



justCommunity, inc.

PRESENTS

Unleashing the Power of Youth



and Community Potential™

October 12-14, 2003

**You[th] Rock the World!**

A three-day conference for youth and adults celebrating their work in community building coalitions across the country

**Holiday Inn, Rts. 100 & 78, Allentown, PA**

Dear Friend,

Please join us for the 4th Annual **Unleashing the Power of Youth and Community Potential™** conference. We have added a third day this year to further the opportunities for learning! Hundreds of people from throughout the country will gather to explore new ways to think, speak and behave to bring fresh perspectives to old problems. One of the major principles that sets this conference apart from others is that our themes focus on “what matters to youth” not “what’s the matter with youth.” Youth have been an integral part of the planning of the conference and will be co-presenters in many workshops.

We are very pleased this year to be hosting the conference in collaboration with many of the YMCA's of the Mid-Atlantic region. Four courses are offered this year with certification for YMCA employees/volunteers. These courses are also open to the general public. Other co-sponsors this year are Project CARE, a training and education organization, Teen.TAPS, a local youth empowerment organization, Vision Training Associates, the only approved provider of Search Institute trainings and the Caron Foundation, a nationally renowned substance abuse treatment center based near Reading, PA.

Our keynote presenters this year will cover a broad range of topics such as motivating youth to “unleash their power”; understanding media literacy and its importance in adolescent development; how to enliven teaching and working with groups by employing experiential methods; how to invigorate school communities from the ground up into true “asset building” climates and preparing youth for living in a multi-cultural world.

Whether you first became involved in community mobilization through the Communities That Care (CTC) process, a Municipal Alliance, a Healthy Communities/Healthy Youth asset building initiative, a Community of Promise site or another grass-roots effort begun on behalf of positive youth development—you are welcome at this conference.

Come and make new friendships, renew your spirit and share your stories. You will gain new energy and creative ideas for your community. See you in October!

Sincerely,



Lee Rush, M.Ed.

Executive Director

## Conference Details and Logistics

**Site:** Holiday Inn, Rts 78 and 100, Allentown, PA

**Directions:** A map will be sent upon registration.

**Lodging:** Call 888.452.5664 for special rates of \$89.95 single/double occupancy. Deadline for special rates is September 12th. Rate may apply afterwards depending on availability. You may register online for hotel rooms at [www.holidayinnlehighvalley.com](http://www.holidayinnlehighvalley.com). Enter JCR for group booking code.

**Credits:** 21 PDE Act 48 Credit Hours provided by the Bucks County Intermediate Unit. To register for Act 48 hours go to [www.bucksiu.org](http://www.bucksiu.org) and click on “Online Course Catalogue.” Cost is \$20 payable to BCIU #22. Call 215.348.2940 x1341 for more information. 21 PCACB Hours (Pending Approval)

**YMCA Courses:** Institutes A,B,C & E and workshop 11 are certified “Y” courses. Open to the public. A small fee will be assessed for “Y” employees only.

**Partial Scholarships:** To qualify send written request stating need to [lrush@enter.net](mailto:lrush@enter.net)

**Cancellation Policy:** All cancellations must be received in writing by September 26th. A \$65 administrative fee will be deducted from balance. Substitutions are welcomed after September 26th.

**Payment:** Payment is expected at time of registration or you may request to be billed. Please enclose a purchase order in lieu of payment. Cancellation policy will still apply if you register without payment.

**Conference Registration:** You may register and pay online at [www.justcommunity.com](http://www.justcommunity.com) to receive a \$10 discount.

**On-site Registration:** Registration begins at 12:45 PM on October 12th, 7:45 AM on October 13th and 14th.

**Meals:** Registration fee includes dessert reception on October 12th and continental breakfast and lunch on October 13th and 14th.

