

*Welcome*



**NATIONAL  
PREVENTION  
SUMMIT**

*Hosted by*

**DRUG FREE AMERICA  
FOUNDATION AND  
HILLSBOROUGH  
COUNTY ANTI DRUG  
ALLIANCE**

*February 17th and 18th, 2025*





# Our Generous Supporters

*Thank you Sponsors & Exhibitors*





# Agenda

**Monday, February 17th**

## **Morning Sessions**

**7:00 - 8:30 Registration and Breakfast**

**8:30 - 8:45 Opening Remarks**  
Drug Free America Foundation, Inc (DFAF)

**8:45 - 9:45 Rethinking Drug Policy in 2025**  
Dr. Bertha Madras, PhD, Professor of Psychobiology, Department of Psychiatry Harvard Medical School

**9:45 - 10:45 Fentanyl & Fake Pills: What Every Family Needs to Know**  
Sean Fearn, DEA Chief of Community Outreach and Prevention Support

**10:45 - 11:00 Track Transition Break**

**11:00 - 12:00 3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**How Human-Centered Technology Can Empower the Recovery Process**  
Boomer Rose

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Decoding Drug Trafficking on Darknet Markets (DNMs): The Effects of the Fentanyl-ban**

Dr. Jana Arsovska, Associate Professor, Director, Master of Arts Program in International Crime and Justice, John Jay College of Criminal Justice (CUNY), New York

**Track 3: Impacts of Marijuana Use, Ballroom 3**

**It's Just Pot, What's the Big Deal**

Roneet Lev, MD FACEP

**12:00 - 1:30 Lunch and Vendor Table Networking**



## Monday, February 17th

### Afternoon Sessions

**1:30 - 2:30**

**3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**#LetsTalkAboutIt...**

Tara Ballinger, Founder/CEO of Recovery Resources

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Catalyzing Change: A Workshop on Fostering Accountability and Engagement in Prevention**

Dave Closson, MS

**Track 3: Impacts of Marijuana Use, Ballroom 3**

**The 'APOTcalypse': Identifying Cannabis-Impaired Drivers in a Changing Culture**

Jennifer Cifaldi, Illinois Traffic Safety Resource Prosecutor

**2:30 - 2:45**

**Track Transition Break**

**2:45 - 3:45**

**3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**Evidence-based Compassionate Care for Patients with Opioid and Other Substance Use Disorders Across Four Trimesters**

Hendrée E. Jones, PhD, LP; Professor, Department of Obstetrics and Gynecology; Senior Advisor, UNC Horizons School of Medicine, The University of North Carolina at Chapel Hill (UNC-CH); Joint appointment, Professor, Department of Psychology UNC-CH; Adjunct Professor, Department of Psychiatry and Behavioral Sciences at Johns Hopkins University; Chair, Women & Substance Use Disorders Special Interest Group; American Society of Addiction Medicine; Chair, Global Women's Treatment and Recovery Network

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Lambi Learns about Addiction: A Trauma-Informed Approach to Prevention**

Trish Luna

**Track 3: Impacts of Marijuana Use, Ballroom 3**

**Perception to Prevention: Educational Initiatives to Reduce Marijuana and Delta-8/THC Use Among Adolescents and Young Adults**

Moet Bailey, BA, Celia Miller, BA, BS, Isabel Oliveira UG

**3:45 - 4:00**

**Track Transition Break**

**4:00 - 5:00**

**Inclusive Recovery Cities: A Social Movement for Community Growth and Wellbeing**

Professor David Best, BA, MSc, PhD, Director, Centre for Addiction Recovery Research (CARR)

**5:00 - 6:00**

**Networking Reception**

**6:00 - 7:00**

**The Fentanyl Project: Film Screening and Panel Discussion**





# Agenda

**Tuesday, February 18th**

## **Morning Sessions**

**8:00 - 9:00 Registration and Breakfast**

**9:00 - 9:15 Welcome Back**  
Drug Free America Foundation, Inc. (DFAF)

**9:15 - 9:45 Transformational Leadership in Prevention**  
Carlton Hall, President and CEO, Carlton Hall Consulting LLC (CHC)

**9:45 - 10:45 21st Century THC**  
Ben Cort

**10:45 - 11:00 Track Transition Break**

**11:00 - 12:00 3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**Impact of Recovery Supports Services**

Joe Dmitrovic, Director of Outreach at Floridians for Recovery; William Atkinson IV, Recovery Epicenter Programs; Justin McPadden, President and CEO of The Hope Shot; Michael Gliva, BS, RCP, Executive Director of Hillsborough Recovery Coalition (HRC); Moderator: Ashley Neal

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Better Without It: A New Prevention Campaign for Gen Z**

Greg Trujillo, Partner, Lead Strategist, CTS Agency; Carolyn Capern, Partner, Digital Storyteller, CTS Agency; Stanley Brizz, MS, Executive Director Addictions and Substance Misuse Counselor Brevard Prevention Coalition; Maria Bledsoe, Chief Executive Officer, Central Florida Cares Health System (CFCHS)

**Track 3: Impacts of Marijuana Use, Ballroom 3**

**Delta 8, CBD and Other Over-the-Counter THC Products**

Jaime Zerbe, Chief of Staff, Smart Approaches to Marijuana (SAM, Inc.)

