



PRESENTS

Unleashing the Power of Youth



and Community Potential™

October 10-12, 2004

You[th] Make the Difference!

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 5th annual “**Unleashing the Power of Youth and Community Potential™**” conference. Over the course of three fun-filled days, 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 our focus on “what matters to youth” not “what’s the matter with youth.” While there is a plethora of conferences available offering information on “research-based” programs, ours is intended as an inter-generational event designed to lift spirits, instill greatness and inspire youth and adults to lives of action. All workshops include “take-away” messages and ideas to put to use in your community.

We are very pleased to be hosting the conference in collaboration with many of the YMCA's of the Mid-Atlantic region. Two 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 the Caron Foundation, a nationally renowned substance abuse treatment center based near Reading, PA, LifeQuest Foundation/Project CARE, a training and education program, the Search InstituteSM, creator of the Developmental Assets™ model and Teen.TAPS, a local youth empowerment organization supported by the United Way of the Greater Lehigh Valley.

Along with thirty different workshop selections, our keynote presenters this year will cover a broad range of topics such as youth leadership, living a life of hope and possibility, focusing on children of promise, not children at risk, the innate power of youth and hearing the amazing story of how Alaska is building assets in children one village at a time.

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 for your community. See you in October!

Sincerely,



Lee Rush, M.Ed.
Executive Director
justCommunity, Inc.



Courtney Hope
Youth Co-Host
Teen.TAPS



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.hilehighvalley.com. Enter JCR for group booking code.

Credits: 23.5 PDE Act 48 Credit Hours provided by the Bucks County Intermediate Unit. To register for Act 48 hours go to www.bucksiu.org and click on “Online Course Catalogue.” Cost is \$20 payable to BCIU #22. Call 215.348.2940 x1341 for more information. 23.5 PCACB Hours (Pending Approval)

YMCA Courses: Institutes C & F are certified YMCA courses. Open to the public. A small fee will be assessed for YMCA employees only.

Partial Scholarships: To qualify send written request stating need to lrush@enter.net

Cancellation Policy: All cancellations must be received in writing by September 24th. A \$65 administrative fee will be charged. Substitutions are welcomed after September 24th.

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 to receive a \$10 discount.

On-site Registration: Registration begins at 12:00 PM on October 10th, 7:30 AM on October 11th and 12th.

Meals: Registration fee includes dessert reception on October 10th (Sunday only attendees) and continental breakfast and lunch on October 11th and 12th.

Conference Hotline: For more information call 215.538.4796

Sunday's Keynote Presenter



Ryan Kanswe

Ryan is a youth leader from Zambia, Africa, and has a natural gift in reaching out to youth and adults alike. He has presented at conferences throughout Africa speaking on the issues of human rights, environmental awareness and youth development. Ryan represented his country in 1999 at the Millennium Young People's Congress that met in Hawaii and has worked with the London-based Peace Child International project called, "Be the Change". Ryan's address this year will inspire all attendees as he shares his story growing up in Africa and how he has come to value the true meaning of the word "freedom". Ryan resides in Irving, TX and is presently enrolled in Texas A & M

University studying Business Management.

Maximizing Opportunities: Making the Right Choices

Coming from a background where opportunity is as rare as it is elusive, learning how to maximize possibilities which most take for granted, is a valuable life lesson. Growing up in an environment where the ability to dream is dim, choice is a strange concept. Through the use of pictures and stories of life in Africa, Ryan will re-kindle the ages-old idea that anything in life is possible and people can become who they want to be.

Monday's Keynote Presenters



Dr. Crystal Kuykendall

Crystal is a highly engaging motivational speaker, endearing author and loving mother. She is a former teacher and has served as the Executive Director of the National Alliance of Black School Educators. In 1979, she was appointed by President Jimmy Carter to the National Advisory Council on Continuing Education where she served as Council Chairperson from 1979- 1981. She is the author of [Developing Leadership for Parent/Citizen Groups](#) in [Improving Black Student Achievement through Enhancing Self-Image](#). Her most popular book is the best seller, entitled, [From Rage to Hope: Reclaiming Black and Hispanic Students](#). In 1989, Crystal founded Kreative and Innovative Resources for

Kids (KIRK), providing technical assistance and consulting services to national and international clients. Crystal lives in Potomac, MD.

