



MONTANA SUMMER INSTITUTE

**Taking social norms to a new level:
The Spirit, Science, and Action of all Seven Steps in
the Positive Community Norms Model**

Tuesday, July 13th, 2010 Optional Pre-Institute Day- Gallatin Ballroom

8:30 am – 9:00 am	Registration for the Pre- Institute at the Firehole Lounge next to the Huntley Lodge Lobby
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9:00 am - 3:00 pm	Pre-Institute- Overview of the Positive Community Norms Model
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Wednesday, July 14th, 2010- Gallatin Ballroom

8:30 am - 9:00 am	Registration at the Firehole Lounge next to the Huntley Lodge Lobby
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9:00 am - 10:30 am	Keynote with Dr. Jeff Linkenbach, Science of the Positive and Positive Community Norms Step 7- Evaluation (Jerry Evans)
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10:30 am – 12:00 pm	Step 1- Planning and Environmental Advocacy (Harvey Wolfe) Step 2- Baseline Data (Rodney Wambeam, Anu Sharma, and Pam Tindall) Lunch in Huntley Dining Room from 12:15 pm until 1:15 pm
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1:30 pm - 3:30 pm	Workgroups for Steps 7, 1, and 2
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6:30pm- 8:30pm	Social Gathering in the Peaks Restaurant in the Summit Hotel <i>A time to network and get to know each other over appetizers and beverages. As well as a chance to share your PCN materials.</i>
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Thursday July 15th, 2010- Gallatin Ballroom

9:00 am – 10:30 am	Step 3- Message Development (Jeff Linkenbach and Jay Otto) Step 4- Communication Plan (Geoff Grimble)
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10:30 am – 12:00 pm	Step 5- Pilot Testing and Refining (Sarah Keller) Lunch in Huntley Dining Room from 12:15 pm until 1:15 pm
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1:30 pm – 3:30 pm	Workgroups for Steps 3, 4, and 5
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Friday, July 16th, 2010- Gallatin Ballroom

9:00 am – 10:30 am	Step 6- Implementation (Katie Zientara and Jay Otto)
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10:30 am – 11:30 pm	Workgroups for Step 6 Lunch in Huntley Dining Room from 11:45 am until 12:45 pm
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1:00 pm – 3:00 pm	Live Focus Group with National Leaders led by Jeff Linkenbach and Sarah Keller Final Thoughts
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All lunches will be served in the Huntley Dining Room.