

INTERNATIONAL CONFERENCE ON

# HEALTH, WELLNESS and SOCIETY



**20–22 January 2011**

University of California  
Berkeley, USA

[www.health-conference.com](http://www.health-conference.com)

Dear Delegate,

Thank you for participating in the Inaugural International Conference on Health, Wellness and Society! We are pleased you will be joining us at the UC-Berkeley Clark-Kerr Campus Conference Center and hope you are looking forward to coming together with colleagues and members of the Health community next January.

In preparation for the conference, we have put together some information that we hope will prove useful to you as you begin to prepare for the conference and your arrival in Berkeley. In this document, you will find information such as transportation information, a map of the Berkeley Clark-Kerr campus, conference registration information, presentation information, and paper and journal information.

This packet is a starting point for your preparations, and we realize you may have some additional questions after reviewing the material here. For any questions that remain, please contact the conference secretariat at [support@health-conference.com](mailto:support@health-conference.com)

We hope your planning goes well, and we look forward to meeting you in Berkeley.

Best regards,

Bill Percival  
Health Conference Program Development

For the International Conference On Health, Wellness and Society

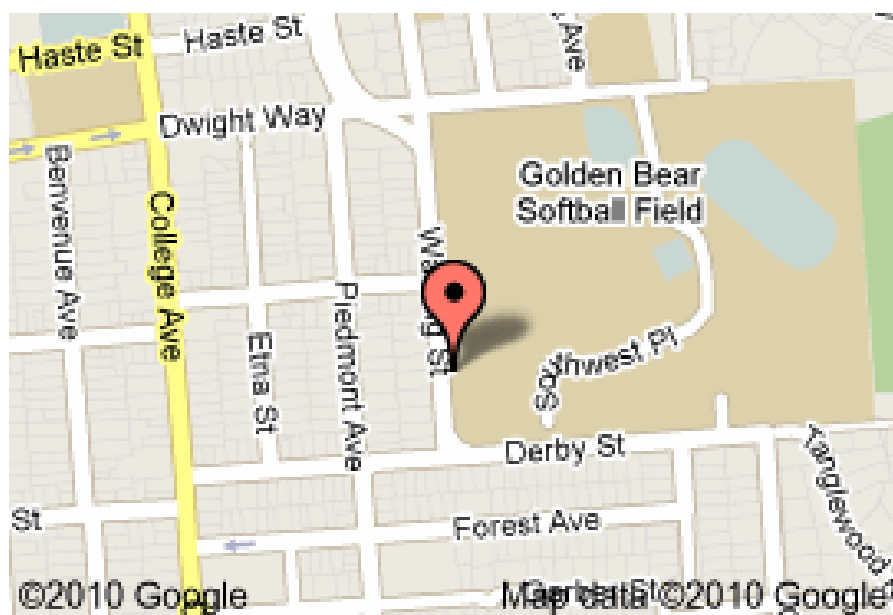
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Clark Kerr Conference Center and Great Hall  
University of California  
2601 Warring St. , Berkeley

A beautiful Spanish-style complex built in the 1920's -1940's, Clark Kerr Conference Center is highlighted by terra cotta accents, tiled fountains and landscaped courtyards. Located only 5 blocks southwest of the iconic UC Berkeley campus, the conference center has not only been designated a historic Berkeley landmark, but has also claimed its place on the National Register of Historic Places since 1982.



## Ground Transportation

The following costs are approximate and may be subject to change.

### Traveling To / From Oakland Airport

Bayporter Express (510) 864-4000 OR (415) 467-1800, \$23.00 per person – one-way. (ADVANCE RESERVATIONS REQUIRED)

Reservations can also be made online and pre-paid with a credit card at Bayporter's website [www.Bayporter.com](http://www.Bayporter.com)

Taxi: various companies on standby, \$45-50 ~ one-way.

Coit Transportation (limousine): (510) 385-5300

Bayporter Express Fare is \$30.00 per person - one way for the first passenger either to or from the Oakland Airport, and \$15 for any additional passenger. As it is a shared shuttle which will be picking up and dropping off other passengers, they caution for an hour of travel even though the drive to Berkeley from the airport does not typically take this long. Payment can be handled directly with the shuttle driver (who accepts both cash and credit. Note: For two passengers, traveling by Bayporter is essentially the same fare as traveling to the hotel by a taxicab; for three or more passengers, if feasible, it is better cost-wise to take a cab. Further, the last Bayporter Shuttle is available at 10pm. \*Taxis are always available at the Oakland Airport (even after BART and Bayporter stop running), and the fare is generally \$40-\$45. Even with a little bit of traffic, the time for the cab ride is generally no more than 30 minutes. Reservations are not needed for taxicabs, and they can accept both cash and credit.

