

Sponsored by  
California Youth Advocacy Network and



# TRL

Tobacco Retail Licensing

## REGISTRATION

December 6 – 7, 2004

Hilton Hotel  
Sacramento, California

# YOU ARE INVITED....

The California Department of Health Services, Tobacco Control Section and the California Youth Advocacy Network cordially invite you to attend the Tobacco Retail Licensing Conference. This unique conference will be held Monday, December 6 - Tuesday, December 7, 2004 at the Hilton Hotel in Sacramento, California.

This conference will promote youth and community partnerships for tobacco retail licensing efforts throughout the state. Conference goals are to:

- provide tools/skills to enhance the effectiveness of youth and community partnerships;
- motivate participants to effect lasting change with local tobacco retail licensing efforts;
- unify the statewide tobacco retail licensing movement;
- provide networking opportunities; and
- provide best practices in local retail licensing efforts.

Youth and adult representatives from Local Lead Agencies, Competitive Grantees, TUPE Programs, Friday Night Live Programs, Priority Populations Partnerships, and other youth advocacy groups who are interested in tobacco retail licensing are urged to attend. Priority will be given to Local Lead Agencies with Tobacco Retail Licensing in their scope of work.

We look forward to seeing you at the conference in December!

The Tobacco Retail Licensing Conference Workgroup

## TENTATIVE AGENDA

### Monday, December 6, 2004

11:00 – 1:00	Registration
1:00 – 1:30	Opening Ceremony
1:30 – 2:30	Plenary Session: What is TRL?
2:45 – 3:45	Plenary Session: Organizing an Effective TRL Campaign
4:00 – 5:00	Interactive Breakout Session One: <u>Session A</u> : Creating an Independent Local Coalition <u>Session B</u> : TRL Policy Options <u>Session C</u> : Educating the Community on TRL
5:00 – 6:00	Dinner
6:15 – 7:15	Interactive Breakout Session Two (Repeat of Session One)
7:30 – 9:30	Networking Activity
9:30 – 11:00	Free-time (on your own)

### Tuesday, December 7, 2004

7:45 – 8:45	Continental Breakfast
9:00 – 10:15	Interactive Breakout Session Three: <u>Session D</u> : “How To” Media Tactics <u>Session E</u> : Working with Law Enforcement <u>Session F</u> : Collecting Data at the Local Level
10:30 – 11:45	Interactive Breakout Session Four (Repeat of Session Three)
12:00 – 1:00	Lunch
1:15 – 3:00	Expert Panel
3:15 – 4:00	Closing Session

# CONFERENCE INFORMATION

## Conference Registration

- There is no fee for youth participants.
- There is a \$50 fee for adult participants.
- Meals are included (dinner on December 6, continental breakfast and lunch on December 7)

To register, complete the Medical Release Form (for youth registrants only), Liability Waiver Form and Participant Registration Form for each registrant. These forms can be mailed or faxed to:

### **Tobacco Retail Licensing Conference**

c/o CSUS CCE Conference & Training Services  
3000 State University Drive East  
Sacramento, CA 95819-6103  
(800) 858-7743 • (916) 278-4865 Fax

## Cancellation Policy

A \$25 processing fee will be charged to all participants who cancel their registration by November 15, 2004. All cancellation requests must be submitted in writing. Refunds will not be given after November 15, 2004, but substitutions will be allowed. No shows will be billed the full registration fee.

## Conference Ground Rules

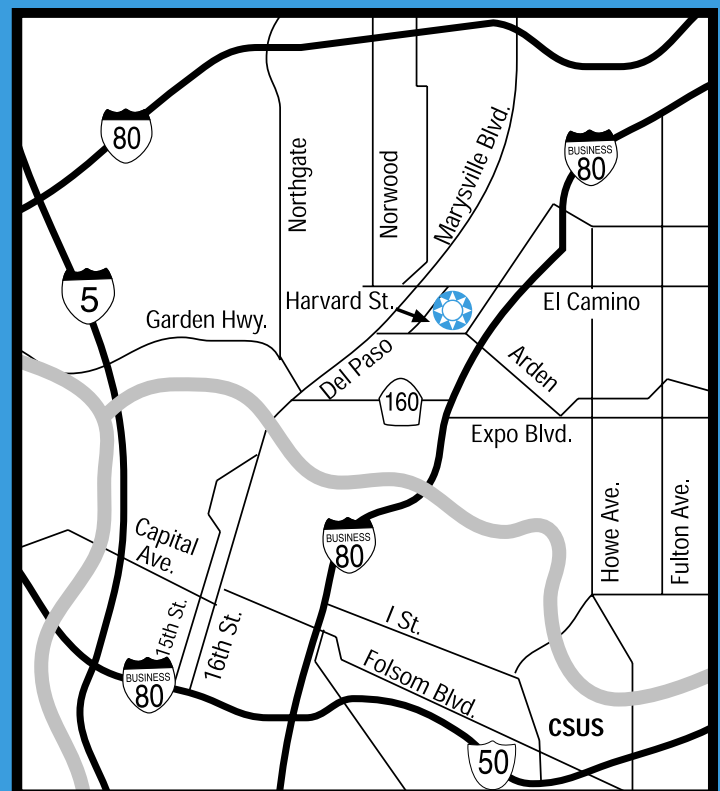
1. If a youth has not submitted the Medical Release Form and Liability Waiver Form, they will not be allowed to participate.
2. No use or possession of drugs, alcohol, or tobacco products.
3. Adults are responsible for chaperoning their youth at ALL TIMES!
4. Curfew is 11:00 p.m. = All youth and adults should be in their rooms.

