

# CATALYST Summit 2008

## ANNOUNCING THE 2008 CATALYST SUMMIT

### WHAT IS CATALYST?

Catalyst is about action. We are fighting for the the health of our communities and fighting back against Big Tobacco – exposing its lies and manipulation through creative youth activism.

### WANT TO GET INVOLVED?

Now's the time. Catalyst is looking for new activists to shape who Catalyst is, and where we're going. We are looking for people who want to get involved in a movement of young people making decisions for themselves, and educating thier peers about an industry who's goal is to addict another generation of youth on a deadly product. We look for interactive ways to get our message out, from guerrilla art, to music, to online media.

### ARE YOU IN?

Fill out the Catalyst Summit Application and send it to Andy Berndt at [andy@bethecatalyst.org](mailto:andy@bethecatalyst.org) and Holly Aprea at [holly@bethecatalyst.org](mailto:holly@bethecatalyst.org). Or call us at 651-270-6589 if you have any questions.



# THE SESSIONS

These are the basic sessions every Catalyst member should be exposed to. For Catalyst members who have seen these presentations at our first summit, don't worry, there will be tons of new content in these presentations.



## TOBACCO UNDERGROUND:

Learn how the tobacco industry is targeting our generation through advertising and development of their product.



## GUERRILLA ART:

Learn how to use art, palm cards, street theater, and 'zines, to spread the message.



## Policy and Media Skills:

We have the ability to change laws and improve the health of our communities. Learn how you can use the media to spread the word.



## ALL THINGS DIGITAL:

From Facebook to MySpace to YouTube, learn more about how you can use online networking and other electronic media to build our movement.



## KILLER QUOTES:

See what the tobacco industry says behind closed doors about targeting youth and marketing their product.



## NATIVE USE OF TOBACCO:

See the difference between the traditional use of tobacco, and how commercialism has changed it.

## THE COST

The summit doesn't cost you a thing. We will pay for your stay, your food, and all the other activities surrounding the Catalyst summit. The only thing you have to do is find your own transportation and figure out how to get there.

## THE STAFF

Catalyst is run by young people who were involved in Target Market, Minnesota's ground-breaking youth movement against the tobacco industry. They stayed involved, took what they had learned from Target Market and started their own organization. Now they have a chance to get the next generation involved. If you had more specific questions or wanted to know more about strategies, or long term goals, check the website or get in touch with us!



NIC BURON



MATT NOVAK



DIANE TRAN



ANDY BERNDT



HOLLY APREA



BOBBY WILSON

# CATALYST SUMMIT 2008 APPLICATION

**DATE:** June 11th 3:00 p.m. - June 13th 3:00 p.m.

**LOCATION:** St. Paul Campus of the University of Minnesota

**AGES:** We are looking for current 8th-11th graders

**DEADLINE:** May 23rd, 2008. Spots will be filled first come, first served. So apply today!



Please fill out this form out and mail it in. Or an easier way would be to go to [www.bethecatalyst.org/summit](http://www.bethecatalyst.org/summit) and download this application as a word document and then just email it back to us at [andy@bethecatalyst.org](mailto:andy@bethecatalyst.org) and [holly@bethecatalyst.org](mailto:holly@bethecatalyst.org).

Name: \_\_\_\_\_

Describe why you're interested in being a part or staying apart of Catalyst?

Have you been involved in any tobacco prevention or public health work in the past? Have you done any other volunteer work or community service? If so, please tell us more about it.

What groups or activities are you involved in at school/after school (sports teams, art, drama, debate, jobs, etc.)?

Your one favorite piece of clothing and why:

Describe a project where you took a leadership role (this can be a school project, a team sport, a volunteer project, whatever you want to talk about) and provide specific examples of your leadership.

Fill in this space however you'd like:

Street Address: \_\_\_\_\_

City, State and Zip Code: \_\_\_\_\_

Home Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Date of birth: \_\_\_\_\_ Age: \_\_\_\_\_ Year in School: \_\_\_\_\_

School name: \_\_\_\_\_

Advisor (Either school related or not): \_\_\_\_\_

All your answers and personal information will be kept strictly private and not be shared with anyone outside Catalyst.

We will be reviewing each application carefully and will be choosing 100 applicants to come to the summit, sadly we can't choose everybody, but there are always other ways to get involved in Catalyst, and we'll keep you in the loop!

Please insert your answers directly into this document and submit your complete application materials to Andy Berndt and Holly Aprea at [andy@bethethecatalyst.org](mailto:andy@bethethecatalyst.org) and [holly@bethethecatalyst.org](mailto:holly@bethethecatalyst.org) or mail them to:

**CATALYST**

2942 Pleasant Ave S  
Minneapolis, MN, 55408

# CHAPERONE/PARENT INFORMATION

Catalyst summit participants will be closely chaperoned throughout the event by a combination of Catalyst staff, local program coordinators, and university security. The summit will be hosted at the University of Minnesota's St. Paul Campus, 1458 N Cleveland Avenue St. Paul, MN 55108. Regular university classes will NOT be in session. Our goal is to provide a five to one youth to adult chaperone ratio. Catalyst staff will serve as chaperones, and we will be contacting each student to identify the chaperone that will be in charge of them as students apply. We expect that many students will be applying from existing community organizations, and that program coordinators will be available to serve as chaperones.

## Wednesday June 11:

3:00-4:00 Arrive at summit location  
5:00-6:00 Dinner, Bailey Hall  
6:00-7:30 Beginning presentation  
7:30-11:00 Night Activity at the St. Paul Student Center

4:00-4:30 Closing Session  
4:30-5:30 - Break time  
5:30 - 7:00 Dinner  
7:00 - 11:30 Night Activity on U grounds

## Thursday June 12:

Day Two:  
8:30-9:30 Breakfast, Bailey Hall  
9:30-12:00 Programming (There will be concurrent sessions for adults during programming times)  
12:00-1:00 Lunch, Bailey Hall  
1:10-4:00 Programming

## Friday June 13:

8:30-9:30 Breakfast, Bailey Hall  
9:30-10:10 Morning Group Session  
10:10 - 12:30 Activism/Media event  
12:30/1:00 - 1:30 Lunch  
1:30 - 3:00 Closing session  
3:00 on: check out and departure

We plan to do our best to match youth with adult coordinators that they are already working with in their communities, or will have the opportunity to work with in their communities in the future. The Catalyst staff will work closely with youth participants, parents, and adult chaperones to determine these arrangements. Chaperones and staff will be with students during training and all scheduled programming. The students will be separated by sex and by floor, and University of Minnesota security will monitor overnight to secure the dorms on each floor as well as the front door through the next morning.

A registered nurse will also be on site throughout the summit, and Catalyst will be contacting each student and parent(s), once the student is confirmed to attend, to discuss any allergies, prescriptions or other medical needs. Catalyst will be providing additional information regarding these and other logistics once applicants are confirmed to attend the summit. **In the meantime, please do not hesitate to contact our staff with any specific questions, 651-270-6589.**

---

## CHAPERONE SIGN UP

We are looking for chaperones, if you would like to sign up, we will contact you shortly.

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State and Zip Code: \_\_\_\_\_

Best phone number to reach you at: \_\_\_\_\_

Email address: \_\_\_\_\_

What is your relation to the student you would be chaperoning \_\_\_\_\_

---