



Partners for Innovative Communities Presents

June 12-13, 2012
Ontario Convention Center
Southern California

Final Program



Third Annual Substance Abuse & Violence Policy Conference

healthy communities

substance abuse violence prevention

policy





7TH ANNUAL WEST END COMMUNITY HEALTH & WELLNESS FAIR

SAN BERNARDINO COUNTY
PROJECT
CONNECT
HOMELESS PARTNERSHIP

REACH OUT & San Bernardino County Homeless Partnership with Our Lady of Guadalupe Church

FREE FOOD

Prescription Drug Take-back Box



FREE HEALTH SCREENINGS	
ASTHMA	VISION
DIABETES	BLOOD PRESSURE
DENTAL EXAMS	BODY MASS INDEX
PERTUSSIS VACCINE	CHOLESTEROL
FLU VACCINE	VETERAN'S SERVICES
HEARING	

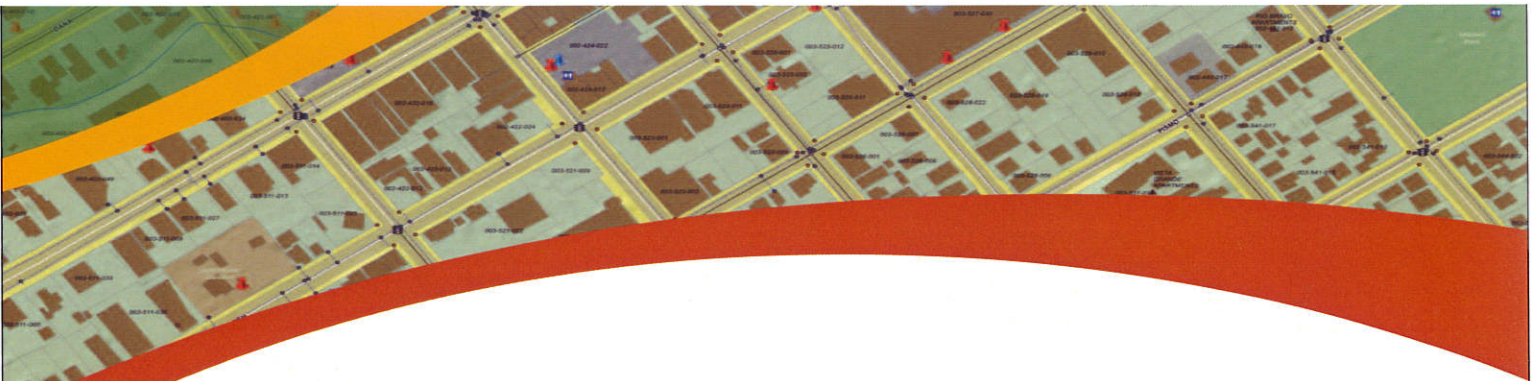
FREE Haircuts for children, Fingerprinting for children, Immunizations for children, Activities for the whole family, Enrollment for Healthy Families & Healthy Kids insurance, Health and Wellness Information from over 75 providers, Experts on hand to help with: HOUSING, EDUCATION, JOBS, and Nutrition Education.

Sunday October 14, 2012

9:00 am - 3:00 pm at Our Lady of Guadalupe Church
710 S. Sultana Ave. Ontario, CA 91764

FREE EVENT

Visit our website for more information! www.we-reachout.org



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Partners for Innovative Communities



From our Chairperson:

On behalf of Partners for Innovative Communities, I want to personally thank you for attending the Third Annual Substance Abuse & Violence Policy Conference. Your attendance and participation is so important. The promotion of safe and healthy communities is a significant aspect of the work we all do; whether through education, policy, enforcement or programming. This conference is an opportunity to come together and learn from one another.



In planning the conference, we listened carefully to the communities' needs and input. We then used that information as a guideline for creating conference sessions that are inclusive to the needs of professionals and parents. All our sessions were created to increase knowledge and collaboration in prevention and in building skills for work in all of our communities.

In addition to the in-depth sessions, we have created exciting partnerships to work with those who need our assistance the most - our youth. We created exciting sessions tailored to the request of our community.

Again, welcome to the Third Annual Substance Abuse & Violence Policy Conference and thank you for sharing your time and expertise with us, and for your support of Partners for Innovative Communities.

Sincerely,

partners
for
innovative
communities





Notes

Lined area for taking notes.

Plenary



Police Chief Eric Hopley started his law enforcement career with the Ontario Police Department in February 1985. Prior to coming to Ontario, he served as a police officer with the Upland Police Department for two years.

During his 20 years with the Ontario Police Department, Chief Hopley rose steadily through the ranks working every major division within the department. He was promoted to Captain in December 2003, to Deputy Chief in October 2005, and to Chief of Police on July 5th, 2009.

Chief Hopley has a bachelor's degree from the University of La Verne. He is a graduate from the prestigious Federal Bureau of Investigations National Academy in Quantico, Virginia, and the Federal Bureau of Investigations Southwest Command College.

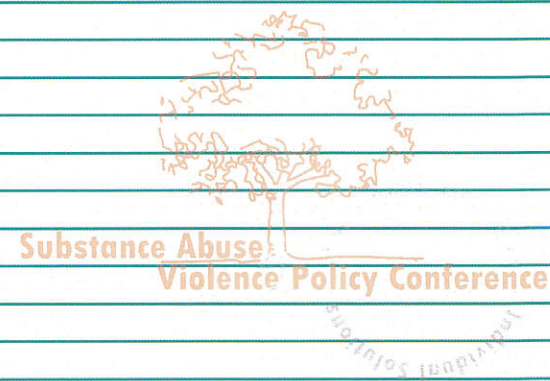
Master of Ceremonies



Angelica Baltazar is currently the Human Services Industry Support Specialist For Esri, Angelica works globally with organizations, state & federal departments in geo enabling data to improve planning, resource allocation, streamline services, and to inform policy. Angelica was also a Field Representative for Josie Gonzales, Vice Chair of the County of San Bernardino Board of Supervisors. Previously, she was the Healthy Communities Program Coordinator for the County of San Bernardino Department of Public Health. She worked in the various sectors of the community including local government, education, community organizations, faith based organizations, media, and healthcare in order to promote healthier lifestyles and access to health. Prior to entering civil service, she worked in the social work arena as a case manager, staff trainer, community information officer, and in specialty care administration. She holds a Bachelor of Social Work from California State Polytechnic University in Pomona and a Master of Social Work in Policy, Planning, and Administration from Loma Linda University.



Ricardo Campos has been involved in the community for a number of years with many community service oriented programs. He has been accepted to UCLA and will be attending the prestigious school in the fall majoring in chemistry with a pre-med focus. His goal is to become a missionary doctor and help those in need around the world.





Biographies

John Redman

John Redman is the Executive Director of CADFY, Inc.; a statewide Alcohol Tobacco and Other Drugs prevention organization. He is also the Director of Drug Demand Reduction for the California High Intensity Drug Trafficking Areas. Before joining CADFY he was the Executive Director of the San Diego Prevention Coalition, a countywide ATOD prevention organization with a successful track record fighting alcohol and other drug abuse with wide-spread community support from over 220 affiliate members representing a diverse group of local organizations and agencies.

Mr Redman has been honored as an Ambassador of Peace, the United Nations Middle East Peace Initiative; a Delegate to the United Nations Collaboration on Global Drug Policy, 2008; the recipient of the Director's Award for Distinguished Service from the Office of the President's, Office of National Drug Control Policy (ONDCP); the recipient of the President's Call to Service Award, and honored with the 2006 SAMHSA Recognition award for outstanding leadership.

He holds a B.A. in Liberal Arts from Texas A&M University, College Station, TX, (1983), an M.F.A. degree in design from San Diego State University, San Diego, CA, (1996) and an Honorary Doctor of Divinity from Sacramento Theological Seminary and Bible College.

Janet Rowse

Janet Rowse and her husband, Randy are small business owners in Santa Barbara, and have raised two adult children. Janet has been a committed volunteer throughout her children's academic years, from the classroom, to site and district level advisory committees. She has served on the Board of the Council of Alcoholism and Drug Abuse, and continues to serve on the board of directors for the Santa Barbara High School Education Foundation. Janet is an advisor to the Santa Barbara County Service Learning Initiative and is a National Charity League sustaining member. With a Bachelor's degree in art from the University of California at Santa Barbara, she understands the value of the media to positively influence public opinion and shape young perspectives. Harnessing the creative abilities within the local community and within herself, she is intent to raise public awareness to the fact that a developing brain is up to six times more susceptible to addiction than is a brain at maturity.

Wayne Sakamoto

Wayne Sakamoto is the Director of School Safety for the Murrieta Valley Unified School District. He has over twenty years of experience in the field of school and community safety and has developed and implemented a number of successful gang and youth violence prevention and intervention approaches.

Wayne has been recognized on state and federal levels for violence prevention programs and efforts. He has been recognized for F.O.R.C.E. 8 (Focus On Resolving Conflict Everyday) program, a Youth Leadership Project he developed while working for the San Diego County Office of Education. The program utilizes youth development strategies to get young people involved in changing the school culture to reduce bullying, alcohol and drug use, harassment, and youth violence. The program was awarded the 2002 Golden Bell Award by the California School Boards Association.