**12:00 - 1:30 Lunch and Vendor Table Networking**



**Tuesday, February 18th**

## **Afternoon Sessions**

**1:30 - 2:30**

**3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**The Impact and Power of Partnerships: A Case Study of Behavioral Health Units & Recovery-Oriented Services**

Jennifer Webb, MA, CEO of Live Tampa Bay; T. Freeman Gerhardt II, PhD, University of South Florida; William Atkinson IV, Recovery Epicenter Programs

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Rapidly Changing Patterns & Complexity of the US Overdose Epidemic**

Thom Browne, CEO Colombo Plan

**Track 3: Recovery, Ballroom 3**

**Overcome: The Matthew Bocchi Story**

Matthew Bocchi, Motivational Speaker & Author

**2:30 - 2:45**

**Track Transition Break**

**2:45 - 3:45**

**3 Breakout Sessions:**

**Track 1: Recovery, Ballroom 1**

**Expanding the Recovery Workforce: International Perspectives to Inform U.S. Efforts**

Nancy W. Dudley, MS, President, Resilient Soul Services, Inc.

**Track 2: Drug Demand Reduction: Diverse Perspectives, Ballroom 2**

**Drug Endangered Children: Often the Forgotten Ones**

Eric Nation, Executive Director, National Alliance for Drug Endangered Children

**Track 3: Impacts of Marijuana Use, Ballroom 3**

**Empowering Campus Communities: Effective Strategies for Substance Use Prevention & Recovery at The University of Tampa**

Kiara Pittman, LMHC

**3:45 - 4:00**

**Track Transition Break**

**4:00 - 5:00**

**Population-Specific Risks of THC: Youth, Mental Health, & Pregnancy**

Aaron Weiner, PhD, ABPP, Clinical Psychologist, Addiction Specialist

# Meet Our Speakers

## Day 1

### *Opening Keynotes:*



#### **Bertha K. Madras**

Bertha Madras is a Professor of Psychobiology (Harvard Medical School) and directs the Laboratory of Addiction Neurobiology at McLean Hospital. Her laboratory has focused on translational research, neurobiology of therapeutic and addictive substances, brain imaging, and medications development. Her laboratory discovered a class of compounds that are the most sensitive diagnostic imaging agents to detect Parkinson's disease in living brains of patients. Using PET imaging, her research clarified drug mechanisms, abuse liability, and relationship between genotype and protein expression in living brain. Her current research focuses on the behavioral and molecular consequences of drugs introduced to adolescent primates, and whether these responses differ in adults. She is recipient of 19 U.S. and 27 international patents with collaborators. As an educator, Dr. Madras developed the first addictions course for HMS students and created the "Cell Biology of Addiction" Course at Cold Spring Harbor Laboratory. She directed the creation of a Museum exhibit, CD ("Changing your mind: Drugs in the Brain", licensed by Disney), and play with the Museum of Science, Boston. In public policy, Dr. Madras served as Deputy Director for Demand Reduction in the White House Office of National Drug Control Policy, a Presidential appointment confirmed unanimously by the U.S. Senate. In 2016, she served as a panelist at the Vatican Pontifical Academy of Sciences, "Narcotics: Problems and Solutions of this Global Issue" and in 2017, was appointed by President Trump to a 6-member Commission on Combating Drug Addiction and the Opioid Crisis. She is the recipient of an NIH MERIT award, NIDA Public Service Award, American Academy of Addiction Psychiatry Founders' Award, and others. The Better World Report (2006) cited her brain imaging invention as "one of 25 technology transfer (university to industry) innovations that changed the world."



#### **Sean Fearn**

Sean Fearn serves as the Chief of Community Outreach and Prevention Support for DEA since 2015. In this capacity Sean is responsible for guiding a diverse and creative staff to develop and implement strategic national drug education efforts and partnerships with other organizations at the federal, state, and local levels. These partnerships and initiatives help educate the public on the current drug threats facing the country, support the DEA field offices, implement DEA's Operation Engage, communicate key Administration drug prevention messages, and help reduce the demand for illegal drugs. Sean joined DEA in 1998 and previously served as the first Director of the DEA Museum from 2000 to 2015.



# Meet Our Speakers

## Day 1

### *Recovery Track:*



#### **Boomer Rose**

Boomer Rose is a grateful recovering addict and UX/UI expert whose lived experience informs his innovative approach to service design. Having faced incarceration, institutions, and a near-fatal overdose, Boomer deeply understands the challenges of re-entry and early recovery. He leverages his journey through addiction, trauma, and the criminal justice system to address the needs of those seeking support.

Boomer serves as an advisor to the International Youth Conference (United Nations) and is the former host of the IYC Podcast. He has presented at the Drug-Free America Drug Prevention Summit, University of South Florida, Shenandoah University, Long Beach City College, and various non-profits. Boomer has collaborated with local, national, and global agencies to develop innovative technologies, including leading Humanistic Technologies Inc. (HTI) to win the MIT Grand Hack Hackathon for the Progressive Risk Matrix, a risk assessment tool for social workers. In 2023, he received the Presidential Service Award Gold Medal, the Presidential Volunteer Service Lifetime Achievement Award from President Biden, and the Power of Dreams Humanitarian Award from the United Nations. Boomer is the Managing Partner of HTI and Founder and C.O.O. of G.L.U.E. Foundation. He holds a BA in Sociology and Theater and an AA in Social Work.



