The Alliance of Information & Referral Systems (AIRS)
Setting the Standards for Information and Referral Services

Program

39th Annual I&R Training and Education Conference

I&R Treasures Await

May 21-24, 2017
Tampa Marriott Waterside Hotel & Marina
Tampa, Florida

Co-Sponsored By:
The National Aging Information and Referral Support Center
Because your software should simply allow you to **DO MORE than basic I & R.**

- Contact center management
- Eligibility screening
- Full client / case management
- Track activities & events participation
- Publicly searchable websites & native mobile apps using some or all of your resource records
- Easily produce print publications
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Enterprise level cloud-based software systems, 2-1-1’s, hotlines, and other specialized I&Rs, aging, health and human services, community case management, coordinated entry & assessment, and more. Ask to see a demo or contact us after the conference at Mediware.com/ServicePoint.
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On behalf of the AIRS Board of Directors, welcome to Tampa, Florida and the 39th Annual I&R Training and Education Conference. The conference has always provided an unparalleled opportunity for hundreds of I&R professionals to connect to learn, share and explore innovative ideas…Treasures Await.

Our conference committee, program track managers, staff, national partners and affiliates have worked diligently to put together a practical, thought-provoking and informative program of more than eighty workshops. There is something here for everyone. For the latest information on I&R tools, visit the vendor exhibits where you will have the opportunity to learn about many new and changing products. Our vendor and sponsor partners play a critical role in the success of the conference and we are grateful for their support.

In addition to the various symposiums and workshops, please join us for the newcomers session on Sunday afternoon (even if this is not your first conference) and the opening networking reception in the exhibit hall. Make plans to attend the Tuesday luncheon sponsored by our partners in “aging” and the Annual Meeting luncheon on Wednesday. You will also not want to miss the Friends of AIRS party and Silent Auction on Tuesday evening.

This is your opportunity to network, share best practices, identify and overcome challenges and to further enhance your I&R expertise and perception. The conference provides us with a platform to expand horizons, gain fresh perspectives and enhance our competencies. The face-to-face human interaction that occurs at the AIRS conference is invaluable and you are encouraged to take advantage of this opportunity.

As you take part in the conference, you will see many people identified as AIRS board members or staff on their name badges. These are the people who will be pleased to answer your questions and direct you to resources. We also know all of our friends from FLAIRS (Florida Alliance of Information & Referral Services) are on board to help you navigate the event. AIRS has a tradition of collegiality and inclusivity and we want you to feel you are part of the organization and conference, because you are! We’re happy you are here and we are ready to help.

Enjoy the conference…I am confident you will find some treasure that you can take back to and use at your I&R service…use this conference program as your map!

Robert (Bob) McKown, President of AIRS
Dear Colleagues,

We invite you to join us for the National Aging and Disability Information and Referral Symposium during this year’s AIRS Conference, the 39th Annual I&R Training and Education Conference. The 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).

The Symposium offers a pre-conference National I&R/A Summit for aging and disability professionals, an Aging and Disability Luncheon, and a full complement of workshops throughout the week. Symposium workshop sessions will feature national, state and local professionals presenting on key topics such as national policy developments impacting aging and disability programs, the role of I&R in managed care, long distance caregiving, partnerships, decision-making support, community transportation, disability rights and accessibility, and more. We welcome all I&R professionals, not just those with an aging and disability focus, to join our lively discussion and learn the latest developments in aging and disability I&R/A.

Aging and Disability I&R/A professionals are invited to attend the National Aging and Disability Pre-Conference Summit on Sunday, May 21, for networking, training, and access to information and resources that can support effective I&R/A service delivery. This year’s pre-conference summit will include an interactive training on motivational interviewing for aging and disability professionals provided by Dr. Debra Murray, Director of Masters of Science in Mental Health Counseling Program at Viterbo University. This training will offer an overview of the principles, skills and strategies of motivational interviewing, discuss professional applications, and allow participants to practice basic interviewing skills.

On Tuesday, May 23, join us for the Aging & Disability Luncheon with our guest speakers Patrick Finnerty, Senior Advisor for State Oral Health Programs with the DentaQuest Foundation, and Suzanne Heckenlaible, Vice President of Public Affairs and the Executive Director of the Delta Dental of Iowa Foundation. Dental care is an unmet need for many I&R inquirers, and oral health is connected to overall health and other key life domains. Our speakers will illustrate the critical need for dental care among underserved communities and individuals, and highlight new developments and initiatives aimed at improving access to care.

We offer special thanks to our federal and national partners, ACL, n4a, NCIL, and AIRS for their valuable support to NASUAD in coordinating the National Aging and Disability I&R Symposium.

Nanette Relave, MSW, 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 2017 Conference, and to invite you to attend the “Serving the Military” track workshops. These workshops have been designed to help you learn about military and community resources that focus on helping active duty service members, veterans and their families. Many of you are building veteran-community partnerships, and this year several workshops focus on the building of alliances between State, National and Federal partners. I believe that the wide variety of topics will assist you in your work so take a moment to check out the workshop titles. I hope to see you at one or more of the sessions in this track.

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 freedom 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

National Aging and Disability Information & Referral Symposium

Don’t miss the 2017 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 I&R/A. 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.
Pre-Conference Intensives

Sunday, May 21
These three pre-conference training opportunities offers participants the opportunity to explore topics in greater detail. These all-day sessions run concurrently. Pre-registration is required.

“Military Cultural Competency for I&R Professionals”
9:00am - 4:15pm
Meeting Room 5-6, 2nd Floor
Instructor: Chaplain Captain Paul Lepley, MA, LPC, CAADC
Research shows civilian providers frequently lack understanding of military culture and combat-related experiences, which can create a divide between the service provider and members of the military population. This Intensive is designed and tested specifically for I&R professionals, and helps bridge this gap by increasing your readiness and confidence to assist those who have served.

“Providing Excellent Frontline I&R Service” (formerly the ABCs of I&R)
9:00am - 4:15pm
Meeting Room 4, 2nd Floor
Instructors: Shye Louis, National Suicide Prevention Lifeline; Faed Hendry, Findhelp Information Services
This Intensive is for frontline 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 skills involved in providing quality I&R service.

“AIRS Accreditation Secrets to Success”
9:00am - 4:15pm
Grand Ballroom G, 2nd Floor
Instructors: Mary Cooksey, United Way of Abilene; Erin Shilcutt, 211 Texas
This Intensive is designed specifically for directors/managers interested in assessing their potential readiness for entering 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 organization and your resource database ready for external review.

National I&R/A Pre-Conference Summit
Sunday, May 21
8:00am - 5:15pm
Grand Ballroom A-D, 2nd Floor
Aging and disability professionals in I&R/A 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.
The Summit includes:
A continental breakfast during which participants can network with their aging and disability I&R/A peers and with staff from ACL, NASUAD, n4a, and NCIL.

A welcome and updates from the Aging and Disability Summit Partners (NASUAD, ACL, n4a, and NCIL).
Opportunities for discussion and peer-to-peer exchange.
A special focus on person centered thinking and practices featuring an interactive presentation from Michael Smull, a national expert on person centered systems and a partner in Support Development Associates (SDA).
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.

211 Network Meeting
Sunday, May 21
1:00pm - 5:00pm
Grand Ballroom I-J, 2nd Floor
The annual networking, sharing and information session of 211 providers.

AIRS Certification Exams
Sunday, May 21, 1:30pm, Meeting Room 8-9, 3rd Floor
Tuesday, May 23, 2:30pm, Meeting Room 8-9, 3rd Floor
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, May 21 and Tuesday, May 23. You must be pre-registered and pre-approved through the AIRS National Office to be eligible to take an exam.
Newcomers Welcome and Military Orientation  
Sunday, May 21  
4:30pm - 5:30pm  
Il Terrazzo, 1st Floor  
All new members, first time attendees and military personnel are invited to join the AIRS Board of Directors, staff and local hosts to ask questions about AIRS, the conference and the city of Tampa.

Software User Group Meetings  
Sunday, May 21  
9:00am - 3:30pm  
iCarol - Meeting Room 1, 2nd Floor  
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.

Welcome Reception in the Exhibit Hall  
Sunday, May 21  
5:30pm - 6:30pm  
Grand Ballroom Foyer, 2nd Floor  
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 in a relaxed atmosphere.

Opening Breakfast  
Monday, May 22  
8:00am - 9:45am  
Grand Ballroom E-F, 2nd Floor  
All conference registrants are encouraged to join us at the opening breakfast. Two keynote speakers will highlight this popular conference kick-off event.

Evening and Dinner at the Florida Aquarium  
Monday, May 22  
6:45pm - 9:45pm, Meet in hotel lobby at 6:45pm  
Join us for the fun and excitement of the famous Florida Aquarium. Enjoy a casual dinner before touring the exhibits of this popular Florida destination. A casual buffet dinner will be served and transportation will be provided. Pre-registration is required.

Please note, the aquarium event requires preregistration by May 14. We will not have tickets available for purchase at the conference. To help keep conference registration fees down, dinner and admission to the aquarium is NOT included in your full registration fee.

Aging and Disability Luncheon  
Tuesday, May 23  
12:15pm - 2:00pm  
Grand Ballroom E-F, 2nd Floor  
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), U.S. Administration on Aging. The luncheon is open to all conference attendees.

Dessert Reception and Friends of AIRS Auction  
Tuesday, May 23  
7:30pm - 9:00pm  
Il Terrazzo, 1st Floor  
Join us for the annual Friends of AIRS Auction and dance party, an AIRS conference tradition. Have a fun time while you help raise money for AIRS conference scholarships. Enjoy sweet treats, a cash bar and music while you bid on wonderful, unique auction items.

AIRS Annual Meeting and Membership Luncheon  
Wednesday, May 24  
12:30pm - 2:00pm  
Grand Ballroom E-F, 2nd Floor  
Everyone is encouraged to join us at the annual membership meeting and luncheon including the presentation of the AIRS awards of accreditation and the opportunity to meet AIRS board members.
Special Guests

Opening Breakfast Speaker
May 22
8:00am - 9:45am
Grand Ballroom E-F, 2nd Floor

Preston Cook
Preston Cook joined the Hillsborough County Emergency Management as Director in 2011. He has served in Public Safety for over 26 years. Previously he worked with the Orange County Florida Office of Emergency Management where he served as Executive Director. During that time, he responded to numerous disasters like the deadly tornadoes and devastating wild land fires of 1998 as well as numerous tropical systems including hurricanes Charlie, Frances and Gene during the 2004 Hurricane Season. He served as the State SERT Chief, managing the State of Florida Emergency Operations Center (EOC) during the Deepwater Horizon Oil Spill in 2010. Since joining Hillsborough County Emergency Management, he has worked many local responses like the 2012 Republican National Convention, and several storms including hurricane Hermine and Matthew in 2016.

Mr. Cook holds a Masters Degree in Public Administration from the University of Central Florida (UCF) and is a Certified Emergency Manager (CEM) through the International Association of Emergency Managers (IAEM).

Breakfast Speaker
May 22
8:00am - 9:45am
Grand Ballroom E-F, 2nd Floor

William York
Bill York is the Executive Vice President of 211 San Diego. With his diverse expertise and knowledge in business management, care coordination service, and funding models, coupled with his spirit of collaboration and partnership, Bill has successfully secured 94% the organization's $11 million budget in fee-for-service contracts and business partnerships.

Overseeing a staff of 130, Bill guides and directs 7 teams to meet the organization's mission and goals, including the 211 contact center, the ACCESS center in partnership with the County of San Diego, Enrollment Services department, Courage to Call and Health Navigation centers, Quality Assurance department, Finance and Human Resources, Information Technology and Data, and Business and Partnership Development. Under Bill’s leadership and vision, these teams launched the 360° Community Coordination and have built a state of the art 211 Connections Center that has welcomed 10,000 visitors since February 2016, and provides a space for the community to gather to incubate ideas to improve service barriers with partners.

Committed to improving access to services for the active duty military, Veteran, and their families, Bill is a strong local and national advocate for this community. In 2011, he worked with the County of San Diego, Mental Health Systems, Veterans Village, and the San Diego Veterans Coalition to launch Courage to Call, the first program sustainably funded by the County of San Diego through Mental Health Service Act funding. Leveraging 211’s infrastructure and best practices, today Courage to Call is the region's premier specialty program assisting military, Veterans, and their families by providing peer support, access to resources, training and care coordination. Bill led the efforts to gain national attention for this collaborative work; securing $2 million in federal funds to improve transportation and access formation for Veterans and their families, and being a model of best practice of service delivery.