Wayne has assisted in developing programs that have won two additional Golden Bell Awards the latest being in 2008 with the Murrieta Valley Unified School District. Wayne has also been recognized by The California Wellness Foundation for his work as an advocate for violence prevention and awarded the 2002 California Peace Prize Award. Wayne's story has been published in the Chicken Soup series of books.

Jerry Sherk

Jerry Sherk is a nationally recognized consultant for both youth and adult mentoring programs. Jerry has a master's degree in counseling psychology, and he is President and founder of Mentor Management Systems, of Encinitas, California. Over the past ten years, Jerry has provided workshops for hundreds of program staff, mentors and mentees, while helping over 200 mentoring programs to develop their operating systems. This experience has enabled Jerry to constantly improve methods for helping mentoring agencies come to scale more quickly and efficiently. Jerry is currently providing technical assistance for programs that serve ganginvolved youth, foster youth, Department of Education grantees, Early Care and Education student-teachers, and adult ex-offenders. From 1970-1981, Jerry was an All Pro defensive lineman for the Cleveland Browns. For his service to his team, Jerry was recently honored as a "Cleveland Browns Legend."



Tracks

Day One

June 12

TRACK 1: PARENTS & COMMUNITY

Provides vital information for parents, educators, youth ministries, and community members on vital topics that help to keep kids safe and thriving. This track is geared to providing information for healthier and safer communities as a whole.

TRACK 2: YOUTH

Geared for youth, this track is about how you can get involved and be heard. This track provides the opportunity for youth to speak and engage on areas that are of concern to them. Youth leaders accompanying youth may attend.

TRACK 3: POLICY (SUBSTANCE ABUS & VIOLENCE)

Substance Abuse Policy Track: This track offers an informative and comprehensive look at the spectrum of different policies and initiative that you can implement in your communities.

Violence Policy Track: Much like the Substance Abuse Policy track this track is Informative and comprehensive. This track covers a spectrum of different policies and initiatives that can be implemented as well as the current trends in the field. This track is geared towards those who work with, or are interested, in current policies that can help reduce violence through policy.

TRACK 4: CERTIFIED TRAINING

Comprehensive training focusing on "Discussing Difficult Issues with Youth."

TRACK 5: ENVIRONMENTAL STRATEGIES

Focuses on environmental factors affecting the community at large.

Day Two

June 13

TRACK 1: PARENTS & COMMUNITY

Provides vital information for parents, educators, youth ministries, and community members on vital topics that help to keep kids safe and thriving. This track is geared to providing information for healthier and safer communities as a whole.

TRACK 2: YOUTH

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TRACK 4: BULLYING

Provides unique information for parents and professionals on the effects of bullying and how to help.

TRACK 5: ENVIRONMENTAL STRATEGIES

Focuses on environmental factors affecting the community at large.

TRACK 6: LAW ENFORCEMENT

This track is only for members of law enforcement working in gangs, drugs, or Alcohol Beverage Control.



Biographies

Tracks

June 12

Mr. Lopez is very active traveling to schools, churches, and community organizations throughout Riverside County to provide parents with the skills and information they need to keep their children away from gangs and other at-risk behaviors, and more importantly, to build positive and healthy relationships with their children. For his commitment to the community, Mr. Lopez has been honored with the Juvenile Prosecutor of the Year Award by the Riverside County District Attorney's Office, the State Prosecutor of the Year Award by the California School Resource Officers' Association, the Guadalupe Award by the Diocese of San Bernardino, the Amar Es Entregarse Award by the Bishop of the Diocese of San Bernardino, and the Modern Peacemaker Award by the Inland Empire Stop the Violence Increase the Peace Foundation.

Ray Lozano

Since 1986, Ray Lozano has educated and entertained thousands of students in hundreds of middle schools and high schools from Alaska to Florida, and internationally. Ray has a talent and gift for conveying what could be constructed as boring during drug and alcohol prevention information in such fun and humorous way that his audiences come away informed and entertained. The best analogy would be giving your kids medicine in a spoon-full of sugar. There is a good reason that Ray's audiences feel like they just came back from the Improv rather than from a "lecture". Ray has performed stand-up comedy at the Improv in Hollywood and Ontario CA. It is his background in comedy that keeps his audiences coming back time and time again. The fact that he has been asked to return to some of the same schools across the nation, some for as long as 21 years, speaks to Ray's ability to keep his information updated, fresh and relevant.

Cynthia Luna

Cynthia Luna is Director of Latino Health Collaborative (LHC), a coalition of community stakeholders focused on finding solutions to increase access to health and to eliminate health disparities in communities throughout the Inland Empire.

Cynthia is cofounder and partner in LF Leadership, a consulting and coaching firm devoted to building the capacity of individuals, teams, organizations, and networks to exercise leadership with purpose and excellence. She is certified as an Integral Coach by New Ventures West and holds the Professional Coach Certification (PCC) from the International Coach Federation. She holds an MBA with concentrations in Organizational Development and Operations from Loyola University Chicago and an undergraduate degree in International Business from ITESM University (Tec de Monterrey) in Mexico City. She is an alumna of the Metropolitan Leadership Institute, a leadership development program for outstanding Hispanic leaders in the Chicago area.

Amy MacClain

Licensed Soul Shoppe Facilitator, Trained Parent Educator and parent herself, Amy MacClain has a BA in Psychology from the University of California, San Diego, and 12 years experience using, facilitating and teaching the tools taught in her classes. She has trained with Soul Shoppe, Hand In Hand Parenting, Challenge Day, Non-Violent Communication, HeartMath, and other organizations. In addition to teaching parenting, she also teaches Bully Prevention and Character Development for kindergarten through 8th grade, as well as for teachers, school administrators and parents. Amy has spent the last 5 plus years facilitating assemblies, classes and workshops for hundreds of schools throughout California, serving thousands of students, teachers and parents through an amazing program called Soul Shoppe.

Roger Morgan

Roger Morgan, Founder and Director of the Take-Back America Campaign, prior Chairman and Executive Director of the Coalition for A Drug-Free California. He is author of two books published on digital sites Amazon Kindle and Barnes & Noble's Nook, called MARIJUANA: Brain Damage. Birth Defects. Addiction and SOROS. The Drug Lord. Pricking the Bubble of American Supremacy.

He was Founding Chairman of the Coronado SAFE Foundation (1997), a non-profit dealing with drug prevention; prior Board Member of the San Diego Prevention Coalition; member of the National Coalition for Student Drug Testing; Co-Founder of Californians for Drug-Free Schools and Special Advisor to the Golden Rule Society in Coronado. His passion for drug prevention stems from two step-children who became drug addicted at age 12 and 14 roughly 30 years ago, and two nephews who died from drug related causes.

Frank Navarro

After graduating from the San Bernardino County Sheriff's Department's Academy, Deputy Navarro was assigned to Corrections for 5 and a half years. During this time, he became a Certified Gang Instructor, and was the gang liaison for the Glen Helen Rehabilitation Center. After being promoted, Deputy Navarro was assigned to the City of Yucaipa for patrol duties. Here he became a Drug Recognition Expert (DRE) and a School Resource Officer (SRO). He was also the coordinator, for eleven years, of the station's Sheriff's Explorer Program. He also coordinated the "Hang with a Deputy" program, which helped local at-risk youth through informal mentoring. Currently assigned to the Public Affairs Division, Deputy Navarro oversees the Juvenile Intervention Program (JIP), which is designed to give at-risk youth an opportunity to see, hear, smell and taste the harsh realities of incarceration, without actually being jailed. JIP has been the recipient of many awards, including the Juvenile Justice and Delinquency Prevention Commission of San Bernardino County 23rd Annual "Recognition of

TRACK 1: PARENTS & COMMUNITY
GAY-STRAIGHT ALLIANCES: COMBATING BULLYING AS A PIPELINE TO SAFETY & WELLNESS
 Time: 9:40 am - 11:00 am
 Rm. 200 C
 Presenter: Ariel Bustamante

In the current school environment, Gay-Straight Alliance (GSA) clubs play an important role in shaping a school's climate. GSA leaders & supportive adults are key in helping shape positive school climates, where all students feel safe. In this workshop youth, teachers, parents, providers, and advisors learn more about particular barriers facing LGBTQ youth, GSA clubs, laws protecting LGBTQ youth, and next steps one could take to change the difficult environment youth face. Also, this workshop prepares anyone involved to take next steps to change.

TRACK 1: PARENTS & COMMUNITY
NEW GRAFFITI & GANG TRENDS IN YOUR AREA: WHAT PARENTS NEED TO KNOW
 Time: 11:10 am - 12:30 pm
 Rm. 107 A
 Presenter: Ontario P.D. Officer Darryl Lauritzen

Participants learn how to recognize gang and graffiti paraphernalia and evolving gang trends in the Inland Empire.

TRACK 1: PARENTS & COMMUNITY
SURVIVING HUMAN TRAFFICKING
 Time: 1:40 pm - 3:00 pm
 Rm. 200 C
 Participants learn a first-hand account of human trafficking; the emotional and physical impacts of those involved.

