With the induction of the HEARTH Act, there has been no better time to access significant funding resources for tools to prevent homelessness and manage coordinated intake in your community.

Let Bowman Systems® help you tackle HEARTH and learn how to access federal funding by partnering with your local HMIS using our proven, industry-leading products: ServicePoint®, HousingPoint®, CommunityPoint®, and IRIs.

Stop by our booth to say hello and enter to win one of five lunches provided by Bowman Systems!
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On behalf of the AIRS Board of Directors, welcome to vibrant and resilient New Orleans, Louisiana and the 34th Annual I&R Training and Education Conference. Much has happened in the field of information and referral since the first AIRS Conference was held way back in 1979 in Phoenix, Arizona.

The AIRS conference provides a unique opportunity and forum for I&R professionals from a cross section of agencies, spanning the globe to come together to share, learn, network and engage. Our dedicated conference committee, conference program committee, and staff have worked diligently to bring you the best possible AIRS I&R conference, with more than 80 informative workshops covering nine different streams.

If you are in search of solutions to today’s I&R issues please be sure to visit the Exhibit Hall located in the Napoleon Ballroom for the latest in information, products and services. Our vendor and sponsor partners play a critical role in the success of the conference as well as providing our industry with the latest products and tools to enable us to do our jobs more effectively.

In addition to the various symposiums and workshops, please join us for the opening reception in the Exhibit Hall as well as the Tuesday luncheon sponsored by our partners in “Aging.” You will not want to miss the “Taste of New Orleans” Reception and the Friends of AIRS Silent Auction to be held on Tuesday evening. It promises to be a fun-filled entertainment extravaganza. As they say in the Big Easy, “Laissez les bons temps rouler.”

The AIRS conference is truly a special time to reflect upon our industry, discuss issues and challenges, recognize accomplishments and further advance the field and practice of I&R. It is an opportunity to reconnect, reenergize and take away valuable information and resources which can be used in your organization. The conference allows us to expand our horizons, gain fresh perspectives and enhance our competencies.

New Orleans is a majestic city, brimming with its brilliant mosaic of culture, food, music and neighborhoods. Enjoy the many splendid sights and sounds the city has to offer. Stroll, meander and explore but always remember why you are here … … I&R and All that Jazz!

We are so glad you came. Enjoy the conference!

Hamish Faed Hendry
AIRS President
Dear Colleagues,

Welcome to the 34th National Aging and Disability Information and Referral Symposium. We invite you to join us during this year’s National Aging and Disability I&R Symposium. The aging and disability track is not just for professionals in aging and disabilities, but for anyone seeking to learn more about current aging and disability issues, trends, and priorities.

Once again this year, states and area agencies on aging professionals are invited to attend the traditional pre-conference retreat on Sunday for more opportunities to learn about current events and public policy from the Administration on Aging, National Association of Area Agencies on Aging, National Association of States United for Aging and Disabilities, and The Lewin Group. On Tuesday, you will not want to miss the luncheon featuring John O’Brien, Executive Director of the Million Hearts Initiative through the U.S. Department of Health and Human Service, as he discusses innovative, life-saving and cost-saving programs in preventive health. Special thanks to our federal and national partners, the U.S. Administration on Aging, National Association of Area Agencies on Aging, and the Alliance of Information and Referral Systems for their incredible support to NASUAD each year to bring into being the National Aging and Disability I&R Symposium.

With Appreciation

Martha A. Roherty
Executive Director
National Association of State United for Aging and Disabilities
Welcome to the 34th I&R Annual Training and Education Conference. I invite you to attend the Military Track workshops this year. Your commitment to our service members and their families is greatly appreciated, and I believe that the wide range of military workshop topics will help you leave the conference armed with valuable information and insight about the resources that are available to our service members. With the fast pace of military life, and with the country being at war for over a decade, resources and support for service members are continually being expanded. Attending the Military Track will help you keep abreast of these changes.

If you ever receive phone call inquiries from veterans, you will know how confusing it can be to know who is eligible for which benefits; which benefits are service-specific, and which are available to all the services. Each presenter in this track has first-hand experience in providing I&R to the military, and you will leave their workshop with contact numbers and specific details about the resources that are available. I have no doubt that you will gain valuable knowledge and insight that will assist you in your professional life as you strive to bring the best support you can to military members, veterans and their families.

We are especially honored to welcome Ms. Nora Clouse as a first time presenter at this conference. Ms. Clouse currently serves with the U.S. Department of Defense, as a Program Analyst for Military Community and Family Policy. Her workshop on Military OneSource will be a highlight of the Military Track and you will not want to miss it.

Whether you are a community I&R provider, or from one of the sister services, the Military Track will have something for you. Please join us as we learn from each other, network with each other, and generally have a wonderful conference experience!

Lucinda S. Lorei
Information and Referral Program Manager
Personal & Professional Development (MFR)
Marine and Family Programs Division
Headquarters US Marine Corps
You are invited to participate in the 2012 National Aging and Disability I&R/A Symposium. The Symposium is convened by the National I&R Support Center (the Center) at the National Association of States United for Aging and Disabilities (NASUAD) in collaboration with the U.S. Administration on Aging (AoA) and the National Association of Area Agencies on Aging (n4a). The role of the Center is to provide support and assistance to State and Area Agencies on Aging, Aging and Disability Resource Centers, and local information and referral/assistance service providers to enhance the quality of aging I&R/A statewide systems, local service delivery, and professional staff development.

This symposium offers participants an opportunity to learn about federal policy updates, innovative models of I&R/A programs and ADRCs, Options Counseling, Disaster Preparation, Public Benefits, Veterans, Directed Home and Community Base Services, Transportation, the National Resource Center for Engaging Volunteers, and many other exciting workshops relevant to your daily work. This symposium will benefit aging and disability network professionals and anyone working with aging and disability populations, families, and caregivers. For more information about the National Aging I&R Support Center, visit www.nasuad.org or contact Sara Tribe at NASUAD (202.898.2578 x 305).

Conference Highlights

Pre-Conference Intensives:

Sunday, May 20
9:00 am – 4:15 pm
These three pre-conference training opportunities offer participants the opportunity to explore topics in greater detail. These all-day sessions run concurrently. Pre-registration is required.

Intensives

The ABC's of I&R
Napoleon C1 (3rd Floor)
Instructors: Faed Hendry, Findhelp Information Services, Toronto, Ontario, Shye Louis, 211/LIFELINE, Rochester, New York

This workshop is designed to assist new I&R Specialists more fully understand the theory and practice that leads to I&R excellence. This intensive is also an invaluable refresher for more experienced I&R staff, especially those who may be taking a CIRS or CIRS-A exam. This workshop will present an overview of I&R, its philosophy and components, techniques for problem assessment and communication, giving information and making referrals, dealing with difficult callers, and the role of advocacy and empowerment. This interactive intensive includes an exploration into personal and professional growth, strategies for taking a certification exam, role playing, problem solving and group activities.

Faed Hendry and Shye Louis are both experienced practitioners in the multiple facets of I&R and regularly provide training to external agencies in addition to their internal staff. And they still answer calls! Faed is Manager of Training and Outreach with Findhelp Information Services/211 Toronto. He is also the President of AIRS and a member of the AIRS Training Committee. Shye is Operations Manager with 211/LIFE LINE in Rochester New York in addition to being a NYS AIRS Board member and a member of the AIRS Training Committee.

The I&R Supervisor’s Toolkit
Napoleon C2 (3rd Floor)
Instructor: Sandra Ray, United Way of Greater Houston, Texas

Are you an I&R supervisor? Or are you ready to prepare for that eventual promotion? This intensive will outline the knowledge and techniques that will help make you a better supervisor. Quality assurance, team building, skills coaching and the basics of human resource management are among some topics to be covered. Participants will be able to identify some of the challenges and requirements of the transition from being a good I&R practitioner to being a good I&R supervisor.

Sandra Ray is I&R Manager for 211 Texas/United Way Helpline, a program of the United Way of Greater Houston.
Sandra has more than 12 years of experience in I&R, grant writing, nonprofit administration, and program development. Her duties at United Way include training and day-to-day oversight of more than 45 I&R Specialists. She holds a Bachelor of Arts in English and a Master of Science in Psychology, both from Angelo State University in San Angelo. Sandra is a Certified Information and Referral Specialist and a freelance writer.

**Critical Incident Stress Management**

**Napoleon C3**

Instructor: Vaughn Donaldson, International Critical Incident Stress Foundation, Midland Fire Department, Midland, Texas

This intensive provides hands-on training in the delivery of crisis intervention to individuals working in disasters. Upon completion of this course, participants will be able to recognize the effects of critical incident stress in co-workers and themselves identify which crisis intervention technique would be best in disaster situations and help facilitate small group crisis intervention meetings.

Vaughn Donaldson is an approved trainer of the International Critical Incident Stress Foundation (ICISF), and was recognized in 2001 by the ICISF with the Excellence in Training and Education Award at the World Congress on Trauma, Stress and Coping. With over 20 years of experience as a paramedic and firefighter, Vaughn has presented at a vast array of state, national and international conferences including the International City Managers Association, the FBI Academy Associates and the Environmental Protection Agency. In addition, he has conducted training for numerous groups and organizations including the U.S. Army, Air Force and Marines. He also holds a Bachelor of Arts in Psychology from University of Texas.

**Aging Symposium Retreats**

Sunday, May 20
8:00 am – 5:00 pm

**Grand Chenier (5th Floor)**

The 2012 National Aging and Disability I&R/A Symposium will include a special retreat for State Unit on Aging (SUA) and Area Agency on Aging (AAA) staff. This full day, pre-conference event is designed to provide updates and the latest information relevant to your work, and to offer an opportunity to network with peers.

The retreat opens with the traditional continental breakfast meeting for professionals in aging and disability, during which participants receive national public policy, budget, association and Administration on Aging updates. Following breakfast, SUA and AAA staff share a full day of discussions, customized sessions, and networking. Through presentations and lively discussion, this retreat offers participants an opportunity to learn about innovative models of I&R/A and ADRC programs; Eldercare Locator; Options Counseling; and preparing for the changes expected for 2014, including the latest discussions surrounding the Affordable Care Act (ACA).

**211 State Directors Meeting**

Sunday, May 20
1:00 pm – 5:00 pm

**Napoleon D1 (3rd Floor)**

All 211 State Directors are invited to attend this event.

**Department of Defense Workshops**

The Department of Defense training track consists of ten military workshops. The sessions in the military training track have been selected for their value, personally and professionally in helping meet the needs of military personnel and their families. The track will also include an opportunity for military personnel to meet with their respective Service Department representatives.

