JUNE 3-6, 2018
Sheraton Dallas Hotel
Dallas, Texas

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The National Aging Information and Referral Support Center

2018 PROGRAM
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mediware.com/airs | 888.633.4927 | Booth #500
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Welcome from the President

On behalf of the AIRS Board of Directors, welcome to Texas, and to the 40th Annual Information and Referral Training and Education Conference. It’s true what they say, things are bigger in Texas, and we are excited that you have chosen this venue to learn and share BIG IDEAS, with BIG HEARTS, to create BIG IMPACT in communities where you live, work and play.

The AIRS Conference Committee, Training Committee and program track managers, national partners and affiliates, have worked tirelessly to bring a variety of quality and innovative sessions to this year’s conference. If your specialty is 211, ADRC, comprehensive I&R, Aging IR&A, Disaster, Health, Military or any other specialized I&R, we hope you learn something new at the over 75 workshops offered.

In addition to the symposiums and workshops, you’ll have the opportunity to visit with more than 16 vendors exhibiting their latest and greatest I&R products. Our vendors and sponsors play an invaluable role in the success of the AIRS conference and we appreciate their partnership and support.

Taking into consideration feedback we received from conference attendees not having enough downtime to enjoy the city, attend their software vendor hosted dinner, or network with old friends and new, AIRS is trying something different this year. In lieu of an off-site event you will have time to explore the city, dine with friends or vendors or whatever you desire. There will be list of activities and restaurants at the TAIRS booth in the exhibit hall and in the Guidebook conference App. We encourage you to arrange a group or get connected with a group of your choice and enjoy this networking opportunity.

Don’t forget to join us at the Newcomers Orientation Sunday afternoon and the Welcome Reception in the exhibit hall Sunday evening. This will be a great opportunity to begin to plan your Monday night excursion. We also hope you make plans to attend the Tuesday luncheon sponsored by our national “aging” partners and the Annual Membership Meeting on Wednesday.

Whether this is your first or 40th AIRS Annual Conference, we hope you are energized by the new friends you will meet, the valuable information you will glean from the workshops and the innovative tools developed by vendors on display in the exhibit hall.

The AIRS Board of Directors, Texas AIRS (TAIRS) and staff will be available throughout the conference to help answer questions, navigate you to your workshop and anything else you may need. Enjoy the conference and your stay in Dallas!

Vicki Mize, President of AIRS
Dear Colleagues,

Don’t miss the 2018 National Aging and Disability I&R/A Symposium. With a pre-conference I&R/A Summit for aging and disability professionals, a full complement of conference workshops, an Aging and Disability Luncheon, and lively conversation throughout the week, the Symposium is essential for keeping apprised of the latest developments in aging and disability Information & Referral/Assistance programs. Join us for an exciting blend of workshops facilitated by national, state, and local professionals from across the country discussing initiatives and innovations in aging and disability I&R/A programs. Gain new ideas from experts and your peers that can inform your organization’s programs and services for older adults, people with disabilities, and family and friend caregivers.

The National Aging and Disability I&R/A Symposium is convened by the National I&R Support Center at the National Association of States United for Aging and Disabilities (NASUAD) in collaboration with the U.S. Administration for Community Living (ACL), the National Association of Area Agencies on Aging (n4a), and the National Council on Independent Living (NCIL). Through the Symposium, the National I&R Support Center aims to provide support and assistance to State Agencies on Aging and Disability, Area Agencies on Aging, Aging and Disability Resource Centers (ADRCs), Centers for Independent Living (CILs) and other I&R/A agencies to enhance the quality of I&R/A systems, partnerships, and service delivery.

Nanette Relave, MSW
Senior Director, National Information and Referral Support Center
National Association of States United for Aging and Disabilities
I would like to welcome you to the AIRS 2018 Conference, and to invite you to attend the “Serving the Military” track workshops. These workshops have been designed to help military and community providers network and learn about resources that focus on helping active duty service members, veterans and their families. Many of you are building veteran-community partnerships, and you will find the resources provided in these workshops invaluable.

I encourage you to make the most of being here, it’s a time to make connections and build working friendships that will continue well past the few days of the conference. It’s a time to gain knowledge and insights that will empower you in your professional life as you strive to bring the best support you can to your community.

Thank you for what you have already done to assist service members and veterans. Working together we can ensure those who have fought for our nation get the support they need. Please join us as we learn from each other, network with each other, and have an enriching conference experience.

Lucinda S. Lorei
Information and Referral Program Manager Personal & Professional Development (MFR) Marine and Family Programs Division Headquarters, US Marine Corps
Sunday, June 3
These three pre-conference training opportunities offer participants the opportunity to explore topics in greater detail. These all-day sessions run concurrently. Pre-registration is required.

“AIRS Accreditation Secrets to Success”
9:00am – 4:15pm
Dallas Ballroom D3, 1st Floor, Conference Center
Instructors: Mary Cooksey, United Way of Abilene, Texas; Jennie Pollack, Michigan 211
This intensive is designed specifically for directors/managers interested in the AIRS Accreditation (or Reaccreditation) process. Do you have, document, follow and continuously improve your operational plans? Join us as we look at learning/applying project management timing, creating documentation that reflects reality, and getting your database ready for external review.

“Providing Excellent Frontline I&R Service”
9:00am – 4:15pm
Dallas Ballroom D2, 1st Floor, Conference Center
Instructor: Faed Hendry, Findhelp Information Services
This intensive is for front-line I&R Specialists who are relatively new to the field or for more experienced staff who will be taking the CIRS or CIRS-A/D exam. This interactive and participatory session will address the practical application of performance-based competencies, the “how-to” of conducting an effective needs assessment and dealing with a range of client inquiries and types. The session covers all the fundamentals and enhancements involved in provide a quality I&R service.

National I&R/A Pre-Conference Summit
Sunday, June 3rd
8:00am – 5:00pm
Dallas Ballroom A3, 1st Floor, Conference Center
Aging and disability I&R/A professionals are invited to join the National Association of States United for Aging and Disabilities (NASUAD), the U.S. Administration for Community Living (ACL), the National Association of Area Agencies on Aging (n4a), and the National Council on Independent Living (NCIL) for an interactive day of information sharing, presentations, and discussion prior to the start of the AIRS Conference.

This is a unique opportunity during the AIRS conference for aging and disability I&R/A professionals to gather and focus on industry trends, initiatives, challenges, and solutions. Throughout the Summit, participants will have opportunities to network with aging and disability I&R/A peers from around the country, participate in group discussions, learn about innovative strategies for service delivery and partnership, and consider new approaches to aging and disability I&R/A development. There is no charge to attend this event, but pre-registration is requested.

AIRS Certification Exams
Sunday, June 3, 1:30pm
State Room 1, 3rd Floor, Conference Center
Tuesday, June 5, 2:30pm
State Room 1, 3rd Floor, Conference Center
AIRS offers the only internationally recognized credentialing program in the field of Information and Referral. Exams for Information and Referral Specialists (CIRS), Resource Specialists (CRS) and Specialists in Aging and Disabilities (CIRS-A/D) will be given on Sunday, June 3 and Tuesday, June 5. You must be pre-registered and pre-approved through the AIRS National Office to be eligible to take an exam.
211 Network Meeting
Sunday, June 3
1:00pm – 5:00pm
Dallas Ballroom A2, 1st Floor, Conference Center
The annual networking, sharing and information session of 211 providers.

Newcomers Orientation and Welcome
Sunday, June 3
4:30pm – 5:30pm
State Room 2, 3rd Floor Conference Center
All new members and first time attendees are invited to join the AIRS Board of Directors, staff and local hosts to ask questions about AIRS, the conference and the city of Dallas.

Software User Group Meetings
Sunday, June 3
9:00am – 3:30pm
iCarol – San Antonio Ballroom A, 3rd Floor Conference Center
Software users of iCarol are invited to attend a user group meeting to learn about the latest updates and have your questions answered. Pre-registration is required.

Sunday, June 3
9:00am – 3:30pm
Mediware – San Antonio Ballroom B, 3rd Floor, Conference Center
Software users of Mediware are invited to attend a user group meeting to learn about the latest updates and have your questions answered. Pre-registration is required.

Welcome Reception in the Exhibit Hall
Sunday, June 3
5:30pm – 6:30pm
Grand Hall Foyer, 1st Floor, Conference Center
Connect with your friends, colleagues, and AIRS exhibitors at the opening event of the AIRS conference. Enjoy appetizers and a cash bar (average alcoholic drink cost is $9.00), while you network and tour the exhibit hall.

Opening Breakfast
Monday, June 4
8:00am – 9:45am
Dallas Ballroom BC, 1st Floor, Conference Center
Everyone is encouraged to join us at the opening breakfast. Join us for a big Texas welcome at this popular conference kick-off event.

Aging and Disability Luncheon
Tuesday, June 5
12:15pm – 2:00pm
Dallas Ballroom BC, 1st Floor, Conference Center
Please attend this special luncheon brought to you by The National Aging and Disability I&R/A Support Center and the National Association of States United for Aging and Disabilities (NASUAD), National Association of Area Agencies on Aging (n4a), and the U.S. Administration on Aging. This luncheon also includes the presentation of the AIRS awards of accreditation. The luncheon is open to everyone.

AIRS Annual Meeting and Membership Luncheon
Wednesday, June 6
12:00pm – 2:00pm
Dallas Ballroom BC, 1st Floor, Conference Center
Everyone is encouraged to join us at the annual membership meeting and luncheon including the presentation of the AIRS membership awards and the opportunity to meet ARS board members.
**Special Guests**

**Opening Breakfast Speaker**

Monday June 4
8:00am – 9:45am
Dallas Ballroom BC, 1st Floor, Conference Center

Sonya Ware,
Chief Executive Officer
Sonya Ware Executive Consulting,
Blue Beagle Consulting

An entrepreneur, and executive coach, whose work, with high-performing clients results in greater self-mastery, and impact. Self-awareness is center to leadership development. Sonya's niche is in collaborating with clients to embrace their full-potential self, make new behavioral choices and thus maximize their well-being and impact. Changing what leaders do, not who they are.

Prior to launching Beagle Consulting in 2011, Sonya worked over 15 years as a intrapreneur and senior manager in Fortune 500 companies in the information technology sector. In her oil and gas role as America's Senior Infrastructure manager, she was a five-time award-winner for creating the 'right work environment'; she mastered the art of inclusive leadership, knowing exactly what it takes to lead self and others to collaborate, innovate and achieve extraordinary results.

She earned a BBA from the University of Houston in Entrepreneurship, a Master of Liberal Arts from the University of St. Thomas, and an Executive Leadership Certificate from Cornell University.

Grounded in years of practical experience in business acumen, IT operations & support, strategy and team leadership, Sonya's leadership experiences are transferrable, and she is known for helping her corporate clients create personal and team performance strategies that benefit both the client and the organization.

With healthcare leaders, director level and above, Sonya's clients earn promotions and request continuation of her coaching services. She works with leaders in three coaching scenarios: onboarding new leaders, traditional and remediation. In healthcare the leaders she's coached spanned human resources, legal, information technology, clinics, and the chief medical office. Her skills are also transferable in her work with executive MBAs students with various industry backgrounds.

Sonya builds capacity for non-profit executives through coaching and performance consulting. Her work includes, but isn’t limited to, talent development, leadership training, team coaching, and consulting on succession planning, performance management, hiring selection committees, strategy, and team alignment.

With university millennial learners, Sonya works with undergraduate athletes coaching them to identify, and embrace their best leader self and focus on a single leadership throughout the semester. The students benefit and learns to self-coach. Sonya teaches inclusive leadership to millennials professional groups and university students; this includes micro-indignities and how-to manage them and create a positive workplace culture.

Ware’s credentials include more than 10 years of advising and coaching business leaders, a Master of Liberal Arts, a Professional Certified Coach credential from the International Coach Federation, an Executive Leadership Certificate from Cornell University, and Inclusive Leadership Certificate from edX.