#### **Tara Ballinger**

I've always wanted to fit in, be accepted, and just be a part of something—Even if it was something completely dysfunctional, or even detrimental to my life. I was in 3 foster homes, emancipated at 14, then began my path to self-destruction. I'm a person whose been using drugs since 9 years old. I've experienced sexual, mental, and physical abuse. I was a Heroin user for 3 years. Prior to the hard street level drugs, it was Marlboro Lights, A weed joint, and a beer. I overdosed with my kids in the car January 26, 2018. I'm 6 years clean today.



#### **Hendrée E. Jones**

Dr. Hendrée Jones, Ph.D., is a licensed psychologist and Professor in the Department of Obstetrics and Gynecology in the School of Medicine at The University of North Carolina at Chapel Hill (UNC-CH), Chapel Hill, North Carolina. She was the Division Director of UNC Horizons for a decade and in May of 2023 stepped into a Senior Advisor role for Horizons in order to take on several new national policy and international policy projects. Dr. Jones has received continuous National Institutes of Health funding since 1994 and is a top world expert in neonatal abstinence syndrome and opioid-related disorders. She has written more than 250 peer-reviewed publications and 17 courses for adult learners on topics of substance use disorder treatment (WISE, CHILD, PEERS, ALLIES, etc). She has also co-authored multiple books, book chapters, and national and international guidelines on the topic of caring for women as well as children with substance use problems, including those published by SAMHSA, the United Nations, and the World Health Organization.

# Meet Our Speakers

## Day 1

### *Drug Demand Reduction Track:*



#### **Jana Arsovska**

Dr. Arsovska is an Associate Professor of Sociology at John Jay College of Criminal Justice and the Program of Doctoral Study in Criminal Justice at The Graduate Center, City University of New York. She is also a research associate and subject matter expert (e.g., transnational crime, cyber organized crime) for the Center for Cybercrime Studies. Dr. Arsovska is the current director of the Master of Arts Degree Program in International Crime & Justice and the Advanced Certificate in Transnational Organized Crime at John Jay College. Dr. Arsovska holds PhD degree in International Criminology from Leuven University in Belgium where she studied Albanian organized crime. Dr. Arsovska is the co-PI of a National Institute of Justice grant that focuses on detecting fentanyl on darknet drug markets. Over the years, she has acted as a consultant and subject matter expert for several organizations, including the World Bank, UNODC, and DCAF, and has conducted trainings for law enforcement officials around the world. She has served as a lead instructor and co-course developer on transnational and cyber organized crime for training courses funded by various agencies, such as the Bureau for Justice Assistance (BJA), the Organization of American States (OAS), etc. Prior to her current post, she underwent training at INTERPOL in France. She is fluent in several languages.



#### **Dave Closson**

Dave Closson, the owner of DJC Solutions, LLC, a consulting company dedicated to serving substance misuse prevention professionals, law enforcement officers, and military veterans across the United States. With a focus on sustainable habits, aligned experiences, and next-level excellence, Dave helps others achieve their full potential.

As the author of “Motivational Interviewing for Campus Police” and one of the few Veterans of Foreign Wars (VFW) #StillServing Heroes nationwide, Dave is a nationally recognized expert in his field. He was the very first Director of the Mid-America Prevention Technology Transfer Center, where he served as a prevention catalyst, empowering individuals and fostering partnerships to promote safe, healthy, and drug-free communities.

Dave's unique experience in substance misuse prevention comes from serving as a university police officer at Eastern Illinois University and being deployed as part of Operation Iraqi Freedom. During his year in Iraq with his infantry battalion and recon team, Dave earned the Combat Infantryman's Badge and was awarded two Army Commendation Medals (one for valor and one for meritorious service).

With a Master's in Technology, Training and Development, and a Bachelor's in Environmental Biology, Dave is a lifelong learner who is committed to pushing his own limits and helping others do the same. Through training, coaching, and consulting, Dave is making a difference in the lives of those he serves and helping them achieve lasting transformation.

# Meet Our Speakers

## Day 1



### **Trish Luna**

Trish Luna, a Nashville-based speaker, trainer, and author of "Lambi Learns about Addiction: A Book about Prevention," holds a master's degree in philosophy and ethics from Vanderbilt University. With over three decades of experience, her journey as a writer began during her children's early years, a time marked by their father's battle with substance use disorder (SUD), which tragically claimed his life. Through the compassionate lens of "Lambi," Trish offers evidence-based, trauma-informed, age-appropriate coping and prevention skills, empowering young children to understand and manage their emotions effectively while preparing them for future decision-making. Trish is dedicated to advocating for millions of children and families like her own to ensure they are seen and supported, not shamed, and stigmatized.

