THE ALLIANCE OF INFORMATION & REFERRAL SYSTEMS (AIRS)

32nd I&R Annual Training and Education Conference
May 23– 26 2010

PROGRAM

Rochester Riverside Convention Center
Rochester, New York

www.airs.org
Co-Sponsored By:
National Aging Information and Referral Support Center
CommunityOS
HUMAN SERVICES ON DEMAND

COMMUNITY OPERATING SYSTEM
I&R / 2-1-1
Case Management
Social Services
Disaster Response
Registry Services
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Volunteer Management

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VisionLink
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Welcome to the AIRS 32nd Annual I&R Training and Education Conference and to Rochester, New York. AIRS appreciates your participation in the conference and knows that you bring as much as you will take away, and I hope you will take every opportunity to share your experience and expertise as you learn from your colleagues. We are confident that your exposure to the AIRS conference will allow meaningful personal development, as we all bring I&R into focus.

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 90 informative sessions and workshops. Our vendor and sponsor partners are committed to providing our industry with the latest products to help us do our jobs better and many are here to support the conference and meet you. Please be sure to stop by their booths to learn about their products and services and to thank them for their generous support.

“In Focus: I&R Excellence” offers you an opportunity to build and increase your skill sets with knowledge you’ll put to use your first minutes back home in your agency. Now more than ever before, the skills of effective and efficient professional I&R services are needed, and communities need to look for emerging ideas and concepts, and you will be bringing these and more back with you.

But more than the valuable content in the workshops, the AIRS conference is a very special place where many of the industry’s practitioners can take the time to network at events offering you the opportunity to meet, mingle with your colleagues from across North America and Europe, to develop ideas, share your wealth of knowledge and validate what your services mean to your community. The opening reception in the exhibit hall, the luncheon sponsored by our partners in Aging, networking breaks in the exhibit hall, Friends of AIRS party and silent auction, and of course, dinner at the Strong National Museum of Play all mean that you can relax as well, and take the time to seek out professionals you have never met and learn about the vast and rich diversity represented in our industry and membership while building personal as well as professional contacts.

Take a minute to picture in your mind what you want to take away from this conference resource, and look for AIRS board members and our local hosts at NYS AIRS to help you be sure you do just that. Find us early on and let us know what you want to get out of the conference and we’ll do our best to be sure that develops for you.

And don’t be surprised if you show up in a photo somewhere.

Timothy (Tim) Sylvia
AIRS President
Dear Colleagues,

As the new director of the National Aging Information and Referral Support Center, I am delighted to welcome you to the 20th National Aging and Disability Information and Referral (I&R) Symposium. I would like to thank our partners, the U.S. Administration on Aging, the National Association of Area Agencies on Aging (n4a), and the Alliance of Information and Referral Systems (AIRS) who have provided remarkable support to the National Association of State Units on Aging (NASUA) each year in coordinating this symposium. During the past 20 years, the National Aging I&R Support Center assisted state and local aging networks in bolstering their information and referral services nationwide by offering training, technical assistance, product development, consultation, and coordination of this symposium that is held in conjunction with the AIRS Conference.

This year’s conference theme, “In Focus: I&R Excellence,” signifies the importance of delivering superior services in an ever changing health and human services environment. There is an increased national push for the provision of long-term care planning, the deinstitutionalization of people in ICFs/MR and nursing facilities and the implementation of a well coordinated nursing home diversion plan. There is a greater demand than ever before for evidence-based programs. Such environmental changes call for us to focus on the essence of I&R and how we can best deliver value added services with limited budgets across the continuum of care. We must reaffirm the commitment to advocate for our consumers, especially those who are hospitalized and are at risk for nursing home placement, and to connect them with the appropriate home and community based services (HCBS) prior to discharge.

This symposium will provide you with updates on the NASUA and the n4a’s public policies and explore substantive topics such as Certification for Information & Referral Specialists in Aging (CIRS-A), housing, senior transportation, options counseling, Medicaid benefits, the current economic impact on the financial security of seniors, and how to forge cooperative relationships between aging and disability networks.

As you attend the various workshops over the next several days, I challenge you to consider how you can optimize the I&R service delivery in your area. It may be an ideal time to identify current agency regulations and policies that create barriers in securing person-centered HCBS for your consumers in a timely manner. It may be useful to determine if new cooperative partnerships and memorandums of understanding are necessary to optimize service delivery in your area. It may be an ideal time to examine the work functions that overlap between traditional I&R service delivery and the ADRC and to streamline duplicative processes while expanding your networks. It may be time to implement strategies to serve a higher volume of private pay consumers.