**Aging and Disability Luncheon Keynote Speaker**

Tuesday, June 5
12:15pm – 2:00pm
Dallas Ballroom BC, 1st Floor, Conference Center

Dr. Whitney Bailey,
Deputy Administrator for Regional Operations and Partnership Development

President Trump appointed Dr. Whitney Bailey to serve as ACL’s Deputy Administrator for Regional Operations and Partnership Development on December 11th, 2017.

Dr. Bailey’s career work includes behavioral health, education, community engagement, and research. As a behavioral scientist and community-engaged scholar, Dr. Bailey brings a broad range of expertise to ACL. Throughout her career, she has worked with medical systems, as well as the aging and disability networks. She has led multiple competitive grant projects, including evaluations of state-funded Medicaid Waiver programs. She has directed innovative projects that involved Assistive Technology (AT) and nutrition education. Her reputation for fostering innovative and meaningful partnerships to improve the ways families navigate care roles and care systems is well-known. She is passionate about ensuring research directly informs and improves the ways in which individuals and families experience community living.

Dr. Bailey holds a Ph.D. in Family and Child Ecology from Michigan State University, a Master of Science degree in Human Development and Family Studies from the University of Arkansas, and a Bachelor of Science degree in Family and Environmental Resources from Northwest Missouri State University.

**Sponsored by:** The National Aging and Disability I&R/A Support Center and the National Association of States United for Aging and Disabilities (NASUAD), National Association of Area Agencies on Aging (n4a), U.S. Administration on Aging
Dr. Marcella Wilson
Founder and Chief Executive Officer,
Transitions To Success

Marcella Wilson, Ph.D., has over 30 years of extensive experience in healthcare administration, not-for-profit management, behavioral health, criminal justice and public sector programming. Dr. Wilson, a University of Michigan alumnus holds degrees in psychology, sociology, a Master’s degree in Social Work and a Ph.D. in Health and Higher Education.

Dr. Wilson is committed to developing a national standard of care that changes the paradigm of understanding and responding to the condition of poverty as a treatable condition not a character flaw. Currently an appointee of Michigan Governor Rick Snyder, serving on the Commission on Community Action and Economic Opportunity, Dr. Wilson also serves on the Michigan 211 Board of Directors. Dr. Wilson has been recognized as a Fellow for the National Alliance for Children and Families; Long Term Planning co-chair for Detroit Area Agency on Aging; member Wayne State University President’s Advisory and member Detroit City Council Returning Citizen Task Force. Dr. Wilson was recently recognized as the 2015 Distinguished Alumni, University Of Michigan School of Social Work, received the Spirit of Detroit Award and the Henry Ford Health System Health Education Achievement and Leadership Award. Dr. Wilson received an Emmy Award as the creator and executive producer of “WATRUFIGHTN4?” a video and website promoting social activism.

As President/CEO for Matrix Human Services, 2006-2016, Dr. Wilson’s work and research focused on developing a national standard of care to treat the condition of poverty. In her newest role, President and Founder of Transition to Success LLC, Wilson is leading a national social change movement with a standard of care, Transition To Success™ (TTS). Today TTS is being integrated and evaluated across the country, serving tens of thousands living in poverty and establishing initial statistically significant outcomes. Dr. Wilson’s work has been showcased on CBS Evening News, The NY Times and is recognized as a Clinton Global Initiative. Today, Transition to Success™, a standard of care to treat the condition of poverty is a scalable, sustainable, social enterprise, driving transformational change through uniform protocols and analytics across human services, healthcare, education and government programs.
Your feedback is important and needed to help us plan future conferences. Please take a few extra minutes to complete the evaluations in the Guidebook app.

Continuing Education Units (CEUs)
Continuing Education Units (CEUs) are awarded to each participant who successfully completes conference workshops approved for CEU credits. The CEU is an internationally recognized unit, designed to provide a record of an individual’s continuing education accomplishments. One CEU is defined as ten contact hours of participation in an organized continuing education experience under reasonable sponsorship, capable direction, and qualified instruction. Workshops that have been approved for CEU credit are listed on the CEU Form. The CEU Form is included in your conference packet if you paid the CEU fee.

To be awarded CEUs, you will need to do the following:
- Pay a fee of $35 for AIRS members and $45 for non-members.
- At each workshop you attend, print your name legibly on the sign-in sheet and sign your name in the CEU column.
- At the end of the conference, return your completed CEU form to the registration desk.

Name Badges
Your name badge is your admission to workshops, meals and special events, so please be sure to wear it at all times. If you purchased meal and special event tickets for guests, they should have been included in your registration packet. We apologize in advance, but you cannot be admitted to conference functions without your badge! Thank you for your cooperation and understanding.

Photo Release
Attendees, exhibitors and speakers grant permission to AIRS and their agents to utilize their image, likeness, voice recordings and videos to promote AIRS events. Attendees, exhibitors and speakers waive any right to inspect or approve the finished product(s). Any photos, likeness, voice recordings or videos taken of attendees, exhibitors and speakers at the conference, becomes the sole and exclusive property of AIRS.

Please Note: Due to the nature of our sessions and to minimize disruptions, when there is a “session full” notice on the door, you will not be allowed to enter the session. Please check another session to attend that still has space available.

United Way Flexible Credits
United Ways uses flexible credits to offset reasonable registration, travel, hotel, and meal expenses for the 2018 AIRS Conference. Each United Way attendee will receive an online travel reimbursement form following the conference. Once this form is sent, it must be completed within 10 business days, after which further reimbursements cannot be processed. Each attendee who requests travel & expense reimbursement from flexible credits will be charged a processing fee of $35, regardless of the current balance of their United Way’s flexible credit account. If you have any questions about flexible credits, please contact learning.opportunities@unitedway.org.
### SUNDAY JUNE 3

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<td>iCarol User Group – San Antonio Ballroom A, 3rd Floor, Conference Center</td>
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## Workshops by Date & Time

### Monday, June 4th

#### 10:00am – 11:15am

| A-1 | “Supported Decision-Making: A Listening Session” Dallas Ballroom, A3, 1st Floor, Conference Center |
| A-2 | “Supports for LGBT Older Adults in Aging and Disability Services” Dallas Ballroom, A1, 1st Floor, Conference Center |
| B-1 | “Texting for 211s” Dallas Ballroom, D1, 1st Floor, Conference Center |
| C-1 | “You’ve Served Us, Now Let Us Serve You: Understanding Military Culture to Deliver World-Class Service for Veterans” Dallas Ballroom, D2, 1st Floor, Conference Center |
| D-1 | “How Hurricane Harvey Two-Stepped Across 211 Texas Regions” Dallas Ballroom, D3, 1st Floor, Conference Center |
| E-1 | “I&R Call Simulations...Say What?” Dallas Ballroom, A2, 1st Floor, Conference Center |
| F-1 | “Creating a Management Flow Chart for Continuous AIRS Standards Compliance” San Antonio Ballroom A, 3rd Floor, Conference Center |
| F-2 | “Targeting and Service Outreach for Hard to Reach Populations” San Antonio Ballroom B, 3rd Floor, Conference Center |
| H-1 | “Big Impactful Resources” State Room 1, 3rd Floor, Conference Center |
| J-1 | “Keys to Conquer Stress for Enhanced Health and Improved Performance” State Room 2, 3rd Floor, Conference Center |

#### 1:00pm – 2:15pm

| A-3 | “Developments in Aging and Disability Policy: A National Perspective” Dallas Ballroom, A3, 1st Floor, Conference Center |
| B-2 | “Accountable Community Care Hubs, Powered by 211” (Part One) Dallas Ballroom, D1, 1st Floor, Conference Center |
| C-2 | “Justice Involved Veterans” Dallas Ballroom, D2, 1st Floor, Conference Center |
| D-2 | “Creative Text Messaging During Disaster and Recovery” (Part Two) San Antonio Ballroom A, 3rd Floor, Conference Center |
| E-2 | “The Gamification of Information and Referral” Dallas Ballroom, A1, 1st Floor, Conference Center |
| F-3 | “Demystifying Service Level: How It’s Set, How It’s Met” Dallas Ballroom, A2, 1st Floor, Conference Center |
| G-1 | “The Cybersecurity Framework and How Can it be Applied to Protect my Organization?” San Antonio Ballroom B, 3rd Floor, Conference Center |

#### 2:45pm – 4:00pm

| A-5 | “Getting on Board: Reasonable Modification of Policy and Public Transportation” San Antonio Ballroom B, 3rd Floor, Conference Center |
| A-6 | “Listening Between the Lines: Responding to Caregivers’ Needs” Dallas Ballroom, A3, 1st Floor, Conference Center |
| B-3 | “Accountable Community Care Hubs, Powered by 211” (Part Two) Dallas Ballroom, D1, 1st Floor, Conference Center |
| C-3 | “Justice Involved Veterans” Dallas Ballroom, D2, 1st Floor, Conference Center |
| D-3 | “Creative Text Messaging During Disaster and Recovery” (Part Two) San Antonio Ballroom A, 3rd Floor, Conference Center |
| E-2 | “The Gamification of Information and Referral” Dallas Ballroom, A1, 1st Floor, Conference Center |
| F-4 | “Introduction to Parliamentary Procedure: A Time Tested and Widely Accepted Approach to Civil and Effective Meetings” State Room 1, 3rd Floor, Conference Center |
| G-2 | “Introduction to Application Programming Interfaces (APIs)” Dallas Ballroom, A2, 1st Floor, Conference Center |
| J-4 | “Connecting the Dots: The Community Information Exchange” (Part Two) Dallas Ballroom, D3, 1st Floor, Conference Center |

### Monday, June 5th

#### 8:45am – 10:00am

| A-7 | “When 911 Calls You: Partnering with Your Local Paramedics to Strengthen Evidence-Based Health Program Delivery and Impact Frequent Users of 911” Dallas Ballroom, A3, 1st Floor, Conference Center |
| A-8 | “Overcoming the Challenge of Connecting Consumers to Transportation” Dallas Ballroom, A1, 1st Floor, Conference Center |
| B-4 | “CDC Flu on Call® Project: Lessons Learned and Broader Implications” Dallas Ballroom, D3, 1st Floor, Conference Center |
| C-4 | “Navigating Through the Sea of Veteran Resources” Dallas Ballroom, D1, 1st Floor, Conference Center |
**WORKSHOPS BY DATE & TIME**

**D-4:** “Public Information Approaches in a Disaster” Dallas Ballroom, A2, 1st Floor, Conference Center

**E-3:** “I&R’s Response to the Opioid Epidemic Panel Discussion” San Antonio Ballroom A, 3rd Floor, Conference Center

**E-4:** “Let’s Talk about Outreach” Roundtable Discussion, State Room 1, 3rd Floor, Conference Center

**H-3:** “Taxonomy 101: The Heart of Data” (Part One) San Antonio Ballroom B, 3rd Floor, Conference Center

**J-5:** “Human Trafficking: How to Spot It, Stop It and Find Recovery Resources” Dallas Ballroom, D2, 1st Floor, Conference Center

**TUESDAY, JUNE 5TH**

**10:30am – 11:45am**

**A-9:** “Social Security Services for Seniors and People with Disabilities” Dallas Ballroom, A3, 1st Floor, Conference Center

**B-5:** “Integrating 211 with United Way” (Part One) Dallas Ballroom, A1, 1st Floor, Conference Center

**C-5:** “Welcome to VA: Improving the Veterans Experience” Dallas Ballroom, D1, 1st Floor, Conference Center

**D-5:** “Strength After: The Power & Purpose of Sharing Stories of Strength & Hope after Disasters” Dallas Ballroom, A2, 1st Floor, Conference Center

**E-5:** “Reducing Mental Health Stigma: Using Recovery Oriented Language” San Antonio Ballroom A, 3rd Floor, Conference Center