TRACK 2: YOUTH
SACRED CIRCLE
 Time: 9:40 am - 11:40 am
 Rm. 201 A & B
 Presenter: Jaiya John

Honoring personal truth through storytelling and life-visioning are central. This session encourages youth to creatively express themselves in the circle, in their lives and guides them toward developing a positive, purposeful identity. Most of all, Jaiya creates a safe space in which these sojourners feel secure and encouraged to express themselves; become peer teachers during the circle; explore their honest feelings, thoughts, and unique inner beauty. The circle is sacred ground because inside of it youth discover their sacredness!

TRACK 2: YOUTH
KAISER THEATRE DEPT.: SOMEONE LIKE ME
 Time: 9:40 am - 11:40 am
 Rm. 100 A & B

Kaiser Permanente's adolescent bullying prevention program for grades 6-8 demonstrates to students that they are not alone and help is available. It supports the Health Education Content Standards for California Public Schools in the areas of mental, emotional and social health, injury prevention, safety, growth, development, and sexual health.

- Key Concepts:
- Rumors and gossip are a form of bullying
 - It is important to communicate with trusted adults
 - Help is always available
 - Social and emotional changes are just as much a part of adolescence as physical ones
 - Abstinence is developmentally an appropriate choice



Biographies

Tracks

June 12

Ron Cuff

Ron Cuff is a retired Naval Commander living in Paso Robles, California, he served as a primary U.S. Navy flight instructor, earning the designation of Aircraft Commander on four different types of Navy aircraft, logged 120 arrested landings on seven U.S. aircraft carriers, and was a Test Pilot for the Pacific Missile Test Center. As a Naval Reservist he served as the Commanding Officer of his Naval Air Reserve unit, and simultaneously served as Deputy Director for the Navy and Marine Corps nationwide Campaign Drug Free. Ron holds a Master's degree in Business Administration. He is the co-founder of the nonprofit Partnership for Responsible Parenting in Paso Robles, and president of the San Luis Obispo Child Abuse Prevention Council. Ron has recently written and produced several public service announcements on the topics of responsible parenting and child abuse prevention. Ron's intent is to affect a major sea change in the culture.

George Elder, Ed.D.

George Elder, Ed.D. Vice President of Psychemedics Schools and Colleges, was a Headmaster for 32 years overseeing numerous private schools in the Southeastern United States. With first hand knowledge of the power of hair testing to keep kids safe, he left his profession and joined Psychemedics. In his own words, "...hair testing was the best thing I ever did for my kids."

George has enthusiastically offered to come and share his experiences, and together with Roger, helps present the best drug prevention program in existence. Protecting our young people is no longer an option if they, or we as a nation, are to have a future.

Anne-Michelle Ellis

Anne-Michelle Ellis was hired in December of 2010 as the first Coordinator for the San Bernardino County Coalition Against Sexual Exploitation which had been active for nearly two years at the time. She previously worked for Operation SafeHouse, a shelter for runaway and homeless teenagers in Riverside (1996-1999, 2004-2010) as a Childcare Worker, Grant Writer, Fundraiser and Education & Employment Coordinator and Case Manager. She also worked for Third Level Crisis Intervention Center in Traverse City, Michigan (2002-2004) as a Crisis Hotline Counselor and Community Resource Manager. She was awarded a Bachelor of Arts degree in Religious Studies from the University of California, Riverside in 2003.

Kathy Estes

Kathy Estes is the Coordinator of Coordinated School Health Programs for San Bernardino County Superintendent of Schools. Kathy has been in the field of education for 23 years, serving the San Bernardino area for the past 15 years. She has two Master's Degrees in School Counseling and Educational Administration. Kathy has worked as a school guidance counselor and as an interventionist for at-risk youth as they struggle with addictions, violence or gang related behaviors. She is involved in Positive Youth Development programs throughout the state and is a trainer for The Forty Developmental Assets, A Framework for Understanding Poverty, Student Assistance Programs, Bullying Prevention and Intervention, and Peer Leadership. Kathy is concentrating on developing Coordinated School Health Programs in San Bernardino so that students will be ready to learn as they enter the educational arena.

Enrique De La Cruz

Enrique De La Cruz is a Public Health Advocate and Youth Coordinator with Communities Against Substance Abuse. Enrique has eight years of experience in community health and youth organizing with five years in public health advocacy utilizing environmental prevention strategies focusing on youth leadership development in public health policy. He has experience building and implementing and sustaining alcohol, tobacco, and other drug prevention programs with high school and college-aged public health interns. Currently he coordinates the Students Together Against Alcohol 'N Drugs (STAAND) youth public health internship.

Deborah Donnelly

Deborah Donnelly is a Licensed Clinical Social Worker with a Master's Degree in Social Work from New York State University at Buffalo. She has been employed as a clinical therapist with San Bernardino County, Department of Behavioral Health for the past nine years. During this time, Ms. Donnelly has worked within the Juvenile Justice Program, providing services to the minors detained in San Bernardino County's Juvenile Detention and Assessment Centers. She has assisted with the development and implementation of both the Forensic Adolescent Services Team and gender specific programming within the Juvenile Detention and Assessment Center. She has also served, for the past six years, as an instructor with the Detention Correction Bureau of Probation, training employees on adolescent mental health issues. In January of 2011 she was assigned as the Clinical Therapist I with the Coalition against Sexual Exploitation (CASE) team.

TRACK 3: VIOLENCE POLICIES USING YOUTH COURTS AS AN INTERVENTION METHOD

Time: 9:40 am - 11:40 am

Rm. 200 A & B

Presenter: Officer Mark Reddick

This session looks at the Riverside Youth Court. The Riverside Youth Court is a program created by the Riverside Youth Council in September 2004. It is an innovative approach to juvenile justice and acts as an early intervention for first time offenders of misdemeanor crimes. It is designed to give youth between the ages of 10 and 17, who have broken the law and admitted their guilt, a second chance. Those who are eligible for the program will have the case heard in a real courtroom with youth serving as prosecuting and defense attorneys, court clerks, bailiffs and jurors. An adult judge will preside, but the youth jury will determine the sentence.

This session will teach participants what youth courts are, why they work, and provides a mock court to show one in action.

TRACK 3: VIOLENCE POLICIES SCHOOL VIOLENCE

Time: 11:10 am - 12:30 pm

Rm. 203 A & B

Presenter: Wayne Sakamoto

Participants will learn about violence trends within the education system and they will discuss different solutions to the challenges.



TRACK 3: VIOLENCE POLICIES COMPONENTS OF VIOLENCE REDUCTION STRATEGIES

Time: 1:40 am - 3:00 pm

Rm. 203 A & B

Presenter: Kent Paxton

The workshop will cover an overview of the Comprehensive Violence Reduction Strategy from the Advancement Project, and how that strategy has been implemented in the City of San Bernardino.

TRACK 4: INTENSIVE FOCUS & TRAINING DISCUSSING DIFFICULT ISSUES WITH YOUTH

Time: 9:40 am - 3:00 pm * full day session

Rm. 204

Presenters: Jerry Sherk & Dustianne North

This workshop focuses on developing strategies for discussing difficult issues with young people. The training promotes a non-authoritarian problem-solving approach in which youth are empowered to make healthy and informed decisions.

The session begins with a discussion of the range of difficult issues, and it provides a model to assess the "levels of concern"—a method that will be helpful to both staff and volunteers who work with young people. The facilitators will also discuss how our own life experiences and our values affect our responses as we interact with youth. Additionally, the important area of "self-disclosure" will be addressed.

Participants will learn to attend to young people's emotional needs—not just provide solutions. Attendees will leave this training with a better understanding of how to serve young people and specific tools to assist them in this important work.



Tracks

June 13

Notes

Lined area for taking notes during the conference.

**TRACK 5: ENVIRONMENTAL STRATEGIES
UNITING A COMMUNITY OF FAITH:
WE ARE MORE ALIKE THAN YOU THINK!!**

Time: 11:10 am - 12:30 pm
Rm. 203 A & B

Presenter: Pastor Barry Knight

While the term, "Faith-based" has been used for years to define the religious community alone, faith exceeds religion: it's the foundation and strength for ALL organizations that seek to improve their communities. Learn how a city united in faith can empower a community and bind social organizations together with a force that can't be broken!



**TRACK 5: ENVIRONMENTAL STRATEGIES
GANGS: THE INSIDE STORY**

Time: 1:40 pm - 3:00 pm
Rm. 200 A & B

Presenter: Gerry Lopez

At most conferences, attendees learn about gangs through law enforcement, professors, researchers, social workers, etc. However, during this session, you will hear directly from former gang members who will share the gripping and dramatic details of their tumultuous journey in and out of gangs. This panel discussion will also afford attendees an excellent opportunity to ask plenty of probing, meaningful, and thought provoking questions for each of the panelists.





Tracks

June 13

TRACK 3: VIOLENCE POLICIES

C.A.S.E.: DOMESTIC MINOR SEX TRAFFICKING

Time: 9:40 am - 11:00 am

Rm. 100 A & B

This informative session will provide attendees with an overview of what local, as well as nationwide human trafficking looks like for domestic minors. It will also cover the subculture of the American "Pimp," recruiting behaviors, the role of money, and why victims often don't seek help. In addition, you will learn what the County of San Bernardino is doing to combat domestic minor sex trafficking and how it is helping to identify victims as well as providing a multi-disciplinary approach to providing services.

