

THE 2010 APPLE CONFERENCE CHARLOTTESVILLE, VA

January 22-24, 2010

*Promoting Student-Athlete Wellness
& Substance Abuse Prevention*



Funded by the NCAA
Presented by the University of Virginia



OVERVIEW

Purpose

The APPLE conferences, developed by the Center for Alcohol and Substance Education at the University of Virginia, are the leading national training symposiums dedicated to substance abuse prevention and health promotion for college student-athletes and athletics department administrators. The goal of the APPLE conference is to assist colleges in promoting student-athlete health and wellness by empowering teams of student-athletes and administrators to create institution-specific action plans.

What APPLE has to Offer

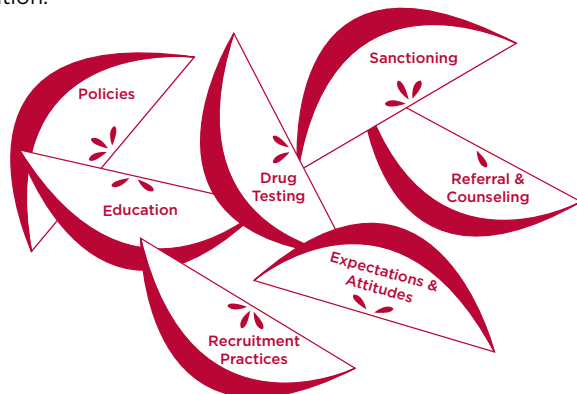
APPLE participants will:

- Improve relationships between administrators and student-athletes
- Increase their understanding of the APPLE model
- Increase their ability to impact substance abuse problems
- Increase student ability to confront teammates
- Increase student leadership skills
- Increase knowledge of alcohol, tobacco and other drug (ATOD) issues for student-athletes
- Increase knowledge of effective ATOD prevention programs, including peer education
- Create a clearly defined, measurable action plan

Athletic Trainers will receive 17.5 Continuing Education Units. Health Educators will receive 8 CHES Category I continuing education contact hours.

The APPLE Model

There are seven distinct areas where athletics departments can address substance use. Discover how your athletics department can enhance alcohol, tobacco and other drug abuse prevention efforts by examining the “slices” of the APPLE and assess your department’s strengths and weaknesses in substance abuse prevention.



APPLE Conference Preliminary Agenda January 22-24, 2010 — Charlottesville, Virginia

Friday

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|----------------|---|
| 2:00-5:00 p.m. | Registration |
| 5:00-6:00 p.m. | Dinner, U.Va./NCAA Welcome |
| 6:00-6:30 p.m. | Introduction to the APPLE Model |
| 6:45-8:00 p.m. | Keynote Speaker: Linda Hancock “Who am I & Why am I here?” |
| 8:00-9:30 p.m. | Teambuilding/Mixer |

Saturday

| | |
|-----------------------|--|
| 8:00-9:00 a.m. | Breakfast |
| 9:00-9:45 a.m. | APPLE Model: Campus Implementation |
| 9:45-10:45 a.m. | Team Meeting |
| 11:00 a.m.-12:00 p.m. | 1st Round of Breakout Sessions Developing Effective Policies — Craig Littlepage Haze: The Movie — Travis Apgar Creating a SAM peer education program — Jason Shaffer |
| 12:00-1:30 p.m. | Lunch |
| 1:30-2:30 p.m. | 2nd Round of Breakout Sessions Step Up! Bystander Intervention Training — Doug Everhart Drug Education and Testing — Andrea Wickerham Creating High Expectations and Positive Attitudes — Linda Hancock |
| 3:00-4:00 p.m. | Team Meeting |
| 4:00-4:30 p.m. | Team Report |
| 6:00-7:00 p.m. | Dinner |
| 7:00-8:00 p.m. | Keynote Speaker: Jamie Washington “The Voice of the Team: Who Speaks for You?” |
| 8:00 p.m. | Evening Entertainment |

Sunday

| | |
|------------------|---|
| 7:30-8:30 a.m. | Breakfast |
| 8:30-9:30 a.m. | Keynote Speaker: Aaron Davis “The Power of YOUR Choices” |
| 9:30-10:00 a.m. | Taking APPLE Back Home |
| 10:00-11:00 a.m. | Final Team Meeting |
| 11:00 a.m. | Conference Adjourns |

Register online at www.virginia.edu/case/apple

CONFERENCE INFORMATION

Registration

By registering your campus, you agree to send a group of **at least four, but no more than six** people as your prevention team and understand that the team contact must participate in both pre- and post-conference evaluations. Prevention teams may include, but are not limited to, athletics administrators, athletic trainers, CHAMPS/Life Skills Coordinators, coaches, and health educators and **must include at least two student-athletes.**

The conference begins Friday at 5 p.m. and adjourns at 11:30 a.m. on Sunday. APPLE is jam-packed with educational sessions, speakers, and networking activities. If you want to sightsee, please arrive early Friday morning or plan to stay through Sunday evening.

Please register your campus online at www.virginia.edu/case/apple. CASE will make all hotel arrangements.

Cost

All NCAA member colleges and universities are welcome. Space is limited and registration will be accepted on a first come, first served basis. The 2009 Charlottesville Conference reached capacity by Labor Day. There is a \$250 registration fee per institution for those who register on or before October 30, 2009. If space is available, the registration fee will increase to \$300 on October 31, 2009. You do not need to submit the names of all participants when you register your campus.

Schools are responsible for their own transportation; all other expenses including hotel rooms, meals, and conference materials are provided Friday night through breakfast Sunday. Housing, meals and conference materials are primarily funded by a grant from the NCAA Committee on Competitive Safeguards and Medical Aspects of Sports. Speakers are funded by a gift from the Gordie Foundation.