**F-5:** “Structuring Training to Improve Retention” Dallas Ballroom, D2, 1st Floor, Conference Center

**G-3:** “How to Increase Traffic to your Website? A Complete Guide for Non-Technical People” Dallas Ballroom, D3, 1st Floor, Conference Center

**H-4:** “Taxonomy 101: The Heart of Data” (Part Two) San Antonio Ballroom A, 3rd Floor, Conference Center

**J-6:** “Reducing Turnover and Burnout within a Call Center” State Room 1, 3rd Floor, Conference Center

**TUESDAY, JUNE 5TH**

**2:00pm – 3:15pm**

**A-10:** “Medicaid: Current Issues that Impact Aging and Disability” Dallas Ballroom, A2, 1st Floor, Conference Center

**B-6:** “Integrating 211 with United Way” (Part Two) Dallas Ballroom, A1, 1st Floor, Conference Center

**C-6:** “Military OneSource, Tour in a Box” Dallas Ballroom, A3, 1st Floor, Conference Center

**D-6:** “A Coordinated Approach to Disaster Case Management, Creating a Plug and Play Response for Future Disaster Events” Dallas Ballroom, D2, 1st Floor, Conference Center

**E-6:** “Recognizing and Assisting Inquirers Experiencing Family Violence and Elder Abuse” Dallas Ballroom, D3, 1st Floor, Conference Center

**F-6:** “The Texas Competitive Electric Market, Electric Providers and Non-Profit Partnerships” San Antonio Ballroom A, 3rd Floor, Conference Center

**H-5:** “Resource Conversations: Bigly Response Rates, Big League Response Quality” San Antonio Ballroom B, 3rd Floor, Conference Center

**J-7:** “Stress: Manage the Menace!” State Room 2, 3rd Floor, Conference Center

**J-8:** “Tweet Your Way to Success: Maximizing Twitter and other Social Media Platforms” Dallas Ballroom, D1, 1st Floor, Conference Center

**WEDNESDAY, JUNE 6TH**

**9:00am – 10:15am**

**A-11:** “Learning from our Peers: I&R/A Trends in Benefits Outreach and Assistance” Dallas Ballroom, A3, 1st Floor, Conference Center

**B-7:** “Collaborating with United Way 211 of Greater Atlanta to Adapt a Home Food Environment Intervention for Telephone-Based Delivery: Results from a Pilot Study” Dallas Ballroom, D1, 1st Floor, Conference Center

**C-7:** “Connecting Older Adult Veterans to Services” Dallas Ballroom, D3, 1st Floor, Conference Center

**D-7:** “Disaster Spiritual Care: Working with Spiritual and Cultural Diversity” Dallas Ballroom, A2, 1st Floor, Conference Center

**E-7:** “Confidence in Any Weather: Saying No and Managing Difficult Calls” Dallas Ballroom, D2, 1st Floor, Conference Center

**E-8:** “Successful Silent Monitoring” Dallas Ballroom, A1, 1st Floor, Conference Center

**F-7:** “The Ingenuity of the Small I&R” San Antonio Ballroom A, 3rd Floor, Conference Center

**G-4:** “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (Part One) San Antonio Ballroom B, 3rd Floor, Conference Center

**WEDNESDAY, JUNE 6TH**

**10:30am – 11:45am**

**A-12:** “Connecting Medicare Eligible Inmates to Benefits After Release” Dallas Ballroom, A3, 1st Floor, Conference Center

**B-8:** “Violent Extremism: How 211s Can Help to Prevent Ideologically Motivated Violence” Dallas Ballroom, A2, 1st Floor, Conference Center

**C-8:** “On Time, On Target, Working with Veteran Peers” Dallas Ballroom, A1, 1st Floor, Conference Center
D-8: “Integrating Disaster Behavioral Health & Crisis Intervention: Lessons Learned from Disaster Distress Helpline & National Suicide Prevention Lifeline Crisis Centers Following the Historic Disasters of 2017” Dallas Ballroom, D1, 1st Floor, Conference Center

E-9: “Training and Coaching I&R Specialists Through the Power of Storytelling” Dallas Ballroom, D2, 1st Floor, Conference Center

E-10: “I&R’s role in Re-entry and Reunification” Dallas Ballroom, D3, 1st Floor, Conference Center

G-5: “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (Part Two) San Antonio Ballroom B, 3rd Floor, Conference Center

WEDNESDAY JUNE 6TH

2:15pm – 3:15pm

E-11: “I&R Service Delivery” Open House Dallas Ballroom, A3, 1st Floor, Conference Center

F-8: “I&R Management” Open House Dallas Ballroom, A2, 1st Floor, Conference Center

H-6: “Resource Database” Open House Dallas Ballroom, A12, 1st Floor, Conference Center
I&R/A agencies a review of current trends and developments in aging and disability policy, financing, and service delivery.

Sherron Clark, Administration for Community Living (ACL), U.S. Department of Health and Human Services, Washington, District of Columbia; Damon Terzaghi, National Association of States United for Aging and Disabilities (NASUAD), Washington, District of Columbia; Autumn Campbell, National Association of Area Agencies on Aging (n4a), Washington, District of Columbia; Lindsay Baran, National Council on Independent Living (NCIL), Washington, District of Columbia

MONDAY, JUNE 4TH
1:00pm – 2:15pm
Dallas Ballroom, A3, 1st Floor, Conference Center
A-3: “Developments in Aging and Disability Policy: A National Perspective”

Presenters will share the latest updates from the U.S. Department of Health and Human Services, Administration for Community Living (ACL); the National Association of States United for Aging and Disabilities (NASUAD); the National Association of Area Agencies on Aging (n4a); and the National Council on Independent Living (NCIL). These updates will give managers and front-line staff of state and local

MONDAY, JUNE 4TH
2:45pm – 4:00pm
San Antonio Ballroom, B, 3rd Floor, Conference Center

Do you handle calls requesting transportation? Join us for an interactive workshop that will introduce you to a core principal of the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973 that is known as reasonable modification to policy and practice. This session will inform attendees on the requirement for public transportation providers (fixed route bus and ADA paratransit) on the process and requirements for effectively handing reasonable modification requests. A representative from Dallas Area Rapid Transit (DART) will provide his perspectives and experience in responding to reasonable modification of policy requests for the transit agency. A representative from Dallas Area Rapid Transit (DART) will provide a description of their process and examples of reasonable modification of policy requests.

Kenneth Thompson, National Aging and Disability Transportation Center (NADTC), Easter Seals, Washington, District of Columbia; Marcus Moore, Jr., Assistant Vice President of Civil Rights, Dallas Area Rapid Transit (DART), Dallas, Texas

MONDAY, JUNE 4TH
2:45pm – 4:00pm
San Antonio Ballroom, B, 3rd Floor, Conference Center
A-6: “Listening Between the Lines: Responding to Caregivers’ Needs”

When a caregiver contacts you to learn about local services, it is critical to listen between the lines to hear who really needs help. Most often, support is needed for both care partners, the caregiver as well as the care receiver. The typical higher-hour caregiver has been providing care for around 5 years and expects to continue care for another 5

Vivienne Armstrong, Ed-U-CARE, Inc., Dallas, Texas

Dallas Ballroom, A1, 1st Floor, Conference Center
A-2: “Supports for LGBT Older Adults in Aging and Disability Services”

This session provides aging and disability employees and volunteers with an understanding of the specific needs and experiences of LGBT older adults and caregivers. The presentation includes an introduction to useful terminology and the use of case scenarios, video interviews with LGBT older adults and group discussion designed to provide an in-depth look at the challenges and barriers faced by LGBT older adult adults. Participants will leave with best practices as well as local and national resources that will assist with supporting LGBT Older Adults. Participants will be connected to local and national resources, and receive some best practices to integrate into their work. Vivienne Armstrong, Ed-U-CARE, Inc., Dallas, Texas
years. What are the assessment tools, initiatives and services that can help caregivers in their journey? This interactive session will include useful resources that you can take back to your community to provide support to those who care for others.

*Kate Kunk*, CCOA Aging & In-Home Solutions, Indianapolis, Indiana; *Patrice Earnest*, National Association of Area Agencies on Aging (n4a), Washington, District of Columbia

**TUESDAY, JUNE 5TH**
8:45am – 10:00am
Dallas Ballroom, A3, 1st Floor, Conference Center

A-7: “When 911 Calls You: Partnering with Your Local Paramedics to Strengthen Evidence-Based Health Program Delivery and Impact Frequent Users of 911”
The presentation will provide I&R Management, Specialists and Resource staff a forum to discuss and learn about issues related to aging populations and emergency services. When everyone calls 911, 911 may call you about reaching individuals who fall and have ongoing health conditions! Coordinators of evidence-based health programs will share creative ways to increase participant enrollment in health education programs and further support communities with social service needs. Participants will also have an opportunity to ask questions of Area Agency on Aging and emergency service personnel.

*Kelly Blair*, Community Council/Dallas Area Agency on Aging, Dallas, Texas; *Jessica Walker*, Community Council/Dallas Area Agency on Aging, Dallas, Texas; *Isaac Gooch*, City of Dallas/Dallas Fire-Rescue Department, Dallas, Texas

**A-8: “Overcoming the Challenge of Connecting Consumers to Transportation”**
Too often older adults are unable to find transportation that meets their needs. In some cases, this is because transportation is inadequate, but in other cases, the reason is that older adults, people with disabilities and caregivers do not know who to contact in their community for transportation information. Increasingly, I&R programs are asked for answers to address transportation needs. If you are struggling to assist an increasing number of older adults and individuals with disabilities with finding transportation, are challenged to identify community transportation resources and/or you are not sure who in your community has transportation knowledge and can offer assistance, this session is for you. This interactive session will include information about transportation options, showcase programs that focus on helping connect older adults and people with disabilities to ride options and discuss how such programs interface with both I&R/A and transportation providers. The session will include a facilitated activity that will ultimately guide I&R/As and ADRCs to address challenging transportation ride request scenarios and to locate best options to meet a caller’s transportation need.

*Patrice Earnest*, National Association of Area Agencies on Aging (n4a); Washington, District of Columbia; *Melissa Gray*, National Association of Area Agencies on Aging (n4a); Washington, District of Columbia; Brittny Tree, Community Council/Dallas Area Agency on Aging, Dallas, Texas

**TUESDAY, JUNE 5TH**
10:30am – 11:45am
Dallas Ballroom, A3, 1st Floor, Conference Center

A-9: “Social Security Services for Seniors and People with Disabilities”
Social Security touches the lives of millions of older Americans and people with disabilities. Our programs serve as a vital financial protection during times of hardship, transition, and uncertainty. As baby boomers age and an unprecedented number of Americans enter their most disability prone years, it is critical that SSA collaborate with Information and Referral organizations. Join us for an interactive session about our key programs. We will show you how you can help others access some of our most requested services: Benefit Verification Letters, Medicare Replacement Cards, New Wage Reporting option for SSDI claimants, etc. In addition, the presenter will answer all your Social Security questions.

*Rosalie Alviar*, United States Social Security Administration, Dallas, Texas

**TUESDAY, JUNE 5TH**
2:00pm – 3:15pm
Dallas Ballroom, A2, 1st Floor, Conference Center

A-10: “Medicaid: Current Issues that Impact Aging and Disability”
This session will discuss current and emerging issues in national Medicaid policy and programming. Topics discussed will include Medicaid 1115 waivers, including new policies around work requirements and non-emergency medical transportation; the expansion of managed long-term services and supports; implementation of electronic visit verification; and implementation of new requirements for the characteristics of home and community-based services. The session will highlight the key considerations and potential impacts of these issues on older adults and people with disabilities.

