



Bringing People and Services Together

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Contact Us
info@airs.org

NEWS
 Alliance of Information & Referral Systems
 March 2007 Volume XXXI No. 3

Policy expert chosen as keynote speaker

Robert Blancato, president of Matz, Blancato & Associates, Inc., has been selected to speak at the 29th AIRS Conference, held this year in Jacksonville, Florida.

AIRS has contracted with Matz, Blancato & Associates, Inc., to provide public policy services in relation to Information and Referral.

Matz, Blancato & Associates, Inc., is a firm specializing in government affairs, association and coalition management, and advocacy services. Robert currently serves on the Policy Committee and Executive Committee of the 2006 White House Conference on

Aging, appointed by Representative Nancy Pelosi. Immediately prior, he served as the Executive Director of the 1995 White House Conference on Aging, appointed by President Clinton.

Much of the immediate work of the AIRS Public Policy Committee and Matz, Blancato, & Associates, Inc. will be to collaborate with

United Way of America on supporting the newly-introduced Calling for 2-1-1 Act. However, over the course of 2007, opportunities will be pursued along the broader spectrum of the I&R movement and the AIRS Public Policy Committee will be looking for ways to involve all members in helping to set priorities.



Mr. Blancato's career involves more than 30 years in public service in both the Congress and the Executive Branch. This includes serving as Staff Director of the House Select Committee on Aging's Subcommittee on Human Services from 1977 through 1988 and as Senior Advisor

until 1993.

He currently serves as the Immediate Past President of the National Committee for the Prevention of Elder Abuse, President of Americans for Long-Term Care Security, Chairman of the National Silver Haired Congress Advisory Council, Special Advisor to the Board of

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Officers of the Corporation

Caty Jirik, President

*Jamie Moore, Treasurer and
President Elect*

Kathy O'Connor, Vice President

Georgia Sales, Secretary

The Alliance of Information & Referral Systems, Inc., was incorporated in 1973 to improve access to human services for all people through the mechanism of information and referral. It is a member organization serving I&R interests.

The AIRS Newsletter is provided as a benefit to all AIRS members. For information about membership contact us at (703) 218-AIRS (2477).

AIRS accepts paid advertising for inclusion in its publications for products and/or services which are related to the purposes of AIRS and its members. The products and services advertised in AIRS publications do not necessarily imply endorsement by AIRS or its membership.

For more information about placing an ad or article in the AIRS Newsletter, contact:

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Generations United and is on the Board of Directors for the American Society on Aging, the Greater Washington Urban League and SeniorNavigator. Previously, Blancato was an original member of the Board of Directors of Citymeals-on-Wheels USA and served as President of the National Meals-on-Wheels Foundation.

Mr. Blancato holds a Bachelor of Arts from Georgetown University and a Master of Public Administration from American University. He has served as Associate Professorial Lecturer in the Graduate School of Political Management at George Washington University and is currently serving as an adjunct professor in the University of Maryland School of Social Work.

Don't forget to bring items for the annual Friends of AIRS auction

This year's FOA Silent Auction will be a day earlier and that much more fun. But much of that fun depends on how many items are donated to the auction, which pays for conference scholarships.

Last year, more than \$2,000 was raised from the sale of 99 donated items. We are looking for donations to this year's auction. Wine, pottery, gift certificates, jewelry, cookbooks, anything beautiful and interesting that people would love. Come to the Friends of AIRS Party and have a blast.

If you can't donate, we are offering a Concierge Purchasing Service - let Sharon Donor know how much you want to spend and her committee will do the shopping for you and you will receive a donation tax letter and the credit for selecting such a wonderful gift!



Outgoing AIRS President says farewell



Cathy Jirik
AIRS Board President

I cannot believe it, but this is my last “Letter from the President” in the AIRS newsletter.

The two years have really gone fast, with many accomplishments for the organization, a lot of change, a whirlwind of activity and lots and lots of fun with cherished colleagues.

AIRS is a fine example of “The Little Engine That Could” -- a scrappy, determined grass roots organization with a clear vision, the best minds I have ever had the privilege to work with and a deep commitment to a truly noble profession. Of course, the people that make up AIRS - are all of you! The organization is the sum contributions of all of you working in the field and providing stellar I&R services in your local communities and states. You are the brain-trust behind Accreditation, Certification and the ABCs of I&R. You are the best-practices shared with legislators and funders. You are the exemplary application of the Standards and Taxonomy. You are the creators, developers and keepers of the data.

AIRS may not be a huge organization but its impact on the quality of I&R, its impact on the development of 2-1-1 services and its impact on an industry whose mission is to ensure access to critical information and services has been profound and unsurpassed.

Let me tell you how humbling it is to be president of this organization, surrounded by such incredible knowledge and commitment from the staff, the board and the membership. I learned so much in these two years and developed even deeper respect for the work. I could not possibly have con-

tributed as much as I received. My life is enriched forever.

I know I leave AIRS in very capable hands. Strong staff, a strong Board of Directors, which will be led by Jamie Moore, Vice President of Community Impact for the United Way of the Midlands, and a growing membership of dedicated I&R professionals. I look forward to being part of that membership, in the trenches, with Jamie at the helm.

I also look forward to seeing all of you in Jacksonville Florida in just a few weeks!



2007 AIRS Board Election

By now you should have received an email regarding the 2007 AIRS Board election (they were sent out on March 15). If you did not, or if you are having any problems opening the link to cast your vote, please contact Charlene Hipes at charlenehipes@airs.org. Remember, ballots must be cast by April 13 to be counted.

Disaster Response Team moving forward

Karen Hyatt
Co-Chair, AIRS Disaster Committee

As AIRS and the United Way of America continue to work on developing the disaster response team and the volunteer management training curriculum, it is important to remember the basic facts behind this effort.

AIRS has the goal of having a disaster response team in place, trained in advance to help Information and Referral / 2-1-1 providers across the country respond to large scale events.

The team will be comprised of people who fit the following cate-

gories:

- ◆ Telecommunications and Data
- ◆ Volunteer Management
- ◆ Disaster Mental Health
- ◆ Disaster Resource Management
- ◆ Public Relations
- ◆ Emergency Operations Center
- ◆ Logistics
- ◆ Call Center Management
- ◆ I&R Specialist

The team will come together for the first time in a training session in Dallas, Texas in April. The Disaster Committee is excited to be working on this effort and we will be keeping the field updated as the team develops further.

Phone number created for call center staff during a disaster

Being able to get reassurance about the status of fellow staff members after a major event is critical.

United Way of America offers UWA-LINK (877.892.5465), a toll-free staff check-in number that will be answered by a 2-1-1 call center once an event has been designated a major disaster.

This line will work regardless of whether your region has a func-

tioning 2-1-1 call center. Wallet-sized cards with the UWA-LINK line number can be obtained by contacting Trisha Ferrell at trisha.ferrell@uwa.unitedway.org.

Please make sure all staff members keep this number close at hand, just in case. They can use it to report their location and status and to receive any messages and updates about your 2-1-1 and/or United Way.

March 2007 Disaster News Update

- ◆ **Drought:** Texas, Wyoming, Nebraska, South Dakota, Montana, Minnesota
- ◆ **Extreme Cold:** Connecticut, Massachusetts
- ◆ **Fire:** New Mexico, Texas, Oklahoma, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Tennessee, Kentucky, Georgia, Florida, North Carolina
- ◆ **Severe Winter Weather:** Iowa
- ◆ **Transportation Disaster:** Ohio (bus crash)

Current FEMA Major Disaster Declarations

- ◆ Alabama: Severe Storms and Tornadoes (3/3)
- ◆ Georgia: Severe Storms and Tornadoes (3/3)
- ◆ Louisiana: Severe Storms and Tornadoes (2/23)
- ◆ Pennsylvania: Severe Storms and Flooding (2/23)
- ◆ New York: Snow (Emergency Declaration) (2/23)
- ◆ Oregon: Severe Winter Storm and Flooding (2/22)
- ◆ Washington: Severe Winter Storm, Landslides and Mudslides (2/14)
- ◆ Illinois: Severe Winter Storms (2/9)
- ◆ Florida: Severe Storms, Tornadoes and Flooding (2/8)
- ◆ Florida: Severe Storms and Tornadoes (2/3)
- ◆ Fire Declarations: None in the last 30 days

2007 AIRS conference workshops

Workshop Schedule subject to change.

Aging and Disability Track

MONDAY, May 7

10:00 am - 11:30 am

A-1 *Aging & Disability I&R/As: National Initiatives, Trends, and Resources*

This session will provide an overview of federal initiatives and national trends impacting the aging & disability I&R/A service delivery system. Representatives from the U.S. Administration on Aging, the National Association of Area Agencies on Aging, and the National Association of State Units on Aging will discuss new outreach and promotional activities for the Eldercare Locator; Choices for Independence including the Long Term Care Campaign, Aging & Disability Resource Centers, and evidenced-base health promotion programs; and other trends and their implication for aging I&R/As. Training and technical assistance resources available from the National Aging I&R Support Center to enhance the quality of service delivery and foster professionalism of aging & disability I&R/As will be examined.