Unleashing the Power of Tomorrow's Leaders

Through a high-powered presentation sharing insight on the apathy, hopelessness and alienation that exists in some youth, Crystal will share how to remove obstacles that often preclude success in children and teens. This address will explore the potential of youth and show how concerned citizens and community members can impact youth development. Experience the exhilaration of being inspired to be more hopeful, more positive and more convinced that your passions can bring out the best in all youth.



Mervyn Kitashima

Mervyn is the parent coordinator at the Parents and Alumni Relations Department of the Kamehameha Schools. She was a childhood participant in Emmy Werner's groundbreaking "Kauai Longitudinal Study on Resilience", the seminal study done on resiliency research. She has worked with the Hawaii Department of Education's Parent Community Networking Center Program, the Aloha Council of the Boy Scouts of America and the Governor's Commission on Teacher Morale. Her speaking engagements have included institutes and seminars at universities and colleges, state and national conferences on education, prevention, juvenile justice and student assistance programs. In 2003, she

was named the State of Hawaii and the National Mother of the Year by American Mothers Incorporated, an organization dedicated to strengthening the moral and spiritual foundations of the home and family. She lives in Honolulu, HI.

No More "Children at Risk" — Now it's "Children of Promise"

Drawing on her experiences as a teenage mother, mother of seven, grandmother of seven and wife of thirty-two years, Mervyn has traveled widely as a motivating communicator and has come to believe that labeling children is a major part of the problem with our culture. Mervyn will share a very personal account of the factors that contributed to her ability to overcome the odds. Emphasis will be on the possibilities, potential and promise possessed by every child, even in the face of adversity.



Tuesday's Keynote Presenters



Daniel Horgan

Daniel is the Executive Director of Allegheny County's Promise, the Pittsburgh affiliate of the national America's Promise movement. As one of the youngest directors on the national board of America's Promise, Daniel has been recognized by President George W. Bush and Secretary of State Colin Powell for his work. Daniel is a senior training fellow for the Performance Institute in Washington DC and has consulted in both the public and private sectors. He directs leadership programs for Robert Morris University and the Pennsylvania Association of Student Councils. He is the author of The Ethics Toolbox, a publication distributed in partnership with the Content of Our

Character project at Duke University. Committed to affecting positive social change through the empowerment of young people across the nation, Daniel lives in Pittsburgh, PA.

The Power of Youth

In 2001, teenagers spent over \$100 billion themselves and convinced their parents to spend another \$50 billion dollars on them in the marketplace. Teenagers volunteered 2.4 billions hours totaling \$34 billion in services to the community. Daniel will challenge participants to reflect on the power that young people possess with an emphasis on their influence in the economy and in the public sector. Using research, personal experiences, and audience participation, Daniel will inspire critical thinking that will lead to a paradigm shift in the way we unleash the power of youth and community potential.



Alannah Hurley

Raised in a Yupik Eskimo Alaskan village, Alannah founded a dance group her freshmen year in high school to help bring Yupik Eskimo culture back into her school. She is currently a student at the University of Hawaii at Manoa. She has presented at many statewide events, including the Alaska Federation of Natives Annual Conference, and hopes to inspire people to love themselves. In 2003 Alannah presented the keynote address (along with Derek Peterson) at the national Search Institute conference in San Jose, CA. Alannah wants to help people discover that they have the power to become the positive change they wish to see.



Derek Peterson

Derek is the former Director of Child/Youth Advocacy for the Association of Alaska School Boards and is now a full time consultant in the youth development field. Traveling by plane, boats, dog sleds and snowshoes throughout Alaska, Derek has delivered teacher in-services, school board seminars, student leadership workshops and community nights. He has designed and facilitated workshops for over a thousand audiences throughout the United States, Mexico, and Africa, on topics related to personal responsibility and community building. He lives in Juneau, AK.

The Story Behind The Story

From the Inupiat and Yupik Eskimo of the Alaskan north, to the Bushman of the Kalahari of Botswana and from the Zapotec Indians of south central Mexico to the Navajo of northern Arizona, their reply to the developmental assets framework has always been the same, "this is our stuff". A people's knowledge, a family's love, and an individual's action are why asset building is a timeless framework in a time of unprecedented change. This keynote will focus on how the assets framework is supported by the traditional stories of indigenous people around the globe.