As you consider these points, I encourage you to take advantage of this symposium by engaging in dialogue with your counterparts in other states to create a momentum for impacting change nationwide. If there is anything that I could do to assist you in delivering I&R services, please do not hesitate to contact me. I look forward to working with you!

Regards,

John M. Thompson, Ph.D.
Senior Policy Advisor
National Association of State Units on Aging (NASUA)
Welcome from the Department of Defense

Time is very precious to all of us, especially to our service members and the family members we serve. Our “Focus” has never been more important, providing the much needed information and resources to help resolve the many issues the military service members and families face today. We help by reducing the amount of time, stress and frustration they experience when searching for help with their issues. What we learn from each other and from those around us... networking... can be very beneficial for countless people, from the families to the civilian community around us.

The military track this year, like last year, will focus on I&R support in the military, however, it also will allow civilian and military affiliated participants to take advantage of a variety of workshops offered by AIRS in the critical areas of disaster, aging, community development and best of the I&R experience itself. While we stay abreast of the current advancements in the field and increase our professionalism, we are also empowering our civilian I&R counterparts to bring the best services they can to help our military members, veterans, and family and extended family members.

Enjoy your experience here, meet new people, network and have fun. You have a very tough job but the rewards are tremendous. My hope is that you will leave the AIRS Conference invigorated, “focused” on the excellent services you provide, with new skills that enrich your lives personally and professionally and that you have a great time in Rochester!

Semper Fidelis,
Alan “Craig” Sproul
Family Readiness Officer
Sixth Marine Corps District
Parris Island, SC
Military Liaison
National Aging and Disability Information & Referral Symposium

The National Aging I&R Support Center invites you to participate in the 2010 National Aging and Disability I&R/A Symposium. The Symposium is convened by the National Aging I&R Support Center at the National Association of State Units on Aging (NASUA) in collaboration with the U.S. Administration on Aging and the National Association of Area Agencies on Aging. The role of the Center is to provide support and assistance to State and Area Agencies on Aging, Aging & 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 an exciting blend of workshops that examine the dynamic role of information and referral/assistance programs and aging and disability resource centers, emerging trends affecting systems and service delivery, and cutting edge initiatives from across the country. These sessions will interest aging 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.nasua.org or contact the National Association of State Units on Aging at 202-898-2578.

Conference Highlights

Pre-Conference Training:

Sunday, May 23  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 intensives run concurrently. Pre-registration is required.

Intensives

“ The ABC’s of I&R”
Highland Ballroom A&K
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 lead 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 over the course of the year. The 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. The session 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 very experienced practitioners in the myriad arts of I&R who both regularly provide training to external agencies in addition to the 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 Chair of the AIRS Standards Committee. Shye is Operations Manager with 211/LIFE LINE in Rochester NY in addition to being a NYS AIRS Board member and a member of the AIRS Training Committee.

The Resource Specialist 101
Highland Ballroom B&J
Instructors:  Dick Manikowski, Detroit Public Library, Michigan
Jennie Pollak, CRS, Central Michigan 211, Jackson, Michigan

This workshop is designed to assist Resource Specialists more fully understand the practices that lead to I&R excellence. It will be particularly useful to new staff and staff from "one-person” Resource Specialist departments. This intensive is an invaluable refresher for more experienced I&R staff, especially those who may be taking a CRS exam over the course of the year. The workshop will present an overview of the role of the Resource Specialist, inclusion/exclusion, creating and maintaining a database record, handling with the Taxonomy, writing and editing, updating records, and all of the other challenges of the profession.

Dick Manikowski worked in I&R resource database development for the Detroit Public Library’s TIP Service from 1985-2010. Jennie Pollak is the Resource Database Manager at Central Michigan 211. She has consulted with various 211 call centers for database development and maintenance and presented an annual Database Management training through MI-AIRS. She holds a Bachelors of Social Work degree from Spring Arbor University and is a Certified Resource Specialist.
Aging Symposium Retreats

Sunday, May 23

The National Aging and Disability I&R/A Symposium will include a special retreat for State Unit on Aging and Area Agency on Aging staff. This full-day, pre-conference event is designed to examine critical systems development and service delivery issues facing the aging network, facilitate exchange about strategies to address key concerns, and to offer an opportunity to network with peers from around the country.

The retreat opens with the traditional breakfast meetings for SUA and AAA staff during which participants receive public policy and national association updates. Following breakfast, SUA and AAA staff share a full day of discussions, customized sessions and networking. This highly interactive day offers opportunities for dynamic dialogue and discussion about current and upcoming national activities and trends with a focus on successful approaches for meeting the challenges facing aging I&R/A and ADRC programs.