**AIRS Certification Exams**

Sunday, May 20
1:30 pm

**Borgne (3rd Floor)**

Tuesday, May 22
2:30 pm

**Bayside (4th floor)**

AIRS offers the only performance-based 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 (CIRS-A) will be given on Monday, May 20 at 1:30 pm and Tuesday, May 22 at 2:30 pm. You must be pre-registered and approved through the AIRS National Office to be eligible to take the exams.

**Newcomers’ Orientation and Welcome**

Sunday, May 20
4:30 pm – 5:30 pm

**Napoleon D3 (3rd Floor)**

All new members and first time attendees are invited to join the AIRS Board of Directors, staff and local hosts to ask questions about AIRS, network, and learn about the conference and the city of New Orleans.

**Military Orientation and Welcome**

Sunday, May 20
4:30 pm – 5:30 pm

**Grand Couteau (3rd Floor)**
All military personnel are invited to join the AIRS military representatives to ask questions about AIRS, network, and learn about the conference and the city of New Orleans.

**Opening Reception in the Exhibit Hall**
Sunday, May 20
5:30 pm - 6:30 pm
*Napoleon AB (3rd Floor)*
Join your friends, colleagues and AIRS exhibitors at the opening event of the AIRS conference. Enjoy delicious appetizers and a cash bar while you network and tour the exhibit hall in a fun-filled, relaxed atmosphere.

**Presenter's Reception**
Tuesday, May 22
4:30 pm - 5:30 pm
*Nottoway (4th Floor)*
All AIRS conference presenters are invited to attend this reception in your honor.

**“A Taste of New Orleans” Reception and Friends of AIRS Auction**
Tuesday, May 22
5:30 pm - 7:30 pm
*Armstrong Ballroom (8th Floor)*
New Orleans has so much to offer, we had many requests for a free night, just to take it all in. This year, we are combining and expanding the popular Friends of AIRS silent auction with our evening event. On Tuesday evening, join us for a very special reception at the Sheraton New Orleans hotel for delectable hors d’oeuvres, cash bar and surprise entertainment, all while you bid on wonderful, unique auction items. The rest of the evening will be yours to sightsee, take in a ghost tour or just stroll around Jackson Square. Have a “Big Easy” time and raise money for AIRS conference scholarships at the same time. This event is included in your full registration fee.

**AIRS Annual Membership Meeting & Luncheon**
Wednesday, May 23
12:30 pm – 2:00 pm
*Grand Ballroom ABC (5th 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 ARS board members.

**Cyber Cafe**
Open daily in the exhibit hall during exhibit hall hours.
Keep in touch with your office, family, and co-workers online in the AIRS Cyber Café. Computers provided for your convenience.

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**DISASTER DISTRESS HELPLINE**

PHONE: 1-800-985-5990  TEXT: “TalkWithUs” to 66746

The Disaster Distress Helpline (DDH) is the first national hotline dedicated to providing year-round disaster crisis counseling. This toll-free, multilingual, crisis support service is available 24/7 via telephone (1-800-985-5990) and SMS (text ‘TalkWithUs’ to 66746; Spanish-speakers text ‘Hablanos’) to residents in the U.S. and its territories who are experiencing emotional distress related to natural or man-made disasters.

[www.disasterdistress.samhsa.gov](http://www.disasterdistress.samhsa.gov)

*Helping individuals in distress related to disaster move forward on the path to recovery.*
Kay W. Wilkins has over twenty-five years of experience with the organization, serving in roles ranging from Director of Emergency Services to Human Resources. She is an appointed member of the Critical Incident Response Team for American Red Cross National Headquarters. In 2005, Kay and her chapter faced their greatest challenge, Hurricane Katrina. Together, they weathered the storm, and went on with the national American Red Cross to partner with other local and national organizations to mount the largest disaster relief effort in national history. In 2006, Kay took the initiative to lead her chapter through a resiliency project facilitated by George Washington University. Today, Kay and her staff are working to help Southeast Louisiana recover and taking lessons learned from their service in Hurricane Katrina to develop plans for the current hurricane season.

Educated at Auburn University, Kay has been widely recognized for her efforts as a nonprofit leader. Currently serving as President for the Greater New Orleans Council of United Way Agencies, Kay continues to work with partner agencies dedicated to rebuilding the non-profit landscape post-Katrina. Past honors include Honorary Chairperson of the American Humanities Conference and being recognized for exceptional achievement among local professional women when named as one of the top forty Women of the Year by New Orleans City Business. Kay has traveled extensively speaking to numerous organizations and sharing her chapter’s experience. Kay continues to work as an ambassador for the city of New Orleans and the American Red Cross, speaking nationally and internationally, most recently in Australia and Canada, to share lessons learned from Hurricane Katrina. She and her husband, Lee, have three children: Matt, Kaley, and Noah.

John Ohanian is a well-respected leader and experienced speaker in the non-profit and foundation community. His primary focus is driving organizations with an innovative approach to social enterprise and serving clients with various needs. He places a strong emphasis on the value of developing a cohesive, empowered, and encouraging staff to identify and pursue career paths that are closely tied to personal passions and strengths.

Under John’s leadership, 211 San Diego has gone from helping 100,000 clients per year to more than 500,000 per year. John has created lasting partnerships with the community’s top public and private organizations, including the County of San Diego, City of San Diego, private and community foundation, and corporations including Qualcomm, San Diego Gas & Electric and Bank of America. Beyond San Diego, he has served in leadership roles with both the boards of 211 California and 211 US, leading efforts to advocate for legislation that brings funding to 211 systems country wide.

He is a graduate of the University of San Diego and earned his CPA while working at KPMG Peat Marwick in San Diego. Prior to 211 San Diego, he served as Vice President of Finance, Operations and Planned Giving at the Alzheimer’s Association, San Diego/Imperial Chapter. He also worked with the San Diego Jewish Community Foundation in several capacities, including Systems Consultant and Associate Director. John also serves on the Advisory Board of the University of San Diego’s Nonprofit Leadership and Management Program.

John Michael O’Brien is a Senior Advisor at the CMS Innovation Center and a leader of Million Hearts, a U.S. Department of Health and Human Services initiative with the explicit goal to prevent a million heart attacks and strokes in five years. He joined Million Hearts after launching and serving as Field Director for the HHS Partnership for Patients, a public-private partnership to reduce hospital-acquired conditions by forty percent by 2013, and improve

Special Guests

Opening Breakfast Speaker
Monday, May 21
8:00am – 9:45 am
Grand Ballroom ABC (5th Floor)
Kay W. Wilkins, CEO
Southeast Louisiana Chapter of the American Red Cross

“I&R Unplugged, The Unspoken Truths”

John is a well-respected leader and experienced speaker in the non-profit and foundation community. His primary focus is driving organizations with an innovative approach to social enterprise and serving clients with various needs. He places a strong emphasis on the value of developing a cohesive, empowered, and encouraging staff to identify and pursue career paths that are closely tied to personal passions and strengths.

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Aging Luncheon Keynote Speaker
Tuesday, May 22
12:15 pm – 2:00 pm
Grand Ballroom ABC (5th Floor)
John Michael O’Brien, Senior Advisor
CMS Innovation Center

John Michael O’Brien is a Senior Advisor at the CMS Innovation Center and a leader of Million Hearts, a U.S. Department of Health and Human Services initiative with the explicit goal to prevent a million heart attacks and strokes in five years. He joined Million Hearts after launching and serving as Field Director for the HHS Partnership for Patients, a public-private partnership to reduce hospital-acquired conditions by forty percent by 2013, and improve
care transitions such that readmissions are reduced by twenty percent by 2013.

Prior to joining the Department of Health and Human Services, Dr. O’Brien was a Professor of Clinical and Administrative Sciences at the College of Notre Dame School of Pharmacy and a Health Policy Fellow in the United States Senate. Dr. O’Brien is a graduate of the Johns Hopkins Bloomberg School of Public Health and Nova Southern University College of Pharmacy, and he studied pharmacy and public policy at the University of Florida. He has completed the American Medical Student Association Health Policy Fellowship, the American Society of Consultant Pharmacists Legislative Internship, and American Society of Health-System Pharmacists Executive Residency in Association Management. He is passionate about bike commuting, behavior change, quality improvement and improving medication adherence, has never met a microphone he didn’t love, and has been featured on Good Morning America Health and Kaiser Health News.

Sponsored By: The National Aging and Disability I&R/A Support Center and the National Association of State United for Aging and Disabilities (NASUAD), National Association of Area Agencies on Aging (n4a), U.S. Administration on Aging

Confession and Presenter Evaluation Forms
Your feedback is important and needed in helping 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
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!

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

**United Way Flexible Credits**

United Ways will be able to use flexible credits to offset registration and some travel costs for the 2012 AIRS Conference. United Way Worldwide (UWW) Flexible Credits may be used for the conference registration fee and some travel expenses and per diem. To check your flexible credit balance visit: www.online.unitedway.org/flexcredits (only for United Way members).

The UWW Learning Opportunities policy requires all conference costs and expenses be paid in advance. After completion of the program, submit the following three items to obtain reimbursement through flexible credits to: Registrar, Learning Opportunities, United Way Worldwide, 701 North Fairfax Street, Alexandria, VA 22314. Please contact the Registrar at 703.836.7112 x 237 with questions. The three items are:

- Your CEO’s written permission
- A copy of your completed registration form
- Proof of payment (either a cancelled check or a credit card receipt showing the charge)

A $35.00 fee for processing your flexible credit reimbursement request will be charged for this special approved provider offering. Registration for the conference will be reimbursed at the early bird registration rate only. For additional details on United Way Worldwide’s travel reimbursement policies visit https://online.unitedway.org/flexcredits or contact Marcia Struniak, 703.836.7112 x 237 or marcia.struniak@uww.unitedway.org

**Please Note:**

Due to the nature of our sessions and to minimize disruptions, when there is a “session full” notice on the door, you will not be allowed to enter the session. We appreciate your cooperation and understanding.