BART is by far the most used transportation to/from either airport from the Downtown Berkeley BART station. It connects directly to SFO and indirectly to OAK. It is convenient and economical either way. If flying to Oakland, there is a short transfer on the AirBART bus (\$3.50 one way) to the BART station. The fare for BART would be \$8.65 per person, and the train ride itself would be about 50 minutes - however the travel time may be longer if passengers need to wait for the next approaching train. Delegates would board a Richmond Bound train from the airport, and this would bring them to the Downtown Berkeley BART station. Note: Traveling by BART can be a bit cumbersome if delegates are bringing a large amount of luggage with them. BART does not run after midnight, and for more schedule and fare information, their website is available at [www.BART.gov](http://www.BART.gov). Roundtrip or one-way tickets can be purchased at the dispensing machines at all BART stations. BART accepts either cash or credit for ticket payment at the machines in the BART stations, however if a delegate pays in cash, the machines will only dispense coins for change (so beware!).

Oakland International Airport is served by the following airlines:

US Airways

Delta

United

Alaska / Horizon Airlines

JetBlue

Hawaiian

Allegiant Air

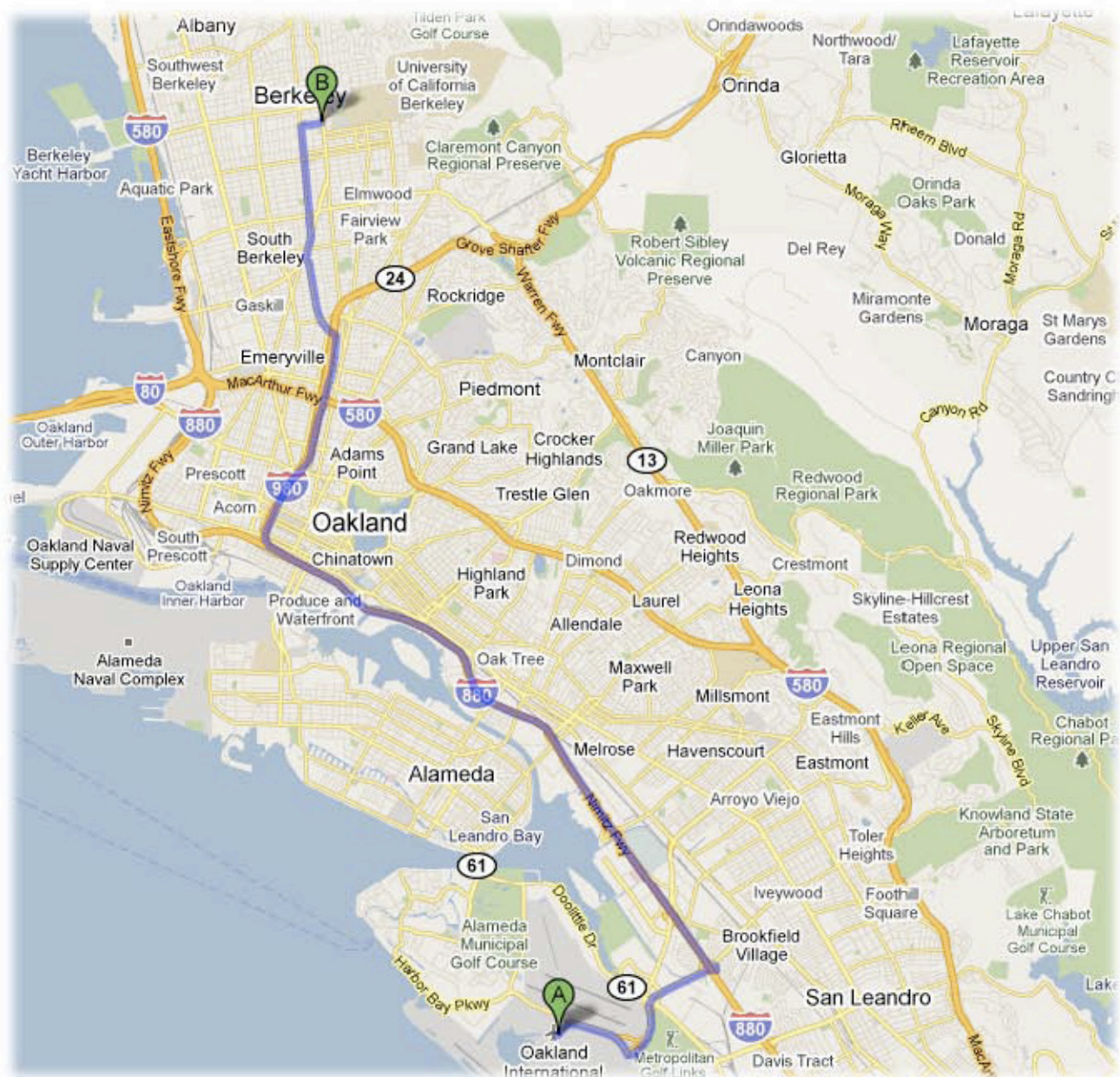
Southwest

Mexicana



## Airport Direction

Oakland Airport – eta 30-40 Minutes drive



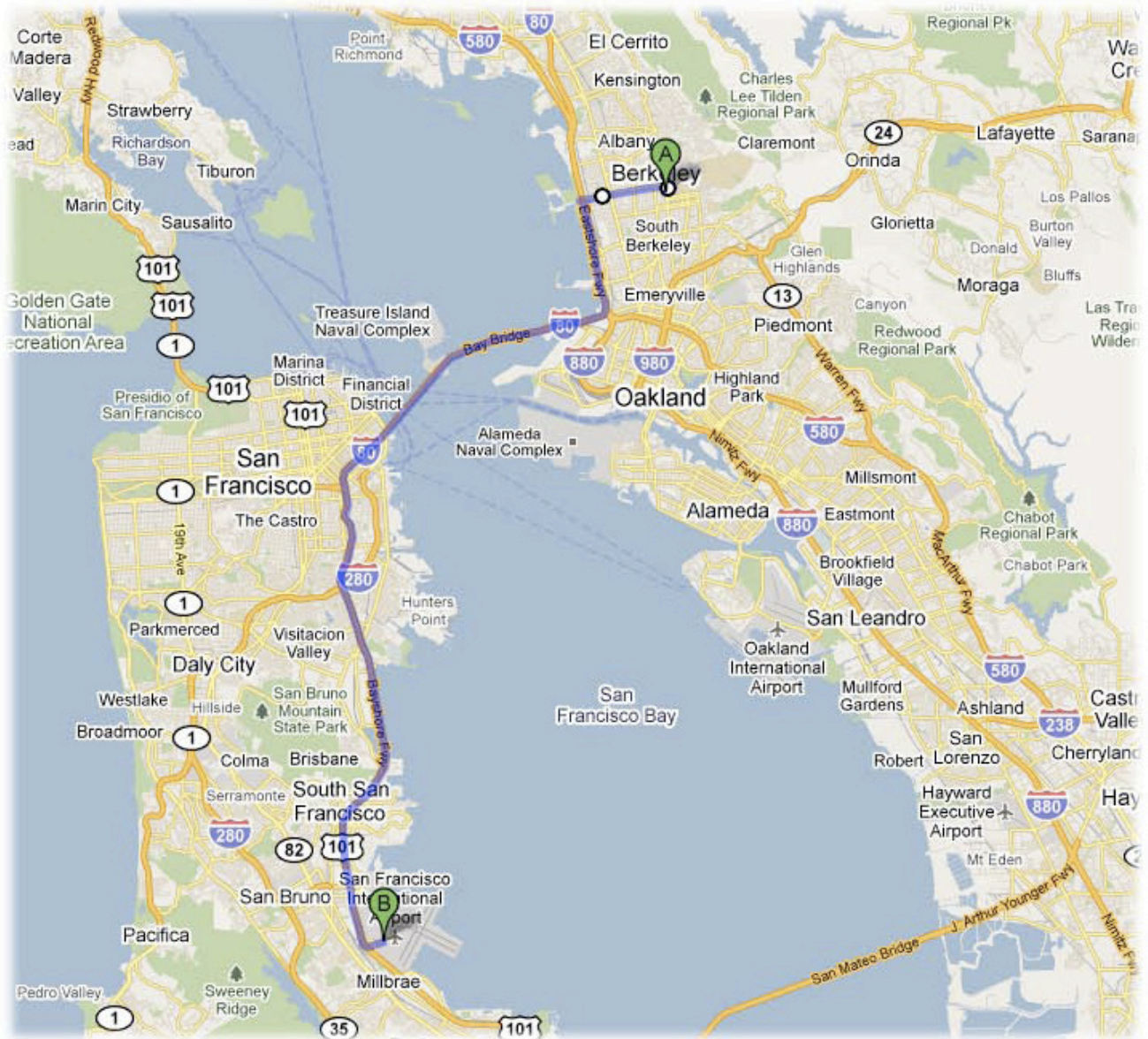
## Traveling To/From the San Francisco Airport