Moderator: Theresa Lambert, Deputy Director, National Association of State Units on Aging & Director, National Aging I&R Support Center, Washington, DC

Presenters: Sherri Clark, Aging Program Specialist, Center for Communication & Consumer Services, U.S. Administration on Aging, Washington, DC; Helen Eltzeroth, Deputy Director, Programs and Communications, National Association of Area Agencies on Aging, Washington, DC

A-2 *Mental Health and Aging: Addressing the Emerging Challenge*

It is estimated that as many as 17 percent of older adults are affected by alcohol and/or prescription drug misuse, and 20 percent experience mental disorders that are not a normal part of aging. The 2006 Reauthorization of the Older Americans Act included new responsibilities for

identifying, screening and de-stigmatizing mental health issues among the older population. In addition, many Aging & Disability Resource Centers (ADRCs) are serving persons with mental health issues. To address this emerging challenge, the session will examine the federal, state and local infrastructure and financing related to the range of mental health programs; key national professional and advocacy organizations representing interests of the mental health community; current trends and challenges in the provision of services; and resources for linking consumers to needed services.

Moderator: Bernice Hutchinson, Director, Consumer Information, Education, and Outreach, National Association of State Units on Aging, Washington, DC

Presenter: Robert D. Rawlings, Rawlings Consulting Services; Former Director of Aging Services, Oklahoma Department of Mental Health and Substance Abuse Services (Retired); Edmund, Oklahoma

1:00 pm - 2:30 pm

A-3 *Health Literacy: Implications for I&R/A Support to Consumer Decision Making*

Millions of older adults lack the needed literacy skills to effectively use the health care system. According to recent findings, most adults have only an intermediate understanding of information associated with a broad range of health-related tasks including taking prescription drugs, reading insurance information, navigating health care systems, relating to clinicians for treatment and management of chronic conditions, and implementing home modifications for safety. It is important that professionals are aware of health literacy tools available to help communicate more effectively with older consumers on issues including long term care, Medicare and prevention programs. This session will examine common health literacy challenges, outline basic health literacy concepts, and showcase practical applications and resources designed to improve knowl-

edge, communication, navigation and advocacy.

Moderator: Sherri Clark, Aging Services Program Specialist, Center for Communication & Consumer Services, U.S. Administration on Aging, Washington, DC

Presenters: Kay Loughrey, Aging Services Program Specialist, Center for Communication & Consumer Services, U.S. Administration on Aging, Washington, DC; Angela Mickalide, Director of Education and Outreach, Home Safety Council, Washington, DC

A-4 *The Role of Options Counseling in Balancing the Long Term Care System*

Long-term care options counseling, a required component of an Aging & Disability Resource Center, is intended to support informed long term care decision-making by assisting individuals and families understand their strengths, needs, preferences, and unique situations and translate this knowledge into possible support strategies, plans and tactics. This session will differentiate options counseling from long term care education and futures planning and will highlight the important role of options counseling in efforts to "balance" or redesign the long term care system. The Wisconsin Bureau of Aging and Disability will demonstrate a practical application in training staff to provide options counseling.

Moderator: Theresa Lambert, Deputy Director, National Association of State Units on Aging & Director, National Aging I&R Support Center, Washington, DC

Presenters: Virginia Dize, Associate Director for Home and Community Based Services, National Association of State Units on Aging, Washington, DC; Maurine Strickland, I&A Program Specialist, Wisconsin Bureau of Aging and Disability Resources, Madison, WI

3:15 pm - 4:45 pm

A-5 *Moving to Statewide Implementation of Single Point of Entry*

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Systems: How Partnerships Can Get You There

A successful Single Point of Entry System relies heavily on close partnerships and collaborations among a variety of entities. This session will examine New York State's experience in developing a statewide Single Point of Entry system for the elderly and disabled adults and children. Presenters will discuss lessons learned and strategies to support implementation including critical state government collaboration, state and local partnerships, and changes at the policy and practice levels. Attention will be paid to the establishment of mechanisms to ensure participation by and engagement of stakeholders, providers and consumers. Discussions will center on county Long Term Care Councils, charged with the responsibility of analyzing community needs and service gaps, identifying entry points into the long term care system, and making recommendations to rebalance services. This session will address ways to make the case for state funding, ensure statewide continuity and local flexibility, and engage stakeholders.

Moderator: Theresa Lambert, Deputy Director, National Association of State Units on Aging & Director, National Aging I&R Support Center, Washington, DC

Presenters: Gail Koser, Project Manager, New York State Office for the Aging, Albany, NY, Lauri Pferr, Executive Deputy Director, New York State Office for the Aging, Albany, NY; Claire Murphy, Director, Washington County Office for the Aging, Fort Edward, NY

A-6 Disability Rights: A Guide to Laws and Resources

As the aging service delivery system continues to evolve relationships with the disability community and/or provide services to individuals with disabilities, a thorough knowledge of disability laws and rights is essential. This session will provide participants with a general understanding of the federal Americans with Disabilities Act (ADA) and other federal/state disability rights laws and the resources associated

with them. This interactive session will provide participants with opportunities to ask questions and participate in sample case reviews.

Moderator: Virginia Dize, Associate Director for Home and Community Based Services, National Association of State Units on Aging, Washington, DC

Presenters: Casie Moran, Disability Information & Referral Specialist, Governor's Working Group on the ADA, Tallahassee, FL; Barbara Cain, Director, Clearinghouse on Disability Information, Governor's Working Group on the ADA, Tallahassee, FL

TUESDAY May 8

8:30 am - 10:00 am

A-7 What's Different About Gay, Lesbian, Bisexual and Transgender Aging?

Whether you know it or not, GLBT elders are probably part of your client census. This session will outline issues of GLBT aging, increase service provider awareness about the diversity of sexual orientations and gender identities among their senior clients, and identify actions to make your practice more GLBT culturally competent. Participants will be able to identify the needs and concerns of older GLBT people requesting information about health and social services, identify barriers to optimal care, communicate more effectively, and make appropriate referrals.

Moderator: Bernice Hutchinson, Director, Consumer Information, Education, and Outreach, National Association of State Units on Aging, Washington, DC

Presenters: Catherine Croghan, Geriatric Health and Safety Advocate, GLBT Generations, Minneapolis, MN; John R. Yoakam, Professor of Social Work, College of St. Benedict/St. John's University, Minneapolis, MN; Barbara Satin, Transgender Activist/Founder, GLBT Generations, Minneapolis, MN

10:30 am - noon

A-8 Livable Communities: Promoting Choice and Independence

By 2030 one out of five Americans will

be an older adult. The vast majority of Americans want to age in their own homes and communities. To address this challenge, the Florida Department of Elder Affairs is leading the statewide initiative Communities for a Lifetime to assist cities, towns and counties in planning and implementing improvements benefiting the lives residents of all ages. The Department will provide an overview of the initiative, a review of progress to date, and plans for next steps. Representatives from an Area Agency on Aging and a municipality actively involved in the initiative will discuss their efforts in addressing improvements in housing, health care, transportation, accessibility, business partnerships, community education, efficient use of natural resources, and volunteer opportunities to enhance the ability of residents to age in place.

Moderator: Helen Eltzerth, Deputy Director, Programs and Communications, National Association of Area Agencies on Aging, Washington, DC

Presenters: Chuck Corley, Deputy Director, Florida Department of Elder Affairs, Tallahassee, FL, Linda Levin, Executive Director, Northeast Florida Area Agency on Aging, Jacksonville, FL, Peg Cummings, Director of Recreation, City of Dunedin, Dunedin, FL

12:15 pm - 2:00 pm

AIRS Conference: Aging Luncheon
Sponsored by: National Aging I&R Support Center, NASUA, Florida Department of Elder Affairs, Florida Association of Area Agencies on Aging, Choices for Independence: The Critical Role of Aging I&R/As and Aging and Disability Resource Centers

Keynote Speaker: Greg Case, Acting Director, Center for Planning and Policy Development, U.S. Administration on Aging, Washington, DC

2:15 pm - 3:45 pm

A-9 Aging and Disability Resource Centers: Two Approaches to Person-Centered, Long-Term Care Information, Access and Assistance

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Today's consumers of aging and disability services face an array of service and support options designed to meet their needs and remain independent in the community. Often, consumers have had to try many doors before finding the appropriate entry to their state's service delivery system. Aging and Disability Resource Centers (ADRCs) have been designed as a way of pulling together "the many doors" through which potential consumers enter the service delivery system by providing education, training and information. This session will focus on Minnesota and North Carolina's "no wrong door" approaches to making ADRC services and assistance available to seniors and persons with disabilities. Presenters will highlight the planning processes, strategies, partnerships, and opportunities and challenges of creating improved networks of access to services.

Moderator: Theresa Lambert, Deputy Director, National Association of State Units on Aging & Director, National Aging I&R Support Center, Washington, DC

Presenters: Tom Gossett, Project Manager, MinnesotaHelp.info, Minnesota Board on Aging, St. Paul, MN; Heather Burkhardt, Planner, Division of Aging and Adult Services, North Carolina Department of Health and Human Services, Raleigh, NC

A-10 Developing Web-Based Worker Registries: Choices and Challenges

The growing prevalence of consumer-directed home and community based services has resulted in the need for many consumers to use worker registries to locate potential service providers. South Carolina and Washington State have recently undertaken initiatives to create web-based worker registries designed to meet this need. During this session, presenters from the Lt. Governor's Office on Aging in South Carolina and the Home Care Quality Authority in Washington State will share their experiences and talk about the benefits and challenges of creating web-based worker registries. Issues such as procedures, disclaimers, marketing, inclusion and exclusion criteria, staff

time, sustainability and consumer choice issues will be discussed.

