

**2004**

July 21-22  
Alexandria, VA/  
Washington D.C.

**Tar Wars**<sup>®</sup>

**National  
Poster  
Contest**

**Educate  
and  
Celebrate!**

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.

# You're Invited!

State poster contest winners and their families are invited to attend the annual Tar Wars National Poster Contest, sponsored by the American Academy of Family Physicians (AAFP). This two-day event is a celebration of youth, creativity, and being tobacco-free and is jam-packed with fun, excitement, and learning opportunities for the entire family. Winning state posters were created by fourth- and fifth-grade students from the U.S. and Canada who have learned the Tar Wars message during classroom presentations. The National Poster Contest is a once-in-a-lifetime opportunity to recognize state winners for their efforts and celebrate a generation of tobacco-free children everywhere!

## 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](http://www.washington.org).

## Got Questions?

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

## Registration

All workshops are offered at no charge. All scheduled meal functions and transportation costs associated with National Poster Contest events are complimentary for each state winner and ONE parent/guardian. Meal and transportation passes valid for all scheduled functions may be purchased for additional family members/guests at a cost of \$115 each (\$55 each for children under 10).

Registration forms, along with payment of additional fees if applicable, for the National Poster Contest must be received no later than **June 22, 2004**. You may also register online at [www.tarwars.org](http://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 family, or state coordinator as negotiated in advance.

## Cancellation Policy

To cancel your conference registration, you must notify AAFP Tar Wars staff by **June 22, 2004**. Please send e-mail to [dposey@aafp.org](mailto:dposey@aafp.org) or fax your cancellation to (913) 906-6099, Attn: Denice Posey. No refunds will be given after this date; however, you may transfer your registration to another attendee.

## Hotel Reservations

The host hotel for the National Poster Contest 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 Poster Contest 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.



## Tar Wars Live! A Classroom Demonstration

Tar Wars Live! gives all attendees the opportunity to experience an actual Tar Wars classroom presentation. Dr. Jeff Cain, who founded the Tar Wars program, takes you through a series of activities designed to teach you about the short-term effects of tobacco use, the cost of using tobacco products, and how tobacco advertising attempts to influence your kids.

## Parade of Champions

The Parade of Champions is an opportunity for all students to be recognized as winners for their tobacco-free efforts. All poster submissions for the 2004 National Poster Contest will be on display, and those students attending will have a chance to get up and tell a little bit about themselves and their poster design.

## Campaign for Tobacco-Free Kids

The goal of the CTFK presentation is to make young people aware of the danger of tobacco use, provide participants with hands-on skills to combat the tobacco industry's youth marketing tactics, and share ideas for effective school and community advocacy activities.

## Luncheon Keynote: Inside the Darkside

Dr. Victor Denoble, a former scientist with Philip Morris, will give you the inside on the tobacco industry and the dangers of nicotine. You'll be fascinated by his luncheon keynote presentation!

## Art Activity/Get Up and Move!

State poster contest winners will have the chance to interact with and get to know each other better while having fun creating collage posters and engaging in outdoor icebreakers and games. These afternoon activities focus on the fitness and health aspect of being tobacco-free. Adult supervision is provided, and parents and/or guardians are welcome to accompany their child.

## Capitol Hill Congressional Visits

Poster contest winners and their families are encouraged to schedule appointments with their state's 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.

## Awards Ceremony and Reception

The awards ceremony and post-awards celebration conclude the two-day National Poster Contest event. Winning state posters will be on display, and a professional photographer will be on-site to take pictures of students with their posters. Light hors d'oeuvres will be served following the awards ceremony.

During the awards ceremony, all students will be recognized and asked to come up to the podium to receive their prize packet, which includes a Certificate of Appreciation, a ribbon, and a savings bond. The amounts of the savings bonds being awarded are as follows: \$50 for Special Recognition, \$100 for Honorable Mention, \$250 for Fourth Place, \$350 for Third Place, and \$500 for Second Place. The First Place Winner will receive a Grand Prize trip to Disney World valued at \$3,000 in lieu of a savings bond.



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

# National Poster Contest – Tentative Agenda

## Tuesday, July 20

6:00 – 7:00 p.m. Stop by the pool area to meet Tar Wars staff, ask questions, and mingle with other state poster contest winners and their families. This activity is optional.

## Wednesday, July 21

8:00 – 9:00 a.m. Breakfast and Registration

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 – 5:00 p.m. Art Activity/Get Up and Move!  
*Facilitators: Jeff Cain, M.D.; Ray Saputelli, CAE; Tar Wars staff*

5:00 – 6:00 p.m. Picnic in Founder's Park

## 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 Coordinator Leadership Conference attendees.