Department of Defense Workshops

The Department of Defense training track consists of five 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 as a “purple” group to network and discuss I&R issues.

AIRS Certification Exams

Sunday, May 23 at 1:30 pm – Radisson Hotel, Carlson room

Tuesday, May 25 at 2:30 pm - Radisson Hotel, Carlson room

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 Sunday, May 23rd at 1:30 pm and Tuesday, May 25th at 2:30 pm. You must be pre-registered and approved through the AIRS National Office to be eligible to take the exams.

2-1-1 State Directors Meeting

Sunday, May 23

1:00 pm – 5:00 pm

Cascade ABC

A chance for 2-1-1 State Directors and invited representatives to gather together to discuss common challenges and collaborative opportunities.

Newcomers Orientation & Welcome

Sunday, May 23

4:30 pm – 5:30 pm

Cascade DEF

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 city of Rochester.

Welcome Reception in Exhibit Hall

Sunday, May 23

5:30 pm – 6:30 pm

Empire Hall

Join your friends, colleagues, 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.

“An Evening at the Museum”

Monday, May 24

6:00 pm – 9:00 pm

Meet in the Hyatt lobby at 5:45

Join us for a trip down memory lane at the Strong National Museum of Play, which houses the famous personal collections of Margaret Woodbury Strong. The museum is the world’s largest and most comprehensive collection of more than 500,000 historical objects having to do with play. Save the metropolis from evil-doers in the new American Comic Book Heroes exhibit shop in a kid-sized market, stroll through Sesame Street, travel Down a Sunny Dirt Road to meet The Berenstain Bears, and enjoy so much more, including the eye-popping Art of the Brick exhibit which features sculptures created entirely out of LEGO® bricks, and LEGO® Castle Adventure, an interactive exhibit featuring one of the greatest building materials of all time, LEGO® bricks. Discover your inner child at this special event. A delicious buffet dinner will be served and the evening is included in your full registration fee. Meet in the Hyatt lobby at 5:45. Although the museum is a short walk from the hotel, transportation will be available for those who prefer not to walk.
Friends of AIRS Silent Auction & Party
Tuesday, May 25
7:00 pm – 10:00 pm
Radisson Hotel, Riverview room
“Kodachrome: Everything looks best with FOA” Silent Auction and Dance Party
Join us for the Friends of AIRS Silent Auction & Party, an AIRS conference tradition. Have a picture perfect fun time and raise money for AIRS conference scholarships. Enjoy treats, cash bar and music while you bid on wonderful, unique auction items. Bring an item for donation to the auction such as, jewelry, pottery, artwork, or any thing else that is different, cute, or funky. You’ll be “sitting pretty” when you attend this year’s Friends of AIRS special event!

AIRS Annual Membership Meeting & Luncheon
Wednesday, May 26
12:30 pm – 2:00 pm
Empire Hall North
Everyone is encouraged to join us at the annual membership meeting and delicious luncheon including the presentation of the AIRS awards of accreditation, and the opportunity to meet newly elected as well as returning board members.

Cyber Café
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.

I&R Demo Pavilion:
Join us in the Exhibit Hall for hands-on demonstrations of our vendors products and services.

Monday-Technology Pavilion
10:00 am Socialserve.com
11:00 am iCarol
1:00 pm Epilepsy Foundation
2:00 pm VisionLink, Inc.

Tuesday-Software Pavilion
10:00 am Language Line Services
11:00 am North Light Software
2:00 pm Bowman Systems
Dr. Hopf is President and CEO of the Association for the Blind and Visually Impaired, Goodwill Industries of Greater Rochester in New York. This comprehensive not-for-profit agency provides employment to blind people in manufacturing, food services, retail and call center occupations. The agency also has a highly respected vision rehabilitation center offering a comprehensive array of services, including a world-renowned low vision center. Previously, she was Associate Executive Director of ARC of Monroe County and was responsible for rehabilitation and residential programs for a large multi-funded urban agency serving adults with developmental disabilities.

Dr. Hopf serves as a board member of the VisionServe Alliance, New York State Vision Rehabilitation Association and Goodwill Industries International where she sits on the Executive Committee. She is a past President of the board of Chances and Changes a rural domestic violence program and shelter in western NY. Dr. Hopf received a gubernatorial appointment to the College Council of The State University of New York. She recently served on the boards of National Industries for the Blind and the American Foundation for the Blind. She has served on the New York State Rehabilitation Advisory Council for the Commission for the Blind and Visually Handicapped, as well as the boards of the New York State Association of Rehabilitation Facilities, New York State Industries for the Disabled and the Rochester Women’s Network.