Moderator: Sherri Clark, Aging Services Program Specialist, Center for Communication & Consumer Services, U.S. Administration on Aging, Washington, DC

Presenters: Barbara Link, SC Access Manager, Lieutenant Governor's Office on Aging, Columbia, SC; Karen Power-Davis, SC Access Data Coordinator, Lieutenant Governor's Office on Aging, Columbia, SC; Sherri Wills-Green, Director of Referral Registry Services, Home Care Quality Authority, Olympia, WA

WEDNESDAY May 9

9:00 am - 10:30 am

A-11 Florida's ADRC Experience: Pilot Sites and Diverse Populations

This session will provide an overview of Florida's Aging and Disability Resource Center (ADRC) initiative as it has developed in three pilot sites across the state. Reflecting variations in infrastructure and population profiles, each ADRC has faced unique challenges with respect to the development and operation of its individual information and referral/assistance model. Presenters from the three pilots will discuss those challenges and the evolving strategies employed to address them. Further they will share their experiences with identifying and establishing partnerships to serve diverse ethnic/cultural groups and lifestyle population segments and in coordinating service delivery with other consumer assistance programs.

Moderator: Sherri Clark, Aging Program Specialist, Center for Communication & Consumer Services, U.S. Administration on Aging, Washington, DC

Presenters: Sandi Smith, Senior Management Analyst Supervisor, Florida Department of Elder Affairs, Tallahassee, FL; Mabel J. Rockwell Jackson, Triage Unit Program Administrator, Area Agency on Aging of Central Florida, Orlando, FL; Nilda Urbistondo, Elder Helpline Director, Aging & Disability Resource Center of Broward County, Inc, Fort

Lauderdale, FL; Beverly Hamner Burton, Senior Resource Director, Area Agency on Aging of Pasco-Pinellas, Inc., St. Petersburg, FL

A-12 Using Technology to Provide Consumer-Focused I&R/A Services

The Customer Relation Management philosophy requires that organizations collect and use the right information at the right time to assist the customer. This philosophy is true for today's I&R/A providers as they compete with the for-profit sector to deliver services to increased numbers of consumers with limited public funds. This session will focus on Minnesota's experience in creating a statewide virtual call center that provides high quality, low cost consumer focused services that build on Internet basics such as electronic messaging technology, live chat, and email. The marketing strategies employed by Minnesota to enhance the credibility of the Minnesota Linkage Lines to promote the delivery of higher levels of service to more consumers will also be explored. A demonstration of the technology will be provided.

Moderator: Bernice Hutchinson, Director, Consumer Information, Education, and Outreach, National Association of State Units on Aging, Washington, DC

Presenters: Krista Boston, Manager, Consumer Choices Team, Minnesota Board on Aging, St. Paul, MN; Perry Price, President & CEO, Revation LinkLive Technology, Minneapolis, MN

10:45 am - 12:15 pm

A-13 Taking it Statewide: Looking Ahead at Expanding ADRCs

Forty-three states and/or territories have received demonstration grants from the Administration on Aging to develop Aging and Disability Resource Centers (ADRCs). Several states are now considering expansion across the state. The Florida Department of Elder Affairs will highlight its state legislation requiring ADRCs statewide, discuss the design and implementation of the three pilot ADRCs, and discuss strategies employed by area agencies on aging to prepare for the

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statewide rollout. The Lewin Group will provide an overview of ADRC development nationwide and some of the challenges and opportunities related to expansion - funding, model-types, implementation strategies, and organizational readiness including development of a web-based self-assessment tool that will assist organizations to determine readiness to become ADRCs.

Moderator: Theresa Lambert, Deputy Director, National Association of State Units on Aging & Director, National Aging I&R Support Center, Washington, DC

Presenters: Sandi Smith, Senior Management Analyst Supervisor, Florida Department of Elder Affairs, Tallahassee, FL; Christina Neill, Consultant, The Lewin Group, Falls Church, VA; Barbara Ettner, Senior Associate, The Lewin Group, Falls Church, VA

I&R Service Delivery Track

MONDAY May 7

10:00 am - 11:30 am

C1 *Dissection 101: The Anatomy of an Inquiry and the Needs Assessment*

Like Nike, I&R Specialists just do it! Rarely do they have chance to step back and analyze how clients present information or how a needs assessment is conducted. This session focuses on 12 steps in the I&R process and effective questioning techniques that allows the I&R Specialist to succinctly identify the issue and provide appropriate referrals.

Presenter: Faed Hendry, Findhelp Information Services

1:00 pm - 2:30 pm

C2 *Learning to Challenge Your Challenging Callers*

As an I&R specialist, you know that not every caller/client is a walk on the beach. Like a breath of fresh air, this workshop will teach some advanced active listening and counseling skills to minimize your frustration and assist these manipulative and challenging clients. Learn techniques to help and handle anyone!

Presenter: Allyson Adolphson, 2-1-1 Big Bend

3:15 pm - 4:45 pm

C3 *Activities for Relieving Compassion Fatigue*

Compassion fatigue assessment tools will be reviewed to discover how service delivery can be affected. A debriefing process will also be described.

Participants will be doing a variety of quick, stress-reducing, fun activities that can be recreated back in the work place to help co-workers.

Presenter: Thomas Mueller, Crisis Center of Tampa Bay

TUESDAY May 8

8:30 am - 10:00 am

C4 *Helping When Things get Gnarly: Crisis Intervention for I&R, Part One*

Just because you work at an I&R doesn't mean you won't get crisis calls. It is the intent of this two-part workshop to provide you with the basic tools to assess and meet the immediate short-term needs of the inquirer in crisis by expanding on listening skills you already know. The first part this workshop will discuss the reasons for learning the basics of crisis intervention, define crisis and the nature of the continuum of crisis as it relates to the normal state and coping, and the basics of client centered crisis intervention.

Presenter: John Plonski, Covenant House Ninline

10:30 am - noon

C5 *Helping When Things get Gnarly: Crisis Intervention for I&R, Part Two*

The second part of will briefly review what was presented in the first session, introduce a basic Crisis Intervention Model with a demonstration of how it can work, an examination of the Do's and Don'ts of crisis intervention, and a discussion of immediacy assessment protocols.

Presenter: John Plonski, Covenant House Ninline

2:15 pm - 3:45 pm

C6 *Getting Past "Stuck": Finding Creative Solutions to Seemingly Unsolvable Problems*

Problem solving can be fun! By expand-

ing our understanding of problem solving we can enhance our services to our callers and our communities. We will be discussing both traditional problem solving methods and alternative methods of increasing your problem solving ability through enhanced creativity and intuition.

Presenter: Marti Morris, United Way of Central Carolinas

WEDNESDAY May 9

9:00 am - 10:30 am

C7 *Defusing Hostility: The Video*

I&R Specialists never know what that next inquiry is going to be and must respond effectively to any situation including angry, hostile and abusive clients. This video explores five different types of angry and hostile behavior that I&R Specialists may encounter and examines effective strategies for handling difficult and challenging clients.

Presenter: Faed Hendry, Findhelp Information Services

10:45 am - 12:15 pm

C8 *"You don't have to be a Social Worker to Ask the Right Questions"*

Do you sometimes hesitate to ask questions because you feel it's none of your business? Do you find yourself tongue-tied when faced with a difficult caller? Do you sometimes have trouble transitioning your caller from "yes/no" answers to actually giving you information? This interactive workshop will use role play and other techniques to address these issues.

Presenter: Francesca Kranzberg, Jewish Information and Referral Service of Greater Washington

2:15 pm - 3:45 pm

C9 *The Art of I&R Giving*

The elements of I&R Giving will be presented with an Artist Style that uses creativity and the "qualities of life" to achieve therapeutic, medicinal and healing results. Participants will discover these powerful results as they engage in creative drama, music, drawing and poetic reflection activities that mirror I&R Giving.

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Presenter: Thomas Mueller, Crisis Center of Tampa Bay

Disaster Track

MONDAY May 7

10:00 am - 11:30 am

D1 *How to Successfully Implement a Special Needs Transportation Registry*
Hurricanes Katrina and Rita have awoken emergency planners to the special target populations who need assistance during an evacuation, either for medical reasons or a lack of transportation options. Texas Gulf Coast residents can dial 2-1-1 and be placed on a special needs transportation registry. Coming to your town soon.

Presenters: David Smith, 2-1-1 Texas I&R Network and Sandra Ray, United Way of the Texas Gulf Coast

1:00 pm - 2:30 pm

D2 *Coordinated Assistance Network - Using Technology to Support a Coordinated, Collaborative Approach to Disaster Service Delivery - Success, Challenges and Lessons Learned*

Participants will gain an understanding of: How shared resource databases can directly impact relief agencies' ability to provide coordinated service to clients. How a platform that combines client information and resource data can provide a richer set of information to case managers and I&R professionals. How CAN works with I&R/211 agencies in a deployment and what benefits an I&R/211 can expect to gain from CAN.

Presenter: Elizabeth Campbell, Coordinated Assistance Network

3:15 pm - 4:45 pm

D3 *The Role of Information and Referral in a Public Health Emergency (or Related Disaster)*

This workshop describes how the Homeland Security and Public Health Emergency Preparedness systems work, how funding flows to localities and how a comprehensive I&R/2-1-1 can become integrated into the disaster response and recovery system.

