AGENDA

STAPPA/ALAPCO/EPA
2004 “Communicating Air Quality” Conference and “Communities in Motion” Workshop

December 1-3, 2004
Sheraton Old Town Albuquerque
Albuquerque, New Mexico

Tuesday, November 30, 2004

4:00 p.m. – 6:00 p.m.  Registration and Exhibit Set-up  North Atrium

Wednesday, December 1, 2004

7:00 a.m. – 8:00 a.m.  Registration and Continental Breakfast  North Atrium

8:00 a.m. – 8:30 a.m.  Welcome and Introductions  Alvarado AB
Colleen Cripps (Nevada)
Susan Bullard (EPA OTAQ)

8:30 a.m. – 10:00 a.m.  Health Effects of Air Pollution  Alvarado AB
Moderator:
Susan Stone (EPA OAQPS)
• Pediatric Respiratory Health Response
  Gretchen Arnold (Texas A&M University)
• New Discoveries about the Health Hazards of
  Engine Emissions
  Dr. Joe Mauderly (Lovelace Respiratory Research Institute)
• EPA’s Health Advisories
  Susan Stone (EPA OAQPS)

10:00 a.m. – 10:30 a.m.  Break

10:30 a.m. – 12:30 p.m.  Successful Environmental Justice Programs  Alvarado AB
Moderator:
Sandra Ely (New Mexico)
• Environmental Justice in New Mexico
  Derrith Watchman-Moore (New Mexico)
• Maryland’s Environmental Justice Program
  Bob Maddox (Maryland)
• Environmental Justice Efforts by the Bay Area Air Quality Management District
  Darrell Waller (San Francisco, CA)
• Where to Begin? – Incorporating Environmental Justice into Air Quality Management Programs
  Alice Collingwood (Seattle, WA)

12:30 p.m. – 1:30 p.m.  Lunch  Alvarado D
1:30 p.m. – 3:30 p.m. **It’s Not Just About Ozone Anymore**  
Alvarado AB  
**Moderator:**  
Colleen Cripps (Nevada) and Cory Chadwick (Cincinnati, OH)  
**Particle Pollution (30)**  
- Outreach Education and Communication about PM$_{2.5}$ in Columbus and Dayton, Ohio  
  Laura Koprowski (Mid-Ohio RPC)  
- PM$_{10}$ Issues in Western States  
  Beth Gorman (Tucson, AZ)  
**Regional Haze (30)**  
- MANE-VU and Outreach on Regional Haze (30)  
  Katie Sheen Abbott (MARAMA) Sara Hayes (OTC)  
**Air Toxics (30)**  
- Louisville’s Strategic Toxic Air Reductions (STAR) Program  
  Scott Wegenast (Louisville, KY)  
- Air Toxics Risk Assessment – Miami-Dade County Studies  
  Dr. Carl Pfaffenberger (Miami, FL)  

3:30 p.m. – 3:45 p.m. Break  
North Atrium  

3:45 p.m. – 5:15 p.m. **FIRE!**  
Alvarado AB  
**Moderator:**  
Alice Collingwood (Seattle, WA)  
- North Carolina’s “Open Burning” Initiative  
  Tom Mather (North Carolina)  
- EPA’s Outreach Initiatives for Controlled Burns  
  Alison Davis (EPA OAQPS)  
- CAPCOA’s Smoke Management Web Site  
  Kerry Shearer (Sacramento, CA)  

5:30 p.m. – 6:30 p.m. Welcome Reception  
North Atrium

**Thursday, December 2, 2004**

7:00 a.m. – 8:00 a.m. Continental Breakfast  
Alvarado AB  

8:00 a.m. – 12:00 noon **Social Marketing from A to Z**  
Alvarado AB  
- The Anatomy of Social Marketing  
  Lucia Libretti (San Francisco, CA)  
- Examples of Incentives to Behavior Change  
  - It All Adds Up to Cleaner Air  
    Kathy Daniel (FHWA)  
  - Clean School Buses – New Hampshire’s Anti-Idling Program  
    Kathy Brockett (New Hampshire)  
- Small Group Discussion – Designing a Social Marketing Plan  
- EPA’s Best Workplaces for Commuters – Social Marketing in Action  
  Representatives from PRR

* There will be a 15-minute break during this session
12:00 noon – 1:30 p.m.  
Lunch  

1:30 p.m. – 2:30 p.m.  
**Raising Funds and Recruiting Sponsors**  
Moderator:  
*Donna Culbreath (North Carolina)*  
- Recruiting Sponsors  
  *Heidi Adams (Clean Air Partners)*  
- Raising Funds and Recruiting Sponsors  
  *Cheryl Bennett (Victorville, CA)*  

2:30 p.m. – 3:00 p.m.  
Break  

North Atrium  

3:00 p.m. – 5:00 p.m.  
**It's Tool Time**  
Moderator:  
*Becky Helgesen (Minnesota)*  
- Air Share  
  *Kerry Shearer (Sacramento, CA)*  
- EPA's National E-Alert System  
  *Debbie Stackhouse (EPA OAQPS)*  
- Developing Outreach Materials for Ozone, PM and Naturally Occurring Asbestos (NOA) in El Dorado, CA  
  *Jon Morgan (Placerville, CA)*  
- EPA's Radon Initiatives  
  *Bill Long (EPA OAQPS)*  
- “Air Bound” The Search for One Clean Breath  
  *Barbara Page (Ventura, CA)*  
- EPA's New State/Local Center  
  *Denise Kearns (EPA OTAQ)*  

5:30 p.m. – 6:30 p.m.  
**Optional Session: Play XRT: The eXtraordinary Road Trip Game**  

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**Friday, December 3, 2004**  

7:00 a.m. – 8:00 a.m.  
Continental Breakfast  

8:00 a.m. – 10:00 a.m.  
**You Heard It Here First! – Integrated Outreach Programs**  
Moderator:  
*Melissa Woolf (Nebraska)*  
- Lincoln on the Move: Communities in Motion  
  *Phil Rooney (Lincoln, NE)*  
- EMPACT: Environmental Monitoring for Public Access and Community Tracking  
  *LaMonte Augustus (Birmingham, AL)*  
  *Sam Bell (Birmingham, AL)*  
- It All Adds Up to Cleaner Air in New York City  
  *Charles Ukegbu (New York City DOT)*  
- XRT: The End of an eXtraordinary Road Trip Project  
  *Elisabeth Olsen (Wisconsin)*  
  *Reggie Korthals (Northwestern Indiana PRC)*  
  *Betsy Tracy (Illinois DOT)*  

10:00 a.m. – 10:30 a.m.  
Break (and check out)  

North Atrium  

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10:30 a.m. – 11:30 a.m.  Ask the Experts: All Your Questions Answered By Your Colleagues  Alvarado AB
Moderator:  
*Susan Bullard (EPA OTAQ)*

11:30 a.m.  Adjourn