*Damon Terzaghi*, National Association of States United for Aging and Disabilities (NASUAD), Washington, District of Columbia

**WEDNESDAY, JUNE 6**
9:00am – 10:15am
Dallas Ballroom, A3, 1st Floor, Conference Center

The 2018 National Survey of Aging and Disability Information & Referral/Assistance Agencies surveyed I&R/A specialists about screening, assessment tools, application assistance, and promising practices for the Medicare Savings Programs and the Part D Low-Income Subsidy, the Supplemental Nutrition Assistance Program and energy assistance. This session will present the survey results, invite participants to share their experiences with screening and enrollment. We will also share samples from other agencies doing benefits outreach and enrollment, and solicit feedback on what products could be helpful to provide assistance in I&R/A benefits screening.

**MONDAY, JUNE 4TH**

1:00pm – 2:15pm  
Dallas Ballroom, D1, 1st Floor, Conference Center  

**B-2: “Accountable Community Care Hubs, Powered by 211” (Part One)**

This session will discuss and demonstrate how United Way of Jackson County leveraged existing and newly available 211 technology assets to collaborate with the department of health and human services through the State Innovation Model (SIM) process to create a common social determinants screening and assessment process, closed loop referral system, and inclusive community hub, all powered by 211. It is relevant to any and all 211s interested in pursuing public/private partnerships and integrating 211 assets with healthcare work to address social determinants of health.  


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**MONDAY, JUNE 4TH**

2:45pm – 4:00pm  
Dallas Ballroom, D1, 1st Floor, Conference Center  

**B-3: “Accountable Community Care Hubs, Powered by 211” (Part Two)**

This session will discuss and demonstrate how United Way of Jackson County leveraged existing and newly available 211 technology assets to collaborate with the department of health and human services through the State Innovation Model (SIM) process to create a common social determinants screening and assessment process, closed loop referral system, and inclusive community hub, all powered by 211. It is relevant to any and all 211s interested in pursuing public/private partnerships and integrating 211 assets with healthcare work to address social determinants of health.  


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**TUESDAY, JUNE 5TH**

8:45am – 10:00am  
Dallas Ballroom, D3, 1st Floor, Conference Center  

**B-4: “CDC Flu on Call® Project: Lessons Learned and Broader Implications”**

This workshop will provide an overview of the Flu on Call® project that is engaging over 30 211s in 2018 and has been expanding steadily since its inception in 2014. The workshop will focus primarily on exploring the opportunities and benefits of forming public health partnerships for 211s, regardless of participation in Flu on Call®, and will discuss the lessons learned from Flu on Call® that can be applied to other cross-network initiatives. This session is appropriate for all members of the 211 network.  

**Dr. Anita Patel**, **Centers for Disease Control and Prevention (CDC), Atlanta, Georgia**; **Lisa Austin**, **Senior VP, Vigilant Watch Integration, Inc. and program manager for Flu on Call®, San Diego, California**

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**Cross-References to Other Tracks**

In addition to the sessions listed above, people interested in the Aging and Disabilities Track, may also want to check out:

- “Connecting Older Adult Veterans to Services” (C-7 in the Serving the Military Track)
- “Reducing Mental Health Stigma: Using Recovery Oriented Language” (E-5 in the I&R Service Delivery Track)
- “Recognizing and Assisting Inquirers Experiencing Family Violence and Elder Abuse” (E-6 in the I&R Service Delivery Track)
- “Confidence in Any Weather: Saying No and Managing Difficult Calls” (E-7 in the I&R Service Delivery Track)
- “The Ingenuity of the Small I&R” (F-7 in the I&R Management Track)
**WORKSHOPS BY TRACK AND DESCRIPTION**

**TUESDAY, JUNE 5TH**

10:30am – 11:45am
Dallas Ballroom, A1, 1st Floor, Conference Center

B-5: **“Integrating 211 with United Way” (Part One)**

As United Ways across the country focus on increasing the positive impact they can have on communities, identifying new ways to attract donors, and advocate more effectively for policies that help people, there are more opportunities than ever to partner with, integrate, and leverage 211. Join this session to discuss creative solutions and learn from several network leaders who have successfully integrated their work with that of the United Way.

*Tanya Kahl*, Info Line, Akron, Ohio; *Rachel Krausman*, United Way Worldwide, Alexandria, Virginia; *Cheryl Graham*, United Way of Howard County, Kokomo, Indiana

2:00pm – 3:15pm
Dallas Ballroom, A1, 1st Floor, Conference Center

B-6: **“Integrating 211 with United Way” (Part Two)**

As United Ways across the country focus on increasing the positive impact they can have on communities, identifying new ways to attract donors, and advocate more effectively for policies that help people, there are more opportunities than ever to partner with, integrate, and leverage 211. Join this session to discuss creative solutions and learn from several network leaders who have successfully integrated their work with that of the United Way.

*Tanya Kahl*, Info Line, Akron, Ohio; *Rachel Krausman*, United Way Worldwide, Alexandria, Virginia; *Cheryl Graham*, United Way of Howard County, Kokomo, Indiana

**WEDNESDAY, JUNE 6TH**

9:00am – 10:15am
Dallas Ballroom, D1, 1st Floor, Conference Center

B-7: **“Collaborating with United Way 211 of Greater Atlanta to Adapt a Home Food Environment Intervention for Telephone-Based Delivery: Results from a Pilot Study”**

Healthy Homes/Healthy Families is a home food environment intervention designed to promote healthy eating and prevent weight gain. We collaborated with United Way 211 of Greater Atlanta and a Georgia-based Steering Committee to adapt the intervention for telephone-based delivery. This workshop will guide the audience through the process of adapting this intervention for your clients, our pilot study methods and results, and recommendations for intervention refinement. This information is most relevant for I&R call center managers and staff interested in delivery of public health interventions.

*Lucia Bundy*, Emory Prevention Research Center, Atlanta, Georgia

10:30am – 11:45am
Dallas Ballroom, A2, 1st Floor, Conference Center

B-8: **“Violent Extremism: How 211s Can Help to Prevent Ideologically Motivated Violence”**

Who would be the first to notice, and able to intervene, with individuals considering acts of violent extremism? Research has found that those best positioned to intervene with individuals considering acts of violent extremism might be those individuals’ friends, family members, and mentors. This session discusses results from a Department of Homeland Security-funded research project conducted in partnership with Atlanta and Orlando, regarding the development of protocols to empower 211’s to provide communities with a convenient, readily accessible, confidential means to intervene in circumstances in which a member of the public is concerned that peers/loved ones might be on a path toward engaging in, or otherwise supporting, ideologically-motivated violence.

*Michael J. Williams, PHD*, Georgia State University; *Atlanta, Georgia; Larry Olness*, Heart of Florida United Way, Orlando, Florida

**Cross-References to Other Tracks**

In addition to the sessions listed above, people interested in the 211 Track, may also want to check out:

- “Creative Text Messaging During Disaster and Recovery” (D-2 and D-3 in the Disaster Track)
- “Public Information Approaches in a Disaster” (D-4 in the Disaster Track)
- “A Coordinated Approach to Disaster Case Management, Creating a Plug and Play Response for Future Disaster Events” (D-6 in the Disaster Track)
- “I&R’s Response to the Opioid Epidemic Panel Discussion” (E-3 in the I&R Service Delivery Track)
- “Let’s Talk about Outreach Roundtable Discussion” (E-4 in the I&R Service Delivery Track)
- “I&R Role in Re-entry and Reunification” (E-10 in the I&R Service Delivery Track)
- “Creating a Management Flow Chart for Continuous AIRS Standards Compliance” (F-1 in the I&R Management Track)
- “Demystifying Service Level, How It’s Set, How It’s Met” (F-3 in the I&R Management Track)
- “The Texas Competitive Electric Market, Electric Providers and Non-Profit Partnerships” (F-6 in the I&R Management Track)
- “The Ingenuity of the Small I&R” (F-7 in the I&R Management Track)
- “Introduction to API’s (ABC’s of API’s)” (G-2 in the Technology Track)
- “How to Increase Traffic to your Website? A Complete Guide for Non-Technical People” (G-3 in the Technology Track)
- “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (G-4 and G-5 in the Technology Track)
- “Connecting the Dots: The Community Information Exchange” (J-3 and J-4 in the For Everyone Track)
- “Human Trafficking: How to Spot It, Stop It and Find Recovery Resources” (J-5 in the For Everyone Track)
- “Tweet Your Way to Success: Maximizing Twitter and other Social Media Platforms” (J-8 in the For Everyone Track)

**SERVING THE MILITARY TRACK**

The sessions on this track are geared towards issues distinct to providing I&R services to the broad military community (including families, veterans and reservists). However, there are sessions here of interest to people working in other areas of I&R, plus there are sessions in other tracks relevant to military I&R providers. Remember, anyone can attend any session and that everything in I&R and I&A is connected.
MONDAY, JUNE 4TH
10:00am – 11:15am
Dallas Ballroom, D1, 1st Floor, Conference Center
C-1: “You’ve Served Us, Now Let Us Serve You: Understanding Military Culture to Deliver World-Class Service for Veterans”
With more than 18 million veterans across the United States, increasing your knowledge of military culture will help you better understand and support the needs of your Veterans. This session is designed for frontline I&R staff across all skill levels who provide programs and services to veterans. Participants will learn about the complexities of military life, the challenges of reintegration, and some tools and tips to provide world-class service to this population.

Connie Melendez, MCCS Marine & Family Programs-Resources, Okinawa, Japan;
Joe Cassidy, MCCS Marine & Family Programs-Resources, Okinawa, Japan

MONDAY, JUNE 4TH
1:00pm – 2:15pm
Dallas Ballroom, D1, 1st Floor, Conference Center
C-2: “Army Installation Management Command (IMCOM): Enhancing Soldier and Family Readiness by Building Relationships Outside the Gate”
Building relationships between communities and Army installations is now more important than ever as our Army seeks to focus every available resource on readiness. An engaged public understands the Army’s mission and challenges, likewise, informed Army employees understand the local resources and support available. Together we can concentrate our support efforts based on mutual goals. We will briefly cover how Army Soldier and Family Support does business, including our connection to the Army National Guard and US Army Reserve. We will also discuss how organizations “outside the gate” can best navigate the often-challenging process of gaining installation access and locating the correct agencies to ensure the best support is available to our Soldiers and Families. This workshop is targeted to those interested in understanding how the Army works in the area of Soldier and Family support.

Donna Engeman, US Army Installation Management Command (IMCOM), Joint Base San Antonio, Fort Sam Houston, Texas;
Billy Smith, US Army Installation Management Command (IMCOM), Joint Base San Antonio, Fort Sam Houston, Texas

MONDAY, JUNE 4TH
2:45pm – 4:00pm
Dallas Ballroom, D1, 1st Floor, Conference Center
C-3: “Justice Involved Veterans”
Justice involved Veterans have become a flash point in the Criminal Justice System. Our veterans total less than 7% of the population of the US yet encompass about 10% of the prison and jail population in the US. There are more than 325 Veterans Treatment Courts and dozens of Veterans Inmate Groups in prisons around the country. Learn more about what you can do to assist justice involved veterans and their families and how being an informed community, you can effect change.

Erin McGann, Texas Veterans Commission, Austin, Texas;
Tish McCullough, Texas Veterans Commission, Austin, Texas

TUESDAY, JUNE 5TH
8:45am – 10:00am
Dallas Ballroom, D1, 1st Floor, Conference Center
C-4: “Navigating Through the Sea of Veteran Resources”
Support resources for the veteran community can be a stormy sea. Learn how to navigate through the storm with two experienced military resource providers with experience from the Army and Marine Corps. We will navigate Military Installations, Defense Enrollment Eligibility Reporting System and the value of networking outside of your comfort zone. Join us for a panel discussion and we will steer a course for veteran resource support.

Mark Munger, HQMC Marine for Life Network, Camp Lejeune, North Carolina;
Cornelius Blackshear, United Way of Greater Houston, Houston, Texas

TUESDAY, JUNE 5TH
10:30am – 11:45am
Dallas Ballroom, A1, 1st Floor, Conference Center
C-5: “Welcome to VA: Improving the Veterans Experience”
The Department of Veterans Affairs, Veterans Experience Office will share information on how we support improving the veterans experience across the three administrations of health, benefits, and memorial affairs. VA will share information on mission, welcome kits and referrals, online resources, facility locator, surveys, enabling Veterans to stay at home for care (Choose Home initiative), community efforts, community Veterans engagement boards, and VA/White House 24/7 hotline.