She earned her B.S. degree in Speech Pathology and Audiology from the State University of New York at Genesee and her M.A. degree in Audiology and Communication Science from Kean College in Union, New Jersey. Dr. Hopf earned her Ed.D degree from George Washington University. Her research interests are leadership, executive coaching and organizational studies. She conducts workshops and makes presentations on leadership locally and around the country.

Ms. Padilla was appointed to the Principal Deputy Assistant Secretary on Aging in December 2009. Ms. Padilla most recently served as the Secretary of the New Mexico Aging & Long Term Services Department (ALTSD) under the administration of Bill Richardson.

Ms. Padilla holds a Bachelor’s Degree in Social Work and studied Public Administration at the University of New Mexico Graduate School of Public Administration. As the Secretary of the New Mexico Aging and Long Term Services Department, she managed many programs that focused on Independence and Dignity for older New Mexicans and people living with disabilities. Ms. Padilla brings her state experience in elder justice, protection, intervention, and advocacy, Aging Network services, Long Term Care Ombudsman, consumer and elder rights, as well as her work with New Mexico’s Tribes, Pueblos, and the Navajo Nation to Washington, DC with a focus on people, and the importance of building relationships with the people served through the Administration on Aging.

Although her professional work in aging is a recent career change, her twenty three years of experience in environmental regulation and operations, community advocacy and organizing, demonstrates a lifetime commitment to public service.

Sponsored By:

The National Aging I&R/A Support Center at the National Association of State Units on Aging
New York Division for Aging Services
National Association of Area Agencies on Aging
U.S. Administration on Aging
Conference 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 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 2010 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: https://online.unitedway.org/flexcredits (only for United Way members).

The UWW Learning Innovations 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 Innovations, United Way Worldwide, 701 North Fairfax Street, Alexandria, VA 22314. These three items are:
• Your CEO's written permission
• A copy of the registration form
• Proof of payment
  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" rate only ($425 for members and $550 for nonmembers). For additional details on United Way Worldwide travel reimbursement policies visit https://online.unitedway.org/flexcredits or contact Marcia Struniak at 703-836-7112 x 237 or marcia.struniak@uww.unitedway.org.

PLEASE NOTE: SESSIONS FULL
Due to the nature of our sessions and to minimize disruptions while also respecting fire regulations, 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.

General Information

ALL SESSIONS TO BE HELD IN THE CONVENTION CENTER UNLESS OTHERWISE NOTED
# Schedule at a Glance

## Sunday, May 23, 2010

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration — Empire Lobby</td>
<td>7:00 am - 6:00 pm</td>
</tr>
<tr>
<td>State Units on Aging Retreat (SUA) — Lilac Ballroom North</td>
<td>8:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Area Agency on Aging Retreat (AAA) — Lilac Ballroom South</td>
<td>8:00 am - 5:00 pm</td>
</tr>
<tr>
<td>The ABC’s of I&amp;R <strong>Intensive</strong> — Highland Ballroom A&amp;K</td>
<td>9:00 am - 4:15 pm</td>
</tr>
<tr>
<td>Crisis Intervention &amp; Suicide Prevention <strong>Intensive</strong> — Highland Ballroom C&amp;H</td>
<td>9:00 am - 4:15 pm</td>
</tr>
<tr>
<td>The Resource Specialist 101 <strong>Intensive</strong> — Highland Ballroom E&amp;F</td>
<td>9:00 am - 4:15 pm</td>
</tr>
<tr>
<td>211 State Directors — Cascade D,E,F,</td>
<td>1:00 pm - 5:00 pm</td>
</tr>
<tr>
<td>Certification Exams — Radisson Hotel, Carlson Ballroom</td>
<td>1:30 pm - 3:30 pm</td>
</tr>
<tr>
<td>Newcomer Orientation &amp; Welcome — Cascade A,B,C,</td>
<td>4:30 pm - 5:30 pm</td>
</tr>
<tr>
<td>Welcome Reception in Exhibit Hall — Empire Hall South</td>
<td>5:30 pm - 6:30 pm</td>
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## Monday, May 24, 2010

