

Keynote Speaker

H. WESLEY PERKINS received his Ph.D. in Sociology from Yale University. He is Professor of Sociology and Chair of the Department of Anthropology and Sociology at Hobart and William Smith Colleges in Geneva, New York. He is Project Director of the Alcohol Education Project at Hobart and William Smith, a research and education initiative that received a national award from the U.S. Department of Education as a Model Prevention Program in Higher Education in 1999 and again in 2005. Dr. Perkins is the editor of a recent book on *The Social Norms Approach to Preventing School and College Age Substance Abuse* and a pioneer in work uncovering how youth misperceive peer norms and developed the theory underlying the social norms approach to preventing risk behavior. Dr. Perkins also conducts research on problems of children of alcoholics, gender-related aspects of drug use, stress and drinking, school bullying, and evaluation studies of secondary school and university environments. **Topic:** "Social Norms and College Student Drinking: Current Issues and New Horizons for Research and the Prevention of Alcohol Misuse".

Workshops:

Morning:

B. MARSHALL (*Montclair State University*) earned a Doctorate of Education from Teachers College, Columbia University. Dr. Marshall also received an MS in Public Administration from New York University. She is the Project director of the Model Programs on College Campus grant at Montclair State University, awarded to MSU in 2006. She has developed and implemented the family outreach newsletter/web page OURSPACE and mentored the student researchers studying the multiple impacts of alcohol on college campuses. Dr. Marshall is the co-author of the curriculum Gang Resistance, Training and Education (G.R.E.A.T). **Topic:** "MSU Technology and Research Initiatives".

M. CASCARANO/ T. PURDY (*Montclair State University*) Ms. Cascarano is presently completing her Doctorate in Education from Teachers College, Columbia University in Health Education. She is the Program Director for Wellness Education and the developer of the Social Norms Project at MSU. Tanya Purdy, Wellness Education's program assistant, trains peer advocates and works on multiple aspects of the MSU Social Norms Project. **Topic:** "Social Norms Poster development and Peer Advocacy training".

MSU Student Researchers – Panel presentation and discussion on assorted student-initiated research topics.

Afternoon:

J. HADGE, (*College of New Jersey*) MEd, CPS, SAC coordinates The College of New Jersey's Alcohol and Drug Education Program (A.D.E.P.) and created the New Jersey Peer Institute, a conference now in its 5th year that provides peer educators/leaders training and a forum for collaboration. The Institute showcases programmatic successes. Recently Joe was awarded the prestigious Helen Shaw Staff Special Achievement Award for his commitment to excellence and outstanding achievement and contributions as a dedicated staff member at TCNJ. **Topic:** "E-Chug – application of an electronic prevention program"

D. W. CRAIG (*Hobart and William Smith Colleges*) earned his PhD in biochemistry from the University of California and B.A. from California State University. He is a project co-director of Hobart and Smith Colleges for Alcohol Education Project, education and research initiative, and directs a research group monitoring late night blood alcohol concentrations in a college population. His work has informed students and faculty about social norms and abuse problems related to alcohol and other drugs. He had co-authored an alcohol abuse case study for the Higher Education Center for Alcohol and Other Drug Prevention in 2002. His work with social norms creator and HWS Professor of Sociology Wesley Perkins has won awards from the U.S. Department of Education for having an effective alcohol prevention program. His work with student athletes was published in "The Peer Educator" and NCAA News **Topic:** "BAC and Clickers, evaluating student perceptions and behaviors".

Luis G. Manzo, Ph.D (*Polytechnic University*) earned his doctorate in counseling psychology at Loyola University in Chicago and holds a certificate of proficiency in the treatment of Alcohol and Other Psychoactive Substance Use Disorders from the APA College of Professional Psychology. Dr. Manzo is the Director of the Counseling Center at Polytechnic University in Brooklyn, New York and co-founder of BACZONE Ltd (www.baczone.biz). BACZONE, LTD is company based on harm reduction principles, which designs and manufactures personalized blood alcohol concentration cards designed to reduce high risk alcohol consumption. In 2003 he was awarded a Developing Leadership in Reducing Substance Abuse fellowship through the Robert Wood Johnson Foundation and mentored by Carlo DiClemente, Ph.D. Most recently in 2006 Luis was awarded a grant from New York State Office of Alcoholism and Substance Abuse Services to promote their "Underage Drinking: Not a minor problem" campaign.