Jim Wartski, Dept Veterans Affairs, Washington, District of Columbia;
Chris Olson, Dept Veterans Affairs, Phoenix, Arizona

TUESDAY, JUNE 5TH
2:00pm – 3:15pm
Dallas Ballroom, A3, 1st Floor, Conference Center
C-6: “Military OneSource, Tour in a Box”
Join this session for a special virtual tour of Military OneSource, the Department of Defense’s 24/7 call center and website that provides information, answers and support on every aspect of military life. Military OneSource “Tour in a Box” gives service providers the chance to meet the call center team and discover how the military community can access Military OneSource’s high-tech and high-touch support to help individuals manage stress, strengthen relationships, support children and youth, health and wellness goals, and more.

Erika Slaton, Office of the Deputy Assistant Secretary of Defense for Military Community and Family Policy, Alexandria, Virginia

WEDNESDAY, JUNE 6TH
9:00am – 10:15am
Dallas Ballroom, D3, 1st Floor, Conference Center
C-7: “Connecting Older Adult Veterans to Services”
This workshop will provide an overview of services and supports that are available to older adult Veterans by using Connecticut’s network as an example. It will provide an overview of community services for older adults 60 years of age or older through Older American Act funds, Respite Care Services, State Health Insurance Programs, and senior centers. It will suggest ways you can collaborate with networks in your community to identify and connect Veterans in your state to services in and out of the VA system.

Patricia Richardson, State Unit on Aging, Hartford, Connecticut

WEDNESDAY, JUNE 6TH
10:30am – 11:45am
Dallas Ballroom, A1, 1st Floor, Conference Center
This session is relevant to anyone working with veterans and Veteran...
### Workshops by Track and Description

#### Disaster Track

**The sessions on this track are geared towards issues distinct to the role of I&R in disasters. However, there are sessions here of interest to people working in other areas of I&R, plus there are sessions in other tracks relevant to disaster-related issues. Remember, anyone can attend any session and that everything in I&R and I&A is connected.**

##### Monday, June 4th

10:00am – 11:15am  
**Dallas Ballroom, D3, 1st Floor, Conference Center**

**D-1: “How Hurricane Harvey Two-Stepped Across 211 Texas Regions”**

This session will provide overview of how Hurricane Harvey affected multiple service regions in the United Way of Great Houston ranging from coastal residents evacuating from the storm, direct landmark in Rockport, Texas to historic flooding in the Houston-Harris county area which impacted 211 service center. 211 caller needs quickly changed from evacuation route information, to search and rescue request to managing self-deployed volunteers for flood rescue response. This session will demonstrate different ways a local disaster affecting several counties as a widespread state event response.

**Vicki Mize**, United Way of Greater Houston, Fort Worth, Texas; **Janna Shoe**, United Way of Greater Houston, Corpus Christi, Texas; **Stephanie Wright**, United Way of Greater Houston, Houston, Texas

1:00pm – 2:15pm  
**San Antonio Ballroom, A, 3rd Floor, Conference Center**

**D-2: “Creative Text Messaging During Disaster and Recovery” (Part One)**

A course for I&R/211 call center management and staff responsible for the planning and design of text messaging campaigns. Tips for preparing the call center for a text response before disaster hits. Group exercises on using text messaging to respond to the community during an active disaster using automatic responses, push-texting, and live 2-way-text response. How to keep control of call volume by diverting callers to text using social media, push-texts, and IVR messaging. Examples of using texting and the I&R/211 website to get out disaster recovery information after the active disaster phase.

**Kelly Brown**, Interface Children & Family Services/211 Ventura County, Camarillo, California

2:45pm – 4:00pm  
**San Antonio Ballroom, A, 3rd Floor, Conference Center**

**D-3: “Creative Text Messaging During Disaster and Recovery” (Part Two)**

A course for I&R/211 call center management and staff responsible for the planning and design of text messaging campaigns. Tips for preparing the call center for a text response before disaster hits. Group exercises on using text messaging to respond to the community during an active disaster using automatic responses, push-texting, and live 2-way-text response. How to keep control of call volume by diverting callers to text using social media, push-texts, and IVR messaging. Examples of using texting and the I&R/211 website to get out disaster recovery information after the active disaster phase.

**Kelly Brown**, Interface Children & Family Services/211 Ventura County, Camarillo, California

1:00pm – 2:15pm  
**San Antonio Ballroom, A, 3rd Floor, Conference Center**

**Vicki Mize**, Crisis Center of Tampa Bay, Tampa, Florida; **Liza Cruz Cepeda**, Crisis Center of Tampa Bay, Tampa, Florida

2:45pm – 4:00pm  
**San Antonio Ballroom, A, 3rd Floor, Conference Center**

**D-4: “Public Information Approaches in a Disaster”**

During any disaster, providing time-sensitive information to the public in a quick and efficient manner is a shared goal among I&R and crisis centers. In this workshop, explore the various ways that the 211 Connecticut team creatively managed information across various platforms during Hurricanes Irma and Maria, in support of other centers in the 211 network and also their own contact center staff and hurricane evacuees who arrived in CT. Discuss new approaches on how to communicate, display, organize and share information during times of disaster to ensure critical updates and changes are both accessible and easy to navigate. This session is relevant to anyone who responds to disaster events.


8:45am – 10:00am  
**Dallas Ballroom, A2, 1st Floor, Conference Center**

**D-5: “Strength After: The Power & Purpose of Sharing Stories of Strength & Hope after Disasters”**

“Strength After” is a project of the national Disaster Distress Helpline, a program of SAMHSA administered by Mental Health Association of New York City (MHA-NYC). Strength After provides a platform (strengthafterdisaster.org) for disaster survivors & responders, across all disaster types, to share and view videos plus written stories of strength and hope during recovery. This workshop, open to conference attendees from any size center/level of service provision, will provide an overview of how participants can use Strength After as a resource referral and as a training tool in helping staff understand the impact disasters have on the individuals, families, and communities they serve.

**Christian Burgess**, MHA-NYC, Director, Disaster Distress Helpline (DDH), Fairview, Oregon; **Lidija Hurni**, MHA-NYC, Coordinator, Best Practices in Disaster Mental Health, Fort Wayne, Indiana; **Frances Gonzalez**, MHA-NYC, Director of Communications, New York, New York

10:30am – 11:45am  
**Dallas Ballroom, A2, 1st Floor, Conference Center**

**D-6: “A Coordinated Approach to Disaster Case Management, Creating a Plug and Play Response for Future Disaster Events”**

This session is relevant to anyone who responds to disaster events. This presentation will offer an overview of the State of Connecticut’s Disaster Case Management process. In partnership, 211 Connecticut,
FEMA, Salvation Army, Red Cross, Catholic Charities, State Department of Social Services/local Community Action Agencies and our State Department of Emergency Management and Homeland Security have developed a coordinated system to ensure that after a disaster, victims can access the intensive support they need to help rebuild their lives. The session will include panel discussion with DCM partner agency representatives and an opportunity for audience participation in the discussion. Topics to include a focus on areas ripe for replication such as: promotion of the service, prioritization and triage of referrals, partner agency communication, data sharing, training, funding the response efforts and outcomes tracking.


WEDNESDAY, JUNE 6TH
9:00am – 10:15am
Dallas Ballroom, A2, 1st Floor, Conference Center
D-7: “Disaster Spiritual Care: Working with Spiritual and Cultural Diversity”
A brief overview of the Texas Crisis Resiliency Team Training on Disaster Spiritual Care. The focus is helping trauma survivors from spiritually and culturally diverse backgrounds. Issues include how the spirituality and cultural background of trauma survivors impacts their response to trauma and how crisis responders can increase their ability to help. Respect, empathy, listening, and encouraging are the major themes.

Chaplain Eric Whitmore, Texas Crisis Resiliency Team, Dallas, Texas

WEDNESDAY, JUNE 6TH
10:30am – 11:45am
Dallas Ballroom, D1, 1st Floor, Conference Center
D-8: “Integrating Disaster Behavioral Health & Crisis Intervention: Lessons Learned from Disaster Distress Helpline & National Suicide Prevention Lifeline Crisis Centers Following the Historic Disasters of 2017”
The string of historic, major disasters which occurred in the U.S. in 2017 brought the intersections of disaster behavioral health & crisis intervention front & center. Utilizing a panel of staff from National Suicide Prevention Lifeline and Disaster Distress Helpline networked crisis centers, this workshop, for any size I&R center/all staff levels, will start with an overview of disaster behavioral health concepts & principles, followed by insights from panelists into common presenting issues of disaster survivors & responders received by the centers related to these major disaster events. The panel will present what worked and challenges (what can be improved) in the context of Continuity of Operations Planning when faced with either/both high-level threats to their essential services and needing to accommodate surges in volume. The session will conclude with audience discussion/Q&A, whereby participants will also be encouraged to share their own experiences of when their crisis intervention/suicide prevention work has been impacted by disasters.

Christian Burgess, MHA-NYC, Director, Disaster Distress Helpline (DDH), Fairview, Oregon; Caree Jewell, Heart of Florida United Way, Orlando, Florida

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the Disaster Track, may also want to check out:
- “When 9-1-1 Calls You: Partnering with Your Local Paramedics to Strengthen Evidence-Based Health Program Delivery and Impact Frequent Users of 9-1-1” (A-7 in the Aging/Disabilities Track)
- “CDC Flu on Call® Project: Lessons Learned and Broader Implications” (B-4 in the 211 Track)
- “I&R’s Response to the Opioid Epidemic Panel Discussion” (E-3 in the I&R Service Delivery Track)

I&R SERVICE DELIVERY TRACK

The sessions on this track are geared towards issues distinct to I&R Service Delivery. However, there are sessions here of interest to people working in other areas of I&R, plus there are sessions in other tracks relevant to I&R service delivery issues. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

MONDAY, JUNE 4TH
10:00am – 11:15am
Dallas Ballroom, A2, 1st Floor, Conference Center
E-1: “I&R Call Simulations...Say What?”
Practice makes perfect. It is no easy task for an I&R specialist to understand and implement concepts related to service delivery, empathy, community resources, and client advocacy on a daily basis. This workshop will discuss the development and implementation of 211 Call Simulations, a training tool created to help new volunteers/staff apply new skills they learned in training in a fun and non-judgmental environment. The target audience for this workshop are managers and trainers who train volunteers and staff in a contact center.

Tiffany Hernandez, Jewish Community Services of South Florida, Inc., North Miami, Florida

E-2: “The Gamification of Information and Referral”
This fast-paced, highly interactive workshop will demonstrate a series of engaging and practical activities that can be done with front-line I&R Specialists. The activities include exercises related to performance-based competencies, active listening, assessment skills and understanding the human services system just to mention a few. This workshop is geared for I&R managers, trainers and facilitators.

Faed Hendry, Findhelp Information Services, Toronto, Ontario

E-3: “I&R’s Response to the Opioid Epidemic Panel Discussion”
The opioid epidemic is a national crisis that is impacting our local communities. 211s have mobilized to generate programs and implement procedures to help respond to the crisis in innovative ways. This session will hold a panel discussion, consisting of multiple 211s from geographically diverse regions with varying levels of involvement and response to the opioid epidemic. This session is relevant to all 211 staff or management who are interested in learning more about
involvement and response to the national opioid epidemic.

Larry Olness, Heart of Florida United Way 211, Orlando, Florida; Bill Ward, Impact, Milwaukee, Wisconsin

TUESDAY, JUNE 5TH
8:45am – 10:00am
State Room 1, 3rd Floor, Conference Center
E-4: “Let’s Talk about Outreach” Roundtable Discussion
This round table discussion for networking and for information sharing for I&R staff currently providing outreach services. Topics include but are not limited to outreach services to people of all ages who do not utilize DSS/Public Assistance; people who live in rural/remote areas; non-English speakers; incarcerated individuals; homeless individuals; low-literacy individuals.