## *Impacts of Marijuana Use Track:*



### **Roneet Lev**

Roneet Lev, M.D. is a nationally acclaimed medical expert and speaker. She is dually board certified in emergency and addiction medicine, bringing over 30 years of experience treating frontline cases of addiction. She was the first Chief Medical Officer of the White House Office of National Drug Control Policy, 2018-2020, after being chief of the emergency department at Scripps Mercy Hospital in San Diego. Lev hosts High Truths on Drugs and Addiction, a podcast and a movement in bringing relentless advocacy to unify addiction medicine with mental health and physical health. Dr. Lev fights for her patients, the American public, and communities. She brings out-of-the-box solutions to the prevention and treatment efforts on addiction. In her role as Chief Medical Officer for the Center of Community Research, she chairs the San Diego Community Response to Drug Overdose (CReDO) Task Force bringing together the 3 Ps: Public health, Public safety and Prevention leaders. In 2012, she established and chaired the San Diego Prescription Drug Abuse Medical Task Force, the first of its kind in California. Lev's medical publications known as the "Death Diaries" studied the details of prescription patterns of people who died from accidental medication overdoses. Dr. Lev is the current executive director of Independent Emergency Physicians Consortium, IEPC, served as President of the California Chapter of the American College of Emergency Physicians in 2000, and is founder and Vice President of IASIC, the International Academy on the Science and Impact of Cannabis. Lev is an energetic leader with a passion to assist communities in preventing and treating addiction. Lev hosts the podcast, High Truths on Drugs and Addiction.



### **Jennifer Cifaldi**

Jennifer Cifaldi currently serves as the Senior Illinois Traffic Safety Resource Prosecutor and is employed by the Univ. of Illinois, Springfield through a traffic safety grant. She is a nationally recognized expert and speaker on impaired driving. She presents at various national conferences. She also serves on the Speaker's Bureau for the Marijuana Impact Group and has trained thousands of officers, prosecutors, probation officers, victim advocates, and judges both in her state of Illinois and



# Meet Our Speakers

## Day 1

### **Jennifer Cifaldi (continued)**

nationwide. Her article on the odor of cannabis as probable cause to search a vehicle was published in the ABA's "Highway to Justice" Winter 2023 edition newsletter. Additionally, Jennifer has contributed to numerous other publications including training monographs for the National Traffic Law Center as well as an electronic search warrant guide published by the National Highway Traffic Safety Administration.

From 1996–2016, Jennifer served as an Assistant State's Attorney in Illinois prosecuting tens of thousands of impaired driving cases. She developed a DUI No-Refusal search warrant model that has now been adopted as the standard in Illinois. Jennifer contributed to NHTSA's Law Enforcement Phlebotomy Toolkit, a guide for states to develop their own program. She implemented the first ever Illinois Law Enforcement Phlebotomy Program in her state in 2017, teaching officers how to perform their own blood draws. She has been the recipient of numerous traffic safety awards for her efforts to combat impaired driving including the award for National Traffic Prosecutor of the Year award in 2016 from the National Association of Prosecutor Coordinators.



### **Moet Bailey**

Moet Bailey (she/her) - Moet Bailey is a second-year student in the Master of Public Health (MPH) program with a concentration in Behavioral Health at the University of South Florida (USF). She is a Cohort 11 Scholar at the Institute of Translational Research Education in the Adolescent Substance Use certificate program. She received her Bachelor of Arts degree in 2021 from USF in Psychology with a minor in Public Health and a concentration in Advanced Research Experience. Moet is currently working as a Graduate Research Assistant at the Office of Research and Practice in the College of Public Health at USF. After completing her MPH this May, her career goals are to pursue a Clinical Psychology PhD to research co-occurring mental and physical health disorders.



### **Celia Miller**

Celia Miller (she/her) is a second-year at the University of South Florida (USF) College of Public Health Master of Public Health Degree Program in the Behavioral Health Concentration. She graduated in 2022 from the University of Florida with her BA in Criminology and BS in Psychology, with an emphasis on Behavior Analysis. She is a Cohort 11 Scholar in the Institute of Translational Research Education in Adolescent Substance Use. Currently, Celia works as a Peer Navigator at the Ybor Youth Clinic, conducting substance use and HIV research. She also works with USF through Florida Covering Kids and Families as a Licensed Navigator helping individuals gain access to health insurance. Upon completion of her graduate degree in May, Celia hopes to work for a public health program in the field of harm reduction and substance use prevention.



### **Isabel Oliveira**

Isabel Oliveira is a third year undergraduate student pursuing her bachelor's degree in Psychology and Behavioral Healthcare at the University of South Florida (USF). She is a 2024 Scholar in the Summer Research Institute at the Louis de La Parte Florida

# Meet Our Speakers

## Day 1

### **Isabel Oliveira (continued)**

Mental Health Institute. She is currently working as a Project Coordinator for the Clinical Course of AUD study in the Addiction Research and Treatment Laboratory at USF. In the upcoming year, Isabel will apply to Clinical Psychology PhD programs to pursue research on eating disorders and interoception.

### *Closing Keynote:*



### **David Best**

Dr. Best is Professor of Addiction Recovery at Leeds Trinity University, Honorary Professor of Regulation and Global Governance at The Australian National University and Adjunct Associate Professor of Addiction Science at Monash University (Melbourne). He is also chair of the Prisons Research Network of the British Society of Criminology, an Affiliate Senior Scientist at the Public Health Institute in California, President of the Recovery Outcomes Institute in Florida, and a founding member of the College of Lived Experience Recovery Organisations in the UK.

