

2004

**July 20-22
Alexandria, VA/
Washington D.C.**

Tar Wars®

**Coordinator
Leadership
Conference**

**Educate
and
Collaborate!**

Tar Wars is supported in part
by educational grants from:

American Academy of Family
Physicians Foundation

Schering-Plough



**American Academy
of Family Physicians**

TODAY'S FAMILY PHYSICIAN — SPECIALIZING IN ALL OF YOU.

Join Us!

Packing Tips

Summer temperatures in the Washington, D.C., area average in the upper 80s Fahrenheit, and humidity levels are high — so be prepared! Wear natural-fiber clothing, such as cotton and linen, and drink plenty of water or other liquids throughout the day, especially when outside sight-seeing.

Individuals suffering from hay fever should note that the District is known to have high pollen counts. Don't forget to pack comfortable walking shoes and something extra to wear indoors to compensate for air conditioning.

The awards ceremony is the only event where dress attire is necessary; shorts, jeans, or other summer wear are appropriate for all other events.

Washington D.C. Convention and Tourism Corporation

For information on sight-seeing and dining or to request maps, please call the Washington, D.C. Convention and Tourism Corporation at (202) 789-7000 or go to www.washington.org.

Got Questions?

Contact Tar Wars staff at (800) TAR-WARS or send an e-mail to tarwars@aafp.org.

The American Academy of Family Physicians (AAFP) and Tar Wars invites and encourages all state and regional Tar Wars Coordinators to attend the annual Coordinator Leadership Conference. This conference offers attendees the opportunity to:

- brainstorm and network with other coordinators through a series of round table discussions on topics such as fundraising and grant writing, reaching special populations, getting chapter members involved, and PR/marketing strategies;
- get the latest updates on tobacco control and youth advocacy activities from the Campaign for Tobacco-Free Kids (CTFK);
- learn more about the history and science of tobacco and the effects of nicotine from former Philip Morris scientist Dr. Victor J. DeNoble; and
- visit with their state's congressional leaders about tobacco control and advocacy issues.

Why You Should Attend

"There is no better forum for sharing ideas and brainstorming on how to make Tar Wars a better program. I learn so much from the other coordinators that I can take back and apply to my program immediately."

*Theresa J. Barrett, MS, CMP, Deputy Executive Director
New Jersey Academy of Family Physicians*

"Attending the Tar Wars National Conference and interacting with the other Coordinators as we share our success stories and discuss some of the difficulties we face is definitely therapeutic. It's like having a support group. I always return from the conference with creative ideas and a renewed sense of commitment to the program."

*Barbara Bolling, Executive Director
Nevada Academy of Family Physicians Foundation*

"The Coordinator's Conference is a great way to focus on preparing for the next year. I've gone to four of them, and I always get a couple of great new ideas from the other coordinators. Plus, bringing all of us together allows for some productive brainstorming to address some of the difficulties that we all face in coordinating our state programs.

I always find the Tar Wars National Conference a great time to work on improving my Tar Wars program. Since I juggle Tar Wars with many other duties, I need solutions that work for me. Other coordinators are in the same boat and exchanging ideas is a big help. The D.C. meeting is also a fantastic opportunity to meet with our state congressional delegation to talk about tobacco issues and many other health issues important to our state. It's an opportunity to represent your state chapter and its members face to face with our decision makers."

*Ginnie Flynn, Manager of Public Relations and Tar Wars Coordinator
Illinois Academy of Family Physicians*

Registration

The registration fee for the Coordinator Leadership Conference is \$150 and includes all conference materials, workshops, meal functions, and transportation to scheduled events. Registrants may purchase meal and transportation passes for their guest(s) at a cost of \$115 each (\$55 each for children under 10). However, guests wishing to also attend the workshops will be considered a registrant and required to pay the full registration fee.

Registration forms, along with payment of additional fees if applicable, for the Coordinator Leadership Conference must be received no later than **June 22, 2004**. You may also register online at www.tarwars.org.

Registrants are responsible for making their own hotel reservations and travel arrangements. Expenses for airfare, lodging, and non-event meals are also the responsibility of the registrant.



Scholarships Available to Attend Conference

Don't wait! Apply NOW for one of the ten \$500 scholarships being awarded to attend the Coordinator Leadership Conference.

Applications are available at www.tarwars.org/x824.xml and are due by **April 30, 2004**. Applicants will be notified by e-mail of their selection as a scholarship recipient no later than May 7.

Awards Ceremony and Reception

The awards ceremony and reception conclude the Coordinator Leadership Conference and concurrent National Poster Contest. Colorful artwork from the 2004 National Poster Contest will be on display, and light hors d'oeuvres will be served. During the awards ceremony, Tar Wars Star Award recipients will be announced and all students will be recognized for their tobacco-free achievements. Come and support their efforts and share in the celebration!



Cancellation Policy

To cancel your conference registration, you must notify Tar Wars staff by **June 22, 2004**. Please send e-mail to dposey@aafp.org or fax your cancellation to (913) 906-6099, Attn: Denice Posey. Refunds will not be given after this date; however, you may transfer your registration to another attendee.

Hotel Reservations

The host hotel for the Coordinator Leadership Conference is the Old Town Holiday Inn Select, 480 King Street, Alexandria, Virginia, 22314. **Please contact the hotel directly at (703) 549-6080 or (800) 368-5047 to make your reservations.** You will need to mention that you are attending the AAFP Tar Wars National Conference in order to receive the special room rate of \$139 plus 10% tax (subject to change) plus a \$1 per night occupancy charge.