Bill is the Co-chair of the Governing Council for the Military Transition Support Project that oversees Zero8Hundred, a transition program for the military and Veteran community. He also served as the Chair of the San Diego Veterans Coalition and remains a dedicated member of the board. Most recently, he is the lead in launching Vets’ Community Connections, working with national funders and local supporters to create this community based initiative. He has been appointed to serve on the Truman National Security Project Advisory Board, is a past board member of Full Access to Coordinated Transportation (FACT), and Operation Engage America. In 2015, Bill was recognized as the San Diego Veteran of the Year by California State Senator Toni Atkins.
**Aging and Disability Luncheon Keynote Speakers**

**Tuesday, May 23**

**12:15pm - 2:00pm**

**Grand Ballroom E-F, 2nd Floor B**

**Patrick Finnerty**

Patrick Finnerty works with the DentaQuest Foundation as a Senior Advisor for State Oral Health Programs. Patrick is the former Medicaid Director for Virginia (2002-2010). Improving Virginia’s Medicaid dental program is a hallmark of Patrick’s term as Medicaid Director. His public service career with the Commonwealth of Virginia spanned 32 years. In addition to his work with DentaQuest, Patrick serves on several non-profit boards that promote access to care for uninsured and low-income persons, including the Virginia Oral Health Coalition. He currently is the President of the Virginia Dental Association Foundation Board of Directors. He volunteers at Mission of Mercy (MOM) Projects which provide free dental care to those in underserved areas of Virginia. Patrick earned both a Bachelor of Science Degree in Psychology and a Masters of Public Administration Degree from Virginia Commonwealth University.

**Suzanne Heckenlaible**

Suzanne Heckenlaible is Vice President of Public Affairs and the Executive Director of the Delta Dental of Iowa Foundation. In her role as Vice-President, Suzanne oversees Delta Dental’s Public Benefit Program, government relations, and community relations. With the formation of the Foundation in 2007, Suzanne’s role as Executive Director is to manage all aspects of the Foundation, whose mission is to support and improve the oral health of Iowans. The Foundation is a 501(c) (3) designated supporting organization to Delta Dental of Iowa. Prior to joining Delta Dental in 2006, Suzanne’s experience included more than 14 years as a lobbyist/administrator for the March of Dimes. Suzanne has a bachelor’s degree from Augustana College (Rock Island, IL) and Master Degree in Public Administration from Drake University. She has served in various leadership roles including Dental Health Chair of the Healthiest State Initiative, Chair and Vice-Chair for the Iowa Council on Foundations, and Chair of The Greater Des Moines Partnership Government Policy Council. She currently serves as the Chair for the Iowa Women Lead Change (IWLC) Metro Women Connect Board and Co-Chair for the Funders Oral Health Policy Group. She is on the following committees: Delta Dental Plans Association Public Policy & PAC Committee, National Association of Dental Plans Commission on Advocacy Policy, Government Relations Commission & PAC, Lifelong Smiles Coalition Public Policy & Reimbursement committee, and the Iowa Donated Dental Services Advisory Group.

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

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**Annual Meeting and Membership Luncheon Keynote Speaker**

**Wednesday, May 24**

**12:30pm - 2:00pm**

**Grand Ballroom E-F, 2nd Floor**

**Scott DeThomas**

Mr. DeThomas is Senior Vice President, Chief Experience Officer at GTE Financial. In this role, Scott is directly responsible for the planning and vision of GTE’s 22 Community Financial Centers, Member Care Call Center, Investments and Insurance Groups, and oversight of GTE’s Student Powered Strategy in support of GTE’s 240,000 members and 500 employees. Collectively, this group represents over 60% of the operations and revenue generating activities for GTE.

Previously Scott served as the Wing Commander, Chief Executive Officer, 6th Air Mobility Wing, MacDill Air Force Base, Florida where he was responsible for more than $2.8 billion in base property and capital assets, controlling an annual budget in excess of $249 million in support of MacDill’s community of 80,000 members. During his 32 years of military service, he commanded at the squadron and group levels both in garrison and while deployed, and served as a command pilot with more than 3,000 flight hours in transport aircraft.

Scott has a Bachelors in Management from the United States Air Force Academy and four Master of Arts degrees: Management, Military Operations and Science, School of Advanced Air and Space Studies as well as National Security Strategy. He also holds a Masters Certificate in Lean Six Sigma from Villanova University.
Conference and Workshop Evaluation Forms
Your feedback is important and needed to help us plan future conferences. Please take a few extra minutes to complete evaluation forms for each workshop you attend and the overall conference evaluation form.

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.

Sessions Filled to Capacity: 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 may use flexible credits to offset reasonable registration, travel, hotel and meal expenses for the 2017 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, MAY 21

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<thead>
<tr>
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<tr>
<td>Registration</td>
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<tr>
<td>National I&amp;R/A Pre-Conference Summit</td>
<td>Grand Ballroom A-D, 2nd Floor</td>
<td>8:00am</td>
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<td>iCarol User Group</td>
<td>Meeting Room 1, 2nd Floor</td>
<td>9:00am</td>
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<tr>
<td>Military Cultural Competency Intensive</td>
<td>Meeting Room 5-6, 2nd Floor</td>
<td>9:00am</td>
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<td>Providing Excellent Frontline I&amp;R Intensive</td>
<td>Meeting Room 4, 2nd Floor</td>
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<td>AIRS Accreditation Secrets Intensive</td>
<td>Grand Ballroom G, 2nd Floor</td>
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<td>211 Network Meeting</td>
<td>Grand Ballroom I-J, 2nd Floor</td>
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<td>Military Cultural Competency Intensive - By Invitation Only</td>
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<td>AIRS Certification Exams</td>
<td>Meeting Room 8-9, 3rd Floor</td>
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<td>Newcomers Welcome and Military Orientation</td>
<td>Il Terrazzo, 1st Floor</td>
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<td>Welcome Reception in Exhibit Hall</td>
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### MONDAY, MAY 22

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<tr>
<td>Opening Breakfast</td>
<td>Grand Ballroom E-F, 2nd Floor</td>
<td>8:00am</td>
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<tr>
<td>Exhibits Open</td>
<td>Grand Ballroom Foyer, 2nd Floor</td>
<td>9:30am</td>
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<tr>
<td>Workshops</td>
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<td>Lunch on your own</td>
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<td>Workshops</td>
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<td>Refreshment Break in Exhibit Hall</td>
<td>Grand Ballroom Foyer, 2nd Floor</td>
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<tr>
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<td>Evening and Dinner at the Florida Aquarium</td>
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### TUESDAY, MAY 23

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<thead>
<tr>
<th>Event</th>
<th>Room</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration</td>
<td>Registration Foyer, 2nd Floor</td>
<td>8:00am</td>
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<tr>
<td>Breakfast on your own</td>
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<td>Workshops</td>
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<tr>
<td>Refreshment Break in Exhibit Hall</td>
<td>Grand Ballroom Foyer, 2nd Floor</td>
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<td>Workshops</td>
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<tr>
<td>Aging Luncheon (open to everyone)</td>
<td>Grand Ballroom E-F, 2nd Floor</td>
<td>12:15pm</td>
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<tr>
<td>Workshops</td>
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<tr>
<td>AIRS Certification Exams</td>
<td>Meeting Room 8-9, 3rd Floor</td>
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<tr>
<td>Dessert Reception and Friends of AIRS Auction</td>
<td>Il Terrazzo, 1st Floor</td>
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### WEDNESDAY, MAY 24

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Registration</td>
<td>Registration Foyer, 2nd Floor</td>
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<td>Workshops</td>
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<td>Workshops</td>
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<tr>
<td>Annual Meeting and Membership Luncheon (open to everyone)</td>
<td>Grand Ballroom E-F, 2nd Floor</td>
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<td>Workshops</td>
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<tr>
<td>Conference Adjourns</td>
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MONDAY, MAY 22

10:00am - 11:30am

A-1: "National Policy Updates: Aging and Disability I&R/A" Grand Ballroom G-H


B-1: "211 Technology Platform: A Mobile-First Online Search Solution (What It Is and How We Did It!)" Grand Ballroom B

C-1: "Put Yourself in Their Boots: Trends, Challenges, Opportunities, and Resources for Military Members and Their Families" Grand Ballroom C

D-1: "Staying in Balance Toolkit: Resources for Maintaining Comprehensive Self-Care in the Workplace Before, During and After Disasters and Other Traumatic Events" Grand Ballroom D

F-1: "Implementing an Outreach Program" Meeting Room 5-6

G-1: "Advances in I&R Using Automation and Integration Between Text and your I&R Software: You Won’t Believe What You Can Do!" Grand Ballroom A

H-1: "Get Connected: Virtual Gateway for Cities" Meeting Room 8-9

J-1: "Beyond Housing Referrals: Thinking Bigger About Coordinated Entry" Meeting Room 1

J-2: "Defining Quality Assurance: What it Takes to Make a Good Contact" Meeting Room 4

MONDAY, MAY 22

3:00pm - 4:15pm


A-6: "The Role of I&R/A in Managed Care Contracts" Grand Ballroom I-J

B-3: "360° Community Coordination: Leveraging the 211 Infrastructure for True Collective Impact" (Part One) Meeting Room 5-6

C-3: "Social Media Management Tips and Tricks with Limited Resources" Grand Ballroom C

D-3: "AIRS Disaster Committee: Interactive Hidden Treasures" Grand Ballroom D

E-2: "Biases, Boundaries and Self-Care for the I&R Specialist" Grand Ballroom A

F-3: "Creative Operational Solutions to Serve More People at Less Cost" Grand Ballroom B

G-2: "211ct.org: A Journey to a New Website and Custom Public Search Engine" (Part Two) Meeting Room 1

G-3: "MiConnectz: Increasing I&R Capacity Through Advanced Technology Utilization" Meeting Room 4

J-4: "How Different is Washington in 2017?" Meeting Room 8-9

MONDAY, MAY 22

1:00pm - 2:15pm

A-3: "Offering Classes and Educational Events: Getting Started" Grand Ballroom G-H

A-4: "A Mystery Shopper Study: Options Counseling for People Needing Long-Term Services and Supports" Grand Ballroom I-J

B-2: "360° Community Coordination: Leveraging the 211 Infrastructure for True Collective Impact" (Part Two) Meeting Room 5-6

C-2: "Stand Down for Homeless Veterans" Grand Ballroom C

D-2: "Managing Disaster Resources" Grand Ballroom D

E-1: "Becoming an I&R Wizard: Identifying and Empowering Problem Callers" Grand Ballroom A

F-2: "Roles and Responsibilities of the Nonprofit Board of Directors" Grand Ballroom B

G-2: "211ct.org: A Journey to a New Website and Custom Public Search Engine" (Part One) Meeting Room 1


J-3: "Independent I&Rs Roundtable Conversation" Meeting Room 8-9

MONDAY, MAY 22

8:30am - 10:00am

A-7: "Overcoming Stigma to Identify Benefits" Grand Ballroom G-H

A-8: "Connecting the Dots for Community Transportation Resources" Grand Ballroom I-J

B-4: "National Text Platform 211 United Way: Anywhere, Anyone TXT211" Grand Ballroom B

C-4: "Building Partnerships in the Community for Veteran Employment" Grand Ballroom C

D-4: "Working with VOAD (Voluntary Organizations Active in Disaster) to Provide I&R Services During the Disaster Cycle" Grand Ballroom D

E-3: "Banish Burnout by Digging Deeply for the Treasure of Resilience" Grand Ballroom A

F-4: "The Science of Call Center Quality, Part One: How Callers Perceive Quality" Meeting Room 5-6

G-4: "MiConnectz: Increasing I&R Capacity Through Advanced Technology Utilization" Meeting Room 4

J-5: "How I&R Fits into Healthcare" Meeting Room 12

TUESDAY, MAY 23

8:30am - 10:00am

A-7: "Overcoming Stigma to Identify Benefits" Grand Ballroom G-H

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G-4: "MiConnectz: Increasing I&R Capacity Through Advanced Technology Utilization" Meeting Room 4