Trained as a psychologist and criminologist, he has worked in practice, research and policy in the areas of addiction recovery and rehabilitation of offenders. He has authored or co-edited seven books on addiction recovery and desistance from offending, and has written more than 230 peer-reviewed journal publications and around 70 book chapters and technical reports. He is one of the leading academics in the area of addiction recovery and a key innovator in developing recovery capital measurement tools and methods.



**NATIONAL  
PREVENTION  
SUMMIT**

## **Special Screening**



**Followed by a Panel Discussion**  
**Monday, February 17, 2025**  
**6:00 - 7:00 PM**

*Featuring*

**Moderator:**

**Dan Zsido, DFAF Board Member**

**Panelists:**

**KT Curran, Executive Director, Wingspan Productions**

**Nannette Cobb, Nicolette's Mother - Forever 24**

**Sean Fearn, DEA Community Outreach and Support**



# Meet Our Speakers

## Day 2

### *Opening Keynotes:*



#### **Carlton Hall**

Carlton Hall is the President and CEO of Carlton Hall Consulting LLC (CHC), a multi-faceted, full-service consulting firm designed to provide customized solutions and enable measurable change for communities, organizations, families and individuals. Carlton Hall has been providing intensive substance abuse prevention focused and community problem solving services to the nation for the last 25 years. His responsibilities, unique set of skills and experience have made him one of the most highly sought after instructors and guides for community problem solving across the nation and internationally, with successful achievements in South Africa, Ghana, Bermuda, Kenya and others. CHC is honored to be invited to contribute to annual convenings of The Commission on Narcotic Drugs (CND), the governing body of the United Nations Office on Drugs and Crime (UNODC). CHC has co-organized, delivered and participated in side-meetings and special events.

Carlton spent twelve years with the Community Anti-Drug Coalitions of America (CADCA) serving in several leadership positions and including most recently, Acting Vice President, Training Operations, and Acting Director for CADCA's National Coalition Institute.

Currently, Carlton and the CHC team provide executive training and technical assistance support to the Southeast PTTC (Region 4).

Additionally, Carlton sits on several boards of directors, including, the National Alliance for Drug Endangered Children (NA-DEC) and Movendi International.

Learn more about Carlton at <http://carltonhallconsulting.com/about.html>



#### **Ben Cort**

Ben's passion for recovery, prevention and harm reduction comes from his own struggle with substance abuse. Sober since 6/15/96, Ben has been a part of the recovery movement in almost every way imaginable; from a recipient to a provider to a spokesperson.

Ben joined the field professionally in 2007 working inside of nonprofits, treatment programs, hospitals, athletics and organized labor.

Throughout this time Ben has remained active in the discussion around marijuana, assisting several states efforts to hold back Big Marijuana and always advocating for recovery. These efforts keep him close to the national discussion and make him a frequent guest in the media. Ben has earned a reputation as being pro-logic and recovery oriented rather than anti anything.

Cort is considered a subject matter expert on ethical treatment practices, having written widely adopted curriculum on the subject and frequently discusses the topic on national platforms and media. He is also utilized by professional sports leagues,

# Meet Our Speakers

## Day 2

### **Ben Cort (continued)**

clubs and collegiate athletic programs to determine appropriate treatment for their athletes, coaches and their families as well as develop recovery-oriented policies.

Ben is a board member for NALGAP (National Association of Lesbian, Gay Bisexual, Transgender treatment providers and their allies), a Board member at SAM (Smart Approaches to Marijuana), SAFE, Johnnys Ambassadors, IASIC and faculty at numerous institutes. He is a published author (Weed Inc, 2017, Weed Inked, 2024). His TED talk "Surprising Truths about Legalizing Cannabis" has been viewed over 4 million times.

Ben is the Managing Partner and President of NRT Behavioral Health and the CEO of Union EAP. He is also a proud member of Sheet Metal Workers Local 9 in Denver.

### *Recovery Track:*



#### **Joe Dmitrovic**

Joe has over 35 years of long-term recovery and served as former Outreach Specialist at Recovery Connections of Central Florida, and Resource Development Specialist for the Central Florida RASE Project. After his 37-year tenure working in private industry, Joe moved into the field of helping others. His passion for recovery led him to serve as an original Board Member of the RASE Project in Pennsylvania as a volunteer. Later he moved into a role as a Recovery Coach with the Dauphin County Drug Court. Joe's professional background includes sales and marketing for private industry and as a regional marketing and community liaison for an inpatient alcohol and drug treatment program in southeastern Pennsylvania. Joe was instrumental in forming relationships and assisting in the development of the first Recovery Community Organization in Osceola and Brevard counties. Joe's goal is to advocate to reduce stigma, promote multiple pathways to recovery and provide recovery support services to any individual seeking a better way of life. Joe is a leader and innovator in advancing Florida's Recovery Ecosystem.