TRACK 3: VIOLENCE POLICIES

PARENT POWER: EFFECTIVE PARENTING TACTICS

Time: 11:10 am - 12:30 pm

Rm. 200 A & B

Presenter: Gerry Lopez

In today's world, many parents struggle at home with adolescent children. Learn which parents win the struggle, which parents lose the struggle, and why. Additionally, learn what to advise parents who want to deter youth from gangs, drugs, and delinquency or who are simply dealing with disobedient, strong willed, and rebellious youth.

TRACK 3: VIOLENCE POLICIES

DEVELOPING YOUTH LEADERS

Time: 1:40 pm - 3:00 pm

Rm. 203 A & B

Presenter: Enrique De La Cruz

Transformative results occur when young people help lead social change. Involving young people brings fresh ideas, new talents and critical perspectives. It engages them as respected contributing members of the community. Developing youth leaders as advocates in prevention introduces young people to career pathways in public health and safety, civic leadership, journalism, and social activism.

Workshop participants will leave with the hands-on tools for engaging youth in substance abuse prevention and community change.

TRACK 4: BULLYING

BULLYING & THE BRAIN:

BUILDING BRAINS THAT BOUNCE BACK

Time: 9:40 am- 11:40 am

Rm. 204

Presenter: Steven Griffith

Come learn about how technology is shaping relationships, communication, and the ability of children/young adults to effectively connect with one another. Also learn what's happening in the brain, how it's being wired and the implications of this on the phenomena of bullying. We will also discuss how Mindfulness can provide solutions to reconnect our children and young adults back to relating in a compassionate and kind way.



Day 2: At - A - Glance

Wednesday, June 13, 2012

Track 1	Track 2	Track 3		Track 4	Track 5	Track 6
Parents & Community	Youth	Substance Abuse Policies	Violence Policies	Bullying	Environmental Strategies	Law Enforcement
Registration						
Plenary - San Bernardino County Supervisor, Janice Rutherford (Welcome Remarks) Key Note Address: Herb Schultz (Master of Ceremonies: Evette De Luca & Ricardo Campos) Ballroom 'A' & 'B'						
Break						
"The Knack of Selling Your Ideas of Change in Your Community" Room 200 'C'	"Sacred Circle" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Non-Punitive Random Student Testing: How to Decrease Drug Use in Schools" Room 203 'A' & 'B'	"Domestic Minor Sex Trafficking" (18 & Up) Room 100 'A' & 'B'	"Bullying & the Brain: Building Brains that Bounce Back" Room 204	"Strategies to Implement Best Practices for Healthy Latino Communities" Room 200 'A' & 'B'
Break						
"Mediation & Alternative Dispute Resolution with Youth and Adults" Room 200 'C'	"Your Voice Matters" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Drug Training & Awareness" (18 & Up) Room 100 'A' & 'B'	"Parent Power: Effective Parenting Tactics" Room 200 'A' & 'B'	"Mean Kids: How Parents Can Intervene Effectively" Room 204	"Uniting a Community of Faith: We Are More Alike Than You Think!!" Room 203 'A' & 'B'
Lunch						
"Active Parenting: How to be Involved with Your Child" Room 200 'C'	"Your Voice Matters" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Presentation -X- Synthetic Drugs" (18 & Up) Room 100 'A' & 'B'	"Building Immunity Against Addiction" (18 & Up) Room 100 'A' & 'B'	"Developing Youth Leaders" Room 203 'A' & 'B'	"Getting Kids with Special Needs the Help They Need In School & the Community" Room 204
Break						
Closing Remarks: District Attorney, Michael Ramos Ballroom 'A' & 'B'						



Tracks

June 13

Plenary

TRACK 1: PARENTS & COMMUNITY THE KNACK OF SELLING YOUR IDEAS OF CHANGE IN YOUR COMMUNITY

Time: 9:40 am - 11:00 am
Rm 200 C

Presenter: Shirley Simmons

Using the proven techniques of persuasion can enhance the effectiveness of any community or health professional! Whether you work as Director, management, analyst, program coordinator, project manager, you are required to have effective communication skills. Communication skills include skills such as listening, hearing (understanding the message), talking (verbal communication), body language (nonverbal communication), writing and showing professional courtesy with a professional attitude at all times. This session will help you maximize your behavior change and communication effectiveness by teaching you the incredible power of persuasion techniques.

TRACK 1: PARENTS & COMMUNITY MEDIATION AND ALTERNATIVE DISPUTE RESOLUTION WITH YOUTH AND ADULTS

Time: 11:10 am - 12:30 pm
Rm. 200 C

Presenter: Cordell Thomas

This session will entail a variety of approaches to understanding mediation /ADR as it applies to the current generation (The Millennial) and how they relate with GenX, Baby Boomers, and GenY. The presentation will include role playing scenarios that support discussion topics as addressed in the session. It will also provide an opportunity to discuss different mediation styles and philosophies as they will resonate differently for parents and children.

TRACK 1: PARENTS & COMMUNITY ACTIVE PARENTING: HOW TO BE INVOLVED WITH YOUR CHILD

Time: 1:40 pm - 3:00 pm
Rm. 200 C

Presenters: Karini Pereira & Brenda Vasquez

This session will provide parents with skills and tips they can use to go up against some challenges of parenting teens and preteens in today's society.

TRACK 2: YOUTH SACRED CIRCLE

Time: 9:40 am - 11:00 am
Rm. 201 A & B

Presenter: Jaiya John

Attendees will learn that honoring personal truth through storytelling and life-visioning are central. This session will encourage youth to creatively express themselves in the sacred circle, in their lives, and guide them toward developing a positive, purposeful identity. Most of all, Jaiya creates a safe space in which these sojourners feel secure and encouraged to express themselves; become peer teachers during the circle; and explore their honest feelings, thoughts, and unique inner beauty. This circle is sacred ground because inside of it youth discover their sacredness!

TRACK 2: YOUTH YOUR VOICE MATTERS

Time: 11:10 am - 3:00 pm
Rm. 201 A & B

The Youth Health Policy Initiative is a new program promoting youth leadership through the development of health policy and advocacy. The youth attend trainings on the curriculum as well as policy. During these trainings they learn the necessary steps to identify a health policy issues, develop a campaign to address their chosen issue, identify power structures and key leaders/stakeholders, and then implement their campaign. Through this process, youth gain the confidence, skills, and tools needed to make change in their community.

Second District Supervisor Janice Rutherford



Since being elected to the San Bernardino County Board of Supervisors in November 2010, Second District Supervisor Janice Rutherford has led efforts to balance the County budget, address the challenges of public pensions and restore public confidence in County Government.

As a Girl Scout growing up in Upland, Janice learned the value of community service, and as a high school student in Ontario, she learned the importance of being an involved citizen.

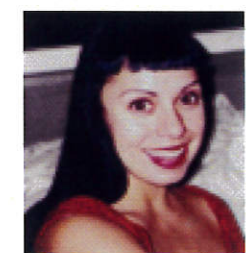
She went on to volunteer with the Boys & Girls Club of Fontana, join Rotary, serve on the Chaffey College Foundation Board, and be active in her church.

Janice earned a BA from UC Riverside and holds a Masters degree in American Politics from Claremont Graduate University.

Most importantly, Janice is married to Steve Lim, and they have two young boys, Ethan and Noah-- which means she spends her free time playing with LEGOs.

Master of Ceremonies

Evette De Luca



Ms. De Luca has 12 years of experience in the not-for-profit sector. Throughout her career she has led dynamic teams of professionals committed to humanistic, comprehensive approaches to such social issues as domestic violence, homelessness, food insecurity and community health disparities.

She is currently the Director of Civic Engagement & Community Transformation and coordinates the Center for Civic Policy & Leadership. Evette was also interim executive director at Latino Health Collaborative, a collaborative of more than 40 health-based organizations that convenes the Healthy San Bernardino Coalition. Prior to LHC, she was executive Director of Foothill Family Shelter, a transitional housing continuum of care with wrap-around health, support and financial services. While there, her agency won the 2007 Bank of America Neighborhood Builder award. Ms. De Luca also worked as director of children's programs and development director at The Jenesse Center, a nationally recognized domestic violence intervention and housing program. Ms. De Luca also served on the San Bernardino Emergency Food and Shelter Program board and currently serves on the board of directors for Options, a childcare and human services agency.

A former fellow of the Multicultural Alliance/Americorps, she received a BS from UCLA in History. Her passions include fitness, social justice, animals and gardening. She lives in Rancho Cucamonga, California



7TH ANNUAL WEST END COMMUNITY HEALTH & WELLNESS FAIR

SAN BERNARDINO COUNTY
PROJECT
CONNECT
HOMELESS PARTNERSHIP

REACH OUT & San Bernardino County Homeless Partnership with Our Lady of Guadalupe Church

FREE FOOD

Prescription Drug Take-back Box



FREE HEALTH SCREENINGS

ASTHMA	VISION
DIABETES	BLOOD PRESSURE
DENTAL EXAMS	BODY MASS INDEX
PERTUSSIS VACCINE	CHOLESTEROL
FLU VACCINE	VETERAN'S SERVICES
HEARING	

FREE Haircuts for children, Fingerprinting for children, Immunizations for children, Activities for the whole family, Enrollment for Healthy Families & Healthy Kids insurance, Health and Wellness Information from over 75 providers, Experts on hand to help with HOUSING, EDUCATION, JOBS, and Nutrition Education.