**Conference Hotline: For more information call 215.538.4796**

# Sunday's Keynote Presenter



## Dan Horgan

Dan Horgan is a youth activist who at the age of nineteen, founded Allegheny County's Promise, (Pittsburgh, PA), and now serves as the youngest director on the board for America's Promise, which was established under the leadership of Colin Powell, United States Secretary of State. In a few short years he has raised over \$1 million to support his organization's work. Daniel was recently recognized by President George W. Bush and Secretary Powell at the White House for his leadership with the America's Promise movement. He is presently the

Executive Director of Allegheny County's Promise and lives in Pittsburgh, PA

## The Game of Life: Rules of Engagement

In this game called life, we are the players and the community is our field. The rules of engagement challenge us to unleash our power to step beyond our limits and seize the moment. Discovering our passion is a key to achieving our true potential. **Keynote address will be followed by entertainment provided by the Dieruff High School Step Dancing Team and the Hispanic-American League of Artists (HALA), both of Allentown, PA. The evening will conclude with a dessert reception.**

# Monday's Keynote Presenters



## Peter DeBenedittis

Peter DeBenedittis is one the most engaging presenters in the country today to speak to mixed audiences of young people and adults alike. Peter has consulted with many organizations including the White House Office on Drug Control Policy, the American Medical Association and the American Academy of Pediatrics. He has developed media literacy curriculum for the New Mexico Highway Traffic Safety Bureau and co-authored two other prevention oriented CD-ROMs published by the New Mexico Media Literacy Project. He has

spent 10 years living in the Pacific on the American colony of Guam, where he ran an advertising agency and taught for the University of Maryland—Asian Division. He is the President of Media Literacy for Prevention and living in Santa Fe, NM.

## Media, Manipulation and Me

This highly visual and interactive presentation will help teach people to become critical thinkers and wise consumers of the many forms of programming and advertising that come across the airwaves. Media literacy education helps children understand the motivations and production techniques of media and will result in viewers who are less likely to adopt some of the destructive attitudes and behaviors that are depicted as desirable.



## Tom Jackson

Tom Jackson is a highly sought after keynote speaker. To experience one of his talks, one can quickly see how his style epitomizes the old axiom that people learn best by "doing" and being involved in their own learning. A former high school teacher and prevention specialist, Tom has served on the Governor of Utah's Substance Abuse and Anti-Violence Coordinating Council and has published a number of articles in the "Student Assistance Journal" and the "Colorado School Healthy News." He has authored five books: Activities That Teach, More Activities That Teach, Activities That Teach Family Values, Still More Activities That Teach and Conducting Group

Discussions With Kids. Tom is the Director of the Active Learning Center and Foundation and resides in Cedar City, UT.

## Moving From Preaching to Teaching

Active learning is a teaching strategy that reaches out to visual, auditory and kinesthetic learners. This approach increases the retention rate of information, changes attitudes of learners and helps people acquire life skills such as communication, goal setting, resisting peer pressure and cooperative decision making. Experience a way to teach these necessary skills that is fun, interactive, user-friendly and effective.

# Tuesday's Keynote Presenters



## Marilyn Peplau

Marilyn Peplau is a former teacher and counselor who has "lived the message" of asset building throughout her career. One of her greatest assets is her depth of hands-on experiences in bringing to life a strength-based approach in a school system. Marilyn was the chairperson for her local coalition which allowed her to work with multiple community sectors in developing healthier communities. She has contributed to Great Places to Learn, Pass It On and Get Things Going and presently works with graduate education students which allows her to support others in the intentional use of developmental assets within their schools. She is a Senior Trainer for Search Institute (Vision Training Associates) specializing in the area of school communities and asset development. She presently resides in New Richmond, WI.

## Change of Heart: Creating a More Caring School Climate

Learn how to take the philosophy of asset building to the next level and truly create a more caring climate. For many schools throughout the country, this invigorating approach has revitalized their learning communities to a point that goes beyond mere jargon. Using the developmental asset framework as a guide, participants will learn concrete examples of ways to make a difference back home.



## Phyllis Alexander

Phyllis Alexander is a dynamic and respected leader in the field of community building. She has worked for the National Coalition Building Institute (NCBI), an international leadership training organization and she believes all things are possible through healthy, authentic relationships. Phyllis has spent most of her adult life passionately teaching people how to eliminate the artificial barriers that keep us apart such as racism, sexism, classism and anti-Semitism. Removing these artificial barriers allows us to have the relationships, connections and community we want and need. She is presently the Coordinator for the City of Allentown's Weed and Seed Program and resides in Allentown, PA.