H-3: "Taxonomy 101: Discovering the Pearl of I&R" (Part One) Meeting Room 4

J-5: "How I&R Fits into Healthcare" Meeting Room 12
TUESDAY, MAY 23

10:30am - 12:00pm

A-9: "Partnering Up with your Local University and Community Health Clinic" Grand Ballroom G-H
A-10: "Navigating Disability: Communication and Resources" Grand Ballroom I-J
B-5: "211 Partnerships & Funding Opportunities" Grand Ballroom B
C-5: "Your Role in Caring for Vets: A Collaboration with MyVA for Community Agencies" Grand Ballroom C
D-5: "Disaster Preparedness & Resilience: Positioning Our Organizations and Communities for a Prompt Recovery" Grand Ballroom D
E-4: "Identifying and Assisting Inquirers at Risk of Suicide in an I&R Context" Grand Ballroom A
F-5: "The Science of Call Center Quality. Part Two: Drivers of Quality Behaviors" Meeting Room 5-6
G-6: "Best Practices in Graphically Guided Website Design" Meeting Room 1
H-4: "Taxonomy 101: Discovering the Pearl of I&R (Part Two)" Meeting Room 4
J-6: "Solutions of Tolerance, Respect and Acceptance for All People" Meeting Room 12

TUESDAY, MAY 23

2:15pm - 3:30pm

A-12: "Disability Rights Florida: Seeking the Treasure of Inclusion, Self-Determination and Equality" Grand Ballroom I-J
B-6: "Understanding and Addressing Preventive Health Needs of 211 Clients: Challenges, Opportunities, and Collaborative Solutions" Grand Ballroom B
C-6: "Yellow Ribbon Reintegration Program" Grand Ballroom C
D-6: "211 Collaboration, Mapping 211 Data & Other Innovations to Support Community Emergency Managers" Grand Ballroom D
E-5: "Use of Automated Text Messaging for High Demand Services" Meeting Room 1
E-6: "Problem-Solving to Fill in the Gaps" Meeting Room 4
F-6: "Partnership Development: Roadmap to Success" Meeting Room 5-6
H-5: "eLibrary: An Example of New Product Development" Meeting Room 1
J-7: "Using Community Collaboration to Provide Support Services to Victims of Online Abuse and Revenge Porn" Meeting Room 12

WEDNESDAY, MAY 24

9:00am - 10:30am

A-14: "So Far Away: Long Distance Caregiving" Grand Ballroom I-J
B-7: "211 Marketing & Outreach Planning: Where to Begin and Where to Enhance" Meeting Room 5-6
C-7: "Connecting Older Veterans, Especially Rural to Community or Veteran Eligible Resources (COVER to COVER)" Grand Ballroom C
E-7: "Confidence in Any Weather: Saying No and Managing Difficult Conversations" Meeting Room 4
F-7: "Successful Collaboration with Community Resource, Referral, and Service Coordination Solutions" Meeting Room 1
G-7: "Toward Sustainability of Resource Data as a Public Service: Open Referral in Action" (Part One) Grand Ballroom A
H-6: "How To Develop Your Guided Search Categories" Grand Ballroom B
J-8: "I&R Plus: Expanding Your Horizons" Grand Ballroom D

WEDNESDAY, MAY 24

10:45am - 12:15pm

A-15: "Exploring and Finding a Real Treasure in National Call Center Partnerships" Grand Ballroom G-H
B-8: "211 as Gateway to Better Health Outcomes for Young Children" Grand Ballroom I-J
D-7: "Disaster Recovery: Turning Stones into Jewels" Grand Ballroom D
E-8: "The Art of Feedback: Coaching I&R Specialists to Improve Call Quality" Grand Ballroom B
F-8: "The Rx for Optimal Quality" Grand Ballroom C
G-8: "Toward Sustainability of Resource Data as a Public Service: Open Referral in Action" (Part Two) Grand Ballroom A
H-7: "Resource Database Open House" Final Session Grand Ballroom D
J-9: "The Hidden Treasure of Self-Care" Meeting Room 12

WEDNESDAY, MAY 24

2:15pm - 3:30pm

B-9: "211 Open House: Mission United" Grand Ballroom A
E-9: "Service Delivery Open House" Final Session Grand Ballroom B
F-9: "I&R Management Open House" Final Session Grand Ballroom C
H-8: "Resource Database Open House" Final Session Grand Ballroom D
The sessions on this track are geared towards issues distinct to Aging and Disabilities. However, there may be sessions of interest to people working in other areas of I&R/A. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

MONDAY, MAY 22
10:00am - 11:30am
Grand Ballroom G-H, 2nd Floor
A-1: “National Policy Updates: Aging and Disability I&R/A”
Learn 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 I&R/A agencies an overview of current trends and developments in aging and disability policy, financing, and service delivery.  


MONDAY, MAY 22
10:00am - 11:30am
Grand Ballroom I-J, 2nd Floor
A-2: “Accessible Healthcare: Rights and Responsibilities under the Americans with Disabilities Act”
People with disabilities face significant barriers to healthcare and community programs. One way to reduce these barriers is to self-empower frontline I&R staff and consumers with ADA knowledge and resources so that they are better equipped to request accommodations and have greater opportunities for equal and accessible healthcare services. This lecture and discussion will assist beginning and intermediate I&R staff in understanding the rights of people with disabilities when it comes to accessibility in medical settings and community programs.  

Michael Richardson, Northwest ADA Center (ADA National Network), Seattle, Washington

MONDAY, MAY 22
1:00pm - 2:15pm
Grand Ballroom G-H, 2nd Floor
A-3: “Offering Classes and Educational Events: Getting Started”
With a growing population of older adults and persons with disabilities, and financial resources that are flat or even shrinking, classes and educational events are a critical tool for reaching more participants cost effectively. This workshop will help participants explore what’s possible with an education program. Participants learn about efficiently planning an event, effective marketing strategies, and identifying community partners. This session is intended for those with beginner-level experience in presenting to groups and planning events.  

Jordan Lyons, Missoula Aging Services, Missoula, Montana

MONDAY, MAY 22
1:00pm - 2:15pm
Grand Ballroom I-J, 2nd Floor
A-4: “A Mystery Shopper Study: Options Counseling for People Needing Long-Term Services and Supports”
With the advent of managed long-term care and other insurance-based care models, it is imperative that consumers receive comprehensive, correct, conflict-free information about the services and plans available to them. The National PACE Association (NPA) contracted with Second-to-None, a mystery shopper research organization, to determine whether consumers were receiving accurate information about PACE, and how well options counselors described the PACE benefit. This session will provide an overview of PACE, how options counselors fared, and tools to establish robust options counseling centers. The target audience is all levels of I&R call center staff and I&R call center management.  

Asmaa Albaroudi, National PACE (Program of All-Inclusive Care for the Elderly) Association, Alexandria, Virginia

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom G-H, 2nd Floor
Your organization has a tight budget and high expectations. You need to convince your bosses that your new program or service is worth your time and their money. Look for the evidence! Evidence-based practices are gaining acceptance as primary approaches for increasing consumer involvement, controlling costs, and improving quality and accountability of service delivery in education, healthcare, and human services. In this session, you’ll learn what it means when a program is evidence-based and where to look for programs that have research behind them. Included are examples of evidence-based programs that have been developed and implemented by federally-funded centers. Service providers, administrators/managers, grant developers, and self-advocates are welcome.  

Jessica Chaiken, National Rehabilitation Information Center, Landover, Maryland

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom I-J, 2nd Floor
A-6: “The Role of I&R/A in Managed Care Contracts”
Whether in-home or over-the-phone, I&R/A is the centerpiece of a successful outcome. Our agency’s managed care contracts cover a population of traditional clients, as well as younger workers coping with catastrophic events, nursing mothers, and those living independently with mental health issues. Today, our information database supports aging and in-home services staff in those managed care contracts in achieving outcomes and meeting the needs of those populations. Three contracting scenarios will be reviewed highlighting the role of a robust I&R/A database.  

Maureen Widner, Aging & In-Home Services of Northeast Indiana, Fort Wayne, Indiana; Katie Hougham, Aging & In-Home Services of Northeast Indiana, Fort Wayne, Indiana
A-7: “Overcoming Stigma to Identify Benefits”
Despite the availability of public benefits programs that can help meet basic needs, increase economic security, help low-income older adults and younger adults with disabilities under-enrolled. In this session, the National Council on Aging (NCOA) will present findings from a recent study on how stigma affects perceptions of these programs, and what messages can effectively counter stigma. Participants will also see how NCOAs’ newly redesigned online screening tool, BenefitsCheckUp®, can assist with identifying benefits. The National Association of States United for Aging and Disabilities will present information about outreach to individuals with disabilities who may be eligible for the Medicare Savings Programs and Low Income Subsidy. Participants will participate in an interactive exercise to identify stigma when providing benefits outreach and share promising practices.


TUESDAY, MAY 23
8:30am - 10:00am
Grand Ballroom G-H, 2nd Floor

A-8: “Connecting the Dots for Community Transportation Resources”
Increase your knowledge about national resources and local community transportation options that support older adults and people with disabilities with their mobility needs. Participants will gain an understanding of the range and family of ride resources that may be offered and successful partnerships between transportation and I&R programs. This interactive session will include a facilitated activity for working through challenging transportation exercise request scenarios to locate best options to meet a caller’s need, so plan to share some of your best strategies and resources with your colleagues.

Kenneth Thompson, National Aging and Disability Transportation Center, Easter Seals, Washington, D.C.; Jeff Grany, National Aging and Disability Transportation Center, National Association of Area Agencies on Aging (n4a), Washington, D.C.; Eileen Miller, National Aging and Disability Transportation Center, National Association of Area Agencies on Aging (n4a), Washington, D.C.; Melisa Lopes, Eldercare Locator, National Association of Area Agencies on Aging (n4a), Washington, D.C.; Patrice Earnest, Eldercare Locator, National Association of Area Agencies on Aging (n4a), Washington, D.C.

TUESDAY, MAY 23
10:30am - 12:00pm
Grand Ballroom I-J, 2nd Floor

A-10: “Navigating Disability: Communication and Resources”
An estimated 4.6 million Americans have an intellectual or developmental disability (Larson, 2000). These Americans and their families need I&R services to help them navigate the service system, resolve crises, and find assistance to live full, independent lives. Through this interactive session, beginning and intermediate practitioners will learn effective strategies to interact with callers with I/DD and their families in a disability-competent manner, become more familiar with resources available in the community to support people with I/DD, and learn how to respond to regular intake and crisis calls from people with I/DD and their families.


TUESDAY, MAY 23
2:15pm - 3:30pm
Grand Ballroom G-H, 2nd Floor

Dental care is a critical need among underserved communities and individuals, and yet is also a significant unmet need among those contacting I&R/A programs. Join this session to learn about initiatives that seek to improve access to oral health services at the national, state and community levels. Presenters will highlight national programs that can help connect individuals to oral health services and build community capacity to meet oral health needs, including the Administration for Community Living’s Oral Health Project, Oral Health 2020, Donated Dental Services, and Give Kids a Smile programs. The session will also share new developments to improve access to care. All attendees to this session will receive toothbrushes that can be donated to a non-profit organization of your choice!

Patrick Finnerty, DentaQuest Foundation, Boston, Massachusetts; Suzanne Heckenlaible, Delta Dental of Iowa Foundation, Johnston, Iowa; Karen E. Lewis, Washington Dental Service Foundation, Seattle, Washington

TUESDAY, MAY 23
2:15pm - 3:30pm
Grand Ballroom I-J, 2nd Floor

A-12: “Disability Rights Florida: Seeking the Treasure of Inclusion, Self-Determination and Equality”
Protection and Advocacy (P&A) systems provide legal representation and other advocacy services to all people with disabilities. Any I&R program that serves people with disabilities can benefit from gaining a greater understanding of the P&A network. Join this session to learn about the role and purpose of a statewide P&A system through a presentation by Disability Rights Florida. Information will be provided regarding the type of assistance that can or cannot be provided to individuals with disabilities. The specialized nature of the I&R resources that can be provided through Disability Rights will be highlighted.

Laura Balkecom, Disability Rights Florida, Tallahassee, Florida; Wendy Vance, Disability Rights Florida, Tallahassee, Florida
Supported Decision-Making (SDM) is a way older adults and people with disabilities can make their own decisions by receiving the help they want. Come learn about this alternative to guardianship, as well as other options along the continuum of decision-making support. You will leave this interactive session knowing how to distinguish between these different tools, SDM, powers of attorney, representative payees, guardianship/conservatorship, so you can guide callers to the right resources while promoting a person’s “Right to Make Choices.”