Sunday October 14, 2012

9:00 am - 3:00 pm at Our Lady of Guadalupe Church
710 S. Sultana Ave. Ontario, CA 91764

FREE EVENT

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Partners for Innovative Communities



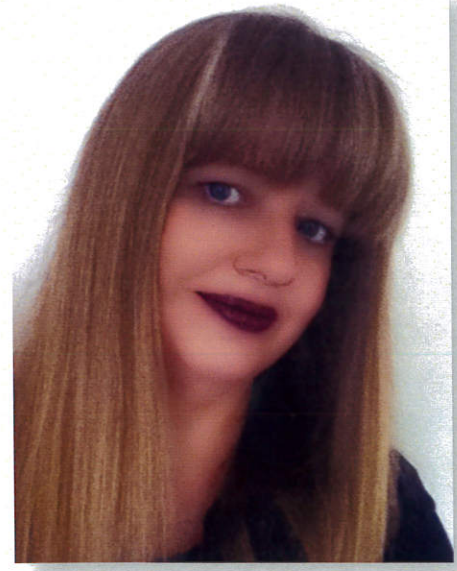
From our Chairperson:

On behalf of Partners for Innovative Communities, I want to personally thank you for attending the Third Annual Substance Abuse & Violence Policy Conference. Your attendance and participation is so important. The promotion of safe and healthy communities is a significant aspect of the work we all do; whether through education, policy, enforcement or programming. This conference is an opportunity to come together and learn from one another.

In planning the conference, we listened carefully to the communities' needs and input. We then used that information as a guideline for creating conference sessions that are inclusive to the needs of professionals and parents. All our sessions were created to increase knowledge and collaboration in prevention and in building skills for work in all of our communities.

In addition to the in-depth sessions, we have created exciting partnerships to work with those who need our assistance the most - our youth. We created exciting sessions tailored to the request of our community.

Again, welcome to the Third Annual Substance Abuse & Violence Policy Conference and thank you for sharing your time and expertise with us, and for your support of Partners for Innovative Communities.



Sincerely,

partners
for
innovative
communities



Notes

Plenary

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Police Chief Eric Hopley started his law enforcement career with the Ontario Police Department in February 1985. Prior to coming to Ontario, he served as a police officer with the Upland Police Department for two years.

During his 20 years with the Ontario Police Department, Chief Hopley rose steadily through the ranks working every major division within the department. He was promoted to Captain in December 2003, to Deputy Chief in October 2005, and to Chief of Police on July 5th, 2009.

Chief Hopley has a bachelor's degree from the University of La Verne. He is a graduate from the prestigious Federal Bureau of Investigations National Academy in Quantico, Virginia, and the Federal Bureau of Investigations Southwest Command College.

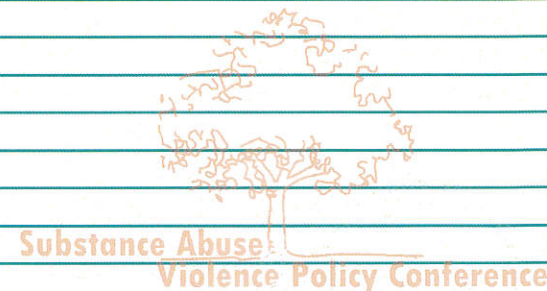
Master of Ceremonies



Angelica Baltazar is currently the Human Services Industry Support Specialist For Esri, Angelica works globally with organizations, state & federal departments in geo enabling data to improve planning, resource allocation, streamline services, and to inform policy. Angelica was also a Field Representative for Josie Gonzales, Vice Chair of the County of San Bernardino Board of Supervisors. Previously, she was the Healthy Communities Program Coordinator for the County of San Bernardino Department of Public Health. She worked in the various sectors of the community including local government, education, community organizations, faith based organizations, media, and healthcare in order to promote healthier lifestyles and access to health. Prior to entering civil service, she worked in the social work arena as a case manager, staff trainer, community information officer, and in specialty care administration. She holds a Bachelor of Social Work from California State Polytechnic University in Pomona and a Master of Social Work in Policy, Planning, and Administration from Loma Linda University.



Ricardo Campos has been involved in the community for a number of years with many community service oriented programs. He has been accepted to UCLA and will be attending the prestigious school in the fall majoring in chemistry with a pre-med focus. His goal is to become a missionary doctor and help those in need around the world.





Biographies

John Redman

John Redman is the Executive Director of CADFY, Inc.; a statewide Alcohol Tobacco and Other Drugs prevention organization. He is also the Director of Drug Demand Reduction for the California High Intensity Drug Trafficking Areas. Before joining CADFY he was the Executive Director of the San Diego Prevention Coalition, a countywide ATOD prevention organization with a successful track record fighting alcohol and other drug abuse with wide-spread community support from over 220 affiliate members representing a diverse group of local organizations and agencies.

Mr Redman has been honored as an Ambassador of Peace, the United Nations Middle East Peace Initiative; a Delegate to the United Nations Collaboration on Global Drug Policy, 2008; the recipient of the Director's Award for Distinguished Service from the Office of the President's, Office of National Drug Control Policy (ONDCP); the recipient of the President's Call to Service Award, and honored with the 2006 SAMHSA Recognition award for outstanding leadership.

He holds a B.A. in Liberal Arts from Texas A&M University, College Station, TX, (1983), an M.F.A. degree in design from San Diego State University, San Diego, CA, (1996) and an Honorary Doctor of Divinity from Sacramento Theological Seminary and Bible College.

Janet Rowse

Janet Rowse and her husband, Randy are small business owners in Santa Barbara, and have raised two adult children. Janet has been a committed volunteer throughout her children's academic years, from the classroom, to site and district level advisory committees. She has served on the Board of the Council of Alcoholism and Drug Abuse, and continues to serve on the board of directors for the Santa Barbara High School Education Foundation. Janet is an advisor to the Santa Barbara County Service Learning Initiative and is a National Charity League sustaining member. With a Bachelor's degree in art from the University of California at Santa Barbara, she understands the value of the media to positively influence public opinion and shape young perspectives. Harnessing the creative abilities within the local community and within herself, she is intent to raise public awareness to the fact that a developing brain is up to six times more susceptible to addiction than is a brain at maturity.

Wayne Sakamoto

Wayne Sakamoto is the Director of School Safety for the Murrieta Valley Unified School District. He has over twenty years of experience in the field of school and community safety and has developed and implemented a number of successful gang and youth violence prevention and intervention approaches.

Wayne has been recognized on state and federal levels for violence prevention programs and efforts. He has been recognized for F.O.R.C.E. 8 (Focus On Resolving Conflict Everyday) program, a Youth Leadership Project he developed while working for the San Diego County Office of Education. The program utilizes youth development strategies to get young people involved in changing the school culture to reduce bullying, alcohol and drug use, harassment, and youth violence. The program was awarded the 2002 Golden Bell Award by the California School Boards Association.

Wayne has assisted in developing programs that have won two additional Golden Bell Awards the latest being in 2008 with the Murrieta Valley Unified School District. Wayne has also been recognized by The California Wellness Foundation for his work as an advocate for violence prevention and awarded the 2002 California Peace Prize Award. Wayne's story has been published in the Chicken Soup series of books.

Jerry Sherk

Jerry Sherk is a nationally recognized consultant for both youth and adult mentoring programs. Jerry has a master's degree in counseling psychology, and he is President and founder of Mentor Management Systems, of Encinitas, California. Over the past ten years, Jerry has provided workshops for hundreds of program staff, mentors and mentees, while helping over 200 mentoring programs to develop their operating systems. This experience has enabled Jerry to constantly improve methods for helping mentoring agencies come to scale more quickly and efficiently. Jerry is currently providing technical assistance for programs that serve ganginvolved youth, foster youth, Department of Education grantees, Early Care and Education student-teachers, and adult ex-offenders. From 1970-1981, Jerry was an All Pro defensive lineman for the Cleveland Browns. For his service to his team, Jerry was recently honored as a "Cleveland Browns Legend."



Tracks

Day One

June 12

TRACK 1: PARENTS & COMMUNITY

Provides vital information for parents, educators, youth ministries, and community members on vital topics that help to keep kids safe and thriving. This track is geared to providing information for healthier and safer communities as a whole.

TRACK 2: YOUTH

Geared for youth, this track is about how you can get involved and be heard. This track provides the opportunity for youth to speak and engage on areas that are of concern to them. Youth leaders accompanying youth may attend.

TRACK 3: POLICY (SUBSTANCE ABUS & VIOLENCE)

Substance Abuse Policy Track: This track offers an informative and comprehensive look at the spectrum of different policies and initiative that you can implement in your communities.

Violence Policy Track: Much like the Substance Abuse Policy track this track is Informative and comprehensive. This track covers a spectrum of different policies and initiatives that can be implemented as well as the current trends in the field. This track is geared towards those who work with, or are interested, in current policies that can help reduce violence through policy.