### Workshops by Date & Times

#### Session 1 - Monday, May 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
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<tbody>
<tr>
<td>10:00am - 11:30am</td>
<td>A-1 “Updates on the Latest News in Aging and Disability, AoA, n4a, and NASUAD” Grand Chenier, 5th floor</td>
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<tr>
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<td>A-2 “Care Transitions: Aging &amp; Disability Resource Center (ADRC) and Hospital Health System Partner to Decrease Hospital Readmissions Through In-home Services and Supports” Grand Couteau, 5th floor</td>
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<td>B-1 “Story Time: Using Your Data to Grab the Attention of Your Community” Grand Ballroom D, 5th floor</td>
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<td>B-2 “Quality Assurance: Program and Implementation” Grand Ballroom E, 5th floor</td>
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<td>C-1 “If You Refer Them, Will They Call? Providing Proactive Cancer Screenings and Referrals Through 211” Napoleon C1, 3rd floor</td>
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<td>D-1 “The Things We Say” Napoleon C2, 3rd floor</td>
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<td>E-1 “Dealing with Difficult People” Napoleon C3, 3rd floor</td>
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<td>F-1 “Database Structuring: Your Database of Today Affects Your Reports of Tomorrow” Napoleon D1, 3rd floor</td>
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<td>G-1 “The ABC’s of Military Resources” Napoleon D3, 3rd floor</td>
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<td>J-1 “Finger-painting with Grown-Ups? Learn Effective Techniques to Teach the Adult Learner” Borgne, 3rd floor</td>
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#### Session 2 - Monday, May 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
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<tr>
<td>1:00pm – 2:30pm</td>
<td>A-3 “Addressing the Age Wave: Utilizing the Aging Network to Engage Baby Boomers in Volunteerism” Grand Chenier, 5th floor</td>
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<td>A-4 “Participant-Directed Care” Grand Couteau, 5th floor</td>
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<td>B-3 “How to Train your Dragon”: Choosing Effective Training Tools and Styles” Grand Ballroom D, 5th floor</td>
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<td>C-2 “211 Institute: A Chance to Hear Rapid-fire Messages from Leaders Across the Country Who Will Offer Insights That Will Take Your 211 to Greater Heights” (Part One) Napoleon C1, 3rd floor</td>
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<td>D-2 “Harness Internet &amp; Mobile Communications During Disaster” Napoleon C2, 3rd floor</td>
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<td>F-2 “Taming the Beast: Indexing with the AIRS/211 LA County Taxonomy” (Part One) Napoleon D1, 3rd floor</td>
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</table>
|               | G-2 “Military I&R Overseas: Growing Your Own Re-
Session 3 - Monday, May 21
3:15pm – 4:45pm
A-5 “From the Phone to the Home: Bringing Options Counseling to Information and Assistance” Grand Chenier, 5th floor
B-4 “The Exceptional Team: How to Grow One of Your Own” Grand Ballroom D, 5th floor
C-3 “211 Institute” (Part Two) Napoleon C1, 3rd floor
D-3 “Meteorology 101: Putting You in the Hot Seat” Napoleon C2, 3rd floor
E-3 “John Kennedy Toole: Recognizing The Person At Risk Of Suicide” Napoleon C3, 3rd floor
F-3 “Taming the Beast: Indexing with the AIRS/211 LA County Taxonomy” (Part Two) Napoleon D 1, 3rd floor
H-2 “Enhancing Your Presentations and Reports with Free and User-Friendly Mapping Tools” Grand Ballroom E, 5th floor
J-3 “If 1% of the Community Serves the Whole Community; How Does the Whole Community Serve the Veterans?” Borgne, 3rd floor
J-4 “Ay Caramba, Understanding Language and Cultural Barriers on I&R Calls” Grand Couteau, 5th floor

Session 4 – Tuesday, May 22
8:30am – 10:00am
A-6 “Medicare and Medicaid 101” Grand Chenier, 5th floor
A-7 “Mobility Management in the Aging Network: Examples from NCST Grant Projects” Grand Couteau, 5th floor
B-5 “Screening and Outcomes: How to Incorporate Screening to Your Basic I&R Program” (Part One) Grand Ballroom D, 5th floor
C-4 “211 Assembly: Planting the Seeds of the Future” Napoleon C1, 3rd floor
E-4 “An Introduction to Motivational Interviewing” Napoleon C3, 3rd floor
F-4 “From playing Solo to becoming “The Band” Napoleon D1, 3rd floor
G-4 “Access to VA Benefits” Napoleon D3, 3rd floor
G-5 “Serving our Military in Hard Times. What all I&R Specialists, 211 Operations and Communities Need to Know About Army Family Programs, Support and Eligibility” Napoleon C2, 3rd floor
H-3 “Cloud-Based Phone Systems (ACD/IVR) and Why You Should Check Them Out” Grand Ballroom E, 5th floor
J-5 “Helping Employees Cope with the Death of a Co-Worker or Close Family Member” Borgne, 3rd floor

Session 5 – Tuesday, May 22
10:30am – 12:00pm
A-8 “Improving SNAP Access for Older Adults and People with Disabilities” Grand Chenier, 5th floor
A-9 “Hitting the High Note: Increase Your Knowledge of Disability Resources and Etiquette by Several Octaves” Grand Couteau, 5th floor
B-6 “Screening and Outcomes: How to Incorporate Screening to Your Basic I&R Program” (Part Two) Grand Ballroom D, 5th floor
B-7 “Succession Planning: Here’s One Crisis You Can Avoid” Grand Ballroom E, 5th floor
C-5 “211: Be the ‘Go To’ Agency for Local and State Campaigns” Napoleon C1, 3rd floor
D-4 “I&R Gumbo, Engaging and Adding Volunteers into the Mix for Disaster Response” Napoleon C2, 3rd floor
E-5 “Mais Oui, “Non” Est Un Bon Mot: Comment Dire “Non” Napoleon C3, 3rd floor
F-5 “Let Your Fingers Do the Walking: Creating Directories and Specialized Resource Guides” Napoleon D1, 3rd floor
G-6 “Marines Taking Care of Marines, With a Little Help from our Friends” Napoleon D3, 3rd floor
H-4 “Social Media Q&A Panel: All the Questions and Conversations We Can Have in 90 Minutes” Borgne, 3rd floor

Session 6 – Tuesday, May 22
2:15pm – 3:45pm
A-10 “Getting the Full Benefit of Benefits for Individuals and Communities” Grand Chenier, 5th floor
A-11 “Age-Friendly Banking and BankOn: Building Pathways to Economic Security for Older Adults” Grand Couteau, 5th floor
Session 7 – Wednesday, May 23
9:00am – 10:30am
A-12  “ADRCs and New Initiatives, Is Your Resource Database Ready?” Grand Chenier, 5th floor
A-13  “The Testing of Emergency Planning Protocols for Older Adults and Persons with Disabilities” Grand Couteau, 5th floor
C-7   “211 and Healthcare: A Shared Mission” Napoleon C1, 3rd floor
D-6   “211 Disaster Data Management System Project Results, Next Steps and all that Jazz” (Part One) Napoleon C2, 3rd floor
E-7   “Empowering Clients to Move Forward: Strategies for Helping Clients Take Ownership” Napoleon C3, 3rd floor
G-8   “Military OneSource, Community Outreach” Napoleon D3, 3rd floor
H-6   “Digital Renaissance: Three Online Strategies That Will Make or Break I&R” Borgne, 3rd floor
J-7   “Round Table Speed Sharing: Quick Tips from Around the World” Grand Ballroom E, 5th floor
J-8   “Washington Update: Effective Election Year Advocacy” Grand Ballroom D, 5th floor
J-9   “Creating Collaborative Community I&R Services: Partnering Between 211s & ADRCs” Napoleon D1, 3rd floor

Session 8 – Wednesday, May 23
10:45am – 12:15pm
A-14  “Empowering Homebound Veterans and Their Caregivers Through Consumer Direction” Grand Chenier, 5th floor
B-9   “Coaching Concepts” Grand Ballroom D, 5th floor
C-8   “211 Assembly: Part 1” Borgne, 3rd floor
D-7   “211 Disaster Data Management System Project Results, Next Steps and All that Jazz” (Part Two) Napoleon C2, 3rd floor
E-8   “What’s Your Game Plan: Using Life-Skills Coaching Techniques to Empower Your Callers” Napoleon C3, 3rd floor
E-9   “What About Questions? Exploring the When, Why and How of Effective Questioning” Napoleon C1, 3rd floor
G-9   “Dispelling Confusion: How Military and Medical Benefits Vary Between Active Duty vs. Reserve; and Separated vs. Retired Veterans” Napoleon D1, 3rd floor
J-10  “Atonal Dissonance: Stress Can Be Good” Napoleon D3, 3rd floor

Session 9 – Wednesday, May 23 FINAL SESSION
2:15pm – 3:45pm
C-9   “211 Open House” Napoleon C1, 3rd floor
E-10  “Service Delivery Open House” Napoleon C3, 3rd floor
F-7   “Resource Database Open House” Napoleon D1, 3rd floor
G-10  “Army One Source, Using Technology to Reach the Geographically Dispersed” Napoleon D3, 3rd floor
J-11  “AIRS Accreditation Drop-In” Borgne, 3rd floor
<table>
<thead>
<tr>
<th><strong>Sunday, May 20</strong></th>
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<tbody>
<tr>
<td>Registration – Napoleon foyer (3rd floor)</td>
<td>7:00 am 5:00 pm</td>
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<tr>
<td>Area Agency on Aging (AAA) &amp; State Units on Aging Retreat (SUA) - Grand Chenier (5th floor)</td>
<td>8:00 am 5:00 pm</td>
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<tr>
<td>The ABC’s of I&amp;R Intensive - Napoleon C1(3rd floor)</td>
<td>9:00 am 4:15 pm</td>
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<tr>
<td>The I&amp;R Supervisor’s Toolkit Intensive - Napoleon C2 (3rd floor)</td>
<td>9:00 am 4:15 pm</td>
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<td>Critical Incident Stress Management Intensive - Napoleon C3 (3rd floor)</td>
<td>1:00 pm 5:00 pm</td>
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<tr>
<td>211 State Directors Meeting - Napoleon D1 (3rd floor)</td>
<td>1:00 pm 5:00 pm</td>
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<td>Certification Exams - Borgne (3rd floor)</td>
<td>1:30 pm 3:30 pm</td>
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<tr>
<td>Newcomer Orientation &amp; Welcome - Napoleon D3 (3rd floor)</td>
<td>4:30 pm 5:30 pm</td>
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<tr>
<td>Military Orientation &amp; Welcome - Grand Couteau (5th floor)</td>
<td>4:30 pm 5:30 pm</td>
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<tr>
<td>Opening Reception in Exhibit Hall - Napoleon AB (3rd floor)</td>
<td>5:30 pm 6:30 pm</td>
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<th><strong>Monday, May 21</strong></th>
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<tr>
<td>Registration – Napoleon foyer (3rd floor)</td>
<td>7:00 am 5:00 pm</td>
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<tr>
<td>Cyber Café Open in Exhibit Hall - Napoleon AB (3rd floor)</td>
<td>8:00 am 4:00 pm</td>
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<tr>
<td>Opening Breakfast – Grand Ballroom ABC (5th floor)</td>
<td>8:00 am 9:45 am</td>
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<td>Exhibits Open - Napoleon AB (3rd floor)</td>
<td>8:00 am 4:00 pm</td>
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<tr>
<td>Workshops</td>
<td>10:00 am 11:30 am</td>
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<tr>
<td>Lunch on your own</td>
<td>11:30 am 1:00 pm</td>
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<tr>
<td>Workshops</td>
<td>1:00 pm 2:30 pm</td>
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<tr>
<td>Refreshment Break in Exhibit Hall - Napoleon AB (3rd floor)</td>
<td>2:30 pm 3:00 pm</td>
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<tr>
<td>Workshops</td>
<td>3:15 pm 4:45 pm</td>
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<tr>
<td>Dinner on your own</td>
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<tr>
<td>Registration – Napoleon foyer</td>
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<tr>
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<td>Breakfast on your own</td>
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<td>8:00 am 5:00 pm</td>
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<td>Refreshment Break in Exhibit Hall - Napoleon AB (3rd floor)</td>
<td>10:00 am 10:30 am</td>
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<td>Workshops</td>
<td>10:30 am 12:00 pm</td>
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<tr>
<td>NASUAD Sponsored Luncheon (Open to all) - Grand Ballroom ABC (5th floor)</td>
<td>12:15 pm 2:00 pm</td>
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<td>Workshops</td>
<td>2:15 pm 3:45 pm</td>
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<td>Certification Exams - Bayside (4th floor)</td>
<td>2:30 pm 4:30 pm</td>
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<tr>
<td>Presenter’s Reception - Nottoway (4th floor)</td>
<td>4:30 pm 5:30 pm</td>
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<tr>
<td>&quot;A Taste of New Orleans&quot; Reception and Friends of AIRS Auction – Armstrong Ballroom (8th floor)</td>
<td>5:30 pm 7:30 pm</td>
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<th><strong>Wednesday, June 8</strong></th>
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<td>Workshops</td>
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<td>Exhibits Open - Napoleon AB (3rd floor)</td>
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<td>Workshops</td>
<td>10:45 am 12:15 pm</td>
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<tr>
<td>Annual Meeting &amp; Membership Luncheon (Open to all) - Grand Ballroom ABC (5th floor)</td>
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<td>Workshops</td>
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Workshops by Track with Description

