on a journey of the concepts, models and tools used to measure and track social media and offer a social media and community framework as a guide. A practical application clinic will be offered during the second half of the day to receive hands-on assistance and advice from the trainers.



Drug Specific Panels

Coalition Innovations – Addressing Drug Specific Local Conditions
Monday, 10:30 a.m.–12:00 p.m.

Alcohol continues to be the number one drug of choice among America's youth. However, the use and abuse of other drugs such as tobacco, marijuana, methamphetamine, prescription and over-the-counter drugs, inhalants, and even heroin can occur when local conditions are ripe for contributing to the ease of access and availability and favorable norms for use. During several simultaneous panels, coalition leaders will dialogue about evidence-based and promising strategies they have employed to address local conditions to reduce risk factors and impact drug specific problems to achieve measurable population-level change.

The five drug-specific panels are:

- ☀ Prescription and OTC drugs
- ☀ Marijuana
- ☀ Tobacco
- ☀ Methamphetamine
- ☀ Inhalants

DFC Grantees Corner

These courses & workshops are not required, but may be of interest to DFC-funded coalitions.

- ☀ Reporting Core Measures Data for the Drug-Free Communities National Evaluation: The Four Core Measures de-mystified!
- ☀ Writing Effective Applications for the DFC Program: Current and prospective grantee will benefit!
- ☀ DFC Grantee Town Hall Meeting: Program updates guaranteed!

National Youth Leadership Initiative Experience

CADCA's NYLI Experience is built on the framework of the National Coalition Institute's National Coalition Academy. In these sessions, both youth and their adult advisors learn how to help community coalitions be more effective in producing community change. The NYLI Experience helps coalitions build their capacity to foster youth leadership in the design, implementation and evaluation of action strategies addressing community problems. In addition, this training builds the relationship between the youth leader and the adult coalition coach.

The participating youth will learn about the Strategic Prevention Framework (SPF), logic models, strategic planning, developing interventions, advocating for change, evaluation, and sustainability. The NYLI Experience is a CADCA workforce development strategy that teaches what is required to create and nurture the growth of committed leaders and their work within coalitions. It will better equip youth and adults to develop an action plan that clearly defines the strategies that young leaders will carry out to address the problems and goals that the coalition is striving to affect.

Courses include:

Change Agents Leading the Way
Defining Your Community
Analyzing the Problem
Developing a Model for Change
Developing Interventions

Action Planning
Advocating for Change
Measuring Success & Sustainability
Putting It All Together
Team Teach Back

Note: To participate in NYLI, both youth and adult attendees must participate in all four days of training together and cannot attend any other workshops during the 2010 Mid-Year Training Institute. Adults must attend with at least one youth and pay the adult rate. Register online at www.cadca.org



NYLI Schedule

Please note that this schedule is subject to change, so refer to the Mid-Year website for the latest information.

Sunday, July 25

1:00–7:00 pm	Registration Open
5:30–7:00 pm	Welcome Reception (Adult Advisors; Youth)
8:00–8:30 pm	NYLI Orientation (Adult Advisors)

Monday, July 26

7:00 am–5:00 pm	Registration Open
8:00 am–5:00 pm	Exhibits Open
8:30 –10:30 am	Opening Breakfast & Plenary
10:30 am–12:00 pm	NYLI Overview
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	NYLI: Change Agents Leading the Way
2:30–2:50 pm	Break
2:50–4:30 pm	NYLI: SPF Overview
	NYLI: Defining Your Community
6:00–9:00 pm	NYLI Meet & Greet

Tuesday, July 27

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	NYLI: What's the Problem?
10:15–10:30 am	Break
10:30 am–12:00 pm	NYLI: Analyzing the Problem
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	NYLI: Developing a Model for Change
2:30–2:50 pm	Break
2:50–4:30 pm	NYLI: Developing Interventions
	NYLI: Action Planning

Wednesday, July 28

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	NYLI: The Amazing Maze
10:15–10:30 am	Break
10:30 am–12:00 pm	NYLI: Advocating for Change
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	NYLI: Measuring Success & Sustainability
2:30–2:50 pm	Break
2:50–4:30 pm	NYLI: Putting It All Together
4:30–6:30 pm	DFC Grantee Town Hall Meeting (Adult Advisors)
	Preparation for Youth Team Teach Back (Youth)