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration — Empire Lobby</td>
<td>7:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Cyber Café Open in Exhibit Hall</td>
<td>8:00 am - 6:00 pm</td>
</tr>
<tr>
<td>Opening Breakfast — Empire Hall North</td>
<td>8:00 am - 9:45 am</td>
</tr>
<tr>
<td>Exhibits Open</td>
<td>8:00 am - 6:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>10:00 am - 11:30 am</td>
</tr>
<tr>
<td>Lunch on your own</td>
<td>11:30 am - 1:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>1:00 pm - 2:30 pm</td>
</tr>
<tr>
<td>Refreshment Break in Exhibit Hall</td>
<td>2:30 pm - 3:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>3:15 pm - 4:45 pm</td>
</tr>
<tr>
<td>Off-site Event, “An Evening at the Museum”</td>
<td>6:00 pm - 9:00 pm</td>
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## Tuesday, May 25, 2010

<table>
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<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration — Empire Lobby</td>
<td>8:00 am - 6:00 pm</td>
</tr>
<tr>
<td>Cyber Café Open in Exhibit Hall</td>
<td>8:00 am - 5:00 pm</td>
</tr>
<tr>
<td>Breakfast on your own</td>
<td>8:00 am - 10:00 am</td>
</tr>
<tr>
<td>Workshops</td>
<td>8:30 am - 10:00 am</td>
</tr>
<tr>
<td>Exhibits Open</td>
<td>8:00 am - 5:00 pm</td>
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<tr>
<td>Refreshment Break in Exhibit Hall</td>
<td>10:00 am - 10:30 am</td>
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<tr>
<td>Workshops</td>
<td>10:30 am - 12:00 pm</td>
</tr>
<tr>
<td>NASUA Sponsored Luncheon (Open to all) — Empire Hall North</td>
<td>12:15 pm - 2:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>2:15 pm - 3:45 pm</td>
</tr>
<tr>
<td>Certification Exams — Radisson Hotel, Carlson Ballroom</td>
<td>2:30 pm - 4:30 pm</td>
</tr>
<tr>
<td>Dinner on your own</td>
<td>7:30 pm - 10:00 pm</td>
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## Wednesday, May 26, 2010

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration — Empire Lobby</td>
<td>8:00 am - 12:00 pm</td>
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<tr>
<td>Cyber Café Open in Exhibit Hall</td>
<td>8:00 am - 3:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>9:00 am - 10:30 am</td>
</tr>
<tr>
<td>Exhibits</td>
<td>8:00 am - 3:00 pm</td>
</tr>
<tr>
<td>Workshops</td>
<td>10:45 am - 12:15 pm</td>
</tr>
<tr>
<td>Annual Meeting &amp; Membership Luncheon (Open to All) — Empire Hall North</td>
<td>12:30 pm - 2:00 pm</td>
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<tr>
<td>Workshops</td>
<td>2:15 pm - 3:45 pm</td>
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<td>Conference Adjourns</td>
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A national nonprofit providing fast, free access to housing information in 28 states

Why Socialserve.com?

• Because your callers need housing
• To help complete more calls with quality housing referrals
• Easy-to-use services let you locate up-to-date, caller-specific housing listings and resources
• Increase client calls and public awareness of your services through cross-channel marketing

What is Socialserve.com?

• The nation’s leading provider of affordable housing locator services
• Web-based services supported by a toll-free, bilingual call center providing individual housing search counseling
• Constantly updated listings of affordable, subsidized, supportive, accessible, and special-needs housing as well as shelter listings, housing-related resources, and much more

Don’t miss the Socialserve.com presentation!

Join us for a discussion of “Best Practices for Providing Housing Information to Clients” on Tuesday, May 25, 2010, 8:30-10 a.m.
# Workshops by Date & Times

## Session 1 – Monday, May 24
**10:00 am – 11:30 am**

<table>
<thead>
<tr>
<th>Workshop Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>A-1</td>
<td>“Aging &amp; Disability I&amp;R/As: National Initiatives, Trends, and Resources”</td>
<td>Lilac Ballroom North</td>
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<tr>
<td>A-2</td>
<td>“Innovative Solution to Support Community Based Referral Systems”</td>
<td>Lilac Ballroom South</td>
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<tr>
<td>B-1</td>
<td>“Emergency preparedness and response to natural disasters: Lessons learned from AAAs on the ground”</td>
<td>Highland Ballroom B&amp;J</td>
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<tr>
<td>C-1</td>
<td>“Performance evaluations for call center and resource staff: A collaboration”</td>
<td>Highland Ballroom C&amp;H</td>
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<tr>
<td>D-1</td>
<td>“Home from the War: Where can I get the help I need?”</td>
<td>Highland D&amp;G</td>
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<tr>
<td>E-1</td>
<td>“Quality, not quantity: A focus on the resource database (Part 1)”</td>
<td>Highland E&amp;F</td>
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<tr>
<td>F-1</td>
<td>“Asking the second question: Beyond the basics of I&amp;R”</td>
<td>Cascade A</td>
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<tr>
<td>G-1</td>
<td>“Introduction to telephone equipment and services 101”</td>
<td>Cascade D</td>
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<tr>
<td>K-1</td>
<td>“Exercise versus reality – CDC-INFO National Contact Center in a pandemic”</td>
<td>Highland Ballroom A&amp;K</td>
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## Session 2 – Monday, May 24
**1:00 pm – 2:30 pm**