TRACK 4: CERTIFIED TRAINING

Comprehensive training focusing on "Discussing Difficult Issues with Youth."

TRACK 5: ENVIRONMENTAL STRATEGIES

Focuses on environmental factors affecting the community at large.

Day Two

June 13

TRACK 1: PARENTS & COMMUNITY

Provides vital information for parents, educators, youth ministries, and community members on vital topics that help to keep kids safe and thriving. This track is geared to providing information for healthier and safer communities as a whole.

TRACK 2: YOUTH

Geared for youth, this track is about how you can get involved and be heard. This track provides the opportunity for youth to speak and engage on areas that are of concern to them. Youth leaders accompanying youth may attend.

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TRACK 4: BULLYING

Provides unique information for parents and professionals on the effects of bullying and how to help.

TRACK 5: ENVIRONMENTAL STRATEGIES

Focuses on environmental factors affecting the community at large.

TRACK 6: LAW ENFORCEMENT

This track is only for members of law enforcement working in gangs, drugs, or Alcohol Beverage Control.



Biographies

Tracks

June 12

Mr. Lopez is very active traveling to schools, churches, and community organizations throughout Riverside County to provide parents with the skills and information they need to keep their children away from gangs and other at-risk behaviors, and more importantly, to build positive and healthy relationships with their children. For his commitment to the community, Mr. Lopez has been honored with the Juvenile Prosecutor of the Year Award by the Riverside County District Attorney's Office, the State Prosecutor of the Year Award by the California School Resource Officers' Association, the Guadalupe Award by the Diocese of San Bernardino, the Amar Es Entregarse Award by the Bishop of the Diocese of San Bernardino, and the Modern Peacemaker Award by the Inland Empire Stop the Violence Increase the Peace Foundation.

Ray Lozano

Since 1986, Ray Lozano has educated and entertained thousands of students in hundreds of middle schools and high schools from Alaska to Florida, and internationally. Ray has a talent and gift for conveying what could be constructed as boring during drug and alcohol prevention information in such fun and humorous way that his audiences come away informed and entertained. The best analogy would be giving your kids medicine in a spoon-full of sugar. There is a good reason that Ray's audiences feel like they just came back from the Improv rather than from a "lecture". Ray has performed stand-up comedy at the Improv in Hollywood and Ontario CA. It is his background in comedy that keeps his audiences coming back time and time again. The fact that he has been asked to return to some of the same schools across the nation, some for as long as 21 years, speaks to Ray's ability to keep his information updated, fresh and relevant.

Cynthia Luna

Cynthia Luna is Director of Latino Health Collaborative (LHC), a coalition of community stakeholders focused on finding solutions to increase access to health and to eliminate health disparities in communities throughout the Inland Empire. Cynthia is cofounder and partner in LF Leadership, a consulting and coaching firm devoted to building the capacity of individuals, teams, organizations, and networks to exercise leadership with purpose and excellence. She is certified as an Integral Coach by New Ventures West and holds the Professional Coach Certification (PCC) from the International Coach Federation. She holds an MBA with concentrations in Organizational Development and Operations from Loyola University Chicago and an undergraduate degree in International Business from ITESM University (Tec de Monterrey) in Mexico City. She is an alumna of the Metropolitan Leadership Institute, a leadership development program for outstanding Hispanic leaders in the Chicago area.

Amy MacClain

Licensed Soul Shoppe Facilitator, Trained Parent Educator and parent herself, Amy MacClain has a BA in Psychology from the University of California, San Diego, and 12 years experience using, facilitating and teaching the tools taught in her classes. She has trained with Soul Shoppe, Hand In Hand Parenting, Challenge Day, Non-Violent Communication, HeartMath, and other organizations. In addition to teaching parenting, she also teaches Bully Prevention and Character Development for kindergarten through 8th grade, as well as for teachers, school administrators and parents. Amy has spent the last 5 plus years facilitating assemblies, classes and workshops for hundreds of schools throughout California, serving thousands of students, teachers and parents through an amazing program called Soul Shoppe.

Roger Morgan

Roger Morgan, Founder and Director of the Take-Back America Campaign, prior Chairman and Executive Director of the Coalition for A Drug-Free California. He is author of two books published on digital sites Amazon Kindle and Barnes & Noble's Nook, called MARIJUANA: Brain Damage. Birth Defects. Addiction and SOROS. The Drug Lord. Pricking the Bubble of American Supremacy. He was Founding Chairman of the Coronado SAFE Foundation (1997), a non-profit dealing with drug prevention; prior Board Member of the San Diego Prevention Coalition; member of the National Coalition for Student Drug Testing; Co-Founder of Californians for Drug-Free Schools and Special Advisor to the Golden Rule Society in Coronado. His passion for drug prevention stems from two step-children who became drug addicted at age 12 and 14 roughly 30 years ago, and two nephews who died from drug related causes.

Frank Navarro

After graduating from the San Bernardino County Sheriff's Department's Academy, Deputy Navarro was assigned to Corrections for 5 and a half years. During this time, he became a Certified Gang Instructor, and was the gang liaison for the Glen Helen Rehabilitation Center. After being promoted, Deputy Navarro was assigned to the City of Yucaipa for patrol duties. Here he became a Drug Recognition Expert (DRE) and a School Resource Officer (SRO). He was also the coordinator, for eleven years, of the station's Sheriff's Explorer Program. He also coordinated the "Hang with a Deputy" program, which helped local at-risk youth through informal mentoring. Currently assigned to the Public Affairs Division, Deputy Navarro oversees the Juvenile Intervention Program (JIP), which is designed to give at-risk youth an opportunity to see, hear, smell and taste the harsh realities of incarceration, without actually being jailed. JIP has been the recipient of many awards, including the Juvenile Justice and Delinquency Prevention Commission of San Bernardino County 23rd Annual "Recognition of

TRACK 1: PARENTS & COMMUNITY GAY-STRAIGHT ALLIANCES: COMBATING BULLYING AS A PIPELINE TO SAFETY & WELLNESS

Time: 9:40 am - 11:00 am
Rm. 200 C
Presenter: Ariel Bustamante
In the current school environment, Gay-Straight Alliance (GSA) clubs play an important role in shaping a school's climate. GSA leaders & supportive adults are key in helping shape positive school climates, where all students feel safe. In this workshop youth, teachers, parents, providers, and advisors learn more about particular barriers facing LGBTQ youth, GSA clubs, laws protecting LGBTQ youth, and next steps one could take to change the difficult environment youth face. Also, this workshop prepares anyone involved to take next steps to change.

TRACK 1: PARENTS & COMMUNITY NEW GRAFFITI & GANG TRENDS IN YOUR AREA: WHAT PARENTS NEED TO KNOW

Time: 11:10 am - 12:30 pm
Rm. 107 A
Presenter: Ontario P.D. Officer Darryl Lauritzen
Participants learn how to recognize gang and graffiti paraphernalia and evolving gang trends in the Inland Empire.

TRACK 1: PARENTS & COMMUNITY SURVIVING HUMAN TRAFFICKING

Time: 1:40 pm - 3:00 pm
Rm. 200 C
Participants learn a first-hand account of human trafficking; the emotional and physical impacts of those involved.

TRACK 2: YOUTH SACRED CIRCLE

Time: 9:40 am - 11:40 am
Rm. 201 A & B
Presenter: Jaiya John
Honoring personal truth through storytelling and life-visioning are central. This session encourages youth to creatively express themselves in the circle, in their lives and guides them toward developing a positive, purposeful identity. Most of all, Jaiya creates a safe space in which these sojourners feel secure and encouraged to express themselves; become peer teachers during the circle; explore their honest feelings, thoughts, and unique inner beauty. The circle is sacred ground because inside of it youth discover their sacredness!

TRACK 2: YOUTH KAISER THEATRE DEPT.: SOMEONE LIKE ME

Time: 9:40 am - 11:40 am
Rm. 100 A & B
Kaiser Permanente's adolescent bullying prevention program for grades 6-8 demonstrates to students that they are not alone and help is available. It supports the Health Education Content Standards for California Public Schools in the areas of mental, emotional and social health, injury prevention, safety, growth, development, and sexual health.

- Key Concepts:
- Rumors and gossip are a form of bullying
 - It is important to communicate with trusted adults
 - Help is always available
 - Social and emotional changes are just as much a part of adolescence as physical ones
 - Abstinence is developmentally an appropriate choice

Biographies

Tracks

June 12

Ron Cuff

Ron Cuff is a retired Naval Commander living in Paso Robles, California, he served as a primary U.S. Navy flight instructor, earning the designation of Aircraft Commander on four different types of Navy aircraft, logged 120 arrested landings on seven U.S. aircraft carriers, and was a Test Pilot for the Pacific Missile Test Center. As a Naval Reservist he served as the Commanding Officer of his Naval Air Reserve unit, and simultaneously served as Deputy Director for the Navy and Marine Corps nationwide Campaign Drug Free. Ron holds a Master's degree in Business Administration. He is the co-founder of the nonprofit Partnership for Responsible Parenting in Paso Robles, and president of the San Luis Obispo Child Abuse Prevention Council. Ron has recently written and produced several public service announcements on the topics of responsible parenting and child abuse prevention. Ron's intent is to affect a major sea change in the culture.

George Elder, Ed.D.