Tina M. Campanella, Quality Trust for Individuals with Disabilities, Washington, District of Columbia; Morgan K. Whitlatch, National Resource Center for Supported Decision-Making, Washington, District of Columbia

211 TRACK

The sessions on this track are geared towards issues distinct to the operation of 211 services. 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 211 providers. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

MONDAY, MAY 22
10:00 am - 11:30am
Grand Ballroom B, 2nd Floor
B-1: “211 Technology Platform: A Mobile-First Online Search Solution (What it is and How We Did It)”
211 Ontario recently launched a new online search platform and mobile-first user experience, one of the final pieces of the 211 Technology Framework that is helping to enable service delivery integration in Canada. Over the past four years, 211 Ontario has made strategic investments in technologies, all designed to support a large, diverse network of service providers and stakeholders to collaboratively develop innovative solutions and practices in response to a challenging funding environment. This session is designed to share with executive and management-level participants the “Why, What and How” of the 211 transformation journey, focusing on the business goals and technology investments that have helped 211 service in Ontario remain relevant, effective and efficient. The session will include a demonstration of key features of Ontario’s new search platform and online experience, and presentation/discussion on the collective approach and process for implementing multiple channels for information and referral service. More generally, session participants can expect to gain an understanding of how to approach large change initiatives, and management of multi-stakeholder technology projects.
Andrew Benson, Ontario 211 Services, Toronto, Ontario

MONDAY, MAY 22
1:00pm - 2:15pm
Meeting Room 5-6, 2nd Floor
B-2: “360° Community Coordination: Leveraging the 211 Infrastructure for True Collective Impact” (Part One)
American health and social service sectors have similar goals but rarely intersect. The American Health Care Paradox states we “spend more to...”

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:

• “Understanding and Addressing Preventive Health Needs of 211 Clients: Challenges, Opportunities, and Collaborative Solutions” (B-6 in the 211 Track)

• “Social Media Management Tips and Tricks with Limited Resources” (C-3 in the Serving the Military Track)

• “Connecting Older Veterans, Especially Rural to Community or Veteran Eligible Resources (COVER to COVER) (C-7 in the Serving the Military Track)

• “Use of Automated Text Messaging for High Demand Services (E-5 in the I&R Service Delivery Track)

• “Partnership Development: Roadmap to Success” (F-6 in the I&R Management Track)

• “Successful Collaboration with Community Resource, Referral, and Care Coordination Solutions (F-7 in the I&R Management Track)

• “MiConnectz: Increasing I&R Capacity Through Advanced Technology Utilization” (G-4 in the Technology Track)

• “How Different is Washington in 2017?” (J-4 in the For Everyone Track)
get less,” so we’re designing technology that link social and health sectors together to monitor a client’s progress in various social determinants of health and to share client information and outcomes to make a lasting impact. Come learn about our technology, 360° Community Coordination model, and partnerships, as well as how you can develop this in your region too!

William York, 211 San Diego, San Diego, California; Meg Storer, 211 San Diego, San Diego, California; Camey Christenson, 211 San Diego, San Diego, California; Karis Grounds, 211 San Diego, San Diego, California

MONDAY, MAY 22
3:00pm - 4:15pm
Meeting Room 5-6, 2nd Floor
B-3: “360° Community Coordination: Leveraging the 211 Infrastructure for True Collective Impact” (Part Two)

American health and social service sectors have similar goals but rarely intersect. The American Health Care Paradox states we “spend more to get less,” so we’re designing technology that link social and health sectors together to monitor a client’s progress in various social determinants of health and to share client information and outcomes to make a lasting impact. Come learn about our technology, 360° Community Coordination model, and partnerships, as well as how you can develop this in your region too!

William York, 211 San Diego, San Diego, California; Meg Storer, 211 San Diego, San Diego, California; Camey Christenson, 211 San Diego, San Diego, California; Karis Grounds, 211 San Diego, San Diego, California

TUESDAY, MAY 23
8:30am - 10:00am
Grand Ballroom B, 2nd Floor
B-4: “211 Partnerships & Funding Opportunities”

This session is most relevant to 211s interested in implementing new project opportunities built from the expertise of your staff and strength of your call center operation. It will cover project background, funding source, contracting and implementation. The experiences of 211 Palm Beach/Treasure Coast will illustrate the challenges and opportunities as the agency has acquired contracts to operate two critical helplines: the Substance Abuse Call Center (SACC) line and the Rape and Violent Crime Helpline. These lines involve specialized training, strict protocols, additional QA and in the case of the SACC, screening, scheduling appointments and follow-up.

Sharon L’Herrou, 211 Palm Beach/Treasure Coast, Lantana, Florida
TUESDAY, MAY 23
2:15pm - 3:30pm
Grand Ballroom B, 2nd Floor
B-6: “Understanding and Addressing Preventive Health Needs of 211 Clients: Challenges, Opportunities, and Collaborative Solutions”
In 2015-2016, United Way of Greater Atlanta received funding from the American Cancer Society to conduct the most detailed ever health and life survey of 211 clients. This interactive session will describe this collaborative project (named The 4C Study), discuss preliminary findings and lessons learned, and exchange ideas about how results from the approximately 3,300 survey respondents can be used to address the health needs of 211 clients in various settings.
Kassandra I. Alcaraz, PhD, MPH, American Cancer Society, Atlanta, Georgia; Donna Burnham, United Way of Greater Atlanta, Atlanta, Georgia

WEDNESDAY, MAY 24
9:00am - 10:30am
Meeting Room 5-6, 2nd Floor
B-7: “211 Marketing & Outreach Planning: Where to Begin and Where to Enhance”
Marketing and outreach can be baffling until you understand the basics of how to structure a plan and build in the flexibility required for real world implementation. Whether you are a seasoned professional or don’t have a single idea of where to start, this session is for you. Bring your current plans and/or ideas. We'll look at some templates and tools to get the conversation started. This session will help us all be more successful in promoting and educating the public about our programs.
Mary Cooksey, United Way of Abilene 211 Texas A Call for Help, Abilene, Texas

WEDNESDAY, MAY 24
10:45am - 12:15pm
Grand Ballroom I-J, 2nd Floor
B-8: “211 as Gateway to Better Health Outcomes for Young Children”
This workshop provides a tool box for leveraging 211’s gateway role to help young children from hard-to-reach families connect to early identification and intervention services. From connecting clients to a network partner to providing full service screening and care coordination, more and more 211s are playing key roles in local universal screening efforts. We will review the key resources required to launch and implement such programs, present best practice, lessons learned, and findings from innovative work that tested a partnership between 211 and a local community health center.
Patricia Herrera, 211 Los Angeles County, San Gabriel, California; Bergen Nelson, MD, MS, Children’s Hospital of Richmond at Virginia Commonwealth University, Richmond, Virginia

Do you work for an Area Agency on Aging or Title VI Native American aging program?
Then we are your national association!
Visit our booth in the tradeshow or www.n4a.org to learn what n4a can offer you and your agency.
Aren’t sure if your agency is a member?
Swing by our booth to find out. Staff of n4a member agencies can access membership benefits, so sign up to receive our weekly newsletter, website access and much more!

National Association of Area Agencies on Aging
Washington, DC
www.n4a.org | @n4aACTION
202.872.0888 or rlevine@n4a.org
Our Mission: To build the capacity of our members so they can better help older adults and people with disabilities live with dignity and choices in their homes and communities for as long as possible.
B-9: “211 Open House: Mission United”
This final after-lunch session serves as an informal session for any agencies interested in learning more about the United Way’s “Mission United” program, which helps military veterans and their families successfully acclimate back to civilian life through a coordinated care network and 211 support. 18 United Ways (and counting) are working to implement “Mission United” in partnership with 211 and other local non-profits. Military members, veterans and family members are also welcome to attend.
Rachel Krausman, United Way Worldwide, Alexandria, Virginia

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the 211 Track, may also want to check out:

• “The Role of I&R/A in Managed Care Contracts” (A-6 in the Aging/Disabilities Track)
• “Stand Down for Homeless Veterans” (C-2 in the Serving the Military Track)
• “Social Media Management Tips and Tricks with Limited Resources” (C-3 in the Serving the Military Track)
• “Your Role in Caring for Vets: A Collaboration with MyVA for Community Agencies” (C-5 in the Serving the Military Track)
• “Connecting Older Veterans, Especially Rural to Community or Veteran Eligible Resources (COVER to COVER) (C-7 in the Serving the Military Track)
• “Working with VOAD (Voluntary Organizations Active in Disaster) to Provide I&R Services During the Disaster Cycle” (D-4 in the Disaster Track)
• “211 Collaboration, Mapping 211 Data & Other Innovations to Support Community Emergency Managers” (D-6 in the Disaster Track)
• “Use of Automated Text Messaging for High Demand Services” (E-5 in the I&R Service Delivery Track)
• “Implementing an Outreach Program” (F-1 in the I&R Management Track)
• “The Science of Call Center Quality (Part One: How Callers Perceive Quality)” (F-4 in the I&R Management Track)
• “The Science of Call Center Quality (Part Two: Drivers of Quality Behaviors)” (F-5 in the I&R Management Track)
• “Successful Collaboration with Community Resource, Referral, and Care Coordination Solutions (F-7 in the I&R Management Track)
• “The Rx for Optimal Quality” (F-8 in the I&R Management Track)
• “Advances in I&R Using Automation and Integration Between Text and your I&R Software: “You Won’t Believe What You Can Do!” (G-1 in the Technology Track)
• “211ct.org: A Journey to a New Website and Custom Public Search Engine (Parts One and Two)” (G-2 and G-3 in the Technology Track)
• “Best Practices in Graphically Guided Website Design” (G-6 in the Technology Track)
• “eLibrary: An Example of New Product Development” (H-5 in the Resource Database Track)
• “Developing Graphical Guided Websites for Resource Databases (H-6 in the Resource Database Track)
• “Beyond Housing Referrals: Thinking Bigger About Coordinated Entry” (J-1 in the For Everyone Track)
• “Defining Quality Assurance: What it Takes to Make a Good Contact” (J-2 in the For Everyone Track)
• “How I&R Fits into Healthcare” (J-5 in the For Everyone Track)
• “I&R Plus: Expanding Your Horizons” (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 may be sessions here of interest to people working in other areas of I&R. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

C-1: “Put Yourself in Their Boots: Trends, Challenges, Opportunities, and Resources for Military Members and Their Families”
Military life can be complex for both service members and their families, and finding the right resource at the right time can be overwhelming. It is important that I&R professionals understand this unique culture as they support service members, military families, and veterans. This interactive session is relevant for frontline I&R staff across all skill levels who interact with this population. With almost 22 million veterans (and approximately 2 million active duty and reserve troops), chances are you interact with military-connected clients regularly. Participants will learn about military culture and what makes them different, the challenges of reintegration, and what military-specific resources are available to this population.
Dena Hallman, United States Recruiting Command, Phoenix Battalion, Phoenix, Arizona
MONDAY, MAY 22
1:00pm - 2:15pm
Grand Ballroom C, 2nd Floor
C-2: “Stand Down for Homeless Veterans”
The Vet Stand Down is a community-based intervention where homeless veterans are brought together in a single location to access community resources and supplies needed to begin addressing their individual problems and begin rebuilding their lives. This session will provide an extensive overview of the planning, logistics, volunteer recruitment, facilities location and management for these events, as well as funding sources. The session provides the planning logistics for the organization of the event, however it will also provide staff/volunteers with an understanding of how to assist vets move through the stations.
Glen Powell, Metro United Way, Louisville, Kentucky

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom C, 2nd Floor
C-3: “Social Media Management Tips and Tricks with Limited Resources”
Marketing your organization can be a challenge with little or no budget. This workshop showcasing examples from within the military is for any organization that operates with limited resources. In this age of technology, social media is one of the most effective ways to get the word out. This lecture-style class will teach you the basics of creating a social media strategy, provide you with free tools and resources to help you manage the day-to-day tasks, and advance techniques to increase growth and engagement using Facebook and LinkedIn. Whether you have a robust social media presence or you are just beginning, this workshop will provide you with knowledge and tools to succeed!
Emily Lamb, Marine For Life Network, Quantico, Virginia