## Community Building: It's Personal

Imagine a community where neighbors are a support system for each other and where intergenerational relationships are common. Imagine a community that prides itself on inclusiveness and healthy relationships. Though no small task, this is entirely possible with intention and "right" leadership. This interactive presentation will allow participants to personally examine and discuss their diversity stumbling and building blocks.



United Way



Excellence in Addiction Treatment



Project CARE

A LifeQuest Foundation Program

Building Healthy Communities By Promoting Wellness, Resilience And Success Through Education & Training.

**Co-Sponsors:** The Caron Foundation • LifeQuest Foundation/Project CARE • Teen.TAPS Vision Training Associates • YMCA's of the Mid Atlantic Region

**Contributing Sponsors:** Bucks County Intermediate Unit • The Center for Schools and Communities • First Savings Bank of Perkasie • Lehigh Valley Asset Builders • PPL Corporation Quakertown National Bank • TeenWorks • United Way of Bucks County • United Way of the Greater Lehigh Valley

**Participating Sponsors:** Bucks Promise for Youth and Communities • The Community Prevention Partnership of Berks County • Quakertown Area Healthy Communities/Healthy Youth Coalition Kriger Consulting, Inc. • The New Jersey Child Abuse Task Force • Pennridge Area Healthy Communities/Healthy Youth Coalition • The Pennsylvania Assets Network • Pennsylvania Commission on Crime and Delinquency • The New Jersey Assets Network • United Way of Berks County

# Sunday, October 12, 2003

**Institutes 1:15 PM to 5:00 PM**

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**A. Character Building and Self Esteem (YMCA certification available)**

Rick Gould, Associate Executive Director, Central Branch YMCA, Wilmington, DE

**B. Working with Youth Ages 10-14 (YMCA certification available)**

Ayanna Traylor, Y Achievers Director, YMCA of Philadelphia, Philadelphia, PA

**Workshops: Session One 1:15 PM to 3:00 PM**

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- ① **1. Acting Out: Using Theater Improv to Empower Youth**  
Dayna Scott, Coordinator, CY-Connecting Youth, Shelburne, VT and Keegan Allen, Chrissy Bedard, Paulla Flash, Suzzy Guevara, and Kate Wheeler, Students, Champlain Valley Union High School, Hinesburg, VT
- ② **2. Project ASK: Integrating the Assets**  
Michelee Curtze, Coordinator, Project ASK, Edinboro, PA and Bill Dunbar, Manager of Human Resources, General Electric Transportation, Erie, PA
- ③ **3. Assets 101: An Introduction to the 40 Developmental Assets**  
Roberta Meek, Coordinator, Lehigh Valley Assets Builders, Bethlehem, PA
- ④ **4. Creating a Statewide Asset Building Network**  
Carol Staubach, Coordinator, Rose Tree Healthy Communities Initiative, Media, PA

**Break 3:00 PM to 3:15 PM**

**Workshops: Session Two 3:15 PM to 5:00 PM**

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- ⑤ **5. Tag-You're It: 50 Easy Ways to Connect with Young People**  
Kathleen Kimball-Baker, Director of Publishing, Search Institute, Minneapolis, MN
- ⑥ **6. How Do You Know if You Are in Love?**  
Paddy Wells, Author and Psychologist, Horseheads, NY
- ⑦ **7. Building Community Through Video Productions with Youth**  
John Venner, President, Pennridge Community Communications, Inc., Perkasio, PA
- ⑧ **8. Leadership: The Reward is the Journey**  
Dan Horgan, Executive Director and Laura Dujmovich, High School Promise Fellow, Allegheny County's Promise, Pittsburgh, PA

**Dinner 5:00 PM to 6:30 PM (On your own)**

**Keynote Address 6:30 PM to 7:15 PM**

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- ⑨ **The Game of Life: Rules of Engagement**  
Dan Horgan, Coordinator, Allegheny County's Promise, Pittsburgh, PA

**Entertainment and Dessert Reception 7:15 PM to 8:30 PM**

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**Hot Stuff: Salsa Dancing and Step Dancing**

Hispanic-American League of Artists and the Dieruff HS Step Dancing Team, Allentown, PA

# Monday, October 13, 2003

**Keynote Address 8:15 AM to 9:30 AM**

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- ⑩ **Media, Manipulation and Me**  
Peter DeBenedittis, President, Media Literacy for Prevention, Santa Fe, NM