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<thead>
<tr>
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<tbody>
<tr>
<td>A-3</td>
<td>“Senior Transportation – The Silent Need”</td>
<td>Lilac Ballroom North</td>
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<td>A-4</td>
<td>“CIRS-A Certification: How States are Certifying People”</td>
<td>Lilac Ballroom South</td>
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<tr>
<td>B-2</td>
<td>“Introduction to Incident Command System, ICS-100 (Part 1)”</td>
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<tr>
<td>C-2</td>
<td>“Virtually engaging: A replicable caregiver volunteer approach”</td>
<td>Highland Ballroom D&amp;G</td>
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<tr>
<td>E-2</td>
<td>“Quality, not quantity: A focus on the resource database (Part 2)”</td>
<td>Highland E&amp;F</td>
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<tr>
<td>F-2</td>
<td>“Quality, training, and coaching – Best practices for I&amp;R contact centers”</td>
<td>Cascade A</td>
</tr>
<tr>
<td>G-2</td>
<td>“Google Apps for Domains– Save money &amp; improve collaboration!”</td>
<td>Cascade D</td>
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<tr>
<td>H-2</td>
<td>“How do they do that? Hey, I can do this! (Part 1)”</td>
<td>Aqueduct A&amp;B</td>
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<tr>
<td>J-1</td>
<td>“Offer Instant Messaging, cell phone texting, email and social network channels for your clients, integrated with the iCarol I&amp;R software and database”</td>
<td>Highland Ballroom C&amp;H</td>
</tr>
<tr>
<td>K-2</td>
<td>“H1N1: 211 Contributed, 211 Benefitted, 211 Learned”</td>
<td>Highland Ballroom A&amp;K</td>
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## Session 3 – Monday, May 24
**3:15 pm – 4:45 pm**

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<tr>
<th>Workshop Code</th>
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<tbody>
<tr>
<td>A-5</td>
<td>“The Art of Options Counseling/Planning for Options Counseling at Your Organization”</td>
<td>Lilac Ballroom North</td>
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## Session 4 – Tuesday, May 25
**8:30 am – 10:00 am**

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<th>Workshop Code</th>
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<tbody>
<tr>
<td>A-7</td>
<td>“Generational Communication”</td>
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<tr>
<td>A-8</td>
<td>“Planning for Options Counseling at Your Organization”</td>
<td>Lilac Ballroom South</td>
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<tr>
<td>B-4</td>
<td>“Surviving the chaos of disaster-related I&amp;R: Data collection and dissemination best practices”</td>
<td>Highland Ballroom B&amp;J</td>
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<tr>
<td>C-4</td>
<td>“Branding: It’s not just for cattle”</td>
<td>Highland Ballroom C&amp;H</td>
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<tr>
<td>D-2</td>
<td>“Coming Home – Current concerns facing our returning veterans and their families”</td>
<td>Highland E&amp;F</td>
</tr>
<tr>
<td>E-4</td>
<td>“Indexing your resource database with the AIRS/211 LA County Taxonomy (Part 1)”</td>
<td>Highland D&amp;G</td>
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<tr>
<td>F-4</td>
<td>“Housing solutions: Best practices for providing housing information to clients”</td>
<td>Cascade A</td>
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<tr>
<td>G-4</td>
<td>“Effectively targeting your outreach: The use of GIS mapping”</td>
<td>Cascade D</td>
</tr>
<tr>
<td>H-4</td>
<td>“Preparing staff for Certification exams”</td>
<td>Aqueduct C&amp;D</td>
</tr>
<tr>
<td>K-4</td>
<td>“211 Assembly (Part 1)”</td>
<td>Highland Ballroom A&amp;K</td>
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## Session 5 – Tuesday, May 25
**10:30 am – 12:00 pm**