TUESDAY, MAY 23
8:30am - 10:00am
Grand Ballroom C, 2nd Floor
C-4: “Building Partnerships in the Community for Veteran Employment”
Resources for transitioning service members and veterans can be a confusing arena, especially for the veteran. While many agencies are available for support, there are some specific organizations that are better equipped to assist, both at the national and local level. We will discuss how LinkedIn, Marine for Life, Soldier for Life, and social media networking platforms can assist with making connections for employment and other resources. We will discuss the value of connecting with veteran organizations and businesses in your local area to build networks and provide resources to veterans.
Mark Munger, Marine for Life, Southeast Regional Network Coordinator, HQTRS USMC, Camp Lejeune, North Carolina; LtCol David St. John, Marine for Life Representative, Tampa Bay, Florida

TUESDAY, MAY 23
10:30am - 12:00pm
Grand Ballroom C, 2nd Floor
C-5: “Your Role in Caring for Vets: A Collaboration with MyVA for Community Agencies”
The MyVA Community model enables veteran advocates, service providers, veterans, and stakeholders to have a voice in identifying their community goals and work to resolve issues at the local level to improve service delivery for veterans, service members, and their families. VA leaders now participate more actively in community-based efforts to maximize the collective impact of local services, stakeholders, and federal/state agencies working together to improve Veteran outcomes. Our presentation and panel discussion will discuss the various adaptations and results of what different communities have developed as their own MyVA. Our content is best suited for provider leadership interested in establishing/improving their communication with fellow service providers to include their local VA.
Priscila Kalagian, Heart of Florida United Way, Orlando, Florida; Adam Kijanski, Department of Veterans Affairs, Tampa, Florida; Angela Wilson, Department of Veterans Affairs, West Palm Beach, Florida; Frank Y. Rangel, Department of Veterans Affairs, Navarre, Florida

TUESDAY, MAY 23
2:15pm - 3:30pm
Grand Ballroom C, 2nd Floor
C-6: “Yellow Ribbon Reintegration Program”
Yellow Ribbon Reintegration Program (YRRP) is a key program in supporting the Department of Defense’s Citizen Warriors and their families by providing them with information and resources throughout the deployment cycle and beyond. This workshop offers a discussion on what led to the formation of the YRRP; the initial Congressional legislation and subsequent modifications; what we provide to Service members, their families, and communities to assist them through the deployment cycle; our track record of success; and the future of the program.
Peter W. Toelle, Deputy Director, Center for Excellence-Yellow Ribbon Reintegration Program Director, CFE Training Division, Office of Personnel and Family Support Office of the Assistant Secretary of Defense, Manpower Reserve & Integration, Alexandria, Virginia
WEDNESDAY, MAY 24
9:00am - 10:30am
Grand Ballroom C, 2nd Floor
C-7: “Connecting Older Veterans, Especially Rural to Community or Veteran Eligible Resources (COVER to COVER)”
Did you know there are approximately 9 million veterans over the age of 65? They are calling your agency – Are you prepared to serve your veteran population? COVER to COVER (“Connecting Older Veterans (Especially Rural) to Community or Veteran Eligible Resources”) has created a highly-skilled staff in VA Benefits to assist agency veteran clients and along the way build strong VA partnerships. Learn about how and why this program was developed, how it has been implemented in several states, and how your ADRC’s and 211s can also implement the components of COVER to COVER to start assisting veterans in your area.
Christie Higgins, Western Colorado 211 / Mesa County Aging and Disability Resources for Colorado, Grand Junction, Colorado; Brian Oney, Mesa County Aging and Disability Resources for Colorado, Grand Junction, Colorado

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the Serving the Military Track, may also want to check out:
“211 Open House: Mission United” (B-9 in the 211 Track)

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom D, 2nd Floor
D-3: “AIRS Disaster Committee: Interactive Hidden Treasures”
This year’s AIRS Conference introduces an unscripted (but facilitated) interactive session that allows attendees to work with their peers on sharing experiences on approaches to various disaster response issues. Attendees will receive summary results from a survey sent out by the AIRS Disaster Committee to membership. Review of AIRS Disaster Standards, how and why to access FEMA NIMS online training, VOAD/NVOAD resource information and open dialogue regarding identified improvements in the field will be discussed.
Janna Shoe, United Way of Greater Houston, Corpus Christi, Texas; Marla Browne, NC 211 - Asheville Center, United Way of Asheville and Buncombe County, Asheville, North Carolina

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, MAY 22
1:00pm - 2:15pm
Grand Ballroom D, 2nd Floor
D-2: “Managing Disaster Resources”
Join a panel of Certified Resource Specialists (CRSs) who have experience in disaster resource management. Each panelist will be asked questions to help participants learn of various methods to best manage resources for disasters. The final question will be, “What tools do you wish you had to better manage and validate rapidly changing information during a disaster event?” The remaining time for the workshop will be spent allowing all attendees the opportunity for an open discussion on their thoughts to this question and the additional sharing of best practices they’ve seen on disaster resource management. We encourage I&R vendors to be present during this workshop so that they can hear firsthand the desires of those doing disaster resource management work.
Heather Black, United Way of North Carolina; Mona Gobert-Cravins, 232-HELP/Louisiana 211, Lafayette, Louisiana; Richard LaPratt, United Way Association of South Carolina, Columbus, South Carolina; Crystal McEachern, iCarol, Edmonton, Alberta
TUESDAY, MAY 23
8:30am - 10:00am
Grand Ballroom D, 2nd Floor

D-4: “Working with VOAD (Voluntary Organizations Active in Disaster) to Provide I&R Services During the Disaster Cycle”
I&R services have become integral to many plans developed by federal, state and local emergency management/HomeLand Security entities. The foremost group of non-profit/faith-based organizations working in this arena is VOAD. This interactive workshop will help you learn what VOAD is and how your program can and should participate throughout the disaster cycle. Management and advanced practitioners will be able to identify areas where they can work with governmental and non-profit/faith-based organizations to benefit the residents of your community.
Jay Burdick, Rhode Island Voluntary Organizations Active in Disaster (RIVOAD), Providence, Rhode Island

TUESDAY, MAY 23
10:30am - 12:00pm
Grand Ballroom D, 2nd Floor

If disaster strikes, are your organization and your people prepared, both in the office and at home? What are you doing now to ensure that your organization and your community bounce back as quickly as possible? This workshop covers practical measures you can take to protect against risks and be better positioned to provide support to the community in the event of disaster, including continuity and emergency planning, insurance and records protection. Operations managers looking to learn more about disaster preparedness as well as those who have lessons to share from their own recovery experiences are encourage to attend this discussion-oriented session.
Autumn Lotze, SBP, New Orleans, Louisiana

TUESDAY, MAY 23
2:15pm - 3:30pm
Grand Ballroom D, 2nd Floor

D-6: “211 Collaboration, Mapping 211 Data & Other Innovations to Support Community Emergency Managers”
211 data can offer an immediate and telling picture into individual needs during a disaster response. When shared in a timely and user-friendly format, it provides critical input for decision-making by emergency officials. Learn how 211 Ontario and Michigan 211 collaborated to map call and resource data to inform US and Canadian emergency operations centers/centres decisions during a cross-border emergency experiment, and the use of digital volunteers to monitor and vet social media activity. I&R professionals involved in disaster preparedness will learn how new ideas and technology can enhance the value of their service.
Tom Page, Michigan 211, Lansing, Michigan; Linda Tokarski, Michigan 211, Lansing, Michigan; Jennifer Tanner, 211 South West Ontario, Windsor, Ontario

WEDNESDAY, MAY 24
10:45am - 12:15pm
Grand Ballroom D, 2nd Floor

D-7: “Disaster Recovery: Turning Stones into Jewels”
This session is relevant for intermediate and advanced I&R staff involved with I&R disaster response and recovery, specifically for those who work in geographically rural areas. For federally declared disasters, traditional disaster recovery resources may include FEMA or state benefit programs.
When it is not a federally declared disaster or when resources are not readily available, how does the affected community take care of itself? Successful I&R disaster recovery partnerships addressing these issues will include rural Texas wildfires, tornadoes, and successive flooding events. This session offers attendees ideas on “turning disaster stones into jewels.”
Janna Shoe, United Way of Greater Houston, Corpus Christi, Texas; Karen Brown, United Way of Smith County, Tyler, Texas

I&R SERVICE DELIVERY TRACK

The sessions on this track are geared toward 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, MAY 22
1:00pm - 2:15pm
Grand Ballroom A, 2nd Floor
E-1: “Becoming an I&R Wizard: Identifying and Empowering Problem Callers”
When people need help and don’t know where to turn, they follow the yellow brick road to their local I&R Wizard and expect a miracle. Experienced I&R Specialists know there isn’t any magic - just hard work and a lot of resources. This session will help beginning and intermediate I&R Specialists identify the different personalities of potential problem callers who have trouble realizing their own potential. Whether they are Cowardly Lions, Scarecrows or Tin Men, this session will help you overcome barriers and empower your callers to pool together your referrals with their own resources and problem-solving skills to get to where they are going.
Richard Smith, Senior Resources of Guilford, Greensboro, North Carolina

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom A, 2nd Floor
E-2: “Biases, Boundaries and Self-care for the I&R Specialist”
I&R Specialists need to be acutely aware of ethics, biases and boundaries that may affect how he/she interacts with callers. This workshop focuses on four crucial topics, (1) Hidden biases that the specialist may hold, (2) Ethics of working with callers in a polite and professional manner, (3) Establishing boundaries when working with callers who may hold values contrary to those the specialist may have, and (4) Self-care techniques that are critical for specialists as they provide services to callers on a day-in, day-out basis.
Sandra Ray, 211 Texas/United Way HELPLINE, United Way of Greater Houston, Houston, Texas

TUESDAY, MAY 23
8:30am - 10:00am
Grand Ballroom A, 2nd Floor
E-3: “Banish Burnout by Digging Deeply for the Treasure of Resilience”
What do you do when you feel like there’s not enough “you” to go around? Join us for an interactive presentation to learn how to protect against, identify and treat burnout. In addition to enhancing our protective factors against burnout, we will discuss and practice using tools...
that enhance both the client experience and your own job satisfaction. This session is appropriate for both new and experienced I&R Specialists who want to reclaim job satisfaction and effectiveness under stress, and help others do the same.

Jennifer Hill, United Way 211 Twin Cities/Lifeworks, Minneapolis, Minnesota

TUESDAY, MAY 23
10:30am - 12:00pm
Grand Ballroom A, 2nd Floor
E-4: “Identifying and Assisting Inquirers at Risk of Suicide in an I&R Context”
Many I&R specialists are apprehensive about engaging with inquirers about the issue of suicide and worry that they aren’t prepared to handle such a crisis. This workshop will help participants overcome that fear and relate the skills they already have as I&R Specialists to the skills needed to help a person at risk of suicide. Participants will receive tools and training on how to ask about suicide, listen to the narrative of the person at risk, identify risk factors and protective factors and integrate them into safety plan and connection to crisis and other mental health services. This session is best for I&R Centers looking to increase their capacity and understanding around responding to risks, geared towards beginner and intermediate practitioners.
Slye Louis, National Suicide Prevention Lifeline, Rochester, New York; Emma Potter, Canadian Mental Health Association – Edmonton Region, Edmonton, Alberta

TUESDAY, MAY 23
2:15pm - 3:30pm
Meeting Room 1, 2nd Floor
E-5: “Use of Automated Text Messaging for High Demand Services”
This session is for I&R managers, directors and stakeholders (beginner, intermediate, or advanced) interested in learning about the use of SMS text message capacity for fully automated I&R encounters as an enhancement to live I&R help. Two panelists will share their rationale and experience implementing automated text messaging and their initial outcomes. Participants will be encouraged to test the OnDemand text utility and will be invited to brainstorm additional applications for the technology in their local communities.
Tanya Kahl, Info Line, Akron, Ohio; Donnie House, Oklahoma 211, Tulsa, Oklahoma