George Elder, Ed.D. Vice President of Psychemedics Schools and Colleges, was a Headmaster for 32 years overseeing numerous private schools in the Southeastern United States. With first hand knowledge of the power of hair testing to keep kids safe, he left his profession and joined Psychemedics. In his own words, "...hair testing was the best thing I ever did for my kids."

George has enthusiastically offered to come and share his experiences, and together with Roger, helps present the best drug prevention program in existence. Protecting our young people is no longer an option if they, or we as a nation, are to have a future.

Anne-Michelle Ellis

Anne-Michelle Ellis was hired in December of 2010 as the first Coordinator for the San Bernardino County Coalition Against Sexual Exploitation which had been active for nearly two years at the time. She previously worked for Operation SafeHouse, a shelter for runaway and homeless teenagers in Riverside (1996-1999, 2004-2010) as a Childcare Worker, Grant Writer, Fundraiser and Education & Employment Coordinator and Case Manager. She also worked for Third Level Crisis Intervention Center in Traverse City, Michigan (2002-2004) as a Crisis Hotline Counselor and Community Resource Manager. She was awarded a Bachelor of Arts degree in Religious Studies from the University of California, Riverside in 2003.

Kathy Estes

Kathy Estes is the Coordinator of Coordinated School Health Programs for San Bernardino County Superintendent of Schools. Kathy has been in the field of education for 23 years, serving the San Bernardino area for the past 15 years. She has two Master's Degrees in School Counseling and Educational Administration. Kathy has worked as a school guidance counselor and as an interventionist for at-risk youth as they struggle with addictions, violence or gang related behaviors. She is involved in Positive Youth Development programs throughout the state and is a trainer for The Forty Developmental Assets, A Framework for Understanding Poverty, Student Assistance Programs, Bullying Prevention and Intervention, and Peer Leadership. Kathy is concentrating on developing Coordinated School Health Programs in San Bernardino so that students will be ready to learn as they enter the educational arena.

Enrique De La Cruz

Enrique De La Cruz is a Public Health Advocate and Youth Coordinator with Communities Against Substance Abuse. Enrique has eight years of experience in community health and youth organizing with five years in public health advocacy utilizing environmental prevention strategies focusing on youth leadership development in public health policy. He has experience building and implementing and sustaining alcohol, tobacco, and other drug prevention programs with high school and college-aged public health interns. Currently he coordinates the Students Together Against Alcohol 'N Drugs (STAAND) youth public health internship.

Deborah Donnelly

Deborah Donnelly is a Licensed Clinical Social Worker with a Master's Degree in Social Work from New York State University at Buffalo. She has been employed as a clinical therapist with San Bernardino County, Department of Behavioral Health for the past nine years. During this time, Ms. Donnelly has worked within the Juvenile Justice Program, providing services to the minors detained in San Bernardino County's Juvenile Detention and Assessment Centers. She has assisted with the development and implementation of both the Forensic Adolescent Services Team and gender specific programming within the Juvenile Detention and Assessment Center. She has also served, for the past six years, as an instructor with the Detention Correction Bureau of Probation, training employees on adolescent mental health issues. In January of 2011 she was assigned as the Clinical Therapist I with the Coalition against Sexual Exploitation (CASE) team.

TRACK 3: VIOLENCE POLICIES USING YOUTH COURTS AS AN INTERVENTION METHOD

Time: 9:40 am - 11:40 am

Rm. 200 A & B

Presenter: Officer Mark Reddick

This session looks at the Riverside Youth Court. The Riverside Youth Court is a program created by the Riverside Youth Council in September 2004. It is an innovative approach to juvenile justice and acts as an early intervention for first time offenders of misdemeanor crimes. It is designed to give youth between the ages of 10 and 17, who have broken the law and admitted their guilt, a second chance. Those who are eligible for the program will have the case heard in a real courtroom with youth serving as prosecuting and defense attorneys, court clerks, bailiffs and jurors. An adult judge will preside, but the youth jury will determine the sentence.

This session will teach participants what youth courts are, why they work, and provides a mock court to show one in action.

TRACK 3: VIOLENCE POLICIES SCHOOL VIOLENCE

Time: 11:10 am - 12:30 pm

Rm. 203 A & B

Presenter: Wayne Sakamoto

Participants will learn about violence trends within the education system and they will discuss different solutions to the challenges.



TRACK 3: VIOLENCE POLICIES COMPONENTS OF VIOLENCE REDUCTION STRATEGIES

Time: 1:40 am - 3:00 pm

Rm. 203 A & B

Presenter: Kent Paxton

The workshop will cover an overview of the Comprehensive Violence Reduction Strategy from the Advancement Project, and how that strategy has been implemented in the City of San Bernardino.

TRACK 4: INTENSIVE FOCUS & TRAINING DISCUSSING DIFFICULT ISSUES WITH YOUTH

Time: 9:40 am - 3:00 pm * full day session

Rm. 204

Presenters: Jerry Sherk & Dustianne North

This workshop focuses on developing strategies for discussing difficult issues with young people. The training promotes a non-authoritarian problem-solving approach in which youth are empowered to make healthy and informed decisions.

The session begins with a discussion of the range of difficult issues, and it provides a model to assess the "levels of concern"—a method that will be helpful to both staff and volunteers who work with young people. The facilitators will also discuss how our own life experiences and our values affect our responses as we interact with youth. Additionally, the important area of "self-disclosure" will be addressed.

Participants will learn to attend to young people's emotional needs—not just provide solutions. Attendees will leave this training with a better understanding of how to serve young people and specific tools to assist them in this important work.



Tracks

June 13

Notes

**TRACK 5: ENVIRONMENTAL STRATEGIES
UNITING A COMMUNITY OF FAITH:
WE ARE MORE ALIKE THAN YOU THINK!!**

Time: 11:10 am - 12:30 pm

Rm. 203 A & B

Presenter: Pastor Barry Knight

While the term, "Faith-based" has been used for years to define the religious community alone, faith exceeds religion: it's the foundation and strength for ALL organizations that seek to improve their communities. Learn how a city united in faith can empower a community and bind social organizations together with a force that can't be broken!



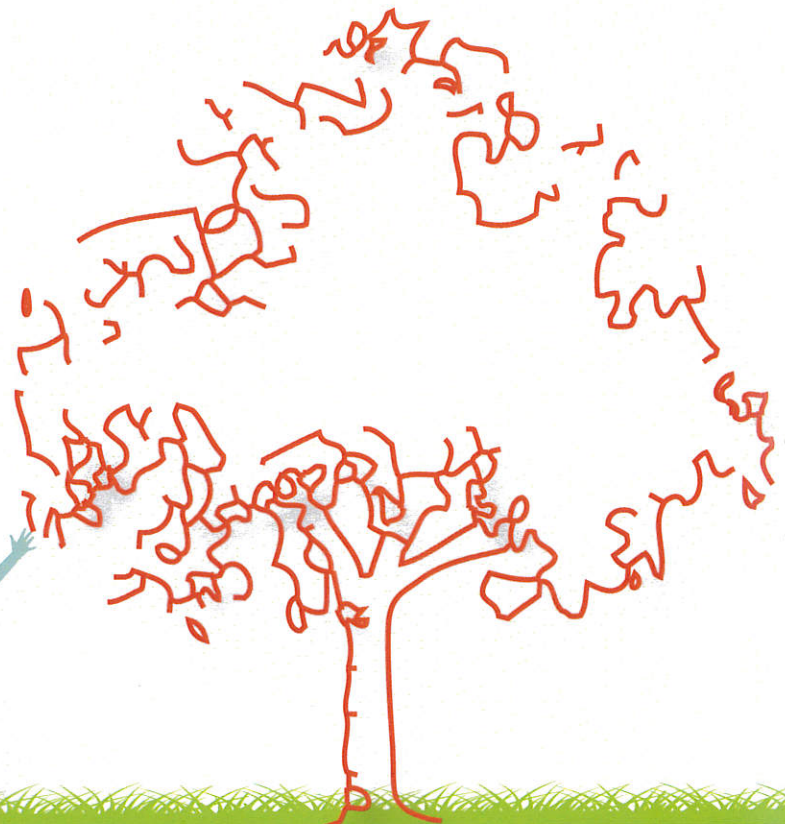
**TRACK 5: ENVIRONMENTAL STRATEGIES
GANGS: THE INSIDE STORY**

Time: 1:40 pm - 3:00 pm

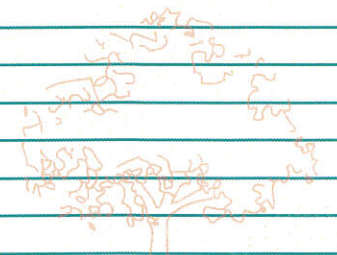
Rm. 200 A & B

Presenter: Gerry Lopez

At most conferences, attendees learn about gangs through law enforcement, professors, researchers, social workers, etc. However, during this session, you will hear directly from former gang members who will share the gripping and dramatic details of their tumultuous journey in and out of gangs. This panel discussion will also afford attendees an excellent opportunity to ask plenty of probing, meaningful, and thought provoking questions for each of the panelists.



Lined area for taking notes, consisting of approximately 25 horizontal blue lines.