Thursday, July 29

8:00–9:00 am	Continental Breakfast
8:00 am–5:00 pm	Registration & Exhibits Open
9:00–10:15 am	NYLI: Youth Team Teach Back
10:15–10:30 am	Break
10:30 am–12:00 pm	NYLI: Youth Team Teach Back
12:00–1:30 pm	Lunch on Your Own
1:30–2:30 pm	NYLI: Youth Team Teach Back
2:30–2:50 pm	Break
2:50–4:30 pm	NYLI: Youth Team Teach Back
	NYLI: Wrap Up

Questions?

Please contact
Kristine von Brook at
kvonbrook@cadca.org
or 1-800-54-CADCA,
ext. 233.

Registration

Fees	Early-Bird Rates (Until June 15)	Regular Rates (Until July 15)	Onsite Rates (After July 15)
Adult Member:	\$560	\$610	\$660
Adult Non-member:	\$760	\$810	\$860
NYLI Youth:	\$345	\$395	\$445
Guest/Spouse:	\$200	\$225	\$250

Groups: Groups of 6 or more may receive additional discounts on the early-bird and regular rates. To be eligible for these discounts, your group must meet ALL of these requirements: (1) all individuals must be associated with the SAME organization, (2) all individuals must be CADCA members, and (3) your group must include a minimum of 6 PAYING individuals. If you meet ALL of these requirements, please complete the GROUP Registration Form which is available online at www.cadca.org/midyear.

Four Easy Ways to Register:

ONLINE

This is the fastest and easiest way to register for the Mid-Year. You'll receive an e-mail confirmation immediately after completing your registration. Go to www.cadca.org and register online by June 15 to receive the early-bird rates.

E-MAIL, FAX or MAIL

You also can download the registration form at www.cadca.org and send your completed form to CADCA via e-mail, fax or mail. For best accuracy, please TYPE directly into the form and e-mail it to CADCA. You'll receive an e-mail confirmation within 10 business days.

E-mail: sarteaga@cadca.org
Fax: 703-706-0573

Mail: CADCA / Attn: 2010 Mid-Year
625 Slaters Lane, Suite 300
Alexandria, VA 22314

PAYMENT POLICY

A completed registration form is required for each attendee. CADCA will not process registration forms that do not include payment information. **Purchase Orders:** Purchase orders are not considered payment. Invoices will be sent for purchase orders received. However, registrations with purchase orders will not be processed until payment is received. **Payment Change:** Once payment is received, any change to the payment method (such as change in credit card numbers) will be treated as a cancellation and subject to a \$75 administrative fee (per person). Re-registration will be charged at the current rates.

CANCELLATION/SUBSTITUTION POLICY

All requests for cancellations must be submitted in writing via email or fax (703-706-0573) by July 16, 2010. Cancellation requests that are received by July 16 will be processed less a \$75 administrative fee. Refunds will be processed within 45 days after the meeting. There will be NO refunds after July 16 and NO refunds for no-shows. By submitting the registration form, you are agreeing to this cancellation policy.

QUESTIONS?

For registration and housing questions, contact events@cadca.org or 703-706-0560.

Housing

CADCA's Mid-Year will be held at the **JW Marriott Desert Ridge Resort**. The "CADCA" group rate for single/double guestrooms is **\$159* per night** and includes: complimentary high-speed internet access in guestrooms, complimentary self-parking (excluding overnight valet), and 10% off retail purchases in JW retail stores (excluding alcoholic beverages). Reserve your room online at www.cadca.org or call 800-835-6206 today.

JW Marriott Desert Ridge Resort
5350 East Marriott Drive
Phoenix, Arizona 85054
Phone 480. 293. 5000
Visit www.jwdesertridgeresort.com



JW Marriott Desert Ridge Resort & Spa provides luxury, unparalleled service, endless recreation and exquisite dining. This desert mountain luxury hotel near Phoenix has Arizona's largest ballroom, a pampering spa, outstanding restaurants and championship golf. Upon arrival, you're greeted with an expansive grand lobby, splashing fountains, stunning floor-to-ceiling windows, sparkling waterways and majestic palm-lined pathways. Resort suites and hotel rooms include views, signature bedding and balcony or patio. Come experience Arizona resort grandeur in mountains of Phoenix—where the elements meet.