Altise M. Street, 211 VIRGINIA, Richmond, Virginia

TUESDAY, JUNE 5TH
10:30am – 11:45am
San Antonio Ballroom A, 3rd Floor, Conference Center
E-5: “Reducing Mental Health Stigma: Using Recovery Oriented Language”
This session will provide information and learning on mental health stigma and how we can use language to help reduce this stigma. Looking at using welcoming language to create open and inclusive communication about mental health, as well as; recovery-oriented language to support those experiencing mental health concerns in a strength based way. This session is relevant to everyone, we all have a role to play when it comes to reducing stigma.

Emma Potter, Canadian Mental Health Association, Edmonton, Alberta

TUESDAY, JUNE 5TH
2:00pm – 3:15pm
Dallas Ballroom D3, 1st Floor, Conference Center
E-6: “Recognizing and Assisting Inquirers Experiencing Family Violence and Elder Abuse”
Understanding how to recognize when someone experiencing Family Violence or Elder Abuse is key in ensuring clients remain safe and can access the community resources to support them. This session will provide I&R Specialists with knowledge to recognize when a relationship has turned unhealth and how to respond once a concern is identified. It will include looking at examples of safety assessments and how to plan for safety. This session has value for anyone working with I&R front line specialists, supervisors and trainers are encouraged to attend.

Emma Potter, Canadian Mental Health Association, Edmonton, Alberta

WEDNESDAY, JUNE 6TH
9:00am – 10:15am
Dallas Ballroom A1, 1st Floor, Conference Center
E-8: “Successful Silent Monitoring”
Silent monitoring is one part of a good quality improvement program that can also include call documentation reviews, peer-to-peer monitoring, skills evaluations (including roleplays), etc. This session’s suggestions may be used with live monitoring or recorded call monitoring. Sessions will cover: developing a monitoring form, preparing staff, choosing/training evaluators, and using results effectively. This session is relevant to staff in a training or management role at an I&R program.

Shye Louis, National Suicide Prevention Lifeline, Rochester, New York

WEDNESDAY, JUNE 6TH
10:30am – 11:45am
Dallas Ballroom D2, 1st Floor, Conference Center
E-9: “Training and Coaching I&R Specialists Through the Power of Storytelling”
This workshop is designed to encourage the power of sharing your story to empower your Team. Personal stories allow us to see customers more than just callers. Behind every great story is a special human being whose is driven with passion and a sense of purpose. The goal of this session is to create an atmosphere of compassion for ourselves and for others. In an effort to inspire and reengage staff & volunteers alike as well as promote hope in the community.

Manija Ahmed, 211 Orange County, Santa Ana, California; Carrie Barjols, 211 Orange County, Santa Ana, California

WEDNESDAY, JUNE 6TH
10:30am – 11:45am
Dallas Ballroom D3, 1st Floor, Conference Center
E-10: “I&R’s Role in Re-entry and Reunification”
For the second year in a row, Virginia has the lowest rate of recidivism in the nation. Did you know that each year, in the Commonwealth of Virginia, approximately 13,000 people are released from the Virginia Department of Corrections (VADOC). As we all know Returning Citizens face many challenges upon their reentry into society. Join us as we discuss how 211s can assist Returning Citizens in connecting with community resources prior to their release.

Altise M. Street, 211 VIRGINIA, Richmond, Virginia; Elaina Darjah, 211 VIRGINIA, Norfolk, Virginia

WEDNESDAY, JUNE 6TH
2:00pm – 3:15pm
Dallas Ballroom A3, 1st Floor, Conference Center
E-11: “I&R Service Delivery” Open House
This final session serves as an issue-oriented drop-in to provide time for final networking and to try and find answers to any yet-unanswered questions. The workshop will be facilitated and an online space will be
set-up during the conference for people to post “let’s talk about” ideas if they are planning to attend. If there are any topics that you still have questions on, this is a time when you can get those questions answered.

Faed Hendry, Finalhelp Information Services, Toronto, Ontario

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the I&R Service Delivery Track, may also want to check out:

- “Listening Between the Lines: Responding to Caregivers’ Needs” (A-6 in the Aging/Disabilities Track)
- “Targeting and Service Outreach for Hard to Reach Populations” (F-2 in the I&R Management Track)
- “Demystifying Service Level – How It’s Set, How It’s Met” (F-3 in the I&R Management Track)
- “Keys to Conquer Stress for Enhanced Health and Improved Performance” (J-1 in the For Everyone Track)
- “Human Trafficking: How to Spot It, Stop It and Find Recovery Resources” (J-5 in the For Everyone Track)

I&R MANAGEMENT TRACK
The sessions on this track are geared towards issues distinct to I&R Management. However, there are sessions here of interest to people working in other areas of I&R, plus there are sessions in other tracks relevant to I&R management issues. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

MONDAY, JUNE 4TH

10:00am – 11:15am
San Antonio Ballroom A, 3rd Floor, Conference Center
F-1: “Creating a Management Flow Chart for Continuous AIRS Standards Compliance”
Using the AIRS Standards as its backbone, this session is designed for directors, managers, and supervisors, who are charged with big picture management and planning duties for their contact centers. This interactive session will demonstrate one approach to organizing and tracking compliance with AIRS Standards. Attendees will do a deep dive into a template for managing all the details required for maintaining an AIRS accredited shop.
Mary Cooksey, United Way of Abilene 211 Texas A Call for Help, Abilene, Texas

MONDAY, JUNE 4TH

10:00am – 11:15am
San Antonio Ballroom B, 3rd Floor, Conference Center
F-2: “Targeting and Service Outreach for Hard to Reach Populations”
This interactive workshop will discuss specific and general targeting and service methods which can be used when providing IR&A in your community. The workshop is for management and experienced level practitioners who wish to learn why targeted outreach is important, how to do it in a cost-efficient manner and the data driven, and other benefits this can bring to your program. The CMS Accountable Healthcare Communities grants and their effects will also be reviewed.
Jay Burdick, United Way 211 in RI, Providence, Rhode Island

MONDAY, JUNE 4TH

2:00pm – 3:15pm
Dallas Ballroom A2, 1st Floor, Conference Center
F-3: “Demystifying Service Level: How It’s Set, How It’s Met”
Does your center’s Service Level target seem unrealistic? Do you wonder who came up with the target, how and why? What more can be done to meet the target? This session will explain Service Level, what it means, how it’s determined, and what to do if your center is falling short. This advanced management topic is relevant to executives that set Service Level targets and managers charged with meeting Service Level targets. The session is inappropriate for front-line specialists.
Nina Kawalek, RCCSP Professional Education Alliance, Chicago, Illinois

MONDAY, JUNE 4TH

2:45pm – 4:00pm
State Room 1, 3rd Floor, Conference Center
F-4: “Introduction to Parliamentary Procedure: A Time Tested and Widely Accepted Approach to Civil and Effective Meetings”
Parliamentary Procedure is the most widely used set of rules for effectively running and participating in a meeting. Learn the rules to effectively participate in civic or professional organization meetings including non-profit boards, AIRS and AIRS Affiliates. Learn to lead these meetings effectively, too. Presented by an AIRS Board member, former Affiliate President, who serves on multiple non-profit boards, briefly served as Township Trustee in local government, union chairperson, and even taught Parliamentary Procedure to Head Start parents who used it in their Policy Council.
Edward D’Angelo, The Information Center, Taylor, Michigan

TUESDAY, JUNE 5TH

10:30am – 11:45am
Dallas Ballroom D2, 1st Floor, Conference Center
F-5: “Structuring Training to Improve Retention”
One of the highest costs associated to a call center operation is training. This is often due to staff turnover. This workshop will provide insights on how a structured training program can help reduce your turnover rate and improve the quality of the customer experience. This workshop will provide information about the implementation of the New Hire Training Plan and evaluation of the trainee and the training program. It will also provide some ideas towards implementing a Professional Development for your call center staff.
Angela Pelegrini Olivares, 211 Tampa Bay Cares, Clearwater, Florida

TUESDAY, JUNE 5TH

2:00pm – 3:15pm
San Antonio Ballroom A, 3rd Floor, Conference Center
F-6: “The Texas Competitive Electric Market, Electric Providers and Non-Profit Partnerships”
This interactive session will provide information about the Texas Competitive Electric Market, how one Retail Electric Provider helps low-income families and partners with non-profits organizations across the state including 211 Texas. The discussion will include organization partnership to help meet the needs of low-income households that depend on energy assistance and other forms of financial assistance to pay monthly bills. The format of the session will be open discussion along with power point and is for staff wanting to build knowledge of partnerships and electric utilities.
Kim Campbell, TXU Energy, Irving, Texas; Patrick Johnson, TXU Energy, Irving, Texas
WORKSHOPS BY TRACK AND DESCRIPTION

WEDNESDAY, JUNE 6TH
9:00am – 10:15am
San Antonio Ballroom A, 3rd Floor, Conference Center
F-7: “The Ingenuity of the Small I&R”
This workshop will illustrate ways in which small call centers can be innovative and impactful, all while incorporating great teamwork. A unique perspective of smaller AIC’s (Area Information Centers) will be shared to give managers additional tools and ideas to utilize for everyday management of their call centers. Through innovation and creativity, smaller call centers possess the capacity to tweak their operational approach to one that masterfully meets contractual obligations, and keeps all staff members positively empowered and engaged. This workshop will illustrate five impactful ways of doing so. This material is only relevant to I&R call centers with less than 15 staff members.
Delano Smith, Texoma Council of Governments (211 Texoma), Sherman, Texas

WEDNESDAY, JUNE 6TH
2:15pm – 3:15pm
Dallas Ballroom A2, 1st Floor, Conference Center
This final session serves as an issue-oriented drop-in to provide time for final networking and to try and find answers to any yet-unanswered questions. The workshop will be facilitated and an online space will be set-up during the conference for people to post “let’s talk about” ideas if they are planning to attend. If there are any topics that you still have questions on, this is a time when you can get those questions answered.
Clive Jones, AIRS, Victoria, British Columbia

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the I&R Management Track, may also want to check out:
- “Developments in Aging and Disability Policy: A National Perspective” (A-3 in the Aging/Disabilities Track)
- Medicaid: Current Issues that Impact Aging and Disability (A-10 in the Aging/Disabilities Track)
- “Accountable Community Care Hubs, Powered by 211” (B-2 and B-3 in the 211 Track)
- “Integrating 211 with United Way” (B-5 and B-6 in the 211 Track)
- “Public Information Approaches in a Disaster” (D-4 in the Disaster Track)
- “Let’s Talk about Outreach Roundtable Discussion” (E-4 in the I&R Service Delivery Track)
- “I&R role in Re-entry and Reunification” (E-10 in the I&R Service Delivery Section)
- “Introduction to APIs” (G-2 in the Technology Track)
- “How to Increase Traffic to your Website? A Complete Guide for Non-Technical People” (G-3 in the Technology Track)
- “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, reliably and Sustainably” (G-4 and G-5 in the Technology Track)
- “Connecting the Dots: The Community Information Exchange” (J-3 and J-4 in the For Everyone Track)
- “Tweet Your Way to Success: Maximizing Twitter and other Social Media Platforms” (J-8 in the Technology Track)

I&R TECHNOLOGY TRACK

MONDAY, JUNE 4TH
1:00pm – 2:15pm
San Antonio Ballroom B, 3rd Floor, Conference Center
G-1: “The Cybersecurity Framework and How Can it be Applied to Protect my Organization?”
Cyber threats are becoming increasingly sophisticated. Companies must learn to protect themselves from ransomware, phishing and other cyber risks. The NIST Cybersecurity Framework seeks to provide that needed structure. The Cybersecurity Framework is recommended for all U.S. critical infrastructure organizations to assist with cybersecurity by the Federal Government. We will discuss the set of industry standards and best practices to help organizations manage cybersecurity risks. Although currently voluntary, it is expected that the Cybersecurity Framework will become the new legal standard of care for cybersecurity incidents.
Jack Kolk, ACR 2 Solutions, Inc., Benicia, California