**Break 9:30 AM to 9:45 AM**

**Institutes 9:45 AM to 2:45 PM**

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**C. Character Building and Self Esteem (Continuation of Institute A)**

Rick Gould, Associate Executive Director, Central Branch YMCA, Wilmington, DE

- ⑪ **D. Media Seduction for Drugs: Prevention Teens Love to Learn**  
Peter DeBenedittis, President, Media Literacy for Prevention, Santa Fe, NM

**Workshops: Session Three 9:45 AM-11:30 AM**

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**9. Activities That Teach Lifeskills**

Tom Jackson, President, Active Learning Center and Foundation, Cedar City, UT

- ⑫ **10. Tag-You're It: 50 Easy Ways to Connect with Young People (Repeat of #5)**  
Kathleen Kimball-Baker, Director of Publishing, Search Institute, Minneapolis, MN

⑬ **Suggested for youth and adults**

**For more information call 215.538.4**

- ⑥ **11. Civic Engagement (YMCA certification available)**  
Miles Magbie, Adolescent Services Director, Abington YMCA, Abington, PA and Barry Martin, Executive Director, State YMCA of Pennsylvania, Harrisburg, PA
- ⑥ **12. TeenWorks: Labor and the United Way Working to Empower Youth**  
Ron Achey, AFL-CIO Community Service Liason, United Way of the Greater Lehigh Valley, Bethlehem, PA  
**Lunch 11:30 AM to 1:00 PM (Included)**  
**Workshops: Session Four 1:00 PM to 2:45 PM**
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- 13. Activities That Teach Lifeskills (Repeat of #9)**  
Tom Jackson, President, Active Learning Center and Foundation, Cedar City, UT
- ⑥ **14. The Power of Youth: Creative Citizens Connected by Community**  
Katie Claussen, Student, Indiana University, Bloomington, IN
- 15. Youth Tobacco Use: Facts, Current Trends and Proposed Solutions**  
Jennifer Kozak, Regional Tobacco Coordinator, Caron Foundation, Wernersville, PA
- ⑥ **16. Bridging the Generations: Intergenerational Programing**  
Denise Continenza, Family Living Agent, Penn State Cooperative Extension, Allentown, PA and Matthew S. Kaplan, Associate Professor, Pennsylvania State University, State College, PA  
**Break 2:45 PM to 3:00 PM**  
**Keynote Address 3:00 PM to 4:00 PM**
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- ⑥ **Moving from Preaching to Teaching**  
Tom Jackson, President, Active Learning Center and Foundation, Cedar City, UT

**Tuesday, October 14, 2003**

**Keynote Address 8:15 AM to 9:30 AM**

- ⑥ **Change of Heart: Creating a More Caring School Climate**  
Marilyn Peplau, Senior Trainer, Search Institute, (Vision Training Associates), Minneapolis, MN  
**Break 9:30 AM to 9:45 AM**  
**Institutes 9:45 AM to 2:45 PM**
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**E. Working with Youth Ages 15-18 (YMCA certification available)**

Ayanna Traylor, Y Achievers Director, YMCA of Philadelphia, Philadelphia, PA

**F. Deepening Asset Building in Schools and Communities**

Marilyn Peplau, Senior Trainer, Search Institute, (Vision Training Associates), Minneapolis, MN

**Workshops: Session Five 9:45 AM-11:30 AM**

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**17. Parenting: Using All of the Love and Logic You Can Muster**

Diane Vella, President, Diana's Council, Jeffersonville, PA

⑥ **18. Step Dancing for All**

Andrea Ashley, Student, Teen.TAPS member, Dieruff High School, Allentown, PA

**19. The Integrated Approach: Blending CTC, Assets and America's Promise**

John Kriger, President, Kriger and Associates, Burlington, NJ

**20. Involving the Faith Community in Coalitions**

John Weatherhogg, Associate Pastor, Doylestown Presbyterian Church, Doylestown, PA

**Lunch 11:30 AM to 1:00 PM (Included)**

**Workshops: Session Six 1:00 PM to 2:45 PM**

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**21. What Does an Asset Rich School Look Like?**

Dennis Tulli, Assistant Professor of Education, Lebanon Valley College, Lebanon, PA