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<tr>
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<tbody>
<tr>
<td>A-9</td>
<td>“Maximizing Your Benefits Outreach and Enrollment Resources”</td>
<td>Lilac Ballroom North</td>
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<tr>
<td>A-10</td>
<td>“I&amp;R and ADRCs Involved in IT/MIS Development”</td>
<td>Lilac Ballroom South</td>
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<tr>
<td>B-5</td>
<td>“Managing disaster relationships”</td>
<td>Highland Ballroom B&amp;J</td>
</tr>
<tr>
<td>C-5</td>
<td>“Working from home: How to create a program that works!”</td>
<td>Highland Ballroom C&amp;H</td>
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<tr>
<td>E-5</td>
<td>“Indexing your resource database with the AIRS/211 LA County Taxonomy (Part 2)”</td>
<td>Highland D&amp;G</td>
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<tr>
<td>F-5</td>
<td>“Looking through the lens of a remote service delivery model”</td>
<td>Cascade A</td>
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<tr>
<td>G-5</td>
<td>“Telecommunications deciphered”</td>
<td>Cascade D</td>
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H-5 “Connecting people with services: AIRS research findings and futures” Aqueduct C&D
J-2 “Multi-agency collaboration: Calculating the return on investment” Highland Ballroom E&F
K-5 “211 Assembly (Part 2)” Highland Ballroom A&K

Session 6 – Tuesday, May 25
2:15 pm – 3:45 pm
A-11 “An Introduction to Medicaid” Lilac Ballroom North
B-6 “211 at times of disaster (Emerging to experienced collaborations: Local, regional, and nationwide response strategies)” Highland Ballroom B&J
C-6 “I&R services from a community point of view, supporting methods and technologies: The case of Community Answers I&R” Highland Ballroom C&H
D-3 “Supporting National Guard Members and their Families” Aqueduct A&B
E-6 “Transitioning from keywords to Taxonomy in your resource department and call center” Highland E&F
F-6 “Follow-up and advocacy: Creating the full picture of your I&R service” Cascade A
G-6 “Day One: Building service capacity through technology and referral” Cascade D
H-6 “Strength in numbers: Bringing effective group work to training programs” Aqueduct C&D
J-3 “Do you speak Vietnamese, Spanish, Mandarin, or Portuguese? Communicating and working with limited English speakers” Highland Ballroom D&G
K-6 “Difficulties, benefits, and the vision of 211 research collaboration” Highland Ballroom A&K

Session 7 – Wednesday, May 26
9:00 am – 10:30 am
A-12 “Creating a National Technical Assistance Resource Center to Support Lesbian, Gay, Bisexual and Transgender Older Adults” Lilac Ballroom North
A-13 “What Can We Do to Make Our Communities Livable for All Ages” Lilac Ballroom South
B-7 “IS-700.a NIMS; An introduction (Part 1)” Highland Ballroom B&J
D-4 “JFSAP- Supporting Military Families in Building Resiliency” Aqueduct C&D
E-7 “Road maps to resources: Creating effective community directories” Highland D&G
F-7 “Food Stamp outreach – It’s not just a referral anymore” Cascade A
F-8 “Utilizing live chat to provide I&R services” Highland C&H
G-7 “Intermediate telephone systems 201” Cascade D
H-7 “How do they do that? Hey, I can do this! (Part 2)” Aqueduct A&B
K-7 “Speaking United Way” Highland Ballroom A&K

Session 8 – Wednesday, May 26
10:45 am – 12:15 pm
B-8 “I&R excellence through the six principles of Crisis and Emergency Risk Communication (CERC). Be First! Be Right! Be Credible!” Highland Ballroom B&J
C-7 “Out of thin air: Creating community partnerships that work like magic” Highland Ballroom C&H
C-8 “The key to providing expansive and successful I&R services” Cascade D, E, F
D-5 “Military Breakout Session” Highland A&K
F-9 “Barrier breakers: Advocacy, linking, and letting go” Cascade A
G-8 “Social networking 101” Highland Ballroom E&F
G-9 “Phone system efficiencies through technology: How cloud computing can improve services and flexibility” Lilac Ballroom North
J-4 “Using IHRis 4.0 to Capture Calls & Follow Ups” Highland Ballroom D&G
K-8 “Keeping clients healthy: Integrating proactive health screening and referral into 211” Lilac Ballroom South