MONDAY, JUNE 4TH
2:45pm – 4:00pm
Dallas Ballroom A2, 1st Floor, Conference Center
G-2: “Introduction to Application Programming Interfaces (APIs)”
Sharing data securely from one software system to another can be tricky, understanding what technology is available and what it means, will help you build partnerships and make your next integration project a success. This workshop will explain what an API is, the differences between API types, how they work and what they do. Panelist will share real world examples of how they are using APIs for their projects. This session is relevant to anyone that wants to understand what an API and how it may be applied to build partnerships.
Crystal McEachern, iCarol, Edmonton, Alberta; Josh Pedersen, United Way Worldwide, Alexandria, Virginia; Taylor Justice, Unite Us, New York, New York

TUESDAY, JUNE 5TH
10:30am – 11:45am
Dallas Ballroom D3, 1st Floor, Conference Center
Most I&R websites are not optimized for the web and do not seize its full potential, even though there are many ways to increase your website visits at a minimal cost. This session will be focusing on Search Engine Optimization (SEO) and will also discuss Search Engine Advertising (SEA), conversion from Web to Phone and website ROI. This workshop goal is to demystified SEO, so that everyone can diagnosis its own website and act, even for organization with no regular IT staff. We will go from basic to advanced concepts with clear examples and tools.
Mathieu Chaurette, Centre de Référence du Grand Montréal, Montréal, Québec
**WEDNESDAY, JUNE 6TH**

9:00am – 10:15am  
San Antonio Ballroom B, 3rd Floor, Conference Center  
**G-4: “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (Part One)**

This pair of workshops will explore two operational models that can sustainably produce community resource data as a public good: Data Utilities and Data Federations. In the first session, about the Data Utility model, we’ll explore how a single referral provider can publish resource data as a service to its community, balancing open access to all with sustainable revenue generation through value-adding features and services. The second session, the Federation model will explore how multiple referral providers can cooperate on resource data management as part of a network that facilitates the flow of data updates among many systems. These sessions are relevant to resource data specialists, community relations managers, executives and business officers, anyone considering the provision of community resource data as both a community service and a business concern.

*Greg Bloom, Open Referral, Miami, Florida*

**WEDNESDAY, JUNE 6TH**

10:30am – 11:45am  
San Antonio Ballroom B, 3rd Floor, Conference Center  
**G-5: “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (Part Two)**

This pair of workshops will explore two operational models that can sustainably produce community resource data as a public good: Data Utilities and Data Federations. In the first session, about the Data Utility model, we’ll explore how a single referral provider can publish resource data as a service to its community, balancing open access to all with sustainable revenue generation through value-adding features and services. The second session, the Federation model will explore how multiple referral providers can cooperate on resource data management as part of a network that facilitates the flow of data updates among many systems. These sessions are relevant to resource data specialists, community relations managers, executives and business officers, anyone considering the provision of community resource data as both a community service and a business concern.

*Greg Bloom, Open Referral, Miami, Florida*

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**Cross-References to Other Tracks**

In addition to the sessions listed above, people interested in the I&R Technology Track, may also want to check out:

- “Texting for 211s” (B-1 in the 211 Track)
- “Accountable Community Care Hubs, Powered by 211” (B-2 and B-3 in the 211 Track)
- “Creative Text Messaging During Disaster and Recovery” (D-2 and D-3 in Disaster Track)
- “Demystifying Service Level, How It’s Set, How It’s Met” (F-3 in the I&R Management Track)

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**RESOURCE DATABASE TRACK**

The sessions on this track are geared towards issues distinct to I&R Resource Databases. However, there are sessions here of interest to people working in other areas of I&R, plus there are sessions in other tracks relevant to I&R resource database issues. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

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**MONDAY, JUNE 4TH**

10:00am – 11:15am  
State Room 1, 3rd Floor, Conference Center  
**H-1: “Big Impactful Resources”**

Many hours are spent ensuring that your curated resource database has a big impact. This workshop will give you the tools and knowledge to ensure your database has the biggest impact. Discussions will start you at the beginning with the creation of your Resource Database Matrix, a tool to help you track your required, recommended and optional data elements for the various programs your resource database supports. We will share the benefits of putting your Matrix into action to customize your resource database and to create your policies to meet your organizational and community needs. We will then lead you through the questions you should consider, decisions you need to make and the processes and procedures you should have in place and why. You will leave this workshop with the outline for a plan to enact targeted change for your resource database. This session are appropriate for anyone curating a resource database.

*Polly McDaniel, iCarol, Canisteo, New York; Crystal McEachern, iCarol, Edmonton, Alberta*

**MONDAY, JUNE 4TH**

1:00pm – 2:15pm  
State Room 1, 3rd Floor, Conference Center  

Have you ever asked yourself, when does a resource become unnecessary? In this workshop, discuss with 211 Connecticut Resource Specialists the process of deciding how to consolidate a large, statewide database in order to regularly prune resources. Make space for new resources while continuing to keep your dynamic database a reflection of the ever-changing community needs. To prune or not to prune? That is the question. This session is relevant to any I&R maintaining a resource database.

*Alana Kroeber, United Way of Connecticut/211, Rocky Hill, Connecticut; Ron Johnson, United Way of Connecticut/211, Rocky Hill, Connecticut*
Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the Resource Database Track, may also want to check out:
- “Accountable Community Care Hubs, Powered by 211” (B-2 and B-3 in the 211 Track)
- “Public Information Approaches in a Disaster” (D-4 in the Disaster Track)
- “Introduction to APIs” (G-2 in the Technology Track)
- “How to Increase Traffic to your Website? A Complete Guide for Non-Technical People” (G-3 in the Technology Track)
- “Let it Flow: How Resource Data Can Go Wherever People Want to Use It, Reliably and Sustainably” (G-4 and G-5 in the Technology Track)
- “Tweet Your Way to Success: Maximizing Twitter and other Social Media Platforms” (J-8 in the For Everyone Track)
a regional Community Information Exchange using the power of technology and Social Determinants of Health as the compass to link social and health sectors together for a healthier community. Join us in this unique workshop to review the results of the San Diego Community Information Exchange since the launch of the 360° Community Coordination, including outcomes of processes, importance of sharing data and bi-directional referrals, best practices in provider relationships and partnerships, sustainability and funding, lessons learned and the vision and future for San Diego’s Community Information Exchange. This workshop is relevant to leaders of any organization serving in the I&R and 211 sector or looking to build and sustain a Community Information Exchange.

John Ohanian, 211 San Diego, San Diego, California; Alana Kalinowski, 211 San Diego, San Diego, California

MONDAY, JUNE 4TH

2:45pm – 4:00pm
Dallas Ballroom D3, 1st Floor, Conference Center
J-4: “Connecting the Dots: The Community Information Exchange” (Part Two)
As an open-ended follow-up to the previous presentation about 211 San Diego’s “Road to 360 Degree Community Coordination”, the presenters will facilitate a session to allow other attendees to (briefly!) describe their own situations regarding how to better partner in the area of the Social Determinants of Health in order to develop healthier communities. Appreciating that there are many different points along the continuum, the presenters will share their insights into how I&Rs can better position themselves and make an impact.

John Ohanian, 211 San Diego, San Diego, California; Alana Kalinowski, 211 San Diego, San Diego, California

TUESDAY, JUNE 5TH

8:45am – 10:00am
Dallas Ballroom D2, 1st Floor, Conference Center
J-5: “Human Trafficking: How to Spot it, Stop it and Find Recovery Resources”
Human trafficking is a growing problem across North America. Traffickers and victims alike vary by age, gender, socio-economic status and nation of origin. The objective of the workshop is to: a) define human trafficking; b) review red flags; c) explore impact of trauma on re-victimization; and d) discuss intervention and recovery resources. This workshop is intended for everyone. Those parenting/serving youth or serving vulnerable populations such as immigrants/refugees, LGBTQ, youth involved in foster care and/or those with addictions are strongly encouraged to attend.

Shirley (Lea) Urshan, 211 Alamo Region/United Way of San Antonio & Bexar County, San Antonio, Texas; Mallory Myers Vincent, Human Trafficking and Transnational/Organized Crime Section, Office of the Attorney General, San Antonio, Texas

TUESDAY, JUNE 5TH

10:30am – 11:45am
State Room 1, 3rd Floor, Conference Center
J-6: “Reducing Turnover and Burnout within a Call Center”
Would you like to develop a program to motivate, inspire and reward your employees? If so, this is the workshop for you. Whether you would like to invest in training, coaching or quality, there are many subjects to discuss specific to employee satisfaction in the workplace. This is not a “one size fits all” approach, but rather a discussion of the methods in which to identify key motivators and build morale. We are also going to share and demonstrate tools and activities our organization has developed and successfully used for team building, incentives and initiatives. This session is particularly relevant to management, quality assurance specialists and trainers.

Cora Patterson, Jewish Community Services of South Florida, North Miami, Florida; Abby-Gail Thorney, Jewish Community Services of South Florida, North Miami, Florida

TUESDAY, JUNE 5TH

2:00pm – 3:15pm
State Room 2, 3rd Floor, Conference Center
J-7: “Stress: Manage the Menace!”
Stress, the brain’s normal response to life’s demands is experienced by all of us, but most of us are aware that living in a chronic state of elevated stress levels can wreak havoc on our minds and bodies. Symptoms and repercussions of stress can manifest cognitively, emotionally, physically, and/or behaviorally and the damage is not only personal! The profound ripple effect of these symptoms can often be felt by everyone around us (including family, coworkers, and those we serve), hurting relationships and diminishing professional effectiveness. This session provides a clearer perspective on the purpose of “normal” stress in our lives, while offering proven techniques for recognizing and successfully managing the unhealthy type.

Kate Kunk, CICOA Aging & In-Home Solutions, Indianapolis, Indiana

TUESDAY, JUNE 5TH

2:00pm – 3:15pm
Dallas Ballroom D1, 1st Floor, Conference Center
J-8: Tweet Your Way to Success: Maximizing Twitter and other Social Media Platforms
Whether you are looking to increase awareness of your valuable I&R services, advocate for members of your community based on your data, or engage donors to enhance your fundraising efforts, there are numerous strategies for success using Twitter and other social media platforms. This workshop will focus on easy and complex uses of existing social media platforms and tools to achieve your goals. This workshop is best for those with communications, fundraising, and leadership responsibility at 211s or other agencies. Participants should bring laptops or tablets if possible to fully engage with content.

Neil Parekh, Director of Network Communications, United Way Worldwide

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the For Everyone Track, may also want to check out all the sessions in all the other tracks!
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AGIS NETWORK, INC.  
Booth #302  
2122 Kratky Road, Saint Louis, Missouri 63114  
410.269.7851  
**www.Agisnetwork.com**  
Al Schreitmueller, Director, Agency Systems  
al.schreitmueller@agisnetwork.com  
AGIS Network is a provider of AIRS format provider database extenders. We provide databases, interoperability between databases; search/indexing(updates) service and Professional quality Directory print (pdf) modules as well as consumer facing tools all of which take on the look and feel of their parent websites.

COMMTROL  
Booth #503  
3446 Old Green Rd, Suite 301, Beachwood, Ohio 44122  
216.245.1500  
**www.Commtrol.com**  
Robert Glassman, President  
rglassman@commtrol.com  
Commtrol is a telecom consulting company with unique expertise in 911 and 211 services. Over twenty years of experience has allowed us to develop proficiency in ensuring accurate call completion from land lines, digital/SIP trunking and most importantly, mobile phones. We’ve established a network of experts within all major carriers and have proprietary procedures to insure maximum efficiency and cooperation. Bottom line, fast call processing to the right provider is the most important aspect of 211 service. Commtrol is your best and only company that can make sure your calls are completed correctly.