General Information

CEU Credit

CEU Credit will be available through George Mason University for a \$20 fee for nonprofit organizations and a \$30 fee for profit organizations.

Airline and Car Discounts

CADCA is pleased to offer its Mid-Year Training Institute attendees and guests with airline and rental car discounts. Attendees are encouraged to call or email our preferred travel agency, Quality Travel Services, for reservations. Quality Travel has negotiated special fares with American Airlines as well as Avis Rent A Car for the Training Institute, and they will check all other airlines and rental car companies for the absolute lowest rates. Quality travel also has lowered its standard service fee to ensure the lowest possible costs for attendees. Included in their services are: 1-stop shopping, access to a 24-hour emergency service center, timely travel updates with continued attention to all reservations, and friendly, efficient, experienced travel consultants.

Quality Travel Services

7921 Jones Branch Drive, Suite 390
McLean, VA 22102
Phone: 703-556-0909 | 800-331-5601
Email: getaway@qualitytravelservices.com

Airport Information

JW Desert Ridge Resort is located approximately 30 minutes (23 miles) from Phoenix Sky Harbour International Airport. Situated only three miles from the center of Phoenix, Phoenix Airport offers extensive parking and ground transportation options. However, due to improvements underway people driving to the airport should expect traffic delays. Typically, say airport authorities, drivers should add 15 minutes to a journey time to compensate.

For printable driving instructions and map from the Phoenix Sky Harbour International Airport to the J.W. Marriott Desert Ridge Resort, visit www.cadca.org.

Ground Transportation

The **SuperShuttle** operates between the J.W. Marriott Desert Ridge and the Phoenix Airport on a 24-hour scheduled basis, with vans departing every 15 minutes from 9 a.m. to 9 p.m. The cost each way for a shared van is \$22.00 per person. Call (602) 244-9000 for more information or visit www.supershuttle.com to book online.

A taxi from the airport to the J.W. Desert Ridge Resort will cost approximately \$55-\$60 one way.

For a list of rental car companies available at the Phoenix Airport, visit www.cadca.org.

Resort Activities

You won't want to venture far from this luxurious desert resort while you're visiting! With a lazy river for tubing, four pools, a waterslide, bike rentals, two spas, and walking trails, you'll find everything you need to relax and renew! For the sport enthusiasts, there are eight well-maintained, lighted courts and lessons available. For the golfers, Wildfire Golf Club features two picturesque 18-hole courses designed by two of golf's greatest legends—Arnold Palmer and Nick Faldo. Surrounding both courses are the majestic McDowell Mountains and century-old saguaro cacti, providing a spectacular setting.

If you do find time to venture out, Phoenix and the surrounding cities have more unique opportunities to offer. Visit www.jwdesertridgeresort.com/Explore-Arizona-20.html and www.visitphoenix.com for more ideas on area exploration!

Weather

Sunny weather! The average temperature for July is 105-degrees for the high, and low of 70 degrees. Bring your layers and be prepared for air-conditioned meeting rooms!

Tours

CADCA is pleased to offer attendees of the 2010 Mid Year Training Program the following tour options. Please visit www.cadca.org to register online beginning in mid-May for these creative excursions. *(Please note: Tours are subject to cancellation in the event of low enrollment.)*

Desert Botanical Garden Tour Sunday, July 25 & Monday, July 26

Cost: \$60.00 per person

Departure: 6:00 p.m.

Description: The Desert Botanical Garden is home to 10,000 plants from deserts around the world, including more than half of the world's total number of cactus species. During your walking tour of the garden, group members will have the opportunity to discover the secrets of the desert.

The Garden is a natural environment located on 145 acres within the beauty of Papago Park and is home to jackrabbits, squirrels, desert tortoises and other small animals. For bird watchers, there are dozens of species of native and migratory birds, from darting jewels like hummingbirds to the desert hawks. Desert succulents found throughout the garden include Agave, Barrel, Prickly Pear, Aloe Vera, Ocotillo, Saguaro, and literally hundreds of others.