Aging and Disability Track

A-1 Monday, May 21  
10:00am - 11:30am 
Grand Chenier, 5th floor 
Updates on the Latest News in Aging and Disability, AoA, n4a, and NASUAD


Attendees will review and discuss the latest updates from the Administration on Aging, the National Association of Area Agencies on Aging and the National Association of States United for Aging and Disabilities. A broad range of topics will be discussed including Care Transitions, Elder-care Locator, Innovative models for the delivery of Information, Referral and Assistance, and the latest updates on the Affordable Care Act. This will be very similar information to what is delivered by the above organizations during the Sunday Aging and Disability Symposium Retreat. This workshop is primarily intended for people who were not able to make it to the Retreat.

A-2 Monday, May 21  
10:00am - 11:30am 
Grand Couteau, 5th floor 
Care Transitions: Aging & Disability Resource Center (ADRC) and Hospital Health System Partner to Decrease Hospital Readmissions Through In-home Services and Supports

Presenters: Maureen Widner, Aging & In-Home Services of Northeast Indiana, Fort Wayne, Indiana; Chris Forcucci, Aging & In-Home Services of Northeast Indiana, Fort Wayne, Indiana

The ADRC’s Care Transitions pilot project with Parkview Health Systems, northeast Indiana’s largest healthcare provider, was launched in April 2011 as a result of a mutual desire to empower clients of either organization to contribute to and direct outcomes of their own health status. This session will highlight conversations and contracts which resulted in the partnership, as well as results to-date including number of clients referred by hospital discharge planners to pilot, number of clients accepted, client health conditions, client evaluation, and an assessment of tools used.

A-3 Monday, May 21  
1:00pm - 2:30pm 
Grand Chenier, 5th floor 
Addressing the Age Wave: Utilizing the Aging Network to Engage Baby Boomers in Volunteerism

Presenters: Karl Cooper, National Association of States United for Aging and Disabilities, Washington, District of Columbia; Tom Endres, National Association of Area Agencies on Aging, Washington, District of Columbia

The National Resource Center for Engaging Volunteers in the Aging Network is a project designed to provide technical assistance to the Aging Services Network with their civic engagement initiatives. Presenters will address the national and local context, goals of the Center, the results of national volunteerism scans conducted by their organizations, and what the National Resource Center has to offer.

A-4 Monday, May 21  
1:00pm - 2:30pm 
Grand Couteau, 5th floor 
Participant-Directed Care

Suzanne Crisp, National Center for Participant-Directed Planning, Boston, Massachusetts

This session highlights the national success of serving older adults in a participant-directed environment. Focus includes data on the prevalence of participant direction, description of various funding sources, analyzing costs, developing participant-directed core competencies, and designing effective quality strategies.

A-5 Monday, May 21  
3:15pm - 4:45pm 
Grand Chenier, 5th floor 
From the Phone to the Home: Bringing Options Counseling to Information and Assistance

Presenters: Bianca McDermott, Area Agency on Aging Region One, Phoenix, Arizona; Wally Sjolander, Area Agency on Aging Region One, Phoenix, Arizona; Melissa Enos, Area Agency on Aging Region One, Phoenix, Arizona; Maureen Strickland, Wisconsin Bureau of Aging and Disability Resources, Madison, Wisconsin

This workshop explores the nuances between I&A from Options Counseling, staff training needed, and evaluating the success of both services. This session includes program
development, supervision, and service perspectives from two programs, one which has operated for more than 10 years and one that just started offering Options Counseling last year.

**A-6 Tuesday, May 22**  
8:30am - 10:00am  
Grand Chenier, 5th floor  
**Medicare and Medicaid 101**  
*Presenter: Martha Roherty, National Association of States United for Aging and Disabilities, Washington, District of Columbia*  
This session will provide an overview of Medicare and Medicaid basics as well as key aspects of the Affordable Care Act that are affected by these programs. Medicare and Medicaid are essential to understanding the role of government in the lives of older adults, those with disabilities and those Americans living in or near poverty.

**A-7 Tuesday, May 22**  
8:30am - 10:00am  
Grand Couteau, 5th floor  
**Mobility Management in the Aging Network: Examples from NCST Grant Projects**  
*Presenter: Lynn Winchell-Mendy, National Association of Area Agencies on Aging, Washington, District of Columbia*  
What is Mobility Management and what is its link to I&R/A services and the aging network? Attendees will learn from the actual work of the aging network in delivering or participating in local Mobility Management activities. The presenters will speak about projects funded through NCST grant programs: Central Plains Area Agency on Aging, Breaking New Ground Grants, with a focus on community collaboratives on diversity and senior transportation and Enhancing Older Adult Mobility Through Person-Centered Mobility Management Grants, with a focus on Mobility Management Integration into Current Practice and/or Mobility Management in Rural/Frontier Areas.

**A-8 Tuesday, May 22**  
10:30am - 12:00pm  
Grand Chenier, 5th floor  
**Improving SNAP Access for Older Adults and People with Disabilities**  
*Presenter: Lura Barber, National Council on Aging, Washington, District of Columbia*  
Five million seniors will experience hunger this year, but only 35% of eligible seniors receive SNAP (formerly known as the Food Stamp program). In this session, we will discuss SNAP basics, why seniors don’t apply and what aging network organizations can do about it, and resources to increase your SNAP capacity.

**A-9 Tuesday, May 22**  
10:30am - 12:00pm  
Grand Couteau, 5th floor  
**Hitting the High Note: Increase Your Knowledge of Disability Resources and Etiquette by Several Octaves**  
*Presenters: Ann Robinson, Disability Rights Florida, Tallahassee, Florida; Paul Finch, Disability Rights Florida; Tallahassee, Florida; Ericka Reil, Vermont Center for Independent Living, Montpelier, Vermont*  
This presentation will provide an overview of key disability specific resources available in each state such as the Protection and Advocacy (P&A) agency, Centers for Independent Living, Vocational Rehabilitation agencies, Tech Act Projects, etc. Gain a broader understanding of key referrals and resources for individuals with disabilities. This workshop will also share best practices when working with individuals with disabilities and to ensure that dignity and respect is given to all. Special attention on rights protections will be covered.

**A-10 Tuesday, May 22**  
2:15pm - 3:45pm  
Grand Chenier, 5th floor  
**Getting the Full Benefit of Benefits for Individuals and Communities**  
*Presenter: Josh Wertheimer, National Council on Aging, Washington, District of Columbia*  
Public benefits are vital to improving the economic well-being of vulnerable seniors. Gain a thorough understanding of how these programs provide needed healthcare, alleviate hunger, and open doors for seniors and younger adults living with disabilities to services that keep them healthy and independent. The multiplier effect of benefits on helping communities to thrive will also be discussed.

**A-11 Tuesday, May 22**  
2:15pm - 3:45pm  
Grand Couteau, 5th floor  
**Age-Friendly Banking and BankOn: Building Pathways to Economic Security for Older Adults**  
*Presenters: Stacy Sanders, National Community Reinvestment Coalition, Washington, District of Columbia; Kaye Schmitz, Florida Prosperity Partnership*
What is the responsibility of financial institutions to meet the needs of older consumers and what programs already exist to assist them? Workshop participants will learn about BankOn, how banks can facilitate access to information and referral resources, and weigh in on the development of a national standard for “age-friendly banking.”

**A-12** Wednesday, May 23  
9:00am - 10:30am  
Grand Chenier, 5th floor  
**ADRCs and New Initiatives, Is Your Resource Database Ready?**  
_Presenter: Patrice Earnest, Atlanta Regional Commission, Atlanta, Georgia_  
Programs and initiatives such as Care Transitions, Money Follows the Person and Options Counseling are having an impact on resource databases maintained by Aging and Disability Resource Centers. Participants will learn about these initiatives being implemented in the Atlanta Region and how an enhanced database is critical in program implementation.

**A-13** Wednesday, May 23  
9:00am - 10:30am  
Grand Couteau, 5th floor  
**The Testing of Emergency Planning Protocols for Older Adults and Persons with Disabilities**  
_Presenters: Russ Black, Alabama State Unit on Aging/Disabilities, Montgomery, Alabama; Maria Greene, Disabilities Policy Consultant Galain Solutions, Franklin, North Carolina_  
Alabama’s ability to respond and cope with the catastrophic disaster of April 27th was shaped by its post-Katrina experiences. Post-Katrina, ADSS fought for inclusion in the state planning process and earned a seat at the table working with local, regional, state, and national response agencies to improve its preparedness planning actions.