Substance Abuse
Violence Policy Conference



Tracks

June 13

TRACK 3: VIOLENCE POLICIES

C.A.S.E.: DOMESTIC MINOR SEX TRAFFICKING

Time: 9:40 am - 11:00 am

Rm. 100 A & B

This informative session will provide attendees with an overview of what local, as well as nationwide human trafficking looks like for domestic minors. It will also cover the subculture of the American "Pimp," recruiting behaviors, the role of money, and why victims often don't seek help. In addition, you will learn what the County of San Bernardino is doing to combat domestic minor sex trafficking and how it is helping to identify victims as well as providing a multi-disciplinary approach to providing services.

TRACK 3: VIOLENCE POLICIES

PARENT POWER: EFFECTIVE PARENTING TACTICS

Time: 11:10 am - 12:30 pm

Rm. 200 A & B

Presenter: Gerry Lopez

In today's world, many parents struggle at home with adolescent children. Learn which parents win the struggle, which parents lose the struggle, and why. Additionally, learn what to advise parents who want to deter youth from gangs, drugs, and delinquency or who are simply dealing with disobedient, strong willed, and rebellious youth.

TRACK 3: VIOLENCE POLICIES

DEVELOPING YOUTH LEADERS

Time: 1:40 pm - 3:00 pm

Rm. 203 A & B

Presenter: Enrique De La Cruz

Transformative results occur when young people help lead social change. Involving young people brings fresh ideas, new talents and critical perspectives. It engages them as respected contributing members of the community. Developing youth leaders as advocates in prevention introduces young people to career pathways in public health and safety, civic leadership, journalism, and social activism.

Workshop participants will leave with the hands-on tools for engaging youth in substance abuse prevention and community change.

TRACK 4: BULLYING

BULLYING & THE BRAIN: BUILDING BRAINS THAT BOUNCE BACK

Time: 9:40 am - 11:40 am

Rm. 204

Presenter: Steven Griffith

Come learn about how technology is shaping relationships, communication, and the ability of children/young adults to effectively connect with one another. Also learn what's happening in the brain, how it's being wired and the implications of this on the phenomena of bullying. We will also discuss how Mindfulness can provide solutions to reconnect our children and young adults back to relating in a compassionate and kind way.



Day 2: At - A - Glance

Wednesday, June 13, 2012

Track 1	Track 2	Track 3		Track 4	Track 5	Track 6		
Parents & Community	Youth	Substance Abuse Policies	Violence Policies	Bullying	Environmental Strategies	Law Enforcement		
Registration								
Plenary - San Bernardino County Supervisor, Janice Rutherford (Welcome Remarks) Key Note Address: Herb Schultz (Master of Ceremonies: Evette De Luca & Ricardo Campos) Ballroom 'A' & 'B'								
Break								
"The Knack of Selling Your Ideas of Change in Your Community" Room 200 'C'	"Sacred Circle" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Non-Punitive Random Student Testing: How to Decrease Drug Use in Schools" Room 203 'A' & 'B'	"Domestic Minor Sex Trafficking" (18 & Up) Room 100 'A' & 'B'	"Bullying & the Brain: Building Brains that Bounce Back" Room 204	"Strategies to Implement Best Practices for Healthy Latino Communities" Room 200 'A' & 'B'	"P.O.S.T. Certification Training" Room 107	
Break								
"Mediation & Alternative Dispute Resolution with Youth and Adults" Room 200 'C'	"Your Voice Matters" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Drug Training & Awareness" (18 & Up) Room 100 'A' & 'B'	"Parent Power: Effective Parenting Tactics" Room 200 'A' & 'B'	"Mean Kids: How Parents Can Intervene Effectively" Room 204	"Uniting a Community of Faith: We Are More Alike Than You Think!!" Room 203 'A' & 'B'	"P.O.S.T. Certification Training" Room 107	
Lunch								
"Active Parenting: How to be Involved with Your Child" Room 200 'C'	"Your Voice Matters" Room 201 'A' & 'B'	"Exploring Lures of Sex Trafficking" Room 202 'A' & 'B'	"Presentation -X: Synthetic Drugs" (18 & Up) Room 100 'A' & 'B'	"Building Immunity Against Addiction" (18 & Up) Room 100 'A' & 'B'	"Developing Youth Leaders" Room 203 'A' & 'B'	"Getting Kids with Special Needs the Help They Need In School & the Community" Room 204	"Gangs: The Inside Story" Room 200 'A' & 'B'	"P.O.S.T. Certification Training" Room 107
Break								
Closing Remarks: District Attorney, Michael Ramos Ballroom 'A' & 'B'								



Tracks

June 13

Plenary

TRACK 1: PARENTS & COMMUNITY THE KNACK OF SELLING YOUR IDEAS OF CHANGE IN YOUR COMMUNITY

Time: 9:40 am - 11:00 am
Rm 200 C

Presenter: Shirley Simmons

Using the proven techniques of persuasion can enhance the effectiveness of any community or health professional! Whether you work as Director, management, analyst, program coordinator, project manager, you are required to have effective communication skills. Communication skills include skills such as listening, hearing (understanding the message), talking (verbal communication), body language (nonverbal communication), writing and showing professional courtesy with a professional attitude at all times. This session will help you maximize your behavior change and communication effectiveness by teaching you the incredible power of persuasion techniques.

TRACK 1: PARENTS & COMMUNITY MEDIATION AND ALTERNATIVE DISPUTE RESOLUTION WITH YOUTH AND ADULTS

Time: 11:10 am - 12:30 pm
Rm. 200 C

Presenter: Cordell Thomas

This session will entail a variety of approaches to understanding mediation /ADR as it applies to the current generation (The Millennial) and how they relate with GenX, Baby Boomers, and GenY. The presentation will include role playing scenarios that support discussion topics as addressed in the session. It will also provide an opportunity to discuss different mediation styles and philosophies as they will resonate differently for parents and children.

TRACK 1: PARENTS & COMMUNITY ACTIVE PARENTING: HOW TO BE INVOLVED WITH YOUR CHILD

Time: 1:40 pm - 3:00 pm
Rm. 200 C

Presenters: Karini Pereira & Brenda Vasquez

This session will provide parents with skills and tips they can use to go up against some challenges of parenting teens and preteens in today's society.

TRACK 2: YOUTH SACRED CIRCLE

Time: 9:40 am - 11:00 am
Rm. 201 A & B

Presenter: Jaiya John

Attendees will learn that honoring personal truth through storytelling and life-visioning are central. This session will encourage youth to creatively express themselves in the sacred circle, in their lives, and guide them toward developing a positive, purposeful identity. Most of all, Jaiya creates a safe space in which these sojourners feel secure and encouraged to express themselves; become peer teachers during the circle; and explore their honest feelings, thoughts, and unique inner beauty. This circle is sacred ground because inside of it youth discover their sacredness!

TRACK 2: YOUTH YOUR VOICE MATTERS

Time: 11:10 am - 3:00 pm
Rm. 201 A & B

The Youth Health Policy Initiative is a new program promoting youth leadership through the development of health policy and advocacy. The youth attend trainings on the curriculum as well as policy. During these trainings they learn the necessary steps to identify a health policy issues, develop a campaign to address their chosen issue, identify power structures and key leaders/stakeholders, and then implement their campaign. Through this process, youth gain the confidence, skills, and tools needed to make change in their community.

Second District Supervisor Janice Rutherford



Since being elected to the San Bernardino County Board of Supervisors in November 2010, Second District Supervisor Janice Rutherford has led efforts to balance the County budget, address the challenges of public pensions and restore public confidence in County Government.

As a Girl Scout growing up in Upland, Janice learned the value of community service, and as a high school student in Ontario, she learned the importance of being an involved citizen.

She went on to volunteer with the Boys & Girls Club of Fontana, join Rotary, serve on the Chaffey College Foundation Board, and be active in her church.

Janice earned a BA from UC Riverside and holds a Masters degree in American Politics from Claremont Graduate University.

Most importantly, Janice is married to Steve Lim, and they have two young boys, Ethan and Noah-- which means she spends her free time playing with LEGOs.

Master of Ceremonies

Evette De Luca



Ms. De Luca has 12 years of experience in the not-for-profit sector. Throughout her career she has led dynamic teams of professionals committed to humanistic, comprehensive approaches to such social issues as domestic violence, homelessness, food insecurity and community health disparities.

She is currently the Director of Civic Engagement & Community Transformation and coordinates the Center for Civic Policy & Leadership. Evette was also interim executive director at Latino Health Collaborative, a collaborative of more than 40 health-based organizations that convenes the Healthy San Bernardino Coalition. Prior to LHC, she was executive Director of Foothill Family Shelter, a transitional housing continuum of care with wrap-around health, support and financial services. While there, her agency won the 2007 Bank of America Neighborhood Builder award. Ms. De Luca also worked as director of children's programs and development director at The Jenesse Center, a nationally recognized domestic violence intervention and housing program. Ms. De Luca also served on the San Bernardino Emergency Food and Shelter Program board and currently serves on the board of directors for Options, a childcare and human services agency.

A former fellow of the Multicultural Alliance/Americorps, she received a BS from UCLA in History. Her passions include fitness, social justice, animals and gardening. She lives in Rancho Cucamonga, California