Presenter: Sara Matta, 2-1-1 San Diego

TUESDAY May 8

8:30 am - 10:00 am

D4 *I&R Volunteer Management in Times of Disaster (Part 1)*

The workshop is designed to compliment disaster preparedness planning by training managers to effectively plan, implement and manage a volunteer surge of 10-50 persons in responding to a disaster. The workshop will include planning tools, volunteer recruitment tools and volunteer management, supervision and evaluation tools. The workshop curriculum was developed through grant collaboration between AIRS, United Way of America, and Corporation for National & Community Services.

This is a four-part workshop and the sessions are concurrent and will build upon information provided in the previous sessions. Only those that attend the first session will receive a ticket to attend the following sessions, and only those that attend all four sessions will receive the workshop materials for free.

Presenter: Beth Pline, ER Pline Consulting Services

10:30 am - noon

D5 *I&R Volunteer Management in Times of Disaster (Part 2)*

This is part two of a four-part workshop and the sessions are concurrent and will build upon information provided in the previous sessions. Only those that attend the first session will receive a ticket to attend the following sessions and only those that attend all four sessions will receive the workshop materials for free.

Presenter: Beth Pline, ER Pline Consulting Services

WEDNESDAY May 9

9:00 am - 10:30 am

D6 *I&R Volunteer Management in Times of Disaster (Part 3)*

This is part three of a four-part workshop and the sessions are concurrent and will build upon information provided in the previous sessions. Only those that attend the first session will receive a ticket to attend the following sessions and only those that attend all four sessions will

receive the workshop materials for free.

Presenter: Beth Pline, ER Pline Consulting Services

10:45 am - 12:15 pm

D7 *I&R Volunteer Management in Times of Disaster (Part 4)*

This is part four of a four-part workshop and the sessions are concurrent and will build upon information provided in the previous sessions. Only those that attend the first session will receive a ticket to attend the following sessions and only those that attend all four sessions will receive the workshop materials for free.

Presenter: Beth Pline, ER Pline Consulting Services

2:15 pm - 3:45 pm

D8 *FEMA presentation*

Presenter: To be arranged

Management Track

MONDAY May 7

10:00 am - 11:30 am

E1 *Under the Boardwalk: Resource Specialists at Work*

Resource Departments are often overlooked in Information and Referral, yet without them, telecounselors and call specialists could not do their jobs. Learn what a Resource Department is, what a Resource Department does, and why you need one. Includes an overview of best practices for database maintenance and use of the AIRS/InfoLine Taxonomy.

Presenter: Cathleen Kelly, National Suicide Prevention Lifeline

1:00 pm - 2:30 pm

E2 *Community Reports: Managing Your Golden Goose*

Every information and referral provider gathers data--data about callers, community needs and about its own performance. We love our data! But when is it too much? This workshop will show you how to present information that is helpful and carries a message but doesn't overwhelm the reader into indifference.

Presenter: Jeri Shumate, 211info

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3:15 pm - 4:45 pm

E3 *Icebreakers in the Land of Sunshine, Sandals and Surf - Getting the Most out of your I&R Exercises and Activities*

I&R practitioners learn best by doing. This workshop will provide participants with a range of fun, informative and interactive exercises that are specially related to the I&R process. The exercises and activities will address active listening and communication, enhancing our knowledge of the human services delivery system, the importance of understanding demographics and geography, case simulations and much more. An I&R Activity Resource Guide will be provided to all participants.

Presenter: Faed Hendry, Findhelp Information Services

TUESDAY May 8

8:30 am - 10:00 am

E4 *Maximizing Your Training Program*

Help your trainees get the most out of your training program. Learn techniques to effectively present information and reinforce learning, and how to develop tools to objectively evaluate skills and provide useful performance feedback both in the classroom and on-the-job.

Presenter: Louise Iles, 2-1-1 Big Bend

10:30 am - noon

E5 *Taking Your Call Center to a New Level: How to Make Your Staff SHINE!*

Do you need help motivating your staff? Do you find that your Center constantly has a turnover of staff? Are your Call Center Staff feeling bored answering the same calls day after day? Then you should attend this Workshop and learn some new ways to help produce results in efficiency and job satisfaction.

Presenter: Deborah Meade, 2-1-1 Tampa Bay Cares

2:15 pm - 3:45 pm

E6 *The Science of Staffing your I&R Call Center*

Most I&R call centers are still planning

their staff schedule by intuition.

Participants in this workshop will learn the science behind scheduling and staffing including: forecasting, determining staffing needs using scheduling software or Erlang C calculators and scheduling considerations for 24/7 operations.

Presenter: Shye Louis, 2-1-1/LIFE LINE, a program of ABVI-Goodwill

WEDNESDAY May 9

10:45 am - 12:15 pm

E7 *Applying Quality Assurance Tools in an I&R Program*

An overview of quality assurance tools utilized by I&R programs including program effectiveness follow-up, silent call monitoring, call accounting data and some less common measurements like agency satisfaction feedback, key result area. A review of the instruments, process, measurements and how the tools are utilized to strengthen I&R services. Participants will be provided an opportunity to analyze quality assurance data and identify steps or solutions to problems identified.

Presenters: Kristen Bolds-Pugh, United Way of Southeastern Michigan and Robert McKown, Heart of West Michigan United Way

2:15 pm - 3:45 pm

E8 *Call Monitoring: Moving from "Subjective" to "Scientific"*

Call monitoring all too often relies on tools which are overly subjective and perceived of as unfair. A science-based method for developing call monitoring tools will be presented. Examples will be shared. Participants will learn the steps necessary to develop their own science-based measure for call monitoring.

Presenter: Elizabeth Harris, Ph. D., Evaluation, Management & Training Associates, Inc.

Military Track

(Note that non-military folks are very welcome to attend military workshops)

MONDAY May 7

10:00 am - 11:30 am

F1 *Who Moved My Cheese?*

The program "Who Moved My Cheese"

is a nationally accepted program that gives each person an opportunity to think about change and why we fight it and to see how some people never get to the rewards that come with change. We will evaluate your attitude about change and how change can provide a chance to achieve. This is your chance to restore your sense of self-worth.

Presenter: Geraldine (Gerri) Warden, Fleet and Family Support Center, US Navy

1:00 pm - 2:30 pm

F2 *Discovering New Programs and Tools to Help Relocating Military Personnel and Families*

This session outlines the latest DoD programs and tools to assist and guide military families through the relocation process as well as to prevent them from making uninformed decisions when planning for relocation or finding housing at the new location. Participants will be provided materials to share with other Family Support providers, since most programs now use a "generalist approach" to service delivery. Since Family Centers are the first stopping place for newcomers, it is critical that I & R specialists know and understand the newest relocation initiatives.

Presenter: Anne Tarzier, Military Moving Station

TUESDAY May 8

8:30 am - 10:00 am

F3 *Military 101*

This panel discussion provides information regarding military family support programs, including access and eligibility that are available within each branch of the service. These include such services as Relocation, Personal Financial Management, and Counseling.

Additionally, programs and partnerships that are unique to each service will be reviewed. This will be of interest to all I&R providers (and not just military personnel) as it will provide insights into helping military and reserve families.

Presenters: Kim Gates, Head of Marine Corps Family Team Building, Headquarters Marine Corps; Bull Barnes,

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Marine and Family Services; Gerri Warden, Navy Fleet and Family Support Center; Army Community Services Rep. TBA.

10:30 am - noon

F4 *Combat/Operational Stress Control Program in the Marine Corps*

This presentation will give an overview of combat/operational stress injuries in the Marine Corps, how to prevent them, how to identify them, what to do about them, where to go for treatment, and other resources available for both the injured person and those who help them.

Presenter: Thomas A. Gaskin, Ph. D., Combat/Operational Stress Control Program, Headquarters, United States Marine Corps

2:15 pm - 3:45 pm

F5 *Military Service Breakouts*

Military Program Managers will meet with participants within their specific branch of Service to discuss unique I&R issues.

WEDNESDAY May 9

9:00 am - 10:30 am

F6 *The Four Lenses, Part 1*

This interactive workshop, which features a self assessment of personality, integrates the powerful competencies of Emotional Intelligence with Four Lenses (personality assessment), into a learning environment that fosters intrinsic learning for long-term results! The first section will be the assessment, and the second will help with understanding of how to utilize the knowledge in communications and interactions with others.

Presenters: Kim Gates, Head of Marine Corps Family Team Building, Headquarters Marine Corps; Mary Driscoll, Quality of Life Coordinator, 1st Marine Corps District (MCD); Dave Gutierrez, Quality of Life Coordinator, 9th MCD; Dan Dean, Quality of Life Coordinator, 12th MCD

10:45 am - 12:15 pm

F7 *The Four Lenses, Part 2*

This interactive workshop, which features a self assessment of personality, integrates

the powerful competencies of Emotional Intelligence with Four Lenses (personality assessment), into a learning environment that fosters intrinsic learning for long-term results! The first section will be the assessment, and the second will help with understanding of how to utilize the knowledge in communications and interactions with others.