TUESDAY, MAY 23
2:15pm - 3:30pm
Meeting Room 4, 2nd Floor
E-6: “Problem-Solving to Fill in the Gaps”
This workshop will be most beneficial to those in rural or other communities that have few or no resources for basic needs. Identifying alternative solutions, creating a problem-solving model tailored to an individual contact center. Those attending will have the opportunity to share unmet needs in their areas and get feedback from other participants on how to meet the needs through problem solving. All attendees will participate in a group exercise.
Kelly Stephens, United Way of Amarillo & Canyon, Amarillo, Texas

WEDNESDAY, MAY 24
9:00am - 10:30am
Meeting Room 4, 2nd Floor
E-7: “Confidence in Any Weather: Saying No and Managing Difficult Conversations”
Every I&R Specialist needs a good tool box. Whether you are new to the job or are looking to refresh your skills, in this workshop you will learn to identify things that make an I&R encounter challenging and find the right tool to make it successful. We will look at strategies for managing difficult conversations, including the unsung anti-hero of I&R saying “no” when resources are limited, collecting demographics and controlling your call with confidence. You’ll receive handouts with helpful scripting for various challenging situations so you can try them out right away.
Lacey Hanson, ADRC of Oregon, Portland, Oregon; Ciara Doyle, 211info, Portland, Oregon

WEDNESDAY, MAY 24
10:45am - 12:15pm
Grand Ballroom B, 2nd Floor
E-8: “The Art of Feedback: Coaching I&R Specialists to Improve Call Quality”
Does your organization currently have a quality assurance program or are you looking to improve your current one? We can provide you with some tools to help. Quality Assurance can mean many things. Hear perspectives from both a large and small I&R on the hurdles, challenges and rewards of providing good quality management of your I&R team. Learn how to effectively share feedback with I&R Specialists when monitoring calls as well as the best process of balancing the positives with “on the other hand”? This workshop is directed at I&R managers looking to start or improve their quality assurance process.
Abe Pherson, Connect2help 211, Indianapolis, Indiana; Janice Hoffman, Aiken County Help Line 211, Aiken, South Carolina

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:
• “Accessible Healthcare: Rights and Responsibilities under the Americans with Disabilities Act” (A-2 in the Aging/Disabilities Track)
• “Overcoming Stigma to Identify Benefits” (A-7 in the Aging/Disabilities Track)
• “Connecting the Dots for Community Transportation Resources” (A-8 in the Aging/Disabilities Track)
• “Partnering Up with your Local University and Community Health Clinic” (A-9 in the Aging/Disabilities Track)
• “Navigating Disability: Communication and Resources” (A-10 in the Aging/Disabilities Track)
• “What Tool to Use? Decision-Making Support for People with Disabilities and Older Adults” (A-13 in the Aging/Disabilities Track)
Workshops by Track and Description

- “So Far Away: Long Distance Caregiving” (A-14 in the Aging/Disabilities Track)
- “Put Yourself in Their Boots: Trends, Challenges, Opportunities, and Resources for Military Members and Their Families (C-1 in the Serving the Military Track)
- “Advances in I&R Using Automation and Integration Between Text and your I&R Software: “You Won't Believe What You Can Do!” (G-1 in the Technology Track)
- “Solutions of Tolerance, Respect and Acceptance for All People” (J-6 in the For Everyone Track)
- “The Hidden Treasure of Self-Care” (J-9 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, MAY 22
10:00am - 11:30am
Meeting Room 5-6, 2nd Floor
F-1: “Implementing an Outreach Program”
United Way 211 in Rhode Island has developed one of the most robust outreach programs around. Using a variety of methods, they are informing more residents about 211 and more importantly, directly providing I&R services in the field and in-person to residents. The addition of a gift of a 38-foot RV has brought the outreach to new levels. This interactive workshop is for management and experienced practitioners who wish to learn why outreach is important, how to do it in a cost-efficient manner and the data driven and other benefits that outreach can bring to your program.
Jay Burdick, United Way 211 in Rhode Island, Providence, Rhode Island

MONDAY, MAY 22
1:00pm - 2:15pm
Grand Ballroom B, 2nd Floor
F-2: “Roles and Responsibilities of the Nonprofit Board of Directors”
The Board of Directors sets the tone and direction of a nonprofit organization. Quality board leadership and governance help ensure that a nonprofit can operate effectively and to its fullest capacity. Creating an effective board is a continual process that includes recruitment, engagement and development. This presentation will assist current and potential board members and nonprofit executive management understand the roles, responsibilities and structure for effective nonprofit leadership.

MONDAY, MAY 22
3:00pm - 4:15pm
Grand Ballroom B, 2nd Floor
F-3: “Creative Operational Solutions to Serve More People at Less Cost”
Do you want to increase efficiency or free up staff to do more in-depth work? Managers of all levels will benefit from this discussion on ways to boost staffing with volunteers/interns, use technology to handle seasonal or frequent requests including automated transfers, recorded messages and automated texting, and train case managers throughout the community to search your online database, including those that work with special populations. Come learn, discuss the pros/cons of different strategies, and share your ideas.
Tanya Kahl, Info Line, Akron, Ohio

TUESDAY, MAY 23
8:30am - 10:00pm
Meeting Room 5-6, 2nd Floor
What is quality, what drives quality, and how is quality perceived? In this two-part lecture series on the science of quality, managers will learn how to improve quality with slight adjustments in call center culture, internal training, coaching and operations. Part I will introduce research findings on caller psychology and the factors that positively impact a caller’s perception of quality. Attendees will leave with a plan for cultivating behaviors that callers associate with high-quality service experiences.
Nina Kawalek, RCCSP Professional Education Alliance, Chicago, Illinois

TUESDAY, MAY 23
10:30am - 12:00pm
Meeting Room 5-6, 2nd Floor
F-5: “The Science of Call Center Quality, Part Two: Drivers of Quality Behaviors”
What is quality, what drives quality, and how is quality created? In this two-part lecture series on the science of quality, managers will learn how to improve quality with slight adjustments in call center culture, internal training, coaching and operations. Part II will focus on occupational, cultural, and personnel challenges that directly impact call quality, including low morale, motivation, apathy, stress, and turnover. Attendees will learn how to diagnose specific causes of these issues and address them.
Nina Kawalek, RCCSP Professional Education Alliance, Chicago, Illinois

TUESDAY, MAY 23
2:15pm - 3:30pm
Meeting Room 5-6, 2nd Floor
F-6: “Partnership Development: Roadmap to Success”
This session will provide a roadmap to making and maintaining successful community partnerships. The presenters will outline how to 1) identify possible community partnerships, 2) set appropriate expectations of all partners, and 3) maintain and foster growth of partnerships. This interactive presentation will also provide tools and templates you can use to implement key ideas of the session within your own program.
Lacey Russell, Tennessee Commission on Aging and Disability, Nashville, Tennessee; Sidney Schuttrouw, Tennessee Commission on Aging and Disability, Nashville, Tennessee

WEDNESDAY, MAY 24
9:00am - 10:30am
Meeting Room 1, 2nd Floor
F-7: “Successful Collaboration with Community Resource, Referral, and Service Coordination Solutions”
This session applies to all AIRS members who currently have or would like to have stronger collaborations with community-based organizations addressing social determinants of health and health service organizations
seeks outcome management and related technology solutions for resources, referrals, and service coordination. Collaborations which provide I&Rs with additional revenue, recognition, efficiency, service offerings, and reporting capabilities will be highlighted for consideration. Regardless of current personal or organizational perspective, participants will gain insights into possible collaboration types and benefits through experiential exploration. Participants will construct a high-level action plan for subsequent review with their local stakeholders.

Teresa Gerard, Guardian Group, LLC, Lawrence, Kansas

**WEDNESDAY, MAY 24**

**10:45am - 12:15pm**

Grand Ballroom C, 2nd Floor

**F-8: “The Rx for Optimal Quality”**

This workshop is designed for managers, supervisors and quality professionals who are responsible for I&R call center quality. Participants will learn best practices in reporting, agent monitoring, calibration, and service outcome measures. Participants will learn how to facilitate an effective quality program with limited resources.

Cheryl North, United Way of Greater Atlanta 211, Atlanta, Georgia; Gailen Prepetit, United Way of Greater Atlanta 211, Atlanta, Georgia

**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:

- “Offering Classes and Educational Events: Getting Started” (A-3 in the Aging/Disabilities Track)
- “A Mystery Shopper Study: Options Counseling for People Needing Long-Term Services and Supports” (A-4 in the Aging/Disabilities Track)
- “Exploring and Finding a Real Treasure in National Call Center Partnerships” (A-15 in the Aging/Disabilities Track)
- “211 Technology Platform: A Mobile-First Online Search Solution (What it Is and How We Did It)” (B-1 in the 211 Track)
- “National Text Platform 211 United Way: “Anywhere, Anyone TXT211” (B-4 in the 211 Track)
- “Understanding and Addressing Preventive Health Needs of 211 Clients: Challenges, Opportunities, and Collaborative Solutions” (B-6 in the 211 Track)
- “211 Marketing & Outreach Planning: Where to Begin and Where to Enhance” (B-7 in the 211 Track)
- “211 as Gateway to Better Health Outcomes for Young Children” (B-8 in the 211 Track)
- “Social Media Management Tips and Tricks with Limited Resources” (C-3 in the Serving the Military Track)
- “Building Partnerships in the Community for Veteran Employment” (C-4 in the Serving the Military Track)
- “Your Role in Caring for Vets: A Collaboration with MyVA for Community Agencies” (C-5 in the Serving the Military Track)
- “Working with VOAD (Voluntary Organizations Active in Disaster) to Provide I&R Services During the Disaster Cycle” (D-4 in the Disaster Track)
- “Disaster Preparedness & Resilience: Positioning Our Organizations and Communities for a Prompt Recovery” (D-5 in the Disaster Track)
- “211 Collaboration, Mapping 211 Data & Other Innovations to Support Community Emergency Managers” (D-6 in the Disaster Track)
- “Disaster Recovery: Turning Stones into Jewels” (D-7 in the Disaster Track)
- “Biases, Boundaries and Self-Care for the I&R Specialist” (E-2 on the I&R Service Delivery Track)
- “Use of Automated Text Messaging for High Demand Services” (E-5 in the I&R Service Delivery Track)
- “The Art of Feedback: Coaching I&R Specialists to Improve Call Quality” (E-8 in the I&R Service Delivery Track)
- “211ct.org: A Journey to a New Website and Custom Public Search Engine (Parts One and Part Two)” (G-2 and G-3 in the Technology Track)
- “What’s All the Fuss About the Cybersecurity Framework and How Can It Apply to my Organization?” (G-5 in the Technology Track)
- “Best Practices in Graphically Guided Website Design” (G-6 in the Technology Track)
- “Toward Sustainability of Resource Data as a Public Service: Open Referral in Action (Parts One and Two)” (G-7 and G-8 in the Technology Track)
- “Get Connected: Virtual Gateway for Cities” (H-1 in the Resource Database Track)
- “eLibrary: An Example of New Product Development” (H-5 in the Resource Database Track)
- “Beyond Housing Referrals: Thinking Bigger About Coordinated Entry” (J-1 in the For Everyone Track)
- “Defining Quality Assurance: What it Takes to Make a Good Contact” (J-2 in the For Everyone Track)
- “Independent I&Rs Roundtable Conversation” (J-3 in the For Everyone Track)
- “How Different is Washington in 2017?” (J-4 in the For Everyone Track)
- “How I&R Fits into Healthcare” (J-5 in the For Everyone Track)
- “I&R Plus: Expanding Your Horizons” (J-8 in the For Everyone Track)

**I&R TECHNOLOGY TRACK**

The sessions on this track are geared towards issues distinct to technology relevant to I&R. 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 technology issues. Remember, anyone can attend any session and that everything in I&R and I&A is connected.
MONDAY, MAY 22
10:00am - 11:30am
Grand Ballroom A, 2nd Floor
G-1: “Advances in I&R Using Automation and Integration Between Text and your I&R Software: You Won't Believe What You Can Do!”
You won't believe what you can do using the latest automation and integration between text and your I&R (Contact Records Management/CRM) software. Imagine encounters such as: phone to text referrals, and live two-way texting that automatically transfers into your CRM contact record. Beyond this, you'll have the capacity to append surveys that will reveal client satisfaction and meet needs all automatically and instantly recorded into your CRM with access to one-click reports on outcomes. See the next generation text channel with automation and integrated CRM all effectively giving you excellent service with cost savings.