⑥ **22. Assets Through the Arts**

Judy Orlosky, Psychologist, Hopewell Valley Municipal Alliance, Pennington, NJ, Jessica Furlong, Alex Seiz, Liz Castoro, Hopewell Valley Central High School, Hopewell Valley, NJ

⑥ **23. Marking Rites of Passage for Youth through Initiation and Ritual**

Diane Vella, President, Diana's Council, Jeffersonville, PA

**24. Welcoming Diversity in a Not So Welcoming Community**

Phyllis Alexander, Coordinator, Weed and Seed Program, Allentown, PA

**Break 2:45 PM to 3:00 PM**

**Keynote Address 3:00 PM to 4:00 PM**

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⑥ **Community Building – It's Personal**

Phyllis Alexander, Coordinator, Weed and Seed Program, Allentown, PA

## Registration form

(Use one per person-copy as needed)

# Unleashing the Power of Youth and Community Potential October 12-14, 2003

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

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

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

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

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

email: \_\_\_\_\_

Please make check or purchase order payable to:  
**justCommunity, Inc.**

### Send to:

**justCommunity** Phone - 215.538.4796  
P.O. Box 258 Fax - 215.538.4798  
Quakertown, PA 18951 EIN - 23-3022915  
**Register and pay online for a \$10 discount:**  
[www.justcommunity.com](http://www.justcommunity.com)

(Please check institutes and workshops for seating purposes)

<b>SUNDAY</b>	<b>Workshops</b>	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<b>OR</b>	<input type="checkbox"/> A	<input type="checkbox"/> B
<b>Session One</b>		<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8			
<b>MONDAY</b>	<b>Workshops</b>	<input type="checkbox"/> 9	<input type="checkbox"/> 10	<input type="checkbox"/> 11	<input type="checkbox"/> 12	<b>OR</b>	<input type="checkbox"/> C	<input type="checkbox"/> D
<b>Session Three</b>		<input type="checkbox"/> 13	<input type="checkbox"/> 14	<input type="checkbox"/> 15	<input type="checkbox"/> 16			
<b>Session Four</b>	<b>Workshops</b>	<input type="checkbox"/> 17	<input type="checkbox"/> 18	<input type="checkbox"/> 19	<input type="checkbox"/> 20	<b>OR</b>	<input type="checkbox"/> E	<input type="checkbox"/> F
<b>TUESDAY</b>	<b>Workshops</b>	<input type="checkbox"/> 21	<input type="checkbox"/> 22	<input type="checkbox"/> 23	<input type="checkbox"/> 24			
<b>Session Five</b>								
<b>Session Six</b>								

A small fee will be assessed to YMCA employees selecting these workshops.

## Registration fees

(Must be postmarked, faxed or registered online by dates listed.)

### ALL THREE DAYS

Early Fee by August 29, 2003 ..... \$260

Regular Fee by September 20, 2003 ..... \$290

Late Fee after September 20, 2002 ..... \$320

### TWO DAYS ONLY (check one)

Sunday & Monday  Monday & Tuesday

Early Fee by August 29, 2003 ..... \$230

Regular Fee by September 20, 2003 ..... \$260

Late Fee after September 20, 2003 ..... \$290

### ONE DAY ONLY (check one)

Sunday  Monday  Tuesday

Early Fee by August 29, 2003 ..... \$120

Regular Fee by September 20, 2003 ..... \$150

Late Fee after September 20, 2003 ..... \$180

OPTIONAL T-SHIRT: ..... \$10

M  L  XL  XXL (Free to students under age 23)

YOUTH RATES (check here if youth )

**LESS:** 50% off on all above rates for students under age 23.

BILL ME (PO ENCLOSED)  CHECK ENCLOSED **TOTAL:**



**P.O. Box 258**

**Quakertown, PA 18951**

NON-PROFIT ORG.  
U.S. POSTAGE  
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PERMIT #114  
QUAKERTOWN, PA

**Includes:**

**Nationally Recognized Speakers**

**30 Workshops**

**All Workshop Materials**

**Bevvy Reception**

**Two Continental Breakfasts**

**Two Lunches**

**Two Afternoon Nutrition Breaks**

**2019 Oct 4 & 5 PHLB Credits**