Contact Information

University of Virginia
Center for Alcohol and Substance Education
P.O. Box 800139
Charlottesville, Virginia 22908-0139
Phone: (434) 924-5276
Email: appleorg@virginia.edu
Register online at: www.virginia.edu/case/apple

The APPLE Conferences are presented in educational partnership with The BACCHUS Network, The Gordie Foundation and The National Center for Drug Free Sport, Inc., the official administrator of NCAA drug testing.

“I have become more aware of the dangers of substance abuse and hazing on campus and have made strides to become a better role model and resource for my fellow teammates and student-athletes.”

—Student-Athlete



2009 Northern State University APPLE Team

Air Travel and Conference Hotel Information

From the Charlottesville/Albemarle Airport: 4 miles to the Doubletree Hotel by car, taxi or complimentary hotel shuttle by request only. From Richmond International Airport: 70 miles west by car, taxi or independent shuttle service. The Doubletree Hotel Charlottesville can be reached via phone at (434) 973-2121 or online at www.doubletree.com. **Do not make your own reservations. CASE will make all hotel arrangements!**

**Charlottesville
Jan. 22-24**

FEATURED PRESENTERS



Travis Apgar

Travis Apgar is an Associate Dean of Students at Cornell University in Ithaca, New York, and a speaker with CAMPUSPEAK, Inc., the nation's premier higher education speaking agency.

Travis is an outspoken anti-hazing activist who visits dozens of college and university campuses each year, sharing his story with thousands of students, coaches, and administrators in an effort to prevent even one student from experiencing the fallout hazing can cause. He has been a keynote speaker for the National Hazing Symposium, contributes to the annual development of resources and materials for National Hazing Prevention Awareness Week, and appears in HAZE the Movie, recently released by the Gordie Foundation.



Aaron Davis

Aaron Davis speaks the "bald truth" about performing like a champion from personal experience. He's in the trenches everyday as the President of his own Consulting Firm ADP, Inc. and the Chief Operations Officer of The Thomas group and the Co-founder of several other profitable business ventures. His speaking & consulting company Aaron Davis Presentations, Inc.

received the Chamber of Commerce "Outstanding Minority Owned Business" award and Toastmasters International awarded him the "Communication & Leadership Award". The Lincoln Business Journal also awarded him as one of Lincoln's 40 under 40 business achievement awards; and he's also received the Key to the city of Lincoln by former Lincoln Mayor Colleen Seng. He has authored two books and co-authored two others that are changing the lives of thousands.



Doug Everhart

Doug Everhart serves as the Coordinator of Health and Wellness Education Programs at the University of California-Riverside. As a primary prevention strategist, Doug has created and advises a nationally acclaimed peer education program. He has been a volunteer for the BACCHUS Network for over 15 years and currently serves as the Coordinator of Student-Athlete Affiliate

Support. Doug also serves on the NCAA's CHAMPS/Life Skills Advisory Team, has been a facilitator for the NCAA Leadership Conference, and serves on the APPLE Conference Advisory Team.



Linda Hancock

Linda Hancock is Director of the Wellness Resource Center at Virginia Commonwealth University (VCU) and a Family Nurse Practitioner who has provided primary health care to college student at VCU for two decades. Linda's specialty is making science user-friendly and fun. Her high energy and lively sense of humor

have made her a popular national speaker on topics such as sexuality, sexually transmitted diseases, substance abuse prevention, social norms, and tobacco issues. In 2003 she became the first national recipient for the Henry W. DeJong Award for Vision and Leadership in Collegiate Tobacco Use Reduction. In 2007 she was selected for the VCU Nurse Alumnus Award for Outstanding Practice.



Craig Littlepage

Craig Littlepage is in his eighth year as the Athletic Director of the University of Virginia. He has set impressive goals and implemented positive changes based around UVa's Athletic slogan "uncompromised excellence." The first African-American athletics director in Atlantic Coast Conference history, Littlepage was named the Black Coaches Association's "Athletics Administrator

of the Year" in 2003 and 2006. He was also listed on Sports Illustrated's list of the 101 most influential minorities in sports in 2003 and 2004. In March of 2005, Littlepage was named one of Black Enterprise Magazine's "Most Powerful African-Americans in Sports."



Jamie Washington

Rev. Dr. Jamie Washington serves as the President and Founder of the Washington Consulting Group, a Multicultural Organizational Development Firm out of Baltimore, MD. Dr. Washington has served as an educator and administrator in higher education for over 25 years. He served as the Assistant Vice President for Student Affairs, an instructor in Sociology, American Studies and

Education, and an Assistant Professor of Women's Studies at UMBC. Rev. Dr. Washington sees himself as an instrument of change. He works everyday to help people find the best in themselves and others.



Andrea Wickerham

Andrea S. Wickerham is Vice President with The National Center for Drug Free Sport (Drug Free Sport). Ms. Wickerham oversees the administration of Drug Free Sport's amateur sport drug-testing clients. She assists colleges and universities across the country with drug education and drug testing policy development for intercollegiate athletic programs. As an athletics administrator,

she has managed NCAA rules education and compliance programs, drug and alcohol prevention programs, student-athlete assistance programs, and coordinated NCAA drug testing events.

CELEBRATING 19 YEARS OF APPLE IN 2010!



2009 Cal State Long Beach APPLE Team

“The 2009 APPLE Conference along with the follow up meeting has had an impact on me in such a way that has gotten me more involved with not only the administrators but the student-athletes on my campus as well.”

—Student-Athlete

“This was a very worthwhile experience and use of resources.”

—Administrator



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