Career Jewell, Heart of Florida United Way, Orlando, Florida

MONDAY, MAY 22
1:00pm - 2:15pm
Meeting Room 1, 2nd Floor
G-2: “211ct.org: A Journey to a New Website and Custom Public Search Engine” (Part One)
Interested in thinking about alternative ways for the public to search your resource database online? 211 Connecticut recently launched a custom-built search engine for its public website, built on top of data in its I&R software. This workshop will look at the steps and considerations involved in this project. The workshop is intended for I&R programs with an advanced/dedicated resource department who are thinking about improvements to their website and/or search engine.

Scott Robidoux, United Way of Connecticut/211, Rocky Hill, Connecticut; Alana Kroeber, United Way of Connecticut/211, Rocky Hill, Connecticut

MONDAY, MAY 22
3:00pm - 4:15pm
Meeting Room 1, 2nd Floor
G-3: “211ct.org: A Journey to a New Website and Custom Public Search Engine” (Part Two)
Interested in thinking about alternative ways for the public to search your resource database online? 211 Connecticut recently launched a custom-built search engine for its public website, built on top of data in its I&R software. This workshop will look at the steps and considerations involved in this project. The workshop is intended for I&R programs with an advanced/dedicated resource department who are thinking about improvements to their website and/or search engine.

Scott Robidoux, United Way of Connecticut/211, Rocky Hill, Connecticut; Alana Kroeber, United Way of Connecticut/211, Rocky Hill, Connecticut

MONDAY, MAY 22
3:00pm - 4:15pm
Meeting Room 4, 2nd Floor
G-4: “MiConnectz: Increasing I&R Capacity Through Advanced Technology Utilization”
This workshop will demonstrate how advanced technology can increase access to information, referrals, and resources through a HIPAA-secure, closed-loop electronic referral network that is mobile and accessible 24 hours a day. MiConnectz promotes integration between health care providers and community-based social services as pathways are created between referral partners that allows information sharing and referral feedback.

Bonnie Hogoboom, Region 3B Area Agency on Aging, Battle Creek, Michigan

TUESDAY, MAY 23
8:30am - 10:00am
Meeting Room 1, 2nd Floor
G-5: “What’s All the Fuss About the Cybersecurity Framework and How Can It Apply to my Organization?”
Cyber threats are becoming increasingly sophisticated. Organizations must learn to protect themselves from ransomware, phishing and other cyber risks. The NIST Cybersecurity Framework seeks to provide that needed structure. This framework is recommended by the U.S. federal government for all critical infrastructure organizations to assist with cybersecurity. We will discuss this 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, Benicia, California

TUESDAY, MAY 23
10:30am - 12:00pm
Meeting Room 1, 2nd Floor
G-6: “Best Practices in Graphically Guided Website Design”
Does your website need a fresh new look? Have you considered developing a Graphical Guided Website? Attend this session to learn about search and design options to contemplate when revamping your online searchable resource database. Our presenter will provide you with a live demo of two Graphical Guided Websites: www.211lorain.org and www.211summit.org. She will review her decision making process and share current AIRS standards to consider. Offered in conjunction with “Developing Your Own Category System for a Graphical Guided Website.”

Elizabeth Kargbo, Info Line, Akron, Ohio

WEDNESDAY, MAY 24
9:00am - 10:30am
Grand Ballroom A, 2nd Floor
G-7: “Toward Sustainability of Resource Data as a Public Service: Open Referral in Action” (Part One)
Information about health, human, and social services is a public good. But it costs money to be maintained. How can it be made openly accessible to a community in such a way that is both sustainable and reliable? Open Referral is discovering answers to that question. In this session, we’ll provide an introduction to Open Referral, and get a round of quick talks from pioneering new implementations in partnerships with 211s and other referral providers across North America. We’ll collaboratively explore the open questions yet to be answered, and consider priorities the year ahead.

Greg Bloom, Open Referral, Washington, District of Columbia; Karen Milligan, Ontario 211, Toronto, Ontario; Donnie House, Community Service Council of Greater Tulsa, Tulsa, Oklahoma; Daniel Devries, Jewish Community Services of South Florida, Miami, Florida

WEDNESDAY, MAY 24
10:45am - 12:15pm
Grand Ballroom A, 2nd Floor
G-8: “Toward Sustainability of Resource Data as a Public Service: Open Referral in Action” (Part Two)
Information about health, human, and social services is a public good. But it costs money to be maintained. How can it be made openly accessible to a community in such a way that is both sustainable and reliable? Open Referral is discovering answers to that question. In this

AIRC 2017 Training and Education Conference 25
session, we’ll provide an introduction to Open Referral, and get a round of quick talks from pioneering new implementations in partnerships with 211s and other referral providers across North America. We’ll collaboratively explore the open questions yet to be answered, and consider priorities the year ahead.

Greg Bloom, Open Referral, Washington, District of Columbia; Karen Milligan, Ontario 211, Toronto, Ontario; Donnie House, Community Service Council of Greater Tulsa, Tulsa, Oklahoma; Daniel Devries, Jewish Community Services of South Florida, Miami, Florida

Cross-References to Other Tracks
In addition to the sessions listed above, people interested in the Technology Track, may also want to check out:

• “211 Technology Platform: A Mobile-First Online Search Solution (What it Is and How We Did It!)” (B-1 in the 211 Track)
• “National Text Platform 211 United Way: “Anywhere, Anyone TXT211”” (B-4 in the 211 Track)
• “Social Media Management Tips and Tricks with Limited Resources” (C-3 in the Serving the Military Track)
• “Use of Automated Text Messaging for High Demand Services” (E-5 in the I&R Service Delivery Track)
• “The Science of Call Center Quality (Part One: How Callers Perceive Quality)” (F-4 in the I&R Management Track)
• “The Science of Call Center Quality (Part Two: Drivers of Quality Behaviors)” (F-5 in the I&R Management Track)
• “eLibrary: An Example of New Product Development” (H-5 in the Resource Database Track)
• “Beyond Housing Referrals: Thinking Bigger About Coordinated Entry” (J-1 in the For Everyone Track)

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.

MONDAY, MAY 22
10:00am - 11:30am
Meeting Room 8-9, 3rd Floor

H-1: “Get Connected: Virtual Gateway for Cities”
211 Connecticut brings 211’s formal resources and a city’s informal resources together through a virtual gateway to help better serve a city’s population. This workshop will highlight three of these virtual gateways, GetConnectedNewHaven.com, NewHavenFinancialEmpowerment.com and GetConnectedWaterbury.com. The Get Connected Waterbury and Get Connected New Haven sites offer city residents a rich network of community services. The New Haven Financial Empowerment website is part of an overall vision of the city of New Haven to build the financial stability of residents. These virtual gateways were developed in partnership with cities and United Ways and show how leveraging resources and sharing data empowers communities.

Jeanette Baker, United Way of Connecticut, Rocky Hill, Connecticut

MONDAY, MAY 22
1:00pm - 2:15pm
Meeting Room 4, 2nd Floor


Effective service indexing takes into account the needs of a community, AIRS Standards, and the expectations of resource providers. Even with the best intentions, taxonomy can be cumbersome for I&R Specialists needing quick access to referrals as well as community residents navigating an I&R website. This workshop is intended for seasoned Resource Specialists and those involved with building public-facing I&R websites. Tools, training options, and web examples will be explored.

Anna Fonnesbeck, United Way 211, Salt Lake City, Utah; Steve Eastwood, 211 Arizona/Community Information and Referral Services, Phoenix, Arizona

TUESDAY, MAY 23
8:30am - 10:00am
Meeting Room 4, 2nd Floor

H-3: “Taxonomy 101: Discovering the Pearl of I&R” (Part One)

Looking to piece together a map to effective Taxonomy use? Missing the mark on Target Populations? Ready to conquer the duplicity of double indexing? If you're new to the Taxonomy on the resource or referral side of I&R, this workshop will help you understand how to use the Taxonomy for more effective indexing and searching.

Steve Eastwood, 211 Arizona/Community Information and Referral Services, Phoenix, Arizona; Lindsay Paulsen, United Way of the Midlands, Omaha, Nebraska

TUESDAY, MAY 23
10:30am - 12:00pm
Meeting Room 4, 2nd Floor

H-4: “Taxonomy 101: Discovering the Pearl of I&R” (Part Two)

Looking to piece together a map to effective Taxonomy use? Missing the mark on Target Populations? Ready to conquer the duplicity of double indexing? If you're new to the Taxonomy on the resource or referral side of I&R, this workshop will help you understand how to use the Taxonomy for more effective indexing and searching.

Steve Eastwood, 211 Arizona/Community Information and Referral Services, Phoenix, Arizona; Lindsay Paulsen, United Way of the Midlands, Omaha, Nebraska

TUESDAY, MAY 23
2:15pm - 3:30pm
Meeting Room 1, 2nd Floor

H-5: “eLibrary: An Example of New Product Development”

United Way of Connecticut’s new online eLibrary is a collection of editorial information on some of the subjects that people have asked about over our 40-year history as a statewide human service call center. Beginning as a quick reference guides for I&R Specialists, web technology made it possible to offer this wide array of health and human service topics online for everyone. This workshop will explore the process to create a product that benefits staff, other human services professionals, and the general public.

**WEDNESDAY, MAY 24**

9:00am - 10:30am  
Grand Ballroom B, 2nd Floor  

**H-6: “How To Develop Your Guided Search Categories”**  
Have you ever thought about building a category system for a graphically guided website but felt overwhelmed by the work involved? We will begin by identifying key features of guided searches and how they can be used to best steer your online searchers to the services they need. Hear learned experiences from Certified Resource Specialists on how they created or aided others in creating guided searches focusing on community needs data. You will leave this session with proven step-by-step processes, to begin planning your own guided search categories. 

*Elizabeth Karybo, Info Line, Akron, Ohio; Crystal McEachern, iCarol, Edmonton, Alberta; Polly McDaniel, iCarol, Canisteo, New York*

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**WEDNESDAY, MAY 24**

10:45am - 12:15pm  
Meeting Room 5-6, 2nd Floor  

**H-7: “Resource Database Quality Panel”**  
How do you ensure a quality resource database? Join our panel of expert resource specialists to discuss their processes, and the tools and polices they use, to ensure a quality resource database is available in their contact centers and public websites. Going one-step further, how can technology be used to ensure quality resources? What tools and processes should the industry support and how can we advocate to our CRM’s for building these tools. We encourage I&R vendors to be present during this workshop so that they can hear firsthand the desires of those ensuring quality resource databases. 

*Mark Winfield, Ontario 211 Services, Toronto, Ontario; Crystal McEachern, iCarol, Edmonton, Alberta; David Erlandson, Lifeworks, St. Paul, Minnesota; Steve Eastwood, 211 Arizona/Community Information and Referral Services, Phoenix, Arizona*

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**WEDNESDAY, MAY 24**

2:15pm - 3:30pm  
Grand Ballroom D, 2nd Floor  

**H-8: “Resource Database Open House” Final Session**  
This post final-lunch session offers an issue-oriented drop-in to provide time for constructive reflection, collaborative problem-solving and final networking. The workshop will be facilitated and an online space set-up during the conference for people to post “let’s talk about” ideas if they are planning to attend. We will also be using it as an opportunity to follow-up with issues emerging from the other sessions on the Resource Database Track or any unanswered questions still remaining. 

*David Erlandson, Lifeworks, St. Paul, Minnesota*

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**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:  
- “Exploring and Finding a Real Treasure in National Call Center Partnerships” (A-15 in the Aging/Disabilities Track)  
- “211 Technology Platform: A Mobile-First Online Search Solution (What It Is and How We Did It)” (B-1 in the 211 Track)  
- “Social Media Management Tips and Tricks with Limited Resources” (C-3 in the Serving the Military Track)  
- “Managing Disaster Resources” (D-2 in Disaster Track)  
- “211 Collaboration, Mapping 211 Data & Other Innovations to Support Community Emergency Managers” (D-6 in the Disaster Track)  
- “211ct.org: A Journey to a New Website and Custom Public Search Engine (Parts One and Two)” (G-2 and G-3 in the Technology Track)  
- “Best Practices in Graphically Guided Website Design” (G-6 in the Technology Track)  
- “Toward Sustainability of Resource Data as a Public Service: Open Referral in Action (Parts One and Two)” (G-7 and G-8 in the Technology Track)  

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**FOR EVERYONE TRACK**

The sessions on this track are geared towards issues that are relevant to all I&R providers. There are sessions here of interest to people working in all areas of I&R. Remember, anyone can attend any session and that everything in I&R and I&A is connected.

