

**2003**

**July 12-14  
Alexandria, VA/  
Washington D.C.**

**Tar Wars**

**Coordinator  
Leadership  
Conference**

**Educate  
and  
Collaborate!**

Supported in part by  
educational grants from:

American Academy of  
Family Physicians  
Foundation

Schering

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Free Kids



**American Academy  
of Family Physicians**

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

# Join Us!

Tar Wars state/regional coordinators, family physicians, nurses, and health educators are encouraged to attend the annual Tar Wars Coordinator Leadership Conference, sponsored by the American Academy of Family Physicians (AAFP). Whether you're coordinating a state-wide Tar Wars program, your community's health fair, or a health department's tobacco control program, this conference will provide you with tools to take your tobacco prevention efforts to the next level.

## Why You Should Attend

"The topics covered are excellent. It was a well coordinated meeting— great fun, energizing, and educational! I loved the strategic planning round table and really got a lot out of sharing.

The ideas discussed were very helpful and gave me some good ideas! It was also nice to have an activity in which we were able to participate with the students and parents and hear their perspectives, which for me is very important."

Comments from a 2002 Tar Wars Coordinator Leadership Conference attendee

## 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 the Tar Wars national program staff at (800) TAR-WARS or e-mail [tarwars@aafp.org](mailto:tarwars@aafp.org).

The one-and-a-half day conference is jam-packed with networking opportunities and educational sessions on program management, grant writing, evaluation, and strategic planning round table discussions. In addition, you'll get to witness first-hand the enthusiasm and creativity of tobacco-free students attending the Tar Wars National Poster Contest. Don't miss out on your chance to be a part of this exciting, fun, and educational conference!

## 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 \$95 each (\$45 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 13, 2003**. 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 the responsibility of the registrant.

## Cancellation Policy

To cancel your registration, you must notify Tar Wars staff by **June 21, 2003**. Please send e-mail to [dposey@aafp.org](mailto: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 \$6 per night occupancy charge.

The cutoff date for reservations is **June 13, 2003**. 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.

# Coordinator Leadership Conference Tentative Agenda

## Saturday, July 12, 2003

5 - 7 p.m. Registration and Welcome Reception (Courtyard)

## Sunday, July 13, 2003

8:30 - 9:30 a.m. Registration and Breakfast (Ballroom)

9:30 - 10:30 a.m. Opening Ceremony: Tar Wars Classroom Demonstration\*  
*Keynote Speaker: Jeff Cain, M.D.* (1 hour CME/CHES credit)

10:30 - 11 a.m. Parade of Champions\*  
*State Student Winners* (.5 hour CME/CHES credit)

11 a.m. - noon Program Management/Leadership Workshop  
*Speakers: Janie Dykes, Texas Tar Wars Coordinator;*  
*Dave Schneider, M.D., M.S.P.H., Tar Wars Program Advisor*  
(1 hour CME/CHES credit)

noon - 1 p.m. Lunch/Visit Exhibit Booths

1 - 2:30 p.m. Grant Writing for Success/Fund Raising for the Future  
*Speaker: Denise German, AAFP Corporate Development Manager*  
(1.5 hours CME/CHES credit)

2:30 - 2:45 p.m. Break/Visit Exhibit Booths

2:45 - 4:15 p.m. **For First-Time Attendees:**  
Tar Wars on the Hill: Meeting With Your Senator or Representative\*  
*Speaker: Maureen Maxwell, AAFP Public Relations Specialist*  
(1.5 hours CME/CHES credit)

**For Returning Attendees:**  
Open Round Table for Advanced Coordinators (the "Old Fogies")  
*Facilitator: Ginnie Flynn, Illinois Tar Wars Coordinator*  
(1.5 hours CME/CHES credit)

Evening Coordinator Dine Outs (on own)

## Monday, July 14, 2003

8:30 - 10:30 a.m. Coordinator Roundtable/Strategic Planning  
Topics: Successes and Challenges, Future Plans, Evaluation  
*Speakers: Sarah McMullen, M.Ed., CHES, ICCE, Tar Wars National Manager; Andrew Schoeneman, Virginia Tar Wars Coordinator; Tina Goldstein, Colorado Tar Wars Coordinator*  
(2 hours CME/CHES credit)

10:30 - 11:15 a.m. Brunch and Wrap-up\*

11:15 - 11:30 a.m. Transportation to Capitol Hill

noon - 4 p.m. Capitol Hill Congressional Visits

4 - 5 p.m. Return transportation to hotel

6 - 8 p.m. Reception and Awards Ceremony (Hotel Ballroom)\*  
*Master of Ceremonies: Jeff Cain, M.D.*

\*Combined session with Tar Wars National Poster Contest attendees.

## 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; casual summer wear is appropriate for all other events.

## Grant Writing for Success/ Fund Raising for the Future

This workshop will prepare you for writing a successful grant application. You'll gain valuable tips and tools essential for submitting and receiving funds for your tobacco control program. You'll also learn creative ways to approach fund raising, including corporate sponsorship and how to tap into new sources of funding during these difficult times. Handouts will be provided to help you get started or enhance your current methods.

## New This Year!

Take-home items this year include a Tar Wars public relations/marketing video, ad slicks, and wall posters— in addition to all the valuable information and materials you'll get at the sessions!

Exhibits showcasing health-related products and services will be on display this year. Stop by and pick up educational materials and register for free giveaways!

## 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 \$6/night

## Thanks to Our Supporters

The 2003 Tar Wars National Poster Contest and Coordinator Leadership Conference is supported in part by educational grants from:

American Academy of Family Physicians Foundation

Schering

Janssen Pharmaceutica

Campaign for Tobacco-Free Kids



## Capitol Hill Congressional Visits

Conference attendees 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 Monday, July 14, between noon and 4 pm.**

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 reception conclude the Coordinator Leadership Conference and concurrent National Poster Contest. Colorful artwork from the 2003 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!

## CME Credit for Physicians

Application for CME credit has been filed with the American Academy of Family Physicians. **Determination of credit is pending.** The AAFP is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## CHES Credit for Health Educators

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC), for CHES Category I continuing education contact hours (CECH).