SFO (approximately 25 miles from Berkeley but across the Bay) BART is again the slowest but least expensive option, and while the fare would be around \$10 per passenger, the travel can take you up to 1.5 hours. Delegates can board BART directly at the San Francisco Airport, and can take either a Richmond train (direct) or if a direct train is not available (depending on the day/hour), guests can board a Pittsburg/Baypoint Train (indirect) and then transfer to a Richmond train at the MacArthur BART station. Note: Traveling by BART can be a bit cumbersome if delegates are bringing a large amount of luggage with them.

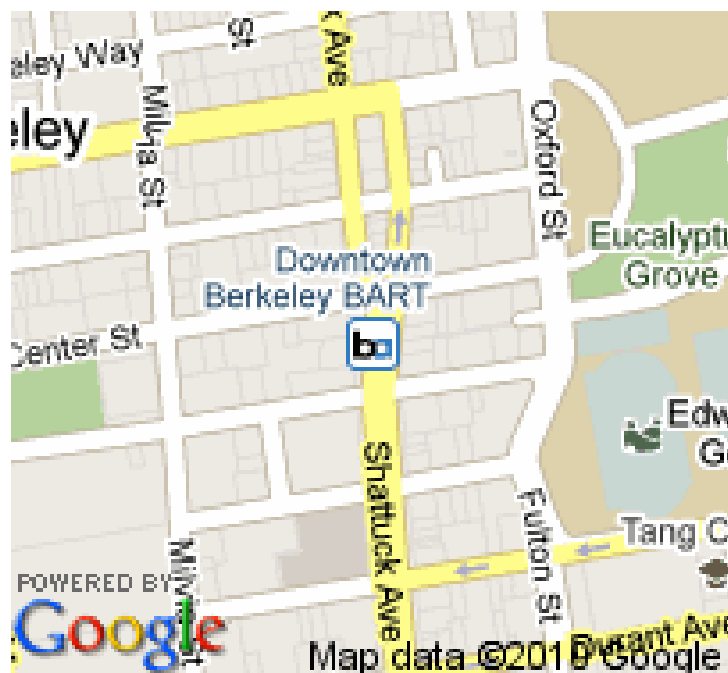
Bayporter Express offers a fare of \$34 for the first passenger traveling to Berkeley from the SFO airport, and \$15 for each additional passenger. As it is a shared shuttle which will be picking up and dropping off other passengers, they caution for an hour of travel even though the drive to Berkeley from the airport does not typically take this long. Note: For three passengers, traveling by Bayporter is essentially the same fare as traveling by a taxicab; for four or more passengers, if feasible, it is better cost-wise to take a cab. Further, the last Bayporter Shuttle is available at 10pm. The quickest option for transportation from the airport to Berkeley would be to take a taxicab, however this would also be the most expensive option. The fare for a taxi is generally \$65-80 depending on the traffic, and the time for the ride is generally around 45 minutes--however the time for cab rides are extremely subject to be impacted by traffic in/from San Francisco.



San Francisco Airport - eta 1 hour and 15 minutes to 1 hour and 45 minutes







The Downtown Berkeley BART Station is located on Shattuck Avenue between Allston Way and Addison Street at 2160 Shattuck Avenue, Berkeley.

## Registration Desk and Hours

The registration desk will be located in the foyer outside the Krutch Theatre in the Clark Kerr Conference Center. The Health and Wellness Conference will begin on 20 January at 9:30 and on 21 22 January at 9:00. Each day, the conference will end at or before 18:00. The registration desk will open each day at 8:00 am, 55 minutes prior to the start of the conference and will remain open each day for the duration of the conference for your assistance.