Presenters: Kim Gates, Head of Marine Corps Family Team Building, Headquarters Marine Corps; Mary Driscoll, Quality of Life Coordinator, 1st Marine Corps District (MCD); Dave Gutierrez, Quality of Life Coordinator, 9th MCD; Dan Dean, Quality of Life Coordinator, 12th MCD

Resource Database Track

MONDAY May 7

1:00 pm - 2:30 pm

G1 *Going from Keywords to Taxonomy: Facing your Fear, Fright, and Dread*

This interactive workshop will provide participants with the tools necessary to translate their keywords into taxonomy. Participants will be involved in exercises to help overcome anxiety often equated with using taxonomy. Come prepared to learn & laugh!

Presenter: Carolyn Shaw, 2-1-1 Texas Information and Referral Network

3:15 pm - 4:45 pm

G2 *Successful Recruitment and Legitimization of Non-profit and For-profit Agencies to your Database*

Workshop participants will learn how to strategically build a resource database and identify recruitment strategies. Sample database application forms, inclusion/exclusion criteria, and acceptance/rejection letters will be shared, as well as the reapplication process if an agency is denied inclusion. In addition, participants will understand the importance of how to conduct successful site visits as a means to legitimize services and ultimately decrease caller complaints. Last, participants will recognize strategies to recruit appropriate for-profit organizations to join the database that pay a fee to be included in an effort to increase rev-

enues.

Presenter: Neese Blackshear-Cobb, United Way of Metro Atlanta 2-1-1

TUESDAY May 8

8:30 am - 10:00 am

G3 *RESOURCE: "The Works," Part One*

Explains the fundamentals of the I&R resource world including how to form a foundation under your mission statement and inclusion criteria; the content of what goes into creating your desired agency entries; the processes and tools that gets you there in the most efficient way.

Presenters: Caroline Kim and Rhea Rogers, 211 LA County

10:30 am - noon

G4 *RESOURCE: "The Works," Part Two*

The second part of this workshop continues to explain the fundamentals of resource including how to form a foundation under your mission statement and inclusion criteria; the content of what goes into making up your desired agency entries; the processes and tools that gets you there in the most efficient way.

Presenters: Caroline Kim and Rhea Rogers, 211 LA County

2:15 pm - 3:45 pm

G5 *The Role of Resource Departments During Disasters*

Natural and man made disasters force I&R resource Departments to step into high gear on short notice, often requiring them to toss out normal protocols of information gathering and verification and go by the "seat of their pants." Attendees of this workshop will leave being able to answer these questions: How do you gather and disseminate information in the midst of a disaster? What do you do if you have no electricity? How do you capture information and that does not fit into your software "profile?" How do you verify sketchy, constantly changing and often conflicting information? How do you make sure you are "in the loop" with emergency management personnel?

Presenters: Edward Perry, Resource Manager, 2-1-1 Tampa Bay Cares;

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Cathleen Kelly, Director of Network Development, National Suicide Prevention Hotline; Carolyn Shaw, Resource Specialist, 2-1-1 Texas Information and Referral Network

WEDNESDAY May 9

9:00 am - 10:30 am

G6 Indexing Using the INFO/LINE Taxonomy: Part One

This workshop provides a practical instruction in how to use the AIRS/INFO Line Taxonomy. Topics include a review of the Taxonomy's design features, basic indexing principles, step-by-step guidelines for indexing with the Taxonomy, and suggestions for customizing the Taxonomy to meet the unique needs of an organization. Participants will also have an opportunity to practice indexing.

Presenter: Dick Manikowski, Detroit Public Library - TIP Service

10:45 am - 12:15 pm

G7 Indexing Using the INFO/LINE Taxonomy: Part Two

Building upon the introductory information presented in the first half of this two-part program, this second part will lead participants through practical exercises in using the Taxonomy to index resources and discuss what's involved in keeping an agency's Taxonomy up to date.

Presenter: Dick Manikowski, Detroit Public Library - TIP Service

2:15 pm - 3:45 pm

G8 How to Develop a Database Training Manual

This workshop is intended to demonstrate a methodical procedure on how to maintain an I&R database. The database training manual, once established, can serve as a teaching tool to new resource staff and volunteers. The general concepts addressed can easily be used for any I&R database, regardless of the specific software program used.

Presenter: Leanne Whitesell, First Call for Help 2-1-1

Technology Track

MONDAY May 7

10:00 am - 11:30 am

H1 Web Searching Techniques: How to Find the Information You Need Easier and Faster

Over the past few years, the Internet has theoretically allowed individuals access to an almost inconceivable volume of information. Many users, however, are totally lost when it comes to finding specific data in cyberspace and to evaluating the legitimacy of the information they do find. The presenter will discuss and probably demonstrate mechanisms and techniques for effectively searching the Web. He will also discuss considerations for evaluating the authenticity of information in a medium in which there's no quality control.

Presenter: Dick Manikowski, Detroit Public Library - TIP Service

3:15 pm - 4:45 pm

H2 Introduction to Telecommunication Equipment: PBX, ACD, IVR, CMS, CAS and Workforce Management

The session will provide an introduction to telecommunication equipment technology. Come learn about what a PBX is and how it interrelates with ACD, voice mail, IVR Interactive Voice Response, CMS Call Management System, CAS Call Accounting System, Call Recording, Workforce Management and other technologies. If your agency is looking at telecom technology or if you would like to know how the each component functions this session will provide a basic understanding on each aspect to help you determine the value for your agency.

Presenter: Marianne Galleon, 211 LA County

TUESDAY May 8

8:30 am - 10:00 am

H3 I&R Centers and Wikis: The Best of Both Technologies

Participants will learn how wiki technology combined with an I&R provider database can leverage the knowledge management capabilities of a wiki with the information management capabilities of an I&R database. State or public agencies should experience a cost savings along with I&R providers receiving increased

recognition in the community.

Presenter: Dale Fitch, Ph. D., LMSW, United Way Regional Call Center, University of Michigan School of Social Work

10:30 am - noon

H4 Purchasing Hardware and Software - How to Cut Costs

Is your 2-1-1 center or organization paying full price (or close to it) for hardware and software purchases? We all know that updating our technology in order to provide quality information and referral services is a necessary evil, but you don't need to make it 50% of your annual budget. You will come away from this workshop with new ideas and names of organizations that offer discounts to nonprofit agencies.

Presenter: Kathy O'Connor, Greater Twin Cities United Way

2:15 pm - 3:45 pm

H5 Managing a Technology Project

This workshop will introduce the basic concepts and vocabulary of project management, with an emphasis on software and other technology procurement.

Presenter: Joel Aufrecht, Upright Consulting and 211 Los Angeles County

WEDNESDAY May 9

9:00 am - 10:30 am

H6 Technology Committee Activities

The AIRS Technology Committee has been active on several fronts thanks to the contribution of a large number of volunteers. This is an opportunity to learn about current initiatives such as the AIRS XML project, a Human Services Client Data XML initiative, an AIRS Style Guide, an I&R software assessment process, an upcoming concept paper on telecommunications issues and new ideas such as an inventory of technology used by I&Rs. It will also be an opportunity to provide feedback and ensure that the Committee is aware of the technology needs of your organization.

Presenters: Marianne Galleon, 211 LA County; Clive Jones, AIRS; Shadow Foster, University of Oklahoma Health Sciences Center, Mary Damsgaard,

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United Way of San Antonio

10:45 am - 12:15 pm

H7 *It's not as simple as it seems -- Adapting a Community Resource Database to inform Gap Analyses, Advocacy and Strategic Decision-making*

Making community resource data useful for planning in the nonprofit sector is not as simple as merely putting dots on a map. We'll discuss gaps between how information is designed for I&R versus what's required for planning and how our multi-purpose resource database is proving critical to strategically rebuilding New Orleans. When a resource database is designed to serve multiple purposes, I&R programs benefit from the specialized expertise and focused attention paid to the database, and the nonprofit sector (and ultimately the whole community) benefits from having a single database for its I&R and planning needs.

Presenters: Denice Warren, Greater New Orleans Nonprofit Knowledge Works; Jonathan Padgett, VIA LINK 2-1-1

2:15 pm - 3:45 pm

H8 *Everybody's Gone Surfin': Providing I&R Through the Internet*

In 1963 it was the ocean everyone was surfin'. Today it's the Internet. This workshop will examine the pros and cons of developing an Internet service delivery system as well as the seven levels of internet presence. It will also include a discussion of how an Internet interaction can provide quality I&R without seeing or hearing the inquirer. It is hoped that the workshop will end with a discussion of best practices so that a Surfin' Safari to your website is a beneficial experience of your inquirers.

Presenter: John Plonski, Covenant House Nineline

2-1-1 Track

MONDAY May 7

10:00 am - 11:30 am

J1 *Metrics for 2-1-1 Centers and Systems: A Policy Dialogue*

While other sessions will discuss some of the "how" of measuring quality and eval-

uation, this session will focus on the strategic policy questions around metrics. After presenting briefly, the facilitator will lead an interactive discussion to determine a range of generally accepted definitions, common process and outcome measures that will encourage similar experiences and comparisons for 2-1-1 field.

Presenter: Maribel Marin, 211 LA County

1:00 pm - 2:30 pm

J2 *Fresh Air Access to 2-1-1: Florida Operation Wireless*

Florida Operation Wireless (FLOW) is a statewide cell phone access model. FLAIRS accepted a proposal developed by a four member vendor team in June 2006. Phase I involving 18 Florida counties and four 2-1-1 Centers was implemented in January 2007. The system uses interactive voice recognition to allow the cell phone caller to select the city in which they would like to access 2-1-1 services. Calls are routed to the appropriate center.