Co-Sponsors: The Caron Foundation • LifeQuest Foundation/Project CARE Search Institute • Teen.TAPS • United Way of the Greater Lehigh Valley YMCA's of the Mid-Atlantic Region

Contributing Sponsors: Allebach Advertising • Bucks County Intermediate Unit • The Center for Schools and Communities • First Savings Bank of Perkasie • Furia Rubel Communications Lehigh Valley Asset Builders • Tom Manns, Keller Williams Real Estate • Pistachio Consulting PPL Corporation • Quakertown National Bank • St. Luke's Quakertown Hospital • TeenWorks United Way of Bucks County • United Way of Berks County • Visionetics • Warren Hospital


Participating Sponsors: Bucks Promise for Youth and Communities • The Community Prevention Partnership of Berks County • The Governor's Commission on Children and Families • Kriger Consulting, Inc • The New Jersey Assets Network • The New Jersey Child Abuse Task Force • Penridge Area Healthy Communities Healthy Youth Coalition • The Pennsylvania Assets Network • Pennsylvania Commission on Crime and Delinquency • Quakertown Area Healthy Communities Healthy Youth Coalition

Sunday, October 10, 2004




Welcoming Address 12:45 to 1:15 PM

Lee Rush, justCommunity, Quakertown, PA and Courtney Hope, Teen.TAPS Bethlehem, PA

Institutes 1:15 PM to 5:00 PM





-  **A. Of Course You Are Ready, Are They?: Building Capacity for Community Change**
Derek Peterson, Dream Catchers, Juneau, AK and Alannah Hurley, University of Hawaii, Honolulu, HI
- B. Do You Play and Work Well With Others?: Living in a Multi-Cultural World**
John Barone, Project CARE, Quakertown, PA

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

- 1. Assessing Individual Developmental Assets in Youth**
Craig Edelbrock, Penn State University, State College, PA
-  **2. Assets 101: An Introduction to the 40 Developmental Assets Model**
Judith Araujo, Charene Cruz, Courtney Hope, Roberta Meek, Bobby Wenz, Teen.TAPS, Bethlehem, PA
-  **3. Tobacco Prevention Ideas for Schools and Communities**
Ron Rolon, Bucks County Intermediate Unit, Doylestown, PA
-  **4. Listening for Dummies: Enhancing Family Relationships**
Marlene Ruby, Upper Bucks Parenting Center, Quakertown, PA

Break 3:00 PM to 3:15 PM

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

-  **5. Creating Your Future: It All Depends On You**
Ryan Kanswe, Texas A & M University, College Station, TX and Heshie Segal, JetNetting Connections™, Yardley, PA
-  **6. One Mother's Story: From Hurting to Wholeness**
Cindy Pepper, Broken Wings Foundation, Quakertown, PA
-  **7. Money Does Not Grow On Trees: Financial Literacy for Youth**
Randy Swope, Pennridge High School, Perkasie, PA
-  **8. The Role of Spirituality in Youth Development**
Rev. Jim Rivera, City Limits Assembly of God, Allentown, PA

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

Keynote Address 6:30 to 7:15 PM

Maximizing Opportunities: Making the Right Choices

Ryan Kanswe, Texas A & M University, College Station, TX

Dessert Reception & Unleashing the Power DJ Party 7:15 PM to 10:00 PM

Monday, October 11, 2004

Keynote Address 8:15 AM to 9:30 AM

Unleashing the Power of Tomorrow's Leaders

Crystal Kuykendall, Kreative and Innovative Resources for Kids, Potomac, MD

Break 9:30 AM to 9:45 AM





Institutes 9:45 AM to 2:45 PM

C. Working with 10-14 Year Olds (YMCA certification available)

Ayanna Traylor, YMCA of Philadelphia, Philadelphia, PA

 **D. Creating a Caring School Climate: Building Assets through Invitational Education**
Sharon Mast, United Way of Berks County, Reading, PA

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

-  **9. Strategies for Reclaiming Our Youth**
Crystal Kuykendall, Kreative and Innovative Resources for Kids, Potomac, MD
-  **10. Assets 101: An Introduction to the 40 Developmental Assets Model (repeat of # 2)**
Kevin Kervick, Responsive Communities, Souderton, PA
-  **11. Teens Busting Big Tobacco**
Lori Blondell, Coalition for a Smoke-Free Valley, Allentown, PA
-  **12. Budweiser Gametime: Alcohol Advertising and Youth**
Jay Hedlund, Center for Science in the Public Interest, Washington, DC