## Presentation Information

**Equipment:** Each parallel session room is supplied with a projector for your convenience. Please be sure to bring a laptop computer containing your presentation. There will be no overhead projectors or copiers available at the conference center. Please plan accordingly by bringing 20- 25 copies of your transparencies if your presentation included the need for an overhead projector.

**Program:** You will receive a program booklet at the conference with the final schedule for the plenary and parallel sessions.

**Online Presentations:** Online Presentations can be viewed through our YouTube Channel at <http://www.youtube.com/>

Both our virtual registrants and our in-person participants make these presentations. Whether you are presenting at this conference, or are a virtual participant, we encourage all participants to present on the Health and Wellness Conference YouTube Channel. Here are two suggestions:

1. Record a video of your presentation before or after the conference, or ask a colleague to record a video of your presentation at the conference, and then submit it to our YouTube channel.
2. Create a PowerPoint presentation with voice-over before or after the conference, or record the audio of the presentation at the conference, then link this to the PowerPoint presentation.

These presentation recordings will be published to YouTube with a link to your session description on the conference website, and (if your paper is accepted to the journal), a link to the abstract of your paper on the journal website.

For instructions on how to create and upload these presentations, visit the conference website at <http://healthandsociety.com/conference-2011/online-presentations/>



## Activities and Extras

### Pre-Conference Healthy Walking Tour of the City of San Francisco

Wednesday, 19 January 2011 - 1:00 PM - 3:30, 4:00 PM (13:00 - 16:00)

The slower you go, the more you appreciate what you're seeing. On Wednesday, 19 January 2011, we have organized a pre-conference healthy walking day tour of the city of San Francisco. The delegate tour group will meet the tour guide in Berkeley on January 19 at 1:00 (1300) at the downtown Berkeley BART station 2160 Shattuck Avenue for a BART (Bay Area Rapid Transit) ride across the bay to San Francisco. The tour will then follow the Barbary Coast Trail, see Union Square, China Town, Little Italy, Old St Mary's Cathedral and many more of the sights San Francisco is famous for. There will be a Historic San Francisco Cable Car ride at the end of the tour back to the BART station for a return trip to Berkeley. Tour duration is 2.5 - 3 hours. The cost per person includes transportation. Be sure to wear comfortable shoes and eat lunch before the tour, please no children. There is limited space available for the tour.



## Activities and Extras

### Conference Dinner at Le Bateau Ivre

Friday, 21 January 2011- 7:00p.m. -9:00p.m. (19:00-21:00)

Located at 2629 Telegraph Avenue, seven blocks south of the UC campus on the corner of Telegraph and Carleton, join Health Conference colleagues, speakers and friends for a French-inspired 3 course conference dinner at Le Bateau Ivre Restaurant, Cafe and Coffeehouse, a Berkeley landmark. Established in 1972, Le Bateau Ivre was originally a residence built in 1898 by a French architect. Enjoy the warm and comfortable ambience of a French home and good conversation at a time when many of our speakers are able to come together for more intimate conversations over great food and wine. Seating for the dinner is limited.

## Booking Information for Activities and Extras

Pre-Conference San Francisco Barbary Coast Walking Tour- Wednesday, 19 January 2011 1:00 pm-4:00 pm (13:00- 16:00) \$US25.00

Conference Dinner at Le Bateau Ivre- Friday, 21 January 2011  
7:00p.m. -9:00p.m. (19:00-21:00) \$US75.00

After your original registration, payment for additional dinners and/or tours will be charged to the credit card that we have on file for you. If you prefer that an alternate card be charged, please submit the new card number when submitting your amended booking request or for assistance contact [support@health-conference.com](mailto:support@health-conference.com)

## Paper and Journal Information

Whether you participate in the conference as a virtual registrant or as an in-person delegate, you are invited to submit a paper for consideration in The International Journal of Health, Wellness and Society. 22 February, 2011 is the final date for submission of papers for one way blind refereeing - one month after the close of the conference (for an explanation, see the Peer Referee Process link).

Please direct publication enquiries to the journal administrators at: [journals@health-conference.com](mailto:journals@health-conference.com). This will guarantee that your paper is reviewed through our one way blind refereeing process.

More information on submitting your paper to The International Journal of Health, Wellness and Society can be found <http://healthandsociety.com/journal/publish-your-paper/>. At this site you will find extensive information about the submission process, author guidelines, the editorial quality of our journal, and the publications process. This information will also be available in the conference program.