Plants and People of the Sonoran Desert is a three-acre permanent exhibit which takes visitors through a saguaro forest, a mesquite thicket, a desert stream and an upland chaparral habitat with historic and prehistoric structures along the trail.



Shopping and City Tour Sunday, July 25 & Wednesday, July 28

Cost: \$29.00 per person

Departure: 6:00 p.m.

Description: Each city in every state has their own feel, their own ambiance. A City Tour is the best way to find out quickly what an area is all about. On the tour you will visit historic buildings dating back to the beginnings of Arizona and learn what the real west was like. Fifth Avenue/Old Town encompasses over a square mile of themed shopping streets. Walking the sidewalks of this section of Scottsdale, one can find everything from Native American jewelry and artwork to western clothing.



Phoenix Art Museum Tour Wednesday, July 28

Cost: \$40.00 per person

Departure: 6:00 p.m.

Description: The Phoenix Art Museum opened in 1959 and is a private, nonprofit educational institution. In 1996, the Museum celebrated the completion of a \$25 million expansion and renovation project, doubling its space to 160,000 square feet. It is now the largest visual art museum between Denver and Los Angeles.

Nearly 16,000 works make up the museum's collection including American, European, Asian, Modern and Contemporary, Latin American, Western American art, and Fashion Design. Throughout the Museum's galleries, treasures are arranged thematically to put the art in context and to create an easier understanding of their meaning and value.

Each year, the museum presents special exhibitions of painting, sculpture, photography, prints and drawings, including national and international traveling exhibitions.

Exhibits

Would your organization benefit from direct exposure to coalition leaders from around the country? Then exhibit at CADCA's Mid-Year Training Institute and reach an anticipated 1,000 professionals!

Join us for CADCA's 2010 Mid-Year Training Institute on July 26-29, 2010 in Phoenix, Arizona, and be part of the only intensive, coalition-specific training opportunity of its kind! Don't miss this unique opportunity to showcase your organization, products and services in this intimate learning environment.

A table-top exhibit package costs \$1,500 and includes:

- ☀ one (1) six-foot skirted table with two (2) chairs
- ☀ two (2) complimentary full-access badges
- ☀ two (2) complimentary sets of meeting materials including the Networking Directory
- ☀ listing in meeting materials
- ☀ one (1) insert in the attendees' bags (note: insert must be approved by CADCA)

Important Deadlines:

- ☀ **June 25:** deadline for exhibit applications and exhibitor descriptions
- ☀ **July 9:** deadline for bag inserts

Space is limited, so apply early! The Exhibit Application and additional information is available at www.cadca.org.

Questions?

Contact Suzanne Arteaga, CMP, Meetings Manager,
at 1-800-54-CADCA or 703-706-0560, ext. 242
or sarteaga@cadca.org.



Sponsors

Funding from federal partners and corporate sponsors is essential for CADCA to help increase the effectiveness of community anti-drug coalitions across the country.

For more information on how you can support CADCA, please contact Johnny Revel, Director, Development and Contracting Officer, at 703-706-0560, ext. 258 or jrevel@cadca.org.

Thank you to our current sponsors:



CADCA's National Leadership Forum



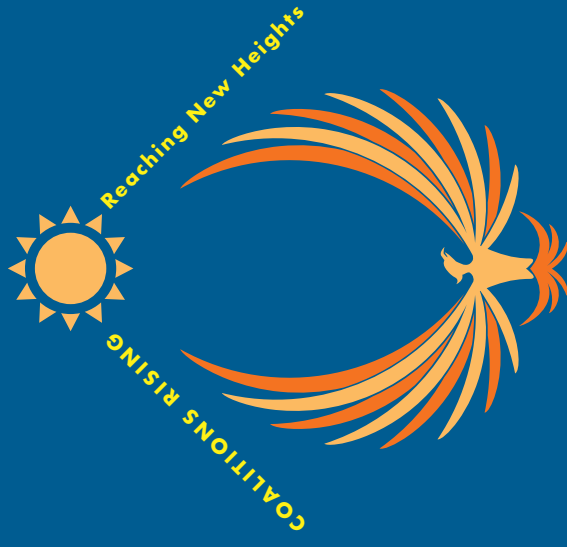
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www.cadca.org



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