**MONDAY, MAY 22**

10:00am - 11:30am  
Meeting Room 1, 2nd Floor  

**J-1: “Beyond Housing Referrals: Thinking Bigger About Coordinated Entry”**  
Building an open source HUD compliant coordinated entry/referral system in Monterey was a challenge. But it was just for automated client referrals to HUD housing, based on their eligibility rules and housing inventory. So, why stop there? We have a generic framework: housing was just one path it could take. Any human service could have automated, rule based referrals. We want it to talk “with” existing I&Rs and community health and human services, not replace. So we continue to build… Panel presentation with audience participation, non-technical and for all levels of expertise. 

*Bob Russell, Community Technology Alliance, San Jose, California; Javier Celedon, Community Technology Alliance, San Jose, California; Sonja Kim, Alexandria Consulting, St. Petersburg, Florida; Eric Jahn, Alexandria Consulting, St. Petersburg, Florida; Norris Brown, ServingLynk, Tampa, Florida*

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**MONDAY, MAY 22**

10:00am - 11:30am  
Meeting Room 4, 2nd Floor  

Learn about how United Way of Greater Cleveland’s 211 team built a new and robust Quality Assurance program. We will discuss our Quality Assurance Guide that is made of specific metrics to determine call quality and working together as a group to use this guide to score an I&R call. This session is aimed towards I&R teams who are interested in expanding their already existing Quality Assurance program or starting from scratch. 

*Nadine Bryant, United Way of Greater Cleveland 211, Cleveland, Ohio*

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**MONDAY, MAY 22**

1:00pm - 2:15pm  
Meeting Room 8-9, 3rd Floor  

**J-3: “Independent I&Rs Roundtable Conversation”**  
If you are from an independent comprehensive I&R (not part of 211 or ADRC/AAA) and are interested in meeting and talking with others like you, this is your opportunity. Specialized I&Rs are also welcome to attend. This session is structured as a gently led conversation for all to discuss challenges, successes, and opportunities; make new contacts and gain some new insights; identify to AIRS leadership ways that AIRS
can be helpful to these kinds of I&R organizations who may be fewer in number, but are just as important to the fabric of I&R.

Edward D'Angelo, The Information Center, Taylor, Michigan

MONDAY, MAY 22
3:00pm - 4:15pm
Meeting Room 8-9, 3rd Floor
J-4: “How Different is Washington in 2017?”
The 2017 Washington Update will cover the first four months of the Trump Administration and the 115th Congress, reviewing congressional action and cabinet activities and previewing what’s yet to come. It will examine reforms to the Affordable Care Act, Medicare and Medicaid; FY17 and FY18 funding, and more. The update will also provide up-to-the-moment advocacy strategies for AIRS members to get involved. This workshop is relevant for anyone interested in federal policy and advocacy at any level.


TUESDAY, MAY 23
8:30am - 10:00am
Meeting Room 12, 3rd Floor
J-5: “How I&R Fits into Healthcare”
In the changing world of healthcare, healthcare systems need to address the behavioral, social, and economic factors that affect their patients' health outcomes. Translating I&R into the healthcare system requires new language and understanding to navigate the world of healthcare administration. This session will share the story behind founding Purple Binder, a software-based I&R system that works with health systems at over 500 sites, and the knowledge that I&R practitioners need to effectively partners with healthcare systems. This workshop is relevant to any I&R professional who wants to learn more about integrating I&R with healthcare delivery.

Joseph Flesh, Purple Binder, Chicago, Illinois

TUESDAY, MAY 23
10:30am - 12:00pm
Meeting Room 12, 3rd Floor
J-6: “Solutions of Tolerance, Respect and Acceptance for All People”
This workshop is for AIRS participants to come up with solutions of how to become more tolerant, respectful and accepting of all people both inside and outside the workplace. The presentation provides a safe space where an honest, respectful dialogue can take place between AIRS participants who are from different cultures, different sexual orientation beliefs. The methodology of the presentation is Socratic and encompasses the sharing of personal experiences of being marginalized based on ideology, ethnicity, race, and sexual orientation. This workshop is geared for frontline, managerial, beginners and advanced practitioners, hopefully coming away with improved skills that can be applied when communicating with those with different beliefs/ideologies and cultures; and to make staff aware of the need to do likewise.

Michael Styles, State Division Aging and Adult Services, Salt Lake City, Utah

TUESDAY, MAY 23
2:15pm - 3:30pm
Meeting Room 12, 3rd Floor
J-7: “Using Community Collaboration to Provide Support Services to Victims of Online Abuse and Revenge Porn”
Learn how Jewish Community Services is collaborating with the Cyber Civil Rights Initiative (CCRI) to provide specialized support and services to victims of non-consensual pornography and other forms of online abuse. This session will include a review of various forms of online abuse and its effects on individuals. Participants will be provided with a list of comprehensive tools and resources that can be used to support this unique population.

Daniel De Vries, Jewish Community Services of South Florida, North Miami, Florida; Holly Jacobs, PhD, Cyber Civil Rights Initiative, Miami, Florida

WEDNESDAY, MAY 24
9:00am - 10:30am
Grand Ballroom D, 2nd Floor
J-8: “I&R Plus: Expanding Your Horizons”
In today's economy and business climate, it is increasingly difficult to operate a contact center that provides traditional I&R exclusively. This workshop presentation will provide agency administrators and managers an overview of some ways agencies are using their contact center as a base to expand their business opportunities and redefine their role within the communities they serve. Presenters from Contra Costa Crisis Center will give specifics on the services offered by their agency and the decisions involved in identifying possible new services, obtaining funding, and implementation strategies that result in the least disruption of established programs and services to maximize success.

Deb Petty, Mediware Information Systems, Shreveport, Louisiana; Lesley Garcia, Contra Costa Crisis Center 211, Walnut Creek, California; Blanca Gutierrez-Costilla, Contra Costa Crisis Center 211, Walnut Creek, California

WEDNESDAY, MAY 24
10:45am - 12:15pm
Meeting Room 12, 3rd Floor
J-9: “The Hidden Treasure of Self-Care”
Working in I&R can take its toll, whether you are working on the frontlines responding to inquiries from people in need, or working administratively to make sure your program is funded, managed and supervised appropriately. This session will clarify the need to make self-care a priority for workers at every level. Participants will have a chance to assess their current level of self-care, plan around potential barriers, and create a working self-care plan to take home.

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

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!
The ADA National Network provides information, guidance and training on how to implement the Americans with Disabilities Act (ADA) in order to support the mission of the ADA to “assure equality of opportunity, full participation, independent living, and economic self-sufficiency for individuals with disabilities.” Funded by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), the network consists of ten Regional ADA Centers located throughout the United States and an ADA Knowledge Translation Center (ADAKTC).

AGIS Network, Inc.
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Al Schreitmueller, Director, Agency Systems
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AGIS Network provides web programs and services to automatically provide content and service provider updates to Aging & Disability web based systems, as well as enhancements to consumer navigation of LTSS options.

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Christin McFadden, Sales Operations Manager
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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.

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iCarol is web-based all-in-one I&R software designed especially for not-for-profits and health and human services agencies. Create and cultivate resource records while helping your community via phone, web, chat, and 2 way texting. Build regional collaboratives, offer self-service options, integrate with your telephony system, perform follow-ups, and improve response during a disaster. Enjoy other helpful features such as shift scheduling, contact documentation, extensive reporting, and volunteer and staff management. Our system fully supports the AIRS standards and taxonomy and has been adopted by over 50,000 users worldwide including over 40% of 211xs in North America and hundreds of specialized I&R centers.

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Julie Wynhof, Sr. Key Account Manager
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inContact (NASDAQ: SAAS) is the cloud contact center software leader, with the most complete, easiest and most reliable solution to help organizations achieve their customer experience goals. inContact continuously innovates in the cloud and is the only provider to offer a complete solution that includes the customer interaction cloud, an expert service model and the broadest partner ecosystem. Recognized as a market leader by Gartner, IDC, Frost & Sullivan, Ovum and DMG, inContact supports over 6 billion interactions per year for enterprise, midmarket, government organizations and business process outsourcers (BPOs) who operate in multiple divisions, locations and global regions. To learn more, visit www.incontact.com.

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Scott Sonnenberg, Strategic Account Executive
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LanguageLine Solutions® can help AIRS members provide information and referrals 24/7/365 in more than 240 languages (including American Sign Language), improving operational efficiency and enhancing your image in the community. Trusted by more than 25,000 clients, we’re the global leader in innovative language access solutions for contact centers and organizations of all sizes, offering high-quality phone and video interpreting, language testing and training programs for bilingual staff, and translation and localization services. Our scalable, secure cloud-based platform delivers over 32M interpretation requests annually, enabling you to serve diverse clients in their preferred language. Find out about our new mobile app!
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Deb Petty, 211 Success Manager/Account Development
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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, see what our systems will do for your organization!

National Association of Area Agencies on Aging (n4a)
Booth #117
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Melisa Lopes, Coordinator, Information and Referral
mlopes@n4a.org
The National Association of Area Agencies on Aging (n4a) is a 501c(3) membership association representing America’s national network of 622 Area Agencies on Aging (AAAs) and providing a voice in the nation’s capital for the 256 Title VI Native American aging programs. The primary mission of n4a is to build the capacity of our members so they can help older adults and people with disabilities live with dignity and choices in their homes and communities for as long as possible.

North Light Software
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Maren Lodge, Marketing Manager
mlodge@revation.com
North Light Software is a premiere software company focused on providing innovative solutions for today’s I&R systems. Focused on a human-centered business model, North Light is dedicated to connecting the public and providers to information in a multitude of ways including HD voice and video, secure messaging, chat, and email. Our all-in-one solution is completely unique to the industry, offering a referral public portal and unified communications platform all in one package. At North Light, our mission is to continue to make it easy for people to get help while continuing to support professionals in meeting their challenges with ease and efficiency.

RiverStar
Booth #111
20 Danada Square West
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www.riverstar.com
Bob Fike, CEO
rfike@riverstar.com
The 211 solutions, built using RiverStar Studio, use process-based workflows within the RiverStar Unified Agent Desktop to automate key business activities such as:
- Appointment setting with text/email notification/reminders
- Resource request processing, delivery scheduling/confirmation
- Healthcare screening/referral
- Utility assistance screening/referral
- Food stamp authorization/referral
- Food pantry resource referrals
- Broadband screening/referral
- Health insurance screening/enrollment

The RiverStar solutions are tightly integrated with contact center telephony platforms and integrated with enterprise systems like ReferNET to provide associate-facing and web/mobile self-service workflows designed to meet the specific needs of the clients, with special attention on the reporting requirements needed to support grant funding.

RTM Designs
Booth #203, 204, 205
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Linda Ross
linda@rtmdesigns.com
RTM Designs welcomes you to our 2017 AIRS Conference exhibit area tables 203-205. Stop by and visit us to learn about sharing 211 data nationally. Let us show you our fully implemented National Text Platform service integration with automated follow-up survey texts. See how seamlessly our 211 call center apps send and receive text messages using the latest machine-to-machine technology. Save hours of staff time, collect volumes of follow-up data, and open new avenues to serve your 211 community.

Rx Outreach
Booth #206
3171 Riverport Tech Center Drive
Maryland Heights, MO 63043
888.RXO.1234 (888.796.1234)
www.rxoutreach.org
Pete Wyatt, Vice President/Chief Marketing Officer
pete.wyatt@rxoutreach.org
Rx Outreach is a nonprofit, mail order pharmacy committed to helping...
We believe no one should have to choose between filling a prescription and life’s other necessities. Through strong relationships with donors and pharmaceutical companies, Rx Outreach is able to provide access to affordable medications to all qualifying patients, whether they are uninsured, under-insured, insured or have no documentation. Our pricing is transparent. There are no hidden or additional fees. We provide award winning personalized service. For more information go to rxoutreach.org or give us a call at 888.769.1234.

2-1-1 Counts
Booth #112
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314.550.2849
www.211counts.org
Charlene Caburnay, President
211counts@hcimpact.com or ccaburnay@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.

Visionlink, Inc.
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Jamie Rogers, Account Manager
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<tbody>
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