Moderator: Janet Bard Hanson, 2-1-1 Big Bend.

Panel: Doug Wussler, PATLive, Raghieb Qureshi, Florida Dept. of Management Services, Mohammad Amirzadeh, Florida Dept of Management Services, Christopher Campbell, ITC Deltacom

3:15 pm - 4:45 pm

J3 *Developing a Seamless, Standards-Driven, Statewide System of Information, Referral and Assistance: Status Report on the Vermont Model*

How many agencies in your community/state offer I&R/I&A? Vermont leaders piloted an agency self-assessment tool for use by agencies that engage in some level of I&R/I&A. The I&R Assessment Tool was intended to help an agency 1) determine the degree to which its I,R&A services engages in best practices; 2) decide whether it will provide IR&A service or refer callers to existing IR&A services; and 3) prioritize what steps it will take to move forward on their decision.

Presenters: Donna Reback, MSW

and Joy Livingston, PhD, Flint Springs Associates; Sharon Tierra, Vermont 2-1-1

TUESDAY May 8

8:30 am - 10:00 am

J4 *Metrics in 2-1-1: The "How" of measuring performance and outcomes and Lessons Learned by two Centers*

The goals of this workshop are to understand the "how" of identifying, measuring, reporting and applying measurements to increase performance, productivity, service levels and overall quality AND to learn from lessons of two major 2-1-1 centers. The first part of the workshop will review methodology and the second part will discuss applications and learnings for organizational and community planning.

Presenters: Nathan Salzl, Greater Twin Cities United Way - United Way 2-1-1 and Amy Latzer, 211 LA County

10:30 am - noon

J5 *Working with other N-1-1s and National Hotlines*

Collaboration is all the rage, but how does it work with other N-1-1s. After a brief update on N-1-1s, panelists will describe sample "best practices" for relationships with other N-1-1 providers. Focus will be on 311, 511, 711, 811 and 911, as well as a few national hotlines.

Moderator: Doug Fluegel, United Way of Metropolitan Nashville.

Panel: Louisa Chaffe, City of New York, 311; Linda Daily, United Way of America; Cathleen Kelly, National Suicide Prevention Lifeline; Marianne Galleon, AIRS representative to the National Emergency Number Association (NENA).

2:15 pm - 3:45 pm

J6 *2-1-1 Assembly*

Now in its fifth year, the 2-1-1 Assembly provides an update and lively discussion about critical issues for the 2-1-1 field. Due to space limitations, participation may be limited to one representative from each active 2-1-1 Center. Hot topics expected for the 2007 Assembly include federal and state legislation, multi-state and national routing solutions, metrics, special promotion campaigns, 2-1-1

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Leadership Council and more. All 2-1-1 Centers are encouraged to send one representative.

Presenters: Lucinda Nord, Indiana 211 Partnership and Tom Page, 2-1-1 Leadership Council

WEDNESDAY May 9

9:00 am - 10:30 am

J7 Routing, Home-Sourcing and other Methods to ensure Uninterrupted 2-1-1 Service

Panel will provide overview of ways to ensure uninterrupted 2-1-1 service-especially in disaster. Panelists will describe BOTH the technical and policy questions, including: "work-at-home" and agency call sharing from a technical routing perspective; "work-at-home" options from an HR perspective; "work-at-home" options from an I&R policy perspective and cost considerations for both.

Moderator: Lucinda Nord, Indiana 211 Partnership.

Panel: Bill Brackin, Volunteers of America Western Washington and WIN 211, Jamie Moore, United Way of the Midlands, Carrie Wiggs, Oklahoma Department of Human Services and Oklahoma 2-1-1, Pat Cundiff, Heart of America United Way

10:45 am - 12:15 pm

J8 Building Value in a Statewide 2-1-1 System, One Stakeholder at a Time

This workshop will provide insight into various 2-1-1 statewide models. Details will be provided on how 2-1-1 systems strategize around resource allocation, incorporating AIRS standards, data sharing, and statewide Initiatives. Balancing local needs and capabilities of frontline providers will be central as the role of statewide leadership is presented in a panel discussion.

Presenters: Laura Zink Marx, NJ 2-1-1 Partnership and Jamie Moore, United Way of the Midlands

2:15 pm - 3:45 pm

J9 The Good, Bad and Ugly of Using 2-1-1 To Access State Services

Panelists will describe contracts and/or relationships their 2-1-1 systems hold

with state government for access to specific services through 2-1-1. Samples include maternal child health, transportation registry, children's health insurance enrollment and other eligibility programs. Panelists will offer examples of benefits, pitfalls to avoid, resources needed and policy questions for consideration in advance of state contracting.

Presenters: Patricia Williams, 2-1-1 Idaho CareLine; Lucinda Nord, Indiana 2-1-1 Partnership; Doug Fluegel, United Way of Metropolitan Nashville; Beth Wick, 2-1-1 Texas Information and Referral Network

Special Topics Track

MONDAY May 7

10:00 am - 11:30 am

K1 Values Voting

This workshop helps participants gain a deeper understanding of how cultural assumptions and perceptions affect service delivery and customer interactions. "Values Voting" is a judgment-free exercise that closes with a debrief to allow participants a discussion about the implications cultural assumptions and stereotypes play in cross-cultural communications, either in person or by telephone and other electronic means.

Presenter: Lonnie Lusardo, The Diversity Collaborative

1:00 pm - 2:30 pm

K2 The Small but Mighty I&R: Doing It All

Like Mighty Mouse, you do it all - database management, answering the phones, attending the coalition meetings, and washing the dirty coffee cups! How does one do this with only a few staff? We will laugh, cry and share together what tricks of the trade work for the small I&R.

Presenter: Sharon Doner, Jewish Information and Referral Service of Greater Washington

3:15 pm - 4:45 pm

K3 An I&R Intern Program - How to Design and Implement a Successful Program

Develop and manage an intern program

for your I&R, including a basic outline and materials. Start-up, funding, recruitment, training and supervision are all covered in this workshop. Benefits for the I&R, the interns and university/colleges and how to market your program are all covered.

Presenter: Lori Boesel, 2-1-1 @IMPACT

TUESDAY May 8

8:30 am - 10:00 am

K4 Are We Having Fun Yet?

Does your staff seem unenthusiastic or bored while working? Do they give your organization their 'all'? Employees having fun are more creative, productive, better decision-makers and get along better with their co-workers. Learn to build a stronger team, and earn loyalty respect from your employees in this FUN interactive workshop.

Presenters: Kay Parker and Traci Byrd, 2-1-1 Texas/United Way of the Brazos Valley

10:30 am - noon

K5 Beyond the Database: Developing a Virtual Library for All That Other Stuff

Resource databases are the core tool for I&R service providers, but are not suitable for many types of information that counselors need to have at their fingertips for quick and efficient referrals. The workshop will demonstrate how a supplementary online tool can be created to centralize, maintain and share non-database information within a centre or a network of centres.

Presenters: John Allec and Faed Hendry, Findhelp Information Services

2:15 pm - 3:45 pm

K6 Brainstorming: Using your Plastic Shovel and Cup to make the Sand into an Award Winning Sand Castle!

You are sitting on the beach and you have to make a creative sand castle. Sometimes life presents us with problems that are tough to answer. Brainstorming is a useful tool that you can use to develop highly creative solutions to a problem

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This workshop will help you break out of stale, established patterns of thinking, so that you can develop new ways of looking at things.

Presenter: Sharon Doner, Jewish Information and Referral Service of Greater Washington

WEDNESDAY May 9

9:00 am - 10:30 am

K7 Look Beneath the Surface: Role of Information and Referral Providers in Identifying and Assisting Victims of Human Trafficking

Human trafficking, modern-day slavery, is a serious issue facing the United States. This session will help information and referral providers learn about the crime of human trafficking, their role in identifying and assisting victims, and support available through the National Human Trafficking Resource Center to help rescue victims and restore their lives.

Presenter: Vanessa Garza, Director, Trafficking in Persons Program, U.S. Department of Health and Human Services

10:45 am - 12:15 pm

K8 Challenges and Rewards of Extended Hours Operations: A Roundtable Discussion

To bring together managers, supervisors and front line staff to discuss the challenges and rewards involved in offering after hours service. Discussion should be free flowing to allow for an exchange of ideas and cover areas such as staff needs versus organization, keeping staff involved and properly serving your customers.

Presenter: L.J. Sosa, Hillsborough County Citizen Action Center

2:15 pm - 3:45 pm

K9 What is AIRS Accreditation? Why is it Important to Your Organization and Are You Ready to Apply for it!

“The greatest thing in this world is not so much where we are, but in what direction we are moving.” Oliver Wendell Holmes
AIRS wants to help you move ahead and ensure that your I&R/A service is the best it can be. AIRS offers the only performance-based internationally recognized credentialing programs in the field of Information and Referral. In addition to certification of individuals, AIRS offers accreditation, a professional credentialing program for organizations/programs. This workshop will provide an in-depth description of the AIRS Accreditation process, allow for questions and provide attendees an opportunity to assess their readiness to apply for accreditation.