#### **William Atkinson**

William Atkinson is a person in long term recovery who is a co-founder and the Executive Director of the Recovery Epicenter Foundation (REF), a Pinellas and Pasco based Recovery Community Organization (RCO). Under his leadership, REF has actively participated in saturating narcan throughout the Tampa Bay Region through multiple programs, most notably the Gideon Narcan Policy (narcan in hotel rooms), Save a Tourist Campaign (Spring Break narcan on the beaches), and the Lazarus Project (Using Churches as residential distribution centers of Narcan) through a CFBHN outreach subcontract. Equally important is the RCO's work providing connections for the regions homeless population. Establishing trust and providing resources under the Greater than 5% Campaign so that those most affected by the opioid epidemic have a lifeline.

# Meet Our Speakers

## Day 2

### **William Atkinson (continued)**

In 2023 a long term goal of establishing a peer respite center became a reality through a generous grant from Baycare which has served almost 1,000 people since opening. The Peer Respite Center, aptly named the Catchers Mitt, provides emergency temporary shelter to persons with a substance use disorder who would otherwise end up homeless, in a hotel isolated, or an emergency room.



### **Justin McPadden**

Justin McPadden is the CEO of The Hope Shot. As someone in long-term recovery, Justin is dedicated to supporting individuals struggling with Substance Use Disorder. Raised in a household where substance use was common, he experienced addiction firsthand for 23 years. Now, he is a married father of five, a CCAR Certified Recovery Coach, a contractor with the state of Florida, and a business owner in Pasco County. His mission is to aid those in the community where he once struggled. Through The Hope Shot, Justin aims to help individuals reintegrate into society, achieve recovery, and secure employment. He believes that, "We are only as strong as the community we serve."



### **Michael Gliva**

Michael Gliva, BS, RCP serves as the Executive Director of Hillsborough Recovery Coalition (HRC). Michael graduated from Saint Joseph's University in Philadelphia, PA with a Bachelor's of Science in Finance. As a person in long-term recovery, Michael discovered a passion for helping others who struggle with substance use. He has varied experience in substance use treatment including case management and operations. He also worked as the Supervisor of Operations for a healthcare specific treatment facility in Tampa, as well as Director of Operations for a large-scale mental health and substance use treatment center with locations throughout the state of Florida. While working in private treatment, Michael saw first-hand the barriers that members of his community faced in accessing recovery resources, as well as a crucial need for ongoing support following acute care. In his own recovery journey, Michael explored multiple pathways of recovery and found that the support of his peers is vital to sustain his ongoing recovery. This led him to directing Hillsborough County's first recovery community organization, dedicated to providing peer recovery support services to all those in Hillsborough affected by substance use. As a peer organization, expanding the workforce has become an essential initiative to not only further the work being done by HRC, but to open the door of recovery to all in every recovery-based organization.



### **Ashley Neal**

Ashley Neal is an advocate for behavioral health related issues, a Florida native and a person in long term recovery. With a bachelor's degree in communications and two decades of experience in the non-profit and private sector, she has a keen awareness of the community and a strong set of personal & professional ethics. Ashley has lived and worked in the Greater Tampa Bay Area her entire life and is committed to breaking down stigmas, empowering others to embrace recovery, advocating for effective public policy and engaging in meaningful community involvement.

# Meet Our Speakers

## Day 2

### **Ashley Neal (continued)**

Ashley is a member of the Kiwanis Club of Lakeland, a volunteer with Guardian Ad Litem and is active in the local recovery community. Additionally, she is a member of the Board of Directors for both the Hillsborough Recovery Coalition (HRC) and the Hillsborough County Anti-Drug Alliance (HCADA).

Ashley lives in Lakeland, Florida with her husband Rob, daughter Caycie, 2 Boxers, Laurel & Nash and Cat, Jolene. In her spare time, Ashley co-hosts the Broken Minded Podcast w/ her long-time friend, Ally and also enjoys cooking, gardening, photography, podcasts and Crossfit.



### **Jennifer Webb**

Jennifer Webb, MA, is the CEO of Live Tampa Bay. Prior to Jennifer tenure at Live Tampa Bay, she was a State Representative representing southwest Pinellas County. As a legislator, she earned NAMI's legislator of the year for her work in the behavioral health silo. An applied anthropologist by training, Ms. Webb headed the neuro-anthropology lab, coauthored quantitative studies on addiction in teens in Bogota, Colombia, and acted as Director of Community Partners for USF's Office of Community Engagement and Partnerships, where she took the campus to the Most Engaged Campus in Florida and worked with faculty and deans to increase positive outcomes for the communities surrounding the campus. In 2013 Jennifer lost her youngest sibling to the opioid epidemic. Jennifer lives with her wife, Cynthia, in Gulfport, and, as a person in long term recovery, is in the process of becoming a certified recovery peer support specialist.



### **T. Freeman Gerhardt II**

Dr. Gerhardt is a Visiting Research Scholar in the Department of Mental Health Law and Policy at the University of South Florida. Dr. Gerhardt has expertise in systems planning, implementation science, criminal justice deflect/diversion, and behavioral health service delivery. His current research activities encompass the development of empirically supported cross-system strategic planning and coordination techniques to reduce system fragmentation and criminal justice involvement for individuals with co-occurring behavioral health issues.