**A-14** Wednesday, May 23  
10:45am - 12:15pm  
Grand Chenier, 5th floor  
**Empowering Homebound Veterans and Their Caregivers Through Consumer Direction**  
_Presenter: Barbara Diehl, Prince William Area Agency on Aging, Woodbridge, Virginia_  
This workshop will discuss the Veterans Directed Home and Community Based Services Program. This program is a consumer directed service that empowers and enables homebound veterans of all ages and disabilities, along with their caregivers, to maintain their ability to live independently in their homes and communities by selecting and using a mix of personal care services and supports that work best for them.

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**I&R Management Track**

**B-1** Monday, May 21  
10:00am - 11:30am  
Grand Ballroom D, 5th floor  
**Story Time: Using Your Data to Grab the Attention of Your Community**  
_Presenter: Claire Oksayan, 211 San Diego, San Diego, California; John Ohanian, 211 San Diego, San Diego, California_  
“Once upon a time there was an I&R service that did great work … the end.” Is this the story you’re telling your community? If you are not analyzing, reporting and publishing your own data, this is probably the only part of your story that your community knows. This workshop will teach you why telling your story through data is so important and will give you tips on how to get over writer’s block.

**B-2** Monday, May 21  
10:00am - 11:30am  
Grand Ballroom E, 5th floor  
**Quality Assurance: Program and Implementation**  
_Presenter: Amy Latzer, 211 LA County, San Gabriel, California_  
Quality assurance does not have to be complicated or overwhelming. Quality is critical to the success of any 211. Learn how to implement a simple program that will take your agency to the next level. You will walk away with a staff training curriculum, rating sheet, QA guide, and implementation plan.

**B-3** Monday, May 21  
1:00pm - 2:30pm  
Grand Ballroom D, 5th floor  
**“How to Train your Dragon”: Choosing Effective Training Tools and Styles**  
_Presenters: Caroline Leverette, 211 LA County, San Gabriel, California; Laura Mejia, 211 LA County, San Gabriel, California; Elizabeth Ruiz, 211 LA County, San Gabriel, California_  
Training can be a nightmare; do you know how to train your dragon? This session covers the who, what, when and how to train I&R staff. Learn how to define training objectives, learning styles of the team being trained, effective methods of training delivery, and choosing the right person to deliver training to ensure successful outcomes.
The Exceptional Team: How to Grow One of Your Own
Presenters: Maribel Marin, 211 LA County, San Gabriel, California; Amy Latzer, 211 LA County, San Gabriel, California; Laura Mejia, 211 LA County, San Gabriel, California; Carolina Leverette, 211 LA County, San Gabriel, California; Terri Baker, 211 LA County, San Gabriel, California

Think it is easy to grow and maintain an exceptional team? Think again! There is a trick to building your team, maintaining its strength but not compromising the individual’s strengths. The Exceptional Team workshop is a hands-on active participation presentation designed to get you started to “Think Exceptional” when using the strengths, personalities, and experiences of each member to make your agency the best it can be. This workshop will teach you to identify and implement team-building opportunities that you may have overlooked in the past. It will show you how to look past the organizational chart to find and utilize the hidden talents that will help each team member bloom to their fullest potential.

Screening and Outcomes: How to Incorporate Screening to Your Basic I&R Program (Part One)
Presenters: Maribel Marin, 211 LA County, San Gabriel, California; Amy Latzer, 211 LA County, San Gabriel, California; Laura Mejia, 211 LA County, San Gabriel, California

Screening and outcomes reporting is the next generation of I&R and it has arrived. We will share the value of screening & presenting outcomes based data for future funding, awareness, decision making, and opening doors to new collaboration and MOUs.

Succession Planning: Here’s One Crisis You Can Avoid
Presenters: Jackie Hall, Pathways Consulting Inc., Albany, Louisiana; Marguerite Redwine, VIA LINK, New Orleans, Louisiana

Nonprofits don’t usually groom an “heir apparent” but they can ensure the viability of the organization in the event of a key manager’s unplanned absence, whether permanent or temporary. Drawing from current thinking in the field, and with the additional perspective from an AIRS member agency, this session provides succession planning tools and approaches specifically designed for nonprofit organizations.

Call Center Management: Take Care of Your Number One Resource by Measuring their Performance
Presenter: Lyndsey Brangan, 211 Texas/United Way of the Brazos Valley, College Station, Texas

This session is geared toward creating a measurable evaluation of call specialists within a call center. Each call center is different in specific needs and capacity, but individual performance and productivity can affect the overall potential of the call center. Using a monthly “report card,” learn ways to motivate and incentivize call specialists into increasing quality of service.

Coaching Concepts
Presenters: Caroline Leverette, 211 LA County, San Gabriel, California; Laura Mejia, 211 LA County, San Gabriel, California; Elizabeth Ruiz, 211 LA County, San Gabriel, California

This session covers a variety of strategies for coaching and training to support staff in skill advancement. Coaching goes beyond the call quality program to identify additional opportunities for providing rich and meaningful coaching.
experiences. This training focuses on a variety of topics and conditions that surface from several sources: a call quality program, a training class, on-the-floor observations, ongoing feedback, etc. And shares best practices for training and coaching staff to improve quality issues, enhance customer experience and agency efficiency.

Framing 211 as Community Impact Tool for United Ways
Presenter: Rachael Nygaard, United Way's 211 of Western North Carolina, Asheville, North Carolina
211 is a well-established tool for bringing people and services together, and it can also be a tool to help advance United Way’s community impact goals. Hear strategies for conducting and communicating 211 work in alignment with United Way’s priorities.

Support Your Government Officials by having them Support You: Learn how to engage and leverage the support of your government officials.
Presenter: Meg Storer, 211 San Diego, San Diego, California
You have the three digit dialing code. You have the programs, the success and the data to prove it. You may even have the support... But do you have your government officials engaged? Engaging our government officials to get excited about and then CHAMPION our 211 programs is a key element to building support for our mission. Learn strategies, tactics and tools you can use to get your government officials hooked on your 211.

C-1 Monday, May 21
10:00am - 11:30am
Napoleon C1, 3rd floor
If You Refer Them, Will They Call? Providing Proactive Cancer Screenings and Referrals Through 211
Presenters: Matthew W. Kreuter, PhD, MPH, Health Communication Research Laboratory, Washington University in St. Louis, St Louis, Missouri; Kate Eddens, Washington University in St. Louis, St Louis, Missouri; Anne Roux, Washington University in St. Louis, St Louis, Missouri; Regina Greer, United Way of Greater St Louis, St Louis, Missouri
How can 211s improve the health of low-income Americans and possibly save lives? We will share exciting new results from a four year research study providing proactive cancer screening and prevention interventions through United Way 211 Missouri, and discuss a survey exploring the innovative delivery of other interventions through 211.

C-2 Monday, May 21
1:00pm - 2:30pm
Napoleon C1, 3rd floor
211 Institute (Part One)
211 is Excellent, Everywhere and Always – Mystery Shopper Call Project 2011: hear the results, learn best practices and discover ideas for building your agency’s Mystery Shopper Call program.
Presenters: Janice M. Harris, 211 Helpline (Oklahoma), Tulsa, Oklahoma; Karen Turgeon, 211 Maine; Alana Kroeber, United Way of Connecticut, Rocky Hill, Connecticut
In 2011, the 211 US Steering Committee charged the Quality Assurance committee to develop goals and strategies to measure quality across the 211 network. This panel is coming together to share the outcomes of the goals that were set forth, present results of a quality benchmark survey, share action items for 2012, invite conversation, and share best practices.

C-3 Monday, May 21
3:15pm - 4:45pm
Napoleon C1, 3rd floor
211 Institute (Part Two): A Chance to Hear Rapid-fire Messages from Leaders Across the Country Who Will Offer Insights That Will Take Your 211 to Greater Heights
Presenters: Micki Thompson, 211 Tampa Bay Cares, Clearwater, Florida
A chance to hear rapid-fire messages from leaders across the country who will offer insights that will take your 211 disaster response to greater heights.

C-4 Tuesday, May 22
8:30am – 10:00am
Napoleon C1, 3rd floor
211 Assembly: Planting the Seeds of the Future
Presenters: Lilian Coral, 211 California; Troy Hammond, 211 info, Portland, Oregon
Join colleagues from the 211 field to imagine future roles for 211 services. From coordinated entry to technology use to a national system ....bring your open minds to think ahead to new roles for 211 services and systems. This session will be interactive!
C-5 Tuesday, May 22
10:30am – 12:00pm
Napoleon C1, 3rd floor
211: Be the “Go-To” Agency for Local and State Campaigns
Presenters: Maribel Marin, 211 LA County, San Gabriel, California; John Ohanian, 211 San Diego, San Diego, California
Municipal, County and State government regularly contracts for information and referral services, specialized hotlines, resource directory development, and call handling support for short-term public service campaigns. Your 211 can and should become the “go-to” agency when these needs (and funding) get identified. Learn how to use your data to inform decision-making and to attract funding. Find out how 211 LA and 211 San Diego strategically engage in community efforts and collaborative processes to create new service opportunities.

C-6 Tuesday, May 22
2:15pm - 3:45pm
Napoleon C1, 3rd floor
Building a Nationwide 211 Business Solution: Opportunities, Challenges and Lessons Learned
This workshop will present the evolution and development of a specialized I&R service, using 211 service providers, to address the harsh reality of foreclosures in a dignified manner, while aligning multiple mission and business needs. An overview of key aspects of the decision-making process, project implementation strategies and other lessons learned will be shared and discussed.

C-7 Wednesday, May 23
9:00am - 10:30am
Napoleon C1, 3rd floor
211 and Healthcare: A Shared Mission
Presenters: Patrick McIntyre, United Way Worldwide, Alexandria, Virginia; Lilian Coral, 211 California; Liesl Wendt, 211info, Portland Oregon
The Affordable Care Act lays out a framework for developing a health insurance exchange – an online marketplace for coverage. The ACA also allows for the formation of Accountable Care Organizations (ACOs) to manage Medicare patients. The ACO’s (in some states referred to as Coordinated Care Organizations (CCOs)) are local health entities that will deliver health care and coverage for people served by the Medicaid. We will also explore the Navigator function within the Health Benefits Exchanges. The new approach will replace today’s system of fragmented physical, behavioral and other types of care that makes things more difficult for patients and providers and more expensive for the state. ACOs will focus on prevention, chronic illness management, and patient-centered care. Think ACA “101”! You’ll have a chance to gain both a policy perspective and receive tools and insights from two states actively engaged in state level discussions for how 211 may intersect with ACA implementation. Come learn more about health care changes and how 211’s can get involved!

C-8 Wednesday, May 23
10:45am - 12:15pm
Borgne, 3rd floor
211 Assembly: Part Two
Join colleagues from 211 US to learn more about national 211 efforts. In addition, spend time with colleagues providing input on the 211 Business Plan and discussing future considerations for the field. Note: This session can be attended in isolation of Part One.