Presenter: Charlene Hipes, AIRS

Agencies accredited in 2007

The purpose of the AIRS Accreditation process is to apply the Standards for Professional Information and Referral to measure the quality of information and referral services.

Accreditation is a cooperative effort between the I&R agency and AIRS to establish a strong foundation on which the agency can build and grow. An agency considering accreditation should assess where it is in its development and its goals and whether it is ready for accreditation. Agencies must meet minimum requirements in order to become accredited.

2007 has seen so far the addition of the following sites to the ranks of AIRS Accredited agencies, bringing the total number of accredited organizations to 78. Congratulations to them and all of our accredited programs. For a complete listing of accredited agencies and information on the accreditation process refer to the AIRS web site at www.airs.org. -- Charlene Hipes, Chief Operating Officer.

Ontario	St. Catharines	Information Niagara
Michigan	Detroit	TIP - Detroit Public Library
Texas	Abilene	2-1-1 Texas A Call for Help - United Way of Abilene

Results of Survey on Training Needs of AIRS Members

More than 80 colleagues responded to a survey by the AIRS Training Committee. The survey was intended to provide the Committee with some feedback on their recent activities and some guidance for future decisions. We know that you are often asked to respond to these surveys but for a membership association, it is important to know what our members think and need. Your support helps us provide better support. Thanks to everyone who took the time to complete the survey.

In response to the question, “What online training courses should be developed in 2007?” the following were selected in order of preference:

- ◆ I&R in disaster
- ◆ Crisis intervention for I&R staff
- ◆ Preparation for Certification
- ◆ Follow-up
- ◆ Understanding ethics (including confidentiality and conflicts of interest)
- ◆ I&R advocacy

(Note that the five current online courses are: Introduction to I&R, Resource Database Overview, The I&R Process, Handling Challenging Clients and Introduction to Taxonomy).

When were asked about the individual courses within the AIRS Online Training portal, the responses were all in the Helpful/Very Helpful and Extremely Helpful range.

The course “AIRS: Introduction to Indexing and Taxonomy” registered the highest rating in the Extremely Helpful range. The course “AIRS: Introduction to I&R” was the only one that registered a small handful of responses in the “Not helpful” range. And this seems to be because it was taken by more experienced I&R staff whereas it is actually intended for staff that are new to the field.

AIRS is considering the creation of a “Trainers Database” listing individuals and agencies that provide I&R and related training. When asked, how helpful would that be to your organization, the responses were:

- ◆ Extremely valuable (19%)
- ◆ Very Helpful (30%)
- ◆ Helpful (47%)

- ◆ Not helpful (3%)
- ◆ Not relevant to our needs (1%)

There were also a great deal of constructive recommendations provided to the question of what information would you want about a potential provider:

- ◆ Experience, Education, Price
- ◆ Clear class learning objectives, Feedback from others who have booked them
- ◆ Area of expertise, Location served, Credentials
- ◆ How to contact, Ability to travel overnight, Reference from trainee
- ◆ Availability, willingness to adapt to the needs of group to be trained
- ◆ This would be helpful ONLY if you could “qualify” them, their materials and training approach in some way. Issues of fees would be of critical concern. Would not want to create a little “cottage industry” with unqualified trainers

When asked about what type of training does your organization currently purchase, the following were included in the range of responses:

- ◆ Specialized I&R knowledge
- ◆ Professional Development, Organizational Development, Customer Service
- ◆ Crisis assessment, Diversity, Sexual harassment
- ◆ Mental health issues
- ◆ Presentations from community agencies workshops on personality disorders, Rescue Triangle dynamic, Cultural Competency
- ◆ Technology associated with a call center (training on software and telephone system)
- ◆ Case management, Assessment skills, Writing skills, Time management, Conflict management

211s in the news across the country

California

“GUEST COMMENTARY: 2-1-1 service should reach entire Bay Area, nation.”

‘It took more than 30 years to take 9-1-1 phone service nationwide.

Today, United Way and its partners are working hard to put 2-1-1 on a fast track in the Bay Area.”

<http://www.contracostatimes.com/mld/cctimes/news/opinion/16881848.htm>

Iowa

“Lawmaker seeks starting point for long-term care information.” 2-1-1 could be point of access.

<http://www.kcrg.com/news/local/6442712.html>

Louisiana

“Locals urged to volunteer, give recovery effort a boost. Group consolidates efforts of nonprofits.”

People can reach VIALink, by dialing 211, for volunteer opportunities and information.

<http://www.nola.com/news/t-p/metro/index.ssf?/base/news-20/117428183160950.xml&coll=1>

Michigan

“160,000 Michigan Kids - 6% of All Kids in State - Have No Health Insurance: Fewer Low-Income Parents Are Being Offered Health Insurance on the Job, or Are Able

to Afford It Privately 57% of Michigan’s Uninsured Kids Are Low-Income.” For local information about SCHIP funding for Michigan’s MICHild visit

<http://www.insurekidsnow.gov>, or call United Way at 211.

[http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/03-14-2007/0004545902&EDATE =](http://www.prnewswire.com/cgi-bin/stories.pl?ACCT=104&STORY=/www/story/03-14-2007/0004545902&EDATE=)

New York

Disusses need for 2-1-1.

<http://www.pressrepublican.com/apps/pbcs.dll/article?AID=/20070320/OPINION/703200325/1002>

“Do not hang up on state funding for 2-1-1”

<http://www.democratandchronicle.com/apps/pbcs.dll/article?AID=/20070320/OPINION02/703200331/1039/OPINION>

Ohio

“County working on 211 call center.” Licking County is trying to start a 211 call center later this year.

<http://www.newarkadvocate.com/apps/pbcs.dll/article?AID=/20070311/NEWS01/703110302/1002>

Pennsylvania

“Dialing 211 could be a call for help.” Pennsylvania is one of just

nine states without a 2-1-1 service.

<http://www.phillyburbs.com/pb-dyn/news/25-03212007-1317671.html>

Texas

“When the siren blows.” Older Texans urged: “Call 211 now — before an emergency rather than during an emergency — to register for placement on the county’s emergency assistance list. This is especially important for all us seasoned citizens and any special-needs persons requiring any assistance in emergencies.”

<http://news.galvestondailynews.com/story.lasso?ewcd=cb5200189449242d&-session=TheDailyNews:42F9480C07d070C47CxVo1666231>

“Demands crippled state's welfare call centers: Deadlines, software, funding set back state's sign-up plan”

<http://www.dallasnews.com/shared/content/dws/news/texasouthwest/stories/031907dntexcallcenters.3ac8964.html>

West Virginia

“United Way promotes assistance phone line.”

<http://www.journal-news.net/News/articles.asp?articleID=7958>

Save the date: Illinois AIRS is hosting its 24th annual conference July 11-13, 2007, in Bloomington, Illinois, with the theme of “Excellence in I&R.” AIRS Certification Testing will be offered. For more information, contact Karen Zangerle at (877) 414-4054.

Solve Standard I: Service Delivery

This is the next in a series of crossword puzzles designed to help those new to the field of I&R become familiar with the AIRS Standards, and for those already experts in the Standards, this test will be a useful and fun reminder. All of the answers can be found by reading Standard I of the AIRS standards. E-

mail me your answers to the following questions at newslettereditor@airs.org and those who answered all the questions correctly will have their names printed in the May edition of the newsletter. One clue is already solved for you.

-- Hannah Newton

Across

4. The I&R service shall provide its core telephone service at no ... to the inquirer.

9. An I&R specialist shall help inquirers for whom services are unavailable by locating ...

10. In situations involving suicide or homicide, the specialist shall understand the circumstances under which a ... assessment is required

Down

1. The I&R service shall provide what to an inquirer in response to a direct request for such information.

2. The I&R service shall have a written policy which ensures that the ... of inquirers is preserved preserved

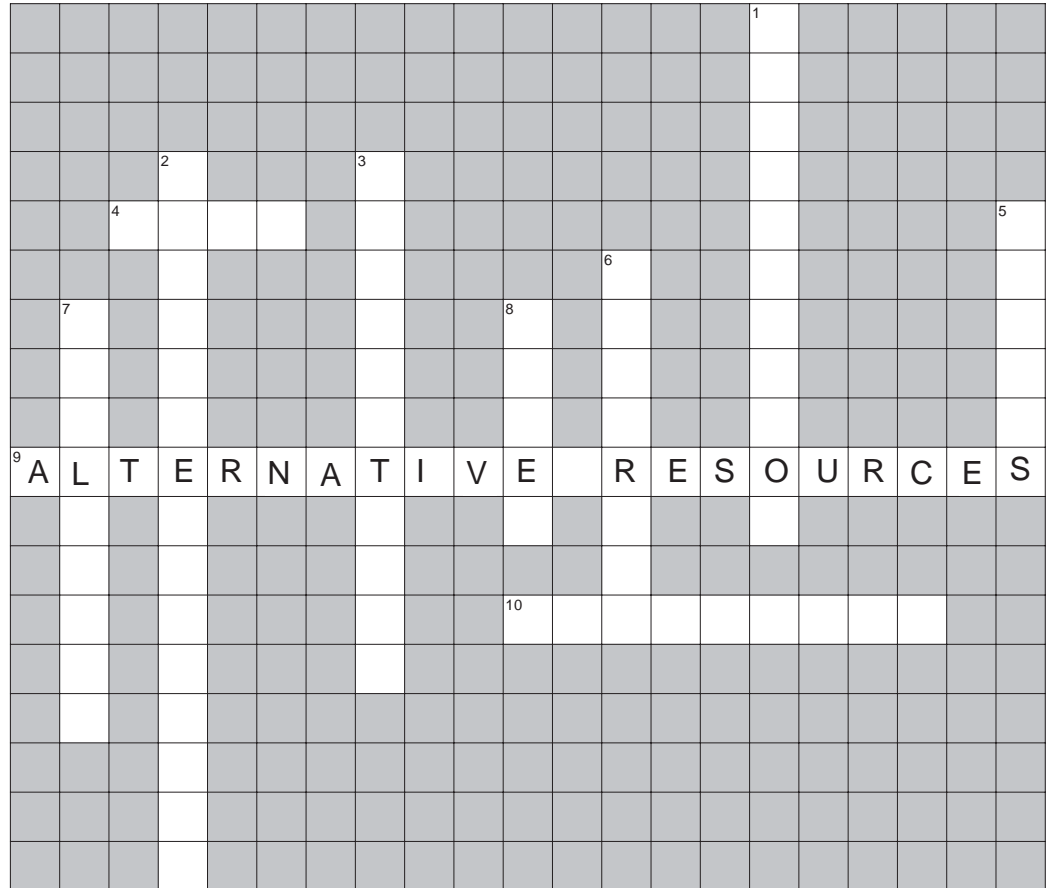
3. The I&R specialist shall have the skills to meet the needs of special ...