### **Nancy Dudley**

Nancy Dudley is recognized internationally for her work in promoting treatment and recovery from substance use disorders. A Washington DC-based consultant for the Colombo Plan, she has worked on a wide range of drug supply and drug demand reduction projects, including supporting the development of the Universal Recovery Curriculum, a U.S. State Department-funded global training program which has been disseminated throughout Asia, Africa, and Latin America. Ms. Dudley currently serves on the executive committees of both the Global Recovery Network and Global Women's Network for Providers of Substance Use Disorder Treatment and Recovery, and is engaged in a five-year evaluation of recovery pillar interventions in the cities of Pereira and Dosquebradas, Colombia.

Ms. Dudley began her thirty-five-year career in 1989 as Special Assistant for Treatment and Health at the White House Office of National Drug Control Policy,



# Meet Our Speakers

## Day 2

### **Nancy W. Dudley (continued)**

where she also served as acting director for the Bureau of State and Local Affairs supervising a staff of regional coordinators responsible for overseeing the development and implementation of anti-drug policy for all U.S. States and territories.

Ms. Dudley earned her Bachelor of Arts in Sociology-Anthropology, Cum laude, from Dickinson College in 1976, and her Master of Science from the School of Journalism at Columbia University in 1979. Ms. Dudley became the nation's first recipient of the America Honors Recovery award in 2004.

### *Drug Demand Reduction Track:*



### **Greg Trujillo**

Greg Trujillo is a partner and lead strategist at CTS Agency. In his role, Greg oversees the strategic success of each project for the agency's clients across the US.

For more than a decade, Greg has directed strategies for cause-based marketing campaigns that have positively impacted a range of important community issues. Highlights include the Rethink Homelessness campaign for the Central Florida Commission on Homelessness; the "Together" campaign for Orlando United Assistance Center and Heart of Florida United Way; and the "Better Without It" campaign for Central Florida Cares and the State of Kentucky Office of the Attorney General.

In past roles, Greg has overseen teams that implemented text message, billboard, and print marketing projects; as well as interactive digital projects for clients like BJC Hospitals, Cirrus Aircraft, and the USS Intrepid museum in New York City. He has also taught marketing courses at the Edyth Bush Institute for Philanthropy and Nonprofit Leadership at Rollins College.

Greg is an engaged community leader and graduate of the Leadership Orlando program. His professional pursuits also extend beyond the agency to his other creative work on music production and television writing.



### **Carolyn Capern**

In her role as partner and Digital Storyteller at CTS Agency, Carolyn Capern wears many hats. She leads the content team in projects that develop creative messaging for a mission.

For more than a decade, Carolyn has overseen messaging for cause-based marketing campaigns that have positively impacted a range of important community issues. Highlights include the Rethink Homelessness campaign for the Central Florida Commission on Homelessness; the "Together" campaign for Orlando United Assistance Center and Heart of Florida United Way; and the "Better Without It" campaign for Central Florida Cares and the State of Kentucky Office of the Attorney General.

# Meet Our Speakers

## Day 2

### **Carolyn Capern (continued)**

Carolyn is a writer who has authored reports, editorials, and articles for entities such as the Central Florida Commission on Homelessness, the Ninth Judicial Circuit Court of Florida, the Orlando Business Journal, the International Association of Business Communicators, and more. She has also taught marketing courses at the Edyth Bush Institute for Philanthropy and Nonprofit Leadership at Rollins College.

Carolyn is an active community leader and graduate of Leadership Orlando, who was recognized in 2019 as a "Woman to Watch" by the Orlando Business Journal. Outside of her agency work, she is writing a mystery novel and a television show and serves as Secretary on the board of directors for Central Care Mission.



### **Stanley Brizz**

Stanley Brizz is Executive Director of Brevard Prevention Coalition in Florida and Chairperson of Brevard County's Opioid Misuse Task Force. In addition, he is an addictions and substance misuse counselor for a regional medication assisted treatment (MAT) provider. He has a master's degree in psychology specializing in Industrial-Organizational Psychology and he has a graduate certificate in Addictions and Substance Abuse Counseling from University of South Florida (USF). Mr. Brizz has managed several substance misuse prevention initiatives for Brevard County and neighboring counties' coalitions in Florida. These initiatives included large-scale media campaigns sponsored by Central Florida Cares Health System, Inc. and the State of Florida, Department of Children and Families. He has overseen and helped operate school-based substance misuse prevention programs, a mentoring program for children of incarcerated parents, a therapeutic supervised visitation program, a rapid rehousing case management program for individuals with substance use history and prevention initiatives funded through the Centers for Disease Control and Prevention's (CDC) Drug-Free Communities Grant support program, the Substance Abuse and Health Administration (SAMHSA), local school districts, and municipalities. Mr. Brizz is a frequent presenter and exhibitor at the national annual Rx & Illicit Drug Summit and similar events. He has also presented at the CADCA Mid-Year Training Institute for substance misuse prevention. Locally, he has participated on the Together In Partnership (T.I.P.) steering committee of the Brevard County Board of Commissioners in Florida, serves on the Continuum of Care (CoC) advisory council for Brevard Homeless Coalition and is Vice Board Chair of Florida High School for Accelerated Learning - Brevard, Inc. (Riverside Charter High School), a dropout prevention and credit recovery school.