## Hotel and Conference Location

The conference will be held at the Hilton Hotel in Sacramento, located at 2200 Harvard Street. It is approximately a 20 minute drive from the Sacramento International Airport. Super Shuttle can provide transportation to the hotel at a cost of \$14/person. If you wish to take a taxi from the airport to the hotel the cost is approximately \$45. Parking at the hotel is complimentary.

## Hotel Accommodations

A block of rooms has been reserved at the Hilton Hotel. To receive the discounted room rate of \$84 single/double occupancy (plus tax), reservations must be made by Monday, November 15, 2004. After November 15, overnight accommodations are based on availability at the prevailing rate. Reservations can be made by contacting the Hilton Hotel at (800) 559-4299. Please be sure to mention that you are attending the Tobacco Retail Licensing Conference.



# MEDICAL RELEASE FORM (For Youth Only)

Name: \_\_\_\_\_ Age: \_\_\_\_\_  Male  Female

County: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Parent/Guardian Work Phone: \_\_\_\_\_

Health Problems (allergies, asthma, etc.) \_\_\_\_\_

## Parent/Guardian Authorization

In case of an emergency, I hereby authorize \_\_\_\_\_ to be treated by a qualified, licensed physician.

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Family Physician: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Date of last Tetanus Toxoid Booster: \_\_\_\_\_

Allergies to Medications: \_\_\_\_\_

Insurance Carrier: \_\_\_\_\_ Medical No.: \_\_\_\_\_

# LIABILITY WAIVER FORM

I (or my child if youth participant) agree to participate in the Tobacco Retail Licensing Conference taking place at the Hilton Hotel in Sacramento on December 6-7, 2004.

In consideration of my participation in the Tobacco Retail Licensing Conference, I/my child (if youth participant) hereby waive and release the following from any and all claims of damage, personal injury, or property damage which may hereafter accrue as a result of my participation in this event as a result of any active or passive negligence of any of the following:

- California Youth Advocacy Network
- California Department of Health Services, Tobacco Control Section
- Hilton Hotel Sacramento
- CSUS CCE Conference & Training Services

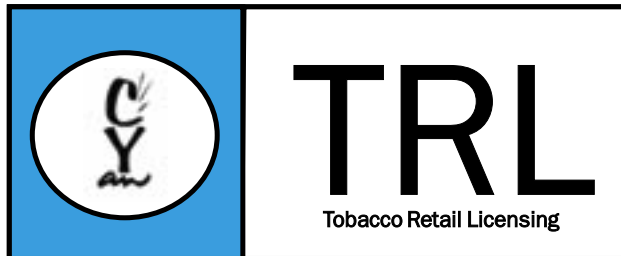
I/my child (if youth participant) have carefully read the agreement and fully understand its contents.

Adult Participant/ Parent or Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail completed [Registration Form](#), [Medical Release Form](#) (for youth registrants only) and [Liability Waiver Form](#) along with payment to:

### Tobacco Retail Licensing Conference

C/O CSUS CCE Conference & Training Services  
3000 State University Drive East, Sacramento, CA 95819-6103  
(916) 278-4433 or (800) 858-7743 • FAX (916) 278-4865



# REGISTRATION FORM

## Participant Information

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Special Needs - Dietary/Disability (Please provide no later than November 15, 2004): \_\_\_\_\_

I represent the following type of organization:

- Local Lead Agency
- Competitive Grantee
- TUPE Program
- Priority Populations Partnerships
- Friday Night Live
- Other: \_\_\_\_\_

## Chaperone/Payment Information

- I am an adult participant paying \$50 registration fee. I will not be chaperoning youth.
- I am an adult chaperone participant paying \$50 registration fee.
- I am a youth participant. My chaperone is: \_\_\_\_\_

If you are an adult participant and/or chaperone, you must select a payment option and initial below in order to be registered!

Notice: This is a binding agreement which reserves the enrollment space in the Tobacco Retail Licensing Conference for the person listed. Upon receipt of this form, CSUS will consider the person formally enrolled in the Conference. The signer may be liable for any cost incurred for collection of fees. \_\_\_\_\_ (Please initial)

- Check Enclosed (*payable to CSUS /Tobacco Retail Licensing Conference*)  
NOTE: Registrants will be held financially responsible for any bank charges incurred due to stop payment or returned checks due to insufficient funds.

Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

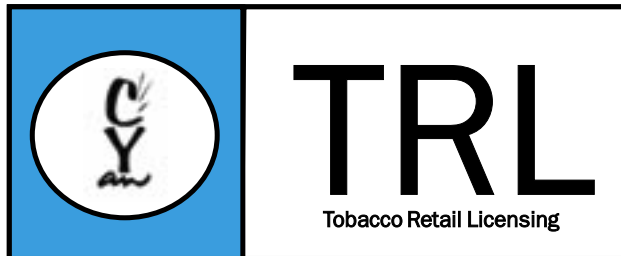
- Purchase Order (Attach a copy) \_\_\_\_\_

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**Register online: [www.cce.csus.edu/conferences](http://www.cce.csus.edu/conferences)**



# Conference Highlights:

- Keynote presentation on tobacco retail licensing;
- Interactive workshops on strategic planning, community education, creating successful local campaigns, and more;
- An expert panel on best practices in local tobacco retail licensing efforts;
- Motivational session on continuing local efforts; and
- Other fun-filled activities!



# TRL

Tobacco Retail Licensing

**December 6 – 7, 2004**

**Hilton Hotel  
Sacramento, California**

PROOF # 5 TO BL FROM WF DATE 10/14/04

Pre-Sorted  
First Class  
U.S. Postage  
**PAID**  
Permit No. 47  
Sacramento, CA

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Sacramento, CA 95819-6103  
92900733