CONNECT FIRST  
Booth #401  
2545 Central Avenue, Suite 200, Boulder, Colorado 80301  
720.428.2722  
**www.connectfirst.com**  
Christina McFadden, Sales Operations Manager  
cmfadden@connectfirst.com  
Connect First is the market leader in customer-centric, enterprise-to-small-business, cloud-based contact center application software. At the core we create value, and we continue to build on it in every interaction. Our cost-effective, no-fuss, comprehensive contact center software is designed to deliver a superior customer experience, every step of the way.

ELDERCARE LOCATOR  
Booth #402  
1730 Rhode Island Avenue, N.W., Suite 1200, Washington, D.C. 20036  
800.677.1116  
**www.eldercare.acl.gov**  
Patrice Earnest, Director  
pearnest@n4a.org  
The Eldercare Locator is funded by the U.S. Administration on Aging which is a part of the Administration for Community Living. Through its National Call Center (800.677.1116), which operates five days a week from 9:00 a.m. to 8:00 p.m. ET, and website (www.eldercare.acl.gov), the Locator serves as a trusted gateway for older adults, people with disabilities and their caregivers searching for information and resources that can be crucial to their well-being and independence.

ICAROL  
Booths #104,103  
1 Antares Drive, Suite 400, Ottawa, Ontario K2E 8C4  
888.442.2705  
**www.icarol.com**  
Polly McDaniel, Director of Business Development  
pmdaniel@icarol.com  
iCarol is a technology solution designed especially for 211 and specialty information and referral services, crisis intervention centers, warmlines, sexual assault survivor and addiction hotlines, and other not-for-profit centers. With iCarol, you can secure funding, grow service offerings, improve service delivery, and respond to the changing needs of your communities, including collaborating with other community partners and hospitals to ultimately impact more lives. iCarol functionality includes contact documentation, quality follow-up, initiating Mobile Crisis Response, robust resource database and resource management tools, volunteer and staff management, live chat and texting, statistics and reporting, and more. iCarol supports over 76,000 users worldwide, including over 45% of 211 providers in the US and 100% of Canada.

LANGUAGELINE SOLUTIONS  
Booth #201  
One Lower Ragsdale Drive, Building 2, Monterey, California 93940  
831.648.5534  
**www.languageline.com**  
Scott Sonnenberg, Strategic Account Executive  
E-mail: ssonnenberg@languageline.com  
LanguageLine Solutions® enables AIRS members and supporters to communicate in more than 240 languages, 24/7/365. Trusted by more than 28,000 clients, we’re the global leader in innovative language access solutions for omni-channel contact centers, offering high-quality, secure, phone and video interpreting, testing and training programs for bilingual staff, and translation and localization services. We enable communication in any situation and support over 36M interpretation requests annually, providing clients scalable language solutions that help them to connect diverse communities with the services they need.
**MEDIWARE**
**Booths #500, 501**
333 Texas Street, Suite 300, Shreveport, Louisiana 71101
800.664.3892
www.mediware.com
Deb Petty, Account Executive
deb.petty@mediware.com

More than 3,000 agencies in 48 states and Canada rely on Mediware (formerly Bowman Systems) for industry-leading solutions serving 211 Call Centers, Crisis Hotlines, AAA/ADRCs, and many other specialized agencies. Mediware’s ServicePoint® is a flexible online and mobile software system with components created specifically for I&R/A data collection and reporting. When you’re ready to expand your operations to include program management, short-term special projects, or community wide case management, ServicePoint is designed to grow with you, without the need for custom programming. Visit us at our booth or www.mediware.com/ir - see what our systems will do for YOUR organization!

**MELAGRO TECHNOLOGY**
**Booth #403**
24333 Southfield Road, Suite 200, Southfield, Michigan 48075
800.344.6566 x 1
www.melagrotechnology.com
Michael Brady, CEO
mb@melagrotechnology.com

Melagro Technology is a systems integrator, content provider and service bureau, with products & services which are cloud based (SaaS ) to include Client Relationship Management (CRM), Patient Relationship Management (PRM), Healthcare Patient Poverty Management System, user content, ( TTS) transitions to success, along with social determinants of health mapping services with the purpose of providing, managed care, patient/client wellness processes, with stake holder driven outcomes & solutions. Melagro Technology offers a turn-key, patient centric engagement solutions for providers, social services organizations and health care systems. Our platform is equipped with the analytical tools to easily prescribe personalized care plans, and roadmaps to patients/clients. Our proprietary work flows includes the use of the Melagro Technology suite of population behavioral health products. Our behavioral health tool delivers validated diagnostic results for DSM-V disorders via our behavioral health screens along with interviews, outcome tracking and services to providers in a simple and easy to bill format. We have discovered innovative additional revenue streams for organizations to support initiatives for sustainability for our platform use.

**NETWORK OF CARE**
**Booth #304**
1101 Fifth Avenue, Suite 250, San Rafael, California 94901
415.458.5900
www.networkofcare.org
Eric Butler, VP of Business Development
eric@trilogyir.com

The Network of Care utilizes the Internet for social good by providing fast and easy access to comprehensive community services, information, support, and assistance on a localized level to millions of people nationwide. The Network of Care is a complete solution that includes a call center application, eLearning, and the most comprehensive and current health data available. The goal of the Network of Care is to ensure “no wrong door” exists for those in need of social services and provide trusted information for anyone interested in making better decisions about the health and well-being of themselves and those around them.

**RIVERSTAR**
**Booth #404**
20 Danada Square West, Suite 260, Wheaton, Illinois 60189
847.540.8456
www.riverstar.com
Bob Fike, Chief Executive Officer
rfike@riverstar.com

RiverStar delivers tailored agent-facing and mobile self-service solutions that empower United Way and 211 agencies to deliver exceptional customer experiences across programs and equip agents with the answers they need, when they need them. RiverStar has partnered with Transition to Success (TTS) and Melagro Technologies to create a Community Health Hub to deliver coordinated care across clinical and social services agencies that enables 211 contact centers to unlock new revenue opportunities with an integrated, coordinated client care solution that is billable to Medicare and Medicaid, creating a sustainable income stream. Visit our booth to learn more and see a demo.

**RTM DESIGNS**
**Booths #200,300,301**
229 Airport Road, #7-141, Arden, North Carolina 28704
888.933.5052
www.rtmdesigns.com
David Thatch, Manager Web Development
navigate@rtmdesigns.com

RTM Designs welcomes you to our 2018 AIRS Conference exhibit area booths 200, 300 and 301. Stop by and visit us to learn about sharing 211 data nationally. We will be demonstrating Navigate and Curate, our latest cloud software. Let us show you our fully implemented National Text Platform service integration with automated follow-up survey texts. Lots to see this year!

**SUICIDE PREVENTION LIFELINE & DISASTER DISTRESS HELPLINE**
**Booth #202**
50 Broadway, Suite FL 19, New York, NY 10004
212. 254.0333
www.mhaoftnyc.org
Frances Gonzalez, Director of Communications
fgonzalez@mhaoftnyc.org

The Mental Health Association of New York City is a non-profit organization with local roots and national reach. For over 50 years, MHA-NYC has been leading the way in mental health through our three-part mission of service, advocacy and education. Among other life-saving work, MHA-NYC administers the National Suicide Prevention Lifeline, the National Disaster Distress Helpline, New York City’s NYC Well, and the NFL Life Line.
Superior HealthPlan is a managed health care company that provides health care for many Texans. Superior began in El Paso in 1999. Today, Superior serves members in all 254 counties across the state.

Superior works with the State of Texas Health and Human Services Commission (HHSC) to bring you STAR (Medicaid), Children’s Health Insurance Program (CHIP), CHIP Perinatal Care and STAR+PLUS and STAR Health. Superior has been the exclusive provider of STAR Health since 2008. Below is more information on the programs offered by Superior HealthPlan in partnership with the State of Texas: CHIP Perinate, CHIP, CHIP RSA, STAR (Medicaid) and STAR MRSA, STAR+PLUS, STAR Kids, STAR Health, STAR+PLUS Medicare-Medicaid Plan (MMP), Allwell from Superior HealthPlan (Medicare Advantage) and Medicare Advantage programs for members who are eligible for Medicare or both Medicare and Medicaid (dual eligible).

2-1-1 Counts
Booth #502
5899 Nina Place, St. Louis, Missouri 63112
314.550.2849
www.211counts.org
Charlene Caburnay, President
caburnay@hcimpact.com
2-1-1 Counts, created by Washington University in St. Louis, is the first web-based tool to provide real-time, searchable, and visual displays of data from 2-1-1 call centers across the nation. 2-1-1 Counts shows the most pressing needs, day-by-day, in neighborhoods, counties, and legislative districts served by 2-1-1s. 2-1-1 Counts helps users check trends, make comparisons, and share information to better set priorities, allocate resources, and deliver services more efficiently.

TXU Energy
6555 Sierra Dr, Irving, Texas 75039
972.868.8334
www.txu.com
Kim Campbell, Senior Manager of Customer Advocacy
kim.campbell@txu.com
You can trace our roots back to 1882 when Dallas Electric Lighting Company brought electricity to North Texas. We watched as the arrival of porch lights first welcomed neighbors and confused moths. We saw the introduction of air conditioning make our brutal summers somewhat bearable. And we marveled at the first electric car buzzing down our streets.

More than 100 years later, in 2002, the Texas competitive electricity market opened, and TXU Energy became the state’s leading retail electric provider. Today, more Texans trust us to power their homes and businesses than any other electricity provider. We’ve come a long way, but we never forget our heritage. We’re committed to always improving the communities where we live, work and serve.

Most of all, we’re committed to our customers.
We’re honored that you’ve made us the #1 choice for electricity in Texas, and we intend to keep it that way. How? We’re passionate about creating experiences and solutions tailored to fit your needs. And we employ some of the best and brightest Texans around.

Visionlink deploys the next generation software for I&R, navigation, case management, and coordinated care. Integrated telephony and messaging, reporting, and dynamic APIs, make you the hub of valued information. Configurable forms and workflows let the technology conform to your needs, not you to the technology. For 2-1-1s, Healthcare and Social Determinants, Elder Care, Youth Opportunities, Veterans Assistance, Refugee Assistance, Volunteering and more. Trusted by the CDC, United Ways, American Red Cross, NVOAD, NGOs and state and local governments. More than 50,000 users support millions of clients. CommunityOS® is Mobile Responsive, HHPAA, PCI, FERPA, and AIRS compliant.

XZAMCorp
Booth #303
10780 Blueberry Hill Drive, Kirtland, Ohio 44094
877.992.6267
www.xzamcorp.com
Josh Gamiere, COO
jgamiere@xzamcorp.com
We #1 evaluate the quality of customer services (through telephone, email and text chat mystery shops); #2 study business and consumer expectations and perceptions (through phone, mail and web-based surveys; and #3 audit processes/people (through call recordings and contact transcripts). We have full call center capabilities and provide assistance with other forms of market research, data collection and analysis.
THE POWER OF A HELPING HAND.

TXU Energy is a proud partner of TAIRS.

Each year, TXU Energy Aid℠ helps thousands of families in need pay their electricity bill.

To learn more, call 1-866-CALL-TXU or visit txu.com/energyaid.
A big AIRS thank you to all of our volunteers from Texas and beyond who helped make this conference a success!

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**AIRS NATIONAL OFFICE**
11240 Waples Mill Road, Suite 200
Fairfax, VA  22030
703.218. AIRS (2477) Phone
703.359.7562 FAX
info@airs.org

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June 2-5, 2019  Atlanta Marriott Marquis, Atlanta, Georgia

June 7-10, 2020  The Amway Grand Plaza Hotel in Grand Rapids, Michigan