### **Maria Bledsoe**

Maria Bledsoe serves as the Chief Executive Officer for CFCHS and brings over 20 years of experience in executive level management experience leading public and private organizations. She has over 30 years of experience in the criminal justice and social services system with extensive knowledge in contract and grant management, grant procurement, ongoing quality assurance, and government relations. Ms. Bledsoe has worked with various government and non-profit agencies and has great collaboration with senior leadership, Provider Service Network, the community, and government agencies. She has overseen critical developments such as organizational and program startup, project management, strategic and community capacity

# Meet Our Speakers

## Day 2

### **Maria Bledsoe (continued)**

building group facilitation, served as lead evaluator, and mentored grassroots and neighborhood coalitions and agencies. Ms. Bledsoe holds a Master of Science degree in Criminal Justice from the University of Central Florida.



### **Thom Browne**

Thom Browne Jr, MA Criminal Justice, is the President and Chief Executive Officer of the global criminal justice and demand reduction consulting firm Rubicon Global Enterprises and CEO of the international organization Colombo Plan.

He is an internationally-recognized expert in the demand reduction and criminal justice fields, having created substance use treatment systems and prevention programs in over 70 countries and international law enforcement academies on 5 continents during his twenty-five-year career at the U.S. Department of State/INL. Earlier in his Federal career, Browne served at the Drug Enforcement Administration where he developed strategies, designed programs, and authored research/intelligence reports addressing the original fentanyl /synthetic heroin and crack cocaine epidemics in the 1980s. He co-founded the DEA clan lab training program and finished his DEA service as Chief of the Latin American Intelligence section where he authored the Administration's western hemisphere cocaine suppression strategy. Frequent lecturer/trainer at FBI National Academy.

At INL, Browne also supported the formation of the International Society of Substance Use Professionals (ISSUP) and the International Society of Addiction Medicine (ISAM). In 2014, Browne was a finalist for the prestigious Service to America Medal for Career Achievement in the Federal government. Upon his retirement from INL in 2015, he was given a Career Achievement award by the Secretary of State.

His research with the Chief Medical Officer of the Department of Health and Human Services (HHS) and Colombo Plan helped re-define the opioid and stimulant epidemics in the U.S. and regional epidemics worldwide, uncovering emerging trends in illicit drug formulation that jeopardize the health of substance users worldwide.



### **Eric Nation**

Eric Nation spent over 20 years in the field of law enforcement where he worked his way up to Lieutenant. As a Lieutenant, he led a large successful drug task force and started a countywide Drug Endangered Children Alliance. Mr. Nation came to National DEC to have a greater impact on law enforcement and other professionals by training and educating them on substance misuse and the impact to children. Mr. Nation was the Director of Training and Development where he helped develop curriculum and materials, worked with agencies across the country to provide trainings and technical assistance to professionals. Mr. Nation is also a national trainer on various topics including substance use, law enforcement, building multidisciplinary teams, capacity building, and drug trends. Mr. Nation is currently National DEC's Executive Director impacting change at a different level. Mr. Nation is very passionate about helping children and brings passion to every part of the work he does across the country.

# Meet Our Speakers

## Day 2

### *Impacts of Marijuana Use Track:*



#### **Jaime Zerbe**

Jaime Zerbe currently serves as SAM's Chief of Staff where she focuses on internal and external communications, manages daily operations, and provides guidance for SAM's legislative and communications strategy. Jaime's time in DC began like so many others: answering the phone in her congressman's office. After some time on the Hill, Jaime served as the Legislative Director at a national nonprofit and advised on drug policy as well as communications strategy. In 2020, Jaime started a successful aviation-focused digital marketing firm that she named after her late father.



#### **Kiara Pittman**

Kiara Pittman is a native of Colorado Springs, CO, but chose the beach over the snow. She has been working in the mental health field with various populations since 2010. She has spent much of her career working with individuals of diverse backgrounds in multiple environments including patient homes, outpatient facilities and substance use clinics.

In her current role as the Alcohol or Other Drug (AOD) counselor at the University of Tampa, she works closely with Student Conduct to help educate students on substance misuse and identify healthy coping skills relevant to campus life. Utilizing a specialized assessment, Pittman identifies students' needs to develop individualized plans of care. This can include resource management, individual counseling, group counseling with her or off-campus treatment options. She continues supporting these students as they navigate utilizing healthy coping mechanisms while encouraging academic success.

### *Closing Keynote:*



#### **Aaron Weiner**

Dr. Aaron Weiner is a board-certified Psychologist and addiction specialist who speaks nationally on addiction, behavioral health, and drug policy's impact on public health. His expertise stems from directing hospital addiction services and observations from private practice, combining clinical experience with current research. A past president of the Society of Addiction Psychology, Dr. Weiner serves as an addiction policy advisor for the American Psychological Association and on the Science Advisory Board for the Foundation for Drug Policy Solutions. His insights have been featured in Newsweek, USA Today, The Chicago Tribune, The Guardian, Psychology Today, and The New York Times.







# *My Notes*

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---









*Thank you for attending!*



**NATIONAL  
PREVENTION  
SUMMIT**

*Save the Date!*

**JOIN US FOR THE NEXT  
PREVENTION SUMMIT ON  
FEBRUARY 16-17, 2026.**

*We look forward to continuing  
this important work together!*