 Suggested for youth and adults


For more information call 215.538.4

Lunch 11:30 AM to 1:00 PM

Workshops - Session Four - 1:00 PM to 2:45 PM

 **13. Lights, Camera, Prevention! Youth In Action**


Max Margolis and Youth, Oregon Partnership, Portland, OR

 **14. The Power of One: Inspiring Youth to Lead**

Tamika Davis, United Way of Southeastern PA, Philadelphia, PA

15. Resilience: You Can Make a Difference

Mervlyn Kitashima, Kamehameha School, Honolulu, HI

 **16. Can You PARTY?: Preventing Abusive Relationships Through Youth**

Diana Young, The Woman's Place and Anna Menard, Central Bucks East High School, Doylestown, PA

Break 2:45 PM to 3:00 PM

Keynote Address 3:00 PM to 4:00 PM

No More "Children at Risk" — Now it is "Children of Promise"

Mervlyn Kitashima, Kamehameha School, Honolulu, HI

Break 4:00 PM to 4:30 PM

Tune Us In and Turn It Up: A Multi-Media Prevention Experience 4:30 PM to 5:30 PM

Jim Mothersbaugh, Road Radio, Williamsport, PA

Tuesday, October 12, 2004


Keynote Address 8:15 AM to 9:30 AM

The Power of Youth

Daniel Horgan, Alleghany's Promise, Pittsburgh, PA

Break 9:30 AM to 9:45 AM

Institutes 9:45 AM to 2:45 PM

 **E. Everything You Always Wanted to Know About Sex and Were Not Afraid to Ask**

Loretta Trapani, Greenwood YMCA, Brooklyn, NY


F. Working with 15-18 Year Olds (YMCA certification available)

Ayanna Traylor, YMCA of Philadelphia, Philadelphia, PA

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

17. The Essential Components of a Community Coalition


Jane Callahan, Community Anti-Drug Coalitions of America, National Coalition Institute, Washington, DC

 **18. How to Create a Retreat to Make Your School More Caring**

Judy Orlosky, Hopewell Valley Municipal Alliance, Students, Hopewell Valley High School, Hopewell, NJ

 **19. Power Play and Storytelling to Build Youth Assets**


Christopher Ridenhour, United Way of Southeastern PA, Philadelphia, PA

 **20. Finding Your Voice: Stand Up and Speak Out**


Daniel Horgan, Alleghany's Promise, Pittsburgh, PA

Lunch 11:30 AM to 1:00 PM

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

 **21. Who's Line Is It Anyway?: Improve with Improv**

Matt Candio, Courtney Hope, Alexandra Teale, Civic in Action, Allentown, PA

 **22. What to Do When There's Nothing to Do**

Derek Peterson, Dream Catchers, Juneau, AK and Alannah Hurley, University of Hawaii, Honolulu, HI

23. From Bullying to Burglary: Restorative Practices in Schools and Communities

Bob Costello, International Institute of Restorative Practices, Bethlehem, PA

24. Taking Your Coalition to the Next Level of Performance

John Kriger, Kriger Consulting, Burlington, NJ

Break 2:45 PM to 3:00 PM

Keynote Address 3:00 M to 4:00 PM

The Story Behind The Story

Derek Peterson, Dream Catchers, Juneau, AK and Alannah Hurley, University of Hawaii, Honolulu, HI

Registration Form

(Use one per person-copy as needed)

Unleashing the Power of Youth and Community Potential

October 10-12, 2004

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 Tax ID # - 23-3022915
Register and pay online for a \$10 discount:
www.justcommunity.com

(Please check institutes and workshops for seating purposes)

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

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

Registration Fees

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

ALL THREE DAYS

Early fee by August 27th \$270
 Regular fee by September 17th \$300
 Late Fee after September 17th \$330

TWO DAYS ONLY (check one)

Sunday & Monday Monday & Tuesday

Early fee by August 27th \$240
 Regular fee by September 17th \$270
 Late fee after September 17th \$300

ONE DAY ONLY (check one)

Sunday Monday Tuesday

Early fee by August 27th \$130
 Regular fee by September 17th \$160
 Late fee after September 17th \$190

OPTIONAL T-SHIRT: \$10

S M L XL Free to students under age 23 - youth must indicate site

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

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Includes:

Nationally Recognized Speakers

30 Workshops

All Workshop Materials

Dessert Reception (Sunday only attendees)

Two Continental Breakfasts

Two Lunches

Two Afternoon Nutrition Breaks

PDE Act 48 & PCA/CB Credits