C-9 Wednesday, May 23
2:15pm - 3:45pm
Napoleon C1, 3rd floor
211 Open House – Final Session
Hosts: Tom Page, Tom Page Consulting, Brentwood, Maryland; Liesl Wendt, 211info, Portland, Oregon
Following last year’s success, we will be using this after lunch session as 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 will be 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 211 Program Track.

Disaster Track

D-1 Monday, May 21
10:00am - 11:30am
Napoleon C2, 3rd floor
The Things We Say
Presenter: Vaughn Donaldson, International Critical Incident Stress Foundation, Midland, Texas
The presentation explains the science behind some of the stress management suggestions we use. This presentation
is good at reminding folks of the importance of practicing what we preach and explaining how even the little things can make a difference.

D-2 Monday, May 21
1:00pm - 2:30pm
Napoleon C2, 3rd floor
Harness Internet & Mobile Communications During Disaster
Presenter: Christine Thompson, Humanity Road, Boydton, Virginia
Learn how and who is using social media during disaster. What is media monitoring? Learn techniques and tips and how you can leverage mobile device technology during disaster, even with those who are not online. To get the best from this workshop bring along your cell phone or mobile device.

D-3 Monday, May 21
3:15pm - 4:45pm
Napoleon C2, 3rd floor
Meteorology 101: Putting You in the Hot Seat
Presenter: Ken Graham, NOAA National Weather Service, Slidell, Louisiana
This workshop will teach you some basic meteorological principles with an emphasis on tropical weather. You will not just learn about a hurricane, but will understand the various impacts a hurricane has on people. Armed with this knowledge, you will be put into a simulation where you have to make concrete decisions based on a rapidly changing environment.

D-4 Tuesday, May 22
10:30am – 12:00pm
Napoleon C2, 3rd floor
I&R “Gumbo”, Engaging and Adding Volunteers into the Mix for Disaster Response
Presenter: Jan Wawrzyniak, United Way of Northeast Louisiana 211, Monroe, Louisiana
Responding to disasters can stretch staff beyond organizational capacity. Well-meaning people in the community want to volunteer to help. How do you recruit, train, manage community volunteers and blend them into the mix of staff? Lessons learned from engaging volunteers in disaster I&R work.

D-5 Tuesday, May 22
2:15pm - 3:45pm
Napoleon C2, 3rd floor
Lessons Learned and Standing Ready: A 211’s Constant Approach to Disasters
Presenters: Regina Greer, United Way of Greater St. Louis 211, St. Louis, Missouri; Robin Pkojski, United Way of Greater St. Louis 211, St. Louis, Missouri; Cathy Vaisvil, United Way of Greater St. Louis 211, St. Louis, Missouri
This session will review best practices used and lessons learned during multiple natural disasters faced in 2011, including the Joplin, Missouri tornado. The focus will be on strategies used, resources, partnerships, technology and lessons learned and will include perspectives from the Director, Call Center Manager and Resource Team Manager.

D-6 Wednesday, May 23
9:00am - 10:30am
Napoleon C2, 3rd floor
211 Disaster Data Management System Project Results, Next Steps and All that Jazz (Part One)
In 2011, the Department of Homeland Security provided funding for research and concept of operations planning for the development of a nation-wide 211 Disaster Data Management System. This session will provide an overview of the Concept of Operations, information about DHS’ continuing interest and a forum for participants’ feedback.

D-7 Wednesday, May 23
10:45am - 12:15pm
Napoleon C2, 3rd floor
211 Disaster Data Management System Project Results, Next Steps and All that Jazz (Part Two)
In 2011, the Department of Homeland Security provided funding for research and concept of operations planning for the development of a nation-wide 211 Disaster Data Management System. In Part Two, participants will review the proposed data schema and participate in the development of system protocols and procedures.
E-1  Monday, May 21  
10:00am - 11:30am  
Napoleon C3, 3rd floor  
Dealing with Difficult People  
Presenter: Heather Pierce, United Way of the Plains, Wichita, Kansas  
This workshop will explore why some callers are difficult and provide tools to use to help diffuse the situation. Relying on the ABC’s of I&R to guide our discussion, the ultimate goal is to help call specialists find ways to lessen the impact negative callers have on them.

E-2  Monday, May 21  
1:00pm - 2:30pm  
Napoleon C3, 3rd floor  
The I&R Scavenger Hunt: Finding Help for Callers Who Do Not Qualify for Traditional Assistance  
Presenter: Francie Kranzberg, Jconnect/The Jewish Federation of Greater Washington, Rockville, Maryland  
We have all had callers who need help, but for whatever reason, the traditional channels are closed to them. Using real-life examples we will brainstorm various solutions and share our successes, and frustrations in dealing with these types of calls. We will learn from one another what has worked and how to apply the successes to our own communities.

E-3  Monday, May 21  
3:15pm - 4:45pm  
Napoleon C3, 3rd floor  
John Kennedy Toole: Recognizing The Person At Risk Of Suicide  
Presenter: John Plonski, IMAlive Virtual Crisis Center, Hicksville, New York  
It is estimated 5% of the population (over 15.5 million in the US) experiences thoughts of suicide at any given time. This statistic indicates it is quite likely we may encounter an individual considering suicide in our work or personal lives. A novelist from New Orleans, John Kennedy Toole, died as a result of suicide in 1968 at the age of 31. As we follow Toole’s life we will help the I&R professional to identify the person at risk of suicide, connect with them, and provide appropriate assistance.

E-4  Tuesday, May 22  
8:30am - 10:00am  
Napoleon C3, 3rd floor  
An Introduction to Motivational Interviewing  
Presenters: David Smith, United Way of Greater Houston, Houston, Texas; Gary Moore, United Way of Greater Houston, Houston, Texas  
Motivational Interviewing is an approach designed to facilitate behavior change. MI is a spirit, an attitude, and a set of specific skills that supplements the standard I&R assessment process. This workshop will combine examples of motivational interviewing along with suggestions on how to integrate this practice into your I&R center.

E-5  Tuesday, May 22  
10:30am – 12:00pm  
Napoleon C3, 3rd floor  
Mais Oui, “Non” Est Un Bon Mot: Comment Dire “Non”  
Presenter: John Plonski, IMAlive Virtual Crisis Center, Hicksville, New York  
A lagniappe that we get from our work in I&R is the gift of helping people. Someone reaches out to us for help and we say, “Yes, I can help you.” However, we have all experienced those times when the only response is, “No, I am sorry. I can’t find anything to help you.” This is when les bons temps ne roulent pas. This workshop will help you help your inquirers when “no” is the only answer available. We will look at how “no” can be empowering to our inquirers. Whether you say it Jo, Deyil, Nie, Brez, Nid oes, Pa, Ikke, Tidak, or Ez, it all means “no”.

E-6  Tuesday, May 22  
2:15pm - 3:45pm  
Napoleon C3, 3rd floor  
Blue Roses and Jonquils: The Stigma of Mental Illness  
Presenter: John Plonski, IMAlive Virtual Crisis Center, Hicksville, New York  
About one in four adults (over 57 million people in the U.S.) have a diagnosable mental disorder. Mental illnesses are treatable medical conditions that can result in a diminished capacity for coping with the ordinary demands of life. In addition there is a stigma that surrounds mental illness based on the stereotypes, misconceptions, fears and biases that people have about mental health. This workshop will be a non-clinical introduction to mental health with the goal of enabling staff to see beyond that stigma allowing them to effectively interact with and assist those who are
affected by a mental health disorder.

**E-7  Wednesday, May 23**
9:00am - 10:30am  
Napoleon C3, 3rd floor  
**Empowering Clients to Move Forward: Strategies for Helping Clients to Take Ownership**  
*Presenters: Christopher Moore, Anne Arundel County (Maryland) Department of Aging & Disabilities, Annapolis, Maryland; Barbara Buchleitner, Anne Arundel County (Maryland) Department of Aging & Disabilities, Annapolis, Maryland*  
An I&R Specialist is a facilitator. When a client calls and asks “can you help me?” learn techniques to turn callers mindsets from “do this for me” to “thank you for providing the tools and giving me the courage and resources to do it myself” in this interactive, roundtable workshop.

**E-8  Wednesday, May 23**  
10:45am - 12:15pm  
Napoleon C3, 3rd floor  
**What’s Your Game Plan: Using Life-Skills Coaching Techniques to Empower Your Callers**  
*Presenters: Francie Kranzberg, Jconnect/The Jewish Federation of Greater Washington, Rockville, Maryland; Kristin Ankrom, Information & Referral of Fairfield County, Lancaster, Ohio*  
An important component of self-advocacy is knowing just what is needed and having the ability to express those needs effectively. In this workshop we will explore Empowerment Theory in the context of crisis and family stress, and learn various life-skills coaching techniques that the I&R specialist can use to help callers advocate for themselves.

**E-9  Wednesday, May 23**  
10:45am - 12:15pm  
Napoleon C1, 3rd floor  
**What About Questions? Exploring the When, Why and How of Effective Questioning**  
*Presenter: Jacky Roddy, InformCanada, St Catharines, Ontario, Canada*  
A fundamental skill to provide effective I&R is the ability to question. This session will explore the different types of questions and when best to use one over another. This session will also review what to avoid in your questioning strategies.

**E-10  Wednesday, May 23**  
2:15pm - 3:45pm  
Napoleon C3, 3rd floor  
**Service Delivery Open House – Final Session**  
*Host: Francie Kranzberg, Jconnect/The Jewish Federation of Greater Washington, Rockville, Maryland*  
Following last year’s success, we will be using this after lunch session as 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 will be set-up during the conference for people to post “let’s talk about” ideas if they are planning to attend.

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**F-1  Monday, May 21**  
10:00am - 11:30am  
Napoleon D1, 3rd floor  
**Database Structuring: Your Database of Today Affects Your Reports of Tomorrow**  
*Presenters: Cathleen Kelly, CDK Consulting, New York City, New York; Edward Perry, 211 Tampa Bay Cares, Clearwater, Florida*  
There are two simple concepts that ultimately will make your database great or awful: structure and data quality. If these are wrong, your reports will be poor, your call center will not be able to find things, providers will not know why they are getting referrals, etc. We will examine how to have good structure and data quality. Participants are encouraged to come prepared to discuss troublesome reports and bring questions related to data collection.

**F-2  Monday, May 21**  
1:00pm - 2:30pm  
Napoleon D1, 3rd floor  
**Taming the Beast: Indexing with the AIRS/211 LA County Taxonomy (Part One)**  
*Presenters: Robin Pokojski, United Way 211 Missouri/Southwest Illinois, St. Louis, Missouri; Cathy Vaisvil, United Way 211 Missouri/Southwest Illinois, St. Louis, Missouri*  
This session will help dispel the myth about using taxonomy and indexing and discuss roadblocks and focus on solutions to coding issues.

