

Workshop A: 11.45a-12.45p	Lunch: 1p-1.40p	Workshop B: 1.45-2.45p
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TAHOE		
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**From Talk to Action:
How to Tell the Story so People Do Something**
A working discussion of what alcohol-related harm is and why it matters. Participants will brainstorming, talk tools and craft their own personalized take away products: elevator speech, list of the issues important to you, ways to speak about the issues, and possible actions to be taken.

The Bottle and the Damage Done: How We Got Here and Where We Go Next
Award-winning journalist Stephanie Mencimer tells the story of how we became a nation that cannot bear to recognize the damage the alcohol does. William Kerr of the Alcohol Research Groups describes the current frontiers in measuring and describing alcohol harm.

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SIERRA		
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The future of RBS in California
Have ideas about what makes a great Reasonable Beverage Service training? ABC will lead a stakeholder meeting to find out the best practices that we think best protect our communities across the state.

CAPA 101
New to CAPA? Please join us for this new member orientation during lunch. You'll find out more specifics about where you can step in and get involved. We'll have prizes too!

Media Training: Better Together / Branding Together
In this fun, hands-on workshop, participants will be challenged to work in small groups to refine their understanding of what CAPA is and what CAPA does. Each group will craft a one-minute elevator pitch, and chose a spokesperson who will be videotaped delivering that message and we will then analyze their effectiveness.
Limited to 25

BIG SUR		
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Every CAPA Member Can Lobby; Here is How
Every non-profit organization and every employee has a right to lobby. We'll go over: taking positions on bills, planning meetings and factual testimony versus actual lobbying, grassroots versus direct lobbying; using Quickbooks to track expenses and time, using CAPA as your shield.



4 AM Bar Bill: The Fight is (Still) On!		
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We did it and killed the 4 am Bar Bill again in 2018 but Senator Wiener says he won't quit. In this session, we'll make our battle plans for next year at the state level and discuss local actions. Come be a part of setting our strategy!

REDWOOD		
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The Art of the Sacramento Deal: How CA State Legislation Works
The State legislation process can be complex and confusing. To make it worse, lobbying, deceptive procedures and practices are employed to pass bills at all cost. This workshop discusses the challenges CAPA members can face as they advocate for legislation.



Alcohol Impact Online Research Skillshare
Effective prevention requires good data on the alcohol environment. In this workshop, participants will go over the California Department of Alcoholic Beverage Control website, as well as share their favorite sources for statistics, trends, and best practices. Since alcohol prevention is a community effort, please bring your questions AND your answers.