5. Most I&R services receive occasional requests for assistance from people in ...

6. The I&R service shall have access to what for locating information helpful to inquirers?

7. What does it mean to contact the inquirer and/or the organizations to which a referral has been made to find out if the service is being provided? (Result includes a hyphen as a letter.)

8. The I&R specialist shall where possible and desirable, provide at least how many referrals?



Created with EclipseCrossword — www.eclipsecrossword.com



Army creates hotline for wounded soldiers

The Acting Secretary of the Army and the Chief of Staff, Army has opened its “Wounded Soldier and Family Hotline” at (800) 984-8523. The hotline has two purposes:

- ◆ To provide soldiers wounded and injured in support of the Global War on Terror and their families with a resource to obtain outpatient-related assistance regarding issues they have not been able to resolve through their own chain of command or medical treatment facility (MTF).
- ◆ To capture timely and accurate information from soldiers and their families on the quality of outpatient care in order to ensure prompt and thorough response to concerns and to increase the reality and perception of soldiers receiving timely, quality care.

The Wounded Soldier and Family Hotline will be initially staffed 7 a.m. to 7 p.m. (EDT) Monday through Friday with personnel who will relay soldier’s concerns to senior Army leaders so that resources can be properly allocated. The hotline hours of operation will expand to 24 hours a day, seven days a week.

Certification test dates

Testing sites must first be approved by a state/regional/provincial I&R association. AIRS must receive notification at least 90 days in advance. The Certified Information & Referral Specialist (CIRS), Certified Resource Specialist (CRS) and Certified Information & Referral Specialist-Aging (CIRS-A) exams will be offered at each test site.

Applications to take an exam are due in the AIRS office 30 days prior to a test. (Applications are available for download on the AIRS Web site.)

The contacts listed for each site can provide information such as directions to the test site, whether training or a study session will be available before the exam, and if there are additional charges from the hosting organization. For an up-to-date list of tests visit the AIRS Web site at www.airs.org.

For additional questions, or to schedule a test, contact the AIRS Headquarters at (703) 218-AIRS (2477) ext. 201 or certification@airs.org.

MAY 4 - WINDSOR, ONTARIO
 10 a.m. - Noon
 Information Windsor
 300 Giles Blvd. E, Unit A-2
 Cristina Umana (416) 392-4558
info@informcanada.ca

Preparatory workshop
 April 27, 9:30 a.m. -3:30 p.m. at above address.
 Cost for workshop is \$149.

MAY 5 - BOZEMAN, MT
 10 a.m. - Noon

626 E. Main
 Kathy Allen (406) 587-7511 info@bozeman-helpcenter.org

MAY 6 - JACKSONVILLE, FL 1:30 - 3:30 p.m.
 AIRS Conference -

Continued on page 20

Welcome New Members

Individual Members:

- Kimberly Ann Bell- San Diego, CA
- Kay C. Brooks- Monroa, LA
- Rhea McCarty- Lincoln, IL
- Eduardo Olmedo- Houston, TX

Agency Members:

- 2-1-1 New York State- Albany, NY
- Autism Society of America- Bethesda, MD
- Brain Injury Association of MN- Minneapolis, MN
- Children's Forum/Florida's Central Directory- Tallahassee, FL
- Community Help Centre- State College, PA
- Forest County Aging & Disability Resource Center- Crandon, WI
- Healthy Mothers, Healthy Babies Coalition of Georgia- Atlanta, GA
- Henry County Senior Services- McDonough, GA
- Lutheran Child & Family Services of Illinois- River Forest, IL
- Onondaga County Helpline- Syracuse, NY
- Prevent Child Abuse Tennessee- Nashville, TN
- Senior Services Plus Inc- Alton, IL
- South Central Alabama Development Commission - Area Agency on Aging- Montgomery, AL
- Vilas County Commission on Aging- Eagle River, WI

Continued from page 19

Hyatt Regency Jacksonville
Riverfront
225 East Coast Line Drive
Amanda Leibert (703) 218-2477
amandaleibert@airs.org

MAY 8 - JACKSONVILLE, FL

2:30 - 4:30 pm
AIRS Conference - Hyatt Regency
Jacksonville Riverfront
225 East Coast Line Drive
Amanda Leibert (703) 218-2477
amandaleibert@airs.org

MAY 10 - LOS ANGELES, CA

9 - 11 a.m.
The California Endowment's
Center for Healthy Communities
1000 N Alameda Street
Tara Sullivan-Hames
(530) 879-2455
tsullivanhames@ncen.org

A \$25 administrative fee payable
to CAIRS is due at the time of the
test.

MAY 10 - LOS ANGELES, CA

2 - 4 p.m.
The California Endowment's
Center for Healthy Communities
1000 N Alameda Street
Tara Sullivan -Hames
(530) 879-2455 [tsullivan-
hames@ncen.org](mailto:tsullivan-
hames@ncen.org)

A \$25 administrative fee payable
to CAIRS is due at the time of the
test.

MAY 15 - WORCESTER, MA

1:30 - 3:30 p.m.
College of the Holy Cross Hogan
Campus Center

1 College Street
Nina Loveless (617) 348-8560
ninaloveless@dt.state.ma.us
If not registered for the New
England I&R conference being
held on the same day, there will be
a \$20 fee due at the time of the
test.

MAY 18 - WICHITA, KS

1 - 3 p.m.
United Way of the Plains
245 N Water
Heather Pierce (316) 267-1321
hpierce@unitedwayplains.org

MAY 24 - CHARLOTTE, NC

9-11 a.m.
Mecklenburg County DSS
301 Billingsley Road
Marti Morris
[marti.morris@mecklenburgcoun-
tync.org](mailto:marti.morris@mecklenburgcoun-
tync.org)
The ABCs of I&R will be present-
ed, but the date and time is yet to
be determined.

MAY 25 - DALLAS, TX

10 a.m. - Noon
1349 Empire Central, Ste 400
Debby Kimbrell (214) 954-4222
dkimbrell@ccgd.org
There is a \$20 administrative fee
payable to Community Council of
Greater Dallas.

**MAY 31 - RED DEER, ALBER-
TA, CANADA**

3:30 - 5:30 p.m.
4728 Ross Street
Cristina Umana (416) 392-4558
info@informcanada.ca

Preparatory workshop May 31, 1 -
3 p.m. at the same address.

**MAY 31 - COLORADO
SPRINGS, CO**

10:30 a.m. - 12:30 p.m.
518 N. Nevada
Pat Gash (719) 583-6611
pgash@srda.org

JUNE 6 - CONCORD, NH

9:30 - 11:30 a.m.
State Office Building - Brown
Building Room 232
129 Pleasant Street
Jennifer House (603) 271-0544
jlhouse@dhhs.state.nh.us
ABCs of I&R will be presented
May 22 from 9:30 - Noon at the
SOPS/Brown Building, Room 288,
129 Pleasant Street.

JUNE 19 - MINNEAPOLIS, MN

9- 11 a.m.
Greater Twin Cities United Way
404 South 8th Street
Kathy O'Connor (651) 291-8316
[oconnork@unitedwaytwincities.or
g](mailto:oconnork@unitedwaytwincities.or
g)
The test site is in downtown
Minneapolis so there will be park-
ing fees, either at a meter or in a
lot.

JUNE 23 - WILMINGTON, DE

10 a.m. - Noon
Delaware Helpline
900 N King Street, Suite 330
Ann Lewandowski
(302) 255-1829
ann.lewandowski@state.de.us

Available to download on the AIRS Web site at www.airs.org

**STANDARDS FOR PROFESSIONAL INFORMATION & REFERRAL: REQUIREMENTS FOR AIRS ACCREDITATION AND OPERAT-
ING 2-1-1 SYSTEMS - Version 5.1**

AIRS CERTIFICATION APPLICATION PACKET

(Click on "Certification")

AIRS ACCREDITATION APPLICATION

(Click on "Accreditation")