**F-3  Monday, May 21**  
3:15pm - 4:45pm  
Napoleon D1, 3rd floor  
**Taming the Beast: Indexing with the AIRS/211 LA County Taxonomy (Part Two)**  
*Presenters: Robin Pokojski, United Way 211 Missouri/Southwest Illinois, St. Louis, Missouri; Cathy Vaisvil, United Way 211 Missouri/Southwest Illinois, St. Louis, Missouri*  
This session will help dispel the myth about using taxonomy and indexing and discuss roadblocks and focus on solutions to coding issues.
F-4 Tuesday, May 22
8:30am – 10:00am
Napoleon D1, 3rd floor

From playing Solo to becoming “The Band”
Presenter: W. Keith Lavery-Barclay, Area Agency on Aging for North Florida, Tallahassee, Florida; Caree Jewell, Heart of Florida United Way 211, Orlando, Florida; Christine Welton, Area Agency on Aging for Southwest Florida, Fort Myers, Florida

A Jazz band: a group of musicians with enough in common to be understood as being part of a coherent whole. In 2007, 12 agencies came together to create a statewide database, 11 were area agencies on aging and 1 a prominent 211 operating a specialized helpline for seniors. This is a presentation on how they came together and the hurdles they had to overcome create a statewide resource database. Learn about the establishment of protocols for the transition of one call center taking calls for another in times of disaster, development of their own client database, development of taxonomy from the AIRS/211 LA County Taxonomy and development of a category system for use on agency websites.

F-5 Tuesday, May 22
10:30am - 12:00pm
Napoleon D1, 3rd floor

Let Your Fingers Do the Walking: CreatingDirectories and Specialized Resource Guides
Meighan Middleton, United Way of Greater Houston, Houston, Texas; Emily Ruckel, United Way of Greater Toledo, Toledo, Ohio; Cathy Vaisvil, United Way 211 Missouri/Southwest Illinois, St. Louis, Missouri; Christa Bourk, Baton Rouge Crisis Intervention Center, Baton Rouge, Louisiana

This workshop will illustrate the steps in creating a resource directory using I&R resources. There will be a panel of resource specialists who have produced Directories and Specialized Resource Guides with a facilitated discussion and small group activities. This workshop is a must attend for resource specialists, directors, and managers from small and large I&R Centers. There will be handouts made available.

F-6 Tuesday, May 22
2:15 pm - 3:45pm
Napoleon D1, 3rd floor

Variety is the Spice of Life, Helping People to Help Themselves: The different methods available to the public to access information your agency provides
Presenters: W Keith Lavery-Barclay, Area Agency on Aging for North Florida, Tallahassee, Florida; Nayla McCarty, Contra Costa Crisis Center, Walnut Creek, California; Kristen Fogerty, Twin Cities 211/Ceridian, Bloomington, Minnesota

Learn about the benefits of including your information and referral database on a website for the public to search. Not everyone wants to pick up a phone to call an agency if they can find the same information online, oftentimes more quickly. It’s important to have multiple methods available to the public to access information your agency provides. Each presenter will provide a demonstration of their agency’s website features, explaining why they chose to include them and demonstrating how they function.

F-7 Wednesday, May 23
2:15pm - 3:45pm
Napoleon D1, 3rd floor

Resource Database Open House – Final Session
Hosts: Edward Perry, 211 Tampa Bay Cares, Clearwater, Florida; Cathleen Kelly, CDK Consulting, New York City, New York

Following last year’s success, we will be using this after lunch session as 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 will be set-up during the conference for people to post “let’s talk about” ideas if they are planning to attend.

G-1 Monday, May 21
10:00am - 11:30am
Napoleon D3, 3rd floor

The ABC’s of Military Resources
Presenter: Willie Acevedo, Marine and Family Programs, Arlington, Virginia

Military Resources will introduce you to the programs available for Active Duty military personnel and their families such as relocation assistance, parenting classes, education and financial programs just to name a few. This workshop will broaden your awareness of the military programs available to military service members and will be helpful for community and military I&R providers.

G-2 Monday, May 21
1:00pm - 2:30pm
Napoleon D3, 3rd floor

Military I&R Overseas: Growing Your Own Resources
Presenter: Bert Corn, Marine Corps Community Services, Okinawa, Japan
Providing programs in an overseas military community can be as challenging as it is rewarding. This workshop will describe some of the programs and services offered under the I&R umbrella. Successes using the extremely limited resources of an overseas environment will be emphasized.

G-3 Monday, May 21
3:15pm - 4:45pm
Napoleon D3, 3rd floor

Presenter: Kelley Faulk, USMC, Marine & Family Programs, Quantico, Virginia
This workshop will explore the variety of programs and resources that can help service members stabilize their financial situation. Financial hardships, usually a result of poor financial literacy, are commonly found in demographic groups such as junior enlisted service members, single parents, newly divorced or separated individuals, service members with dependents having physical problems, newlyweds, and individuals who have recently relocated. Preparing the service members during their career and prior to transition to the civilian environment is critical especially in today’s economy.

G-4 Tuesday, May 22
8:30am – 10:00am
Napoleon D3, 3rd floor

Access to VA benefits
Presenters: Cynthia Marquez, Department of Veterans Affairs, New Orleans Regional Office, Louisiana; LaSandra Dudley, Department of Veterans Affairs, New Orleans Regional Office, Louisiana; Anthony Seamster, Department of Veterans Affairs, Vet Centre, Kenner, Louisiana
About one quarter of the nation’s population is potentially eligible for veteran benefits and services because they are veterans, family members or survivors of veterans. In this workshop, you will learn to identify basic eligibility requirements for Department of Veterans Affairs benefits, and be able to properly refer veterans to these benefits.

G-5 Tuesday, May 22
8:30am – 10:00am
Napoleon C2, 3rd floor

Serving our Military in Hard Times. What all I&R Specialists, 211 Operations and Communities Need to Know About Army Family Programs, Support and Eligibility
Presenter: Kimberly J. Bottema, Army Community Services, Columbia, South Carolina
Did you know the Army is downsizing by 80,000 Soldiers within the next five years? Are military families in your community struggling with finances, stress management, and employment? Hard times have hit our military members too. Army Community Services (ACS) is here to offer solutions. Don’t miss out on a detailed presentation of services available to military members and families in their time of need. Learn what resources and programs are offered for the military soldiers and families in your community.

G-6 Tuesday, May 22
10:30am – 12:00pm
Napoleon D3, 3rd floor

Marines Taking Care of Marines, With a Little Help from our Friends
Presenter: Colonel Grant Olbrich, Headquarters Marine Corps, Behavioral Health Branch, Quantico, Virginia
Family violence and sexual assaults; combat stress and substance abuse; suicides and suicide attempts, what does the Marine Corps offer to improve the behavioral health of our Marines and families? This workshop looks at how the Corps takes care of its own, but relies heavily on outside agencies for referrals and direct support.

G-7 Tuesday, May 22
2:15pm - 3:45pm
Napoleon D3, 3rd floor

Transitioning Is Hard, But It’s Harder When You Are Ignorant: Connecting Veterans to the Resources They Should Have Known About When They Left Active Duty
Presenter: Walter E. Lavrinovich Jr., Marine and Family Programs, Headquarters US Marine Corps. Quantico, Virginia
All service members struggle with the transition from active duty back to civilian life. This struggle is natural, but is aggravated by a lack of knowledge about the many resources available. The government and many non-profits offer a variety of programs and tools to help veterans find employment, pursue education and training, or reintegrate with the civilian community. This workshop will help identify many of those resources and how to help veterans access them.

G-8 Wednesday, May 23
9:00am - 10:30am
Napoleon D3, 3rd floor

Military OneSource, Community Outreach
Presenter: Nora Clouse, Department of Defense, Office of the Assistant Secretary of Defense, Military Community and Family Policy, Alexandria, Virginia
Military OneSource is a U.S. Department of Defense program
that provides resources and support to active duty, National Guard, and reserve service members and their families anywhere in the world regardless of activation status. Join us and find out what it’s all about.

**G-9  Wednesday, May 23**
10:45am - 12:15pm
Napoleon D1, 3rd floor
**Dispelling Confusion: How Military and Medical Benefits Vary Between Active Duty vs. Reserve; and Separated vs. Retired Veterans**
Presenter: Mark D. Munger, Marine Corps Community Services, Camp Lejeune, North Carolina
Who is considered a veteran? What does it mean to be separated vs. retired? Are benefits different if you are Active Duty vs. Reservist? This workshop will give you the A-Z on what you need to know when receiving calls from veterans.

**G-10  Wednesday, May 23**
2:15pm - 3:45pm
Napoleon D3, 3rd floor
**Army One Source, Using Technology to Reach the Geographically Dispersed**
Presenter: Shaunya Murrill, Installation Management Command Headquarters, Family and MWR Programs, San Antonio, Texas
This workshop will demonstrate how critical, relevant and effective technology is in engaging today’s culture and disseminating credible information in a timely manner. We will discuss the advantages and disadvantages of using new technologies. We will share lessons learned from a headquarters’ perspective as well as best practices and adoption strategies. Learn how the Army uses a geographically dispersed staff to provide information and referrals to its targeted audience.

### Technology Track

**H-1  Monday, May 21**
1:00pm - 2:30pm
Grand Ballroom E, 5th floor
**I&R in the Age of Live Chat and Text Messaging; How to Serve the Next Generation with the Tools and Methods Forged from the “Phone World”**
Presenter: Neil McKechnie, iCarol, Fairfax, California
A large and growing portion of the population prefers electronic over voice interaction. In this session, we’ll show you how to serve all of your clients, whether they choose voice, live chat or texting.

**H-2  Monday, May 21**
3:15pm - 4:45pm
Grand Ballroom E, 5th floor
**Enhancing Your Presentations and Reports with Free and User-Friendly Mapping Tools**
Presenter: Sarah Janecka, United Way Capital Area, 211 Texas, Austin, Texas
Learn how to produce free and interactive maps of caller data. This hands-on workshop will explore jargon-free mapping concepts, tools and guides for creating maps locally. It’s targeted to planners and reporters who want their needs and trends data to have a greater impact in the community.

**H-3  Tuesday, May 22**
8:30am – 10:00am
Grand Ballroom E, 5th floor
**Cloud-Based Phone Systems (ACD/IVR) and the Why You Should Check Them Out**
Presenter: Steve Pulley, InContact, Salt Lake City, Utah
According to industry analysts, we are seeing a significant shift away from installing call routing equipment on company premises. Looking to reduce costs and improve efficiencies, call centers are increasingly turning to cloud-based solutions. Join this workshop to learn how 211 organizations are transforming their call centers with a cloud-based system.