The cutoff date for reservations is **June 22, 2004**. Reservations made after this date will be confirmed on a rate- and space-availability basis. Check-in time is 3 p.m.; check-out time is noon.

All attendees are urged to book their hotel reservations in the AAFP room block at the Old Town Holiday Inn Select to minimize the AAFP's risk of paying for unused rooms in the group block. Rooms booked via the internet or other methods may not be credited to the AAFP.

Transportation

Three airports serve the Washington, D.C., area: Ronald Reagan National Airport, Dulles International Airport, and Baltimore/Washington International Airport. Ronald Reagan National Airport is located only 3 miles from the event's host hotel, the Old Town Holiday Inn Select, and cab fare is approximately \$10 each way.

Complimentary shuttle service is available every 30 minutes to and from the hotel and Ronald Reagan National Airport. When arriving, look for the hotel kiosk near the baggage claim area and use the phone for the Old Town Holiday Inn Select to request shuttle service.

Capitol Hill Congressional Visits

Coordinators are encouraged to accompany their state's poster contest winner and family, if attending, to scheduled appointments with their senators and representatives.

Appointments should be made for Thursday, July 22, between 9 a.m. and 4 p.m.

Transportation from the hotel to Capitol Hill will be provided. You will also receive preparatory training prior to the appointments.

If you know the name of your state's legislators, you can find their regional office listed in the phone book. If you do NOT know the name of your state's legislators, contact the reference desk at your local library or access the Congressional Web site at <http://congress.org> to get this information. You will need to enter your ZIP code where indicated and click GO.

Hotel Information

Old Town Holiday Inn Select
480 King Street
Alexandria, VA 22314
(800) 368-5047
(703) 549-6080

Check-in: 3 p.m.
Check-out: noon
Room rates: \$139 per day
Tax is 10% (subject to change)
Occupancy charge is \$1/night

Thanks to the 2004 Tar Wars National Conference Planning Committee:

Cathy Dyer, Chair
Denice Posey, Co-Chair
Brian Bachelder, M.D.
Theresa Barrett, MS, CMP
Barbara Bolling
Jeff Cain, M.D.
Ginnie Flynn
Neva Santos

Thanks to Our Supporters

The 2004 Tar Wars National Poster Contest and Coordinator Leadership Conference is supported in part by educational grants from:

American Academy of Family
Physicians Foundation
Schering-Plough
Janssen Pharmaceutica
Campaign for
Tobacco-Free Kids

Coordinator Leadership Conference Tentative Agenda

Tuesday, July 20

- 11:30 a.m. – 12:30 p.m. Registration and Box Lunch
- 12:30 – 1:30 p.m. Coordinating a Successful State Program
Speaker: Saria Carter, M.D.
- 1:30 – 2:00 p.m. Overview of Resources and Communication Methods
Speaker: AAFP Tar Wars staff
- 2:00 – 2:15 p.m. Break
- 2:15 – 5:15 p.m. Round Table Discussions: Challenges and Opportunities I
Topics: Reaching Special Populations, Getting Chapter Members Involved, Media/PR/Marketing Strategies
Facilitator: Saria Carter, M.D.
- 6:00 – 8:00 p.m. Dine Outs (optional)

Wednesday, July 21

- 8:00 – 9:00 a.m. Breakfast
- 9:00 – 9:45 a.m. Opening Keynote: Tar Wars Live! A Classroom Demonstration*
Keynote Speaker: Jeff Cain, M.D.
- 9:45 – 10:15 a.m. Parade of Champions*
State Student Winners
- 10:15 – 10:30 a.m. Break
- 10:30 – 11:30 a.m. Campaign for Tobacco-Free Kids (CTFK) Youth Empowerment*
Speakers: Holly Aprea and CTFK Youth Advocate Ashley Sobrinski
- 11:30 a.m. – 1:00 p.m. Luncheon Keynote: Inside the Darkside*
Speaker: Victor J. DeNoble, Ph.D.
- 1:00 – 2:00 p.m. Workshop: The Pharmacological Basis of Nicotine Addiction
Speaker: Victor J. DeNoble, Ph.D.
- 2:00 – 5:00 p.m. Round Table Discussions: Challenges and Opportunities II
Topics: Fund Raising and Grant Writing, Strategic Planning, Getting Tar Wars Into Your Schools, Evaluation Efforts
Facilitator: Theresa Barrett, MS, CMP

Thursday, July 22

- 7:30 – 8:00 a.m. Breakfast
- 8:00 – 8:30 a.m. Tar Wars on the Hill: Meeting with Your Senator/Representative*
Speakers: AAFP Government Relations Staff; CTFK Youth Advocate Ashley Sobrinski
- 8:30 – 9:00 a.m. Transportation to Capitol Hill
- 9:00 a.m. – 4:00 p.m. Capitol Hill Congressional Visits (Individually Scheduled)
- 4:00 – 4:30 p.m. Return Transportation to Hotel
- 5:30 – 6:45 p.m. National Poster Contest Awards Ceremony (Hotel Ballroom)*
Master of Ceremonies: Jeff Cain, M.D.
- 6:45 – 7:45 p.m. Post-Awards Celebration*

*Combined session with Tar Wars National Poster Contest attendees.