**H-4  Tuesday, May 22**
10:30am – 12:00pm
Borgne, 3rd floor
**Social Media Q&A Panel: All the Questions and Conversations We Can Have in 90 Minutes**
Presenter: Matt Kinshella, 211info, Portland, Oregon
Social media has been a force for some time now. In the AIRS community, we have people ranging from novices to experts. This session will be a structured question and answer format aimed at getting those interested in social media in one room to discuss the range of questions that are difficult to explore in a traditional presentation format.

**H-5  Tuesday, May 22**
2:15pm - 3:45pm
Borgne, 3rd floor
**I&R in a Non-Verbal World**
Presenter: Aaron G. Blackledge, Technology Consultant, Denham Springs, Louisiana
In a world where verbal communication is quickly declining, many organizations are looking for ways to improve delivery of services and reach a broader segment of the
Who uses CommunityOS?

Organizations leading the way in providing quality Information and Referral to their community

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population. This session will discuss the issues around communicating with segments of the population that do not use the telephone as a main source for resources. We will examine how best to use technologies such as SMS, instant messaging social media and your website to continue providing vital resources to your community.

**H-6 Wednesday, May 23**
9:00am - 10:30am
Borgne, 3rd floor
**Digital Renaissance: Three Online Strategies That Will Make or Break I&R**
Presenter: Matt Kinshella, 211info, Portland, Oregon
A personalized web experience is the industry norm from music to news to TV. Pinterest is the fastest growing website in the history of the Internet because they tapped into our natural desire to gather. And social is no longer a buzzword relegated to the marketing team or even other websites. These three trends could change the trajectory of I&R forever. Join this conversation about the future of our sector.

**Trends and Tangents Track**

**J-1 Monday, May 21**
10:00am - 11:30am
Borgne, 3rd floor
**Finger-painting with Grown-Ups? Learn Effective Techniques to Teach the Adult Learner**
Presenter: Alison Prince, United Way of the Brazos Valley, College Station, Texas
Adult education is not the same as elementary school. Teaching adults require different skills and methods than teaching children. In this seminar, we will discuss the basics theory of adult education and review the principles behind adult education. Utilizing these skills, the I&R manager will be better equipped to ensure that their I&R training program will be the most effective for their adult learner.

**J-2 Monday, May 21**
1:00pm - 2:30pm
Borgne, 3rd floor
**Promoting Children’s Healthy Development Through Child Development Infoline, Connecticut’s Help Me Grow Call Center**
Presenters: Kareena DuPlessis, United Way of CT/211, Child Development Infoline, Rocky Hill, Connecticut; Marijane Carey, Carey Consulting; Dierdre Sowa, United Way of CT/211, Child Development Infoline, Rocky Hill, Connecticut
This workshop will describe Child Development Infoline’s role within the “Help Me Grow System” and ongoing national replication efforts. Learn how care coordinators work with families to understand their needs, identify concerns and connect them to services. Developmental monitoring and care coordination are the tools used and will be shared.

**J-3 Monday, May 21**
3:15pm - 4:45pm
Borgne, 3rd floor
**If 1% of the Community Serves the Whole Community; How Does the Whole Community Serve the Veterans?**
Presenter: Bill York, 211 San Diego, San Diego, California
With millions of military personnel and veterans protecting our nation, there is no one size fits all model to meeting their needs, so how do we serve them? Learn ways to partner with community based agencies and services in your community, leverage funding opportunities and build systems to serve this vulnerable population together.

**J-4 Monday, May 21**
3:15pm - 4:45pm
Grand Couteau, 5th floor
**Ay Caramba, Understanding Language and Cultural Barriers on I&R Calls**
Presenter: Manny Solis, Language Line Services, Monterey, California
This interactive presentation provides insights from a 2012 survey of telephone interpreters representing 45 languages. This presentation highlights language and cultural issues that complicate stressful calls and offers strategies to work through them. The presentation also provides essential tips to teaming more effectively with interpreters.

**J-5 Tuesday, May 22**
8:30am – 10:00am
Borgne, 3rd floor
**Helping Employees Cope with the Death of a Co-Worker or Close Family Member**
Presenters: Sandra Ray, United Way of Greater Houston, Houston, Texas; Toni Gutierrez, Concho Valley Council of Governments, San Angelo, Texas
One of the most unimaginable circumstances, the death of a co-worker can significantly impact the workplace. Even supervising an employee who has lost a close loved one can be a challenge. This workshop will address some of the questions and concerns that supervisors may face during these situations. The workshop’s two presenters faced the death of employees or a former employee and will share the perspec-
tives of both a small agency with a close knit staff and a large agency with a 24-hour shift.

**J-6 Tuesday, May 22**

2:15pm - 3:45pm  
Grand Ballroom E, 5th floor

**Gentle Yoga: Relax, Renew and Stretch Yourself**

*Presenter: Valerie Wethered, 211 Maryland at United Way of Central Maryland, Baltimore, Maryland*

Relax your muscles and your mind. Practice yoga that can be done in your office. Gentle movement and breathing exercises are offered to manage stress and increase mental and physical balance, strength and flexibility. Experience relaxation. Practice on the floor (bring a mat or a towel) or on a chair. Take away techniques to use at home or in the office.

**J-7 Wednesday, May 23**

9:00am - 10:30am  
Grand Ballroom E, 5th floor

**Round Table Speed Sharing: Quick Tips from Around the World**

*Presenter: Terri Baker, 211 LA County, San Gabriel, California*

The days are gone when call center staff has time to sit around and share bits of wisdom, tools of the trade or experience turned into protocols. Here is a chance for 20 lucky participants (pre-registration is required, first come, first served) to participate in a round table discussion. Share the best 60 seconds of information they have on a host of different subjects from “How do you diplomatically field a call from someone who wants to know how you are funded”, to “What to do if an inebriated client knocks on your door after closing”. This workshop assists attendees to “think on their feet”. Session can accommodate up to 20 additional participants who may want to attend but do not want to share.

**J-8 Wednesday, May 23**

9:00am - 10:30am  
Grand Ballroom D, 5th floor

**Washington Update: Effective Election Year Advocacy**


2012’s Washington update will review federal legislation critical to I&R/A this election year. The discussion will focus on the Older Americans Act, the Affordable Care Act and the Supreme Court’s review of this law, Information & Referral Day 2012. Deficit reduction, including scheduled funding cuts to discretionary programs will also be covered. In addition to the 2012 Presidential race, there will be numerous congressional races in November and the consequent focus on the importance of getting your organizations’ priorities in front of candidates and how to do this well.

**J-9 Wednesday, May 23**

9:00am - 10:30am  
Napoleon D1, 3rd floor

**Creating Collaborative Community I&R Services: Partnering Between 211s & ADRC’s**

*Presenters: Lynda Southard, Cajun Area Agency on Aging, Lafayette, Louisiana; Mona Gobert-Cravins, 232-HELP, Lafayette, Louisiana*

Collaborations are important. The broader range of services and assistance provided to the community and seamless system of service delivery ensures consumers are directed to the most appropriate I&R provider. This workshop is about the partnership and collaboration that can be created between ADRCs and 211s to accomplish this goal.

**J-10 Wednesday, May 23**

10:45am - 12:15pm  
Napoleon D3, 3rd floor

**Atonal Dissonance: Stress Can Be Good!**

*Presenter: John Plonski, IMAlive Virtual Crisis Center, Hicksville, New York*

Tired of the humdrum stress management workshops; deep breathing, imagery, meditation, exercise and the rest? You have tried them all, yet stress is still there. This workshop will look at the reasons for stress as well as the physiological and psychological results. We will then work together to develop methods to leverage the positives of stress in an effort to foster enhanced coping and growth.

**J-11 Wednesday, May 23**

2:15pm - 3:45pm  
Borgne, 3rd floor

**AIRS Accreditation Drop-In**

*Host: Charlene Hipes, AIRS, Portland, Oregon*

An informal opportunity to discuss the AIRS Accreditation process both in general terms and also about specific requirements. This session will be appropriate for those programs within the process, those close to applying and those wanting to get a better sense of the commitment required.
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<td>Willie Acevedo</td>
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How do you connect with over 56,000 community and social services across Ontario?

- It’s simple, dial 211 or search [www.211ontario.ca](http://www.211ontario.ca)

[When you don’t know where to turn, turn to 211.](http://www.211ontario.ca)
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Bowman Systems is the industry-leading software and information company in the social services sector serving over 3,000 agencies in 48 states and Canada since 1999. Our powerful software solutions, ServicePoint®, HousingPoint®, CommunityPoint®, and Iris, use critical information to dramatically enhance organizational efficiency and significantly impact the lives of those in need.

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jsamalin@mhaofnyc.org
212.614.6386
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The Disaster Distress Helpline (DDH) is the first national hotline dedicated to providing year-round disaster crisis counseling. This toll-free, multilingual, crisis support service is available 24/7 via telephone (800.985.5990) and SMS (text ‘TalkWithUs’ to 66746) to residents in the U.S. and its territories who are experiencing emotional distress related to natural or man-made disasters.

Eldercare Locator
1730 Rhode Island Avenue, NW
Suite 1200
Washington, DC 20036
Mark Fetterhoff
mfetterhoff@n4a.org
202.872.0888
www.eldercare.gov
The Eldercare Locator is the first step to finding resources for older adults in any U.S. community and a free national service funded by a grant from the U.S. Administration on Aging (AoA). The Eldercare Locator is administered by the National Association of Area Agencies on Aging (n4a). Call 800.677.1116 or visit www.eldercare.gov.

Harmony Information Systems
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Alex Quinn
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7730 South Union Park Avenue
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Sam Pero
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inContact helps contact centers around the globe create profitable customer experiences through its powerful portfolio of cloud-based contact center software solutions. The company’s services and solutions enable contact centers to operate more efficiently, optimize the cost and quality of every customer interaction, create new pathways to profit and ensure ongoing customer-centric business improvement and growth. To learn more, visit www.inContact.com.

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National Association of Area Agencies on Aging (n4a)
1730 Rhode Island Avenue, NW
Suite 1200
Washington, DC 20036
Helen Eltzroth
heitzroth@n4a.org
202.872.0888
www.n4a.org
The National Association of Area Agencies on Aging (n4a) is the leading voice on aging issues for Area Agencies on Aging and a champion for Title VI Native American aging programs. Through advocacy, training and technical assistance, we support the national network of 629 AAAs and 246 Title VI programs. n4a administers the national Eldercare Locator Call Center.

North Light Software, Inc.
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Wendy Deutelbaum
wendy.deutelbaum@northlightsoft.com
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