Session 9 – Wednesday, May 26
2:15 pm – 3:45 pm
B-9 “IS-700.a NIMS; An introduction (Part 2)” Highland Ballroom B&J
E-8 “Focus on detail: Achieving AIRS Standards with the AIRS / 211 LA Taxonomy” Highland E&F
F-10 “Skill-building for effective I&R service delivery” Cascade A
H-8 “What is AIRS Accreditation? Why is it important to your organization and are you ready to apply for it?” Cascade D
K-10 “211 US online collaboration and communication” Highland Ballroom A&K
(A) Aging/Disability Track

Monday, May 24
10:00 am – 11:30 am
Lilac Ballroom North
A-1 "Aging & Disability I&R/As: National Initiatives, Trends, and Resources"

Presenters: Sherri Clark, Aging Services Program Specialist, Office of Outreach and Consumer Information, U.S. Administration on Aging; Helen Eltzeroth, Chief Programs and Communications Officer, National Association of Area Agencies on Aging; John Thompson, Senior Policy Advisor, National Association of State Units on Aging

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

Monday, May 24
1:00 pm – 2:30 pm
Lilac Ballroom South
A-2 “Innovative Solution to Support Community Based Referral Systems”

Presenter: Candace Baldwin, Senior Policy Advisor, Community Solutions Group, LLC, NCB Capital Impact

The Village model allows older adults to remain connected to communities as they age. Built upon cooperative principles, Villages facilitate the opportunity for members to develop, own and operate an organization that facilitates independence and choice. This workshop will provide an overview of the Village discuss how Villages can enhance and support information and referral systems.

Monday, May 24
1:00 pm – 2:30 pm
Lilac Ballroom North
A-3 "Senior Transportation – The Silent Need"

Presenters: Virginia Dize, Assistant Director, National Center on Senior Transportation, National Association of Area Agencies on Aging; Carrie Whitwood, Executive Director, Allegany/Western Steuben Rural Health Network, Wellsville, New York; Kimberley Toot, Director, Allegany County Office for the Aging, Belmont, New York; Lynne Oyer, Volunteer Coordinator, Allegany County Office for the Aging, Belmont, New York

This workshop will provide information collected from Area Agencies on Aging about senior transportation, including how AAAs get involved, funding sources and the availability of transportation services nationwide. The critical role of information and assistance and the connections between options counseling and mobility management will also be discussed.

Monday, May 24
1:00 pm – 2:30 pm
Lilac Ballroom South
A-4 “CIRS-A Certification: How States are Certifying People”

Presenters: Maurine Strickland, I&A Program Specialist, Office for Resource Center Development, Wisconsin’s Bureau of Aging and Disability Resource; Steven Peterson, Program Coordinator – Resource Center, Milwaukee County Department on Aging; John Thompson, Senior Policy Advisor, National Association of State Units on Aging

Certification exams, the topic of taking a test can put fear in the most seasoned Information and Assistance Specialist. During this session we will share what steps Wisconsin AIRS is taking to help people get ready to take exams and reduce the anxiety. In addition session participants will have the opportunity to share in a round table discussion highlighting key questions related to certification identifying best practices as well as barriers.

Monday, May 24
3:15 pm – 4:45 pm
Lilac Ballroom North
A-5 “The Art of Options Counseling / Planning for Options Counseling at Your Organization”

Presenters: Maurine Strickland, I&A Program Specialist, Office for Resource Center Development, Wisconsin’s Bureau of Aging and Disability Resource; Devon Christensen, Assistant Director, Aging and Disability Resource Center of Brown County; Christina Neill Bowen, Consultant, The Lewin Group

Options counseling is a key service of Aging and Disability Resource Centers (ADRCs). It involves supporting informed decision-making by assisting individuals and families to evaluate strengths, needs, preferences, and unique situations. Staff who directly receive and respond to inquiries about long-term support options will benefit from attending this workshop. Participants will practice using tools that help facilitate the process.

Monday, May 24
3:15 pm – 4:45 pm
Lilac Ballroom South
A-6 "The Economic Downturn’s Impact on the Financial Security of Older Adults"
Disadvantaged older adults face daunting and complex financial challenges during this economic downturn. While older adults grapple for assistance, many traditional aging service providers find themselves in the uncomfortable situation of trying to help their clients with a slew of financial problems that they feel ill-equipped to handle, such as threats of foreclosure or eviction, high credit card debts, exotic financial scams, and a pervasive and growing sense of economic insecurity. Panelists will share data trends and strategies for navigating these uncertain times. During the session, participants will learn about emerging practices aimed at increasing community collaboration and coordination among the usual and usual suspects including the aging network and financial services industry.

Tuesday, May 25
8:30 am – 10:00 am
Lilac Ballroom North
A-7 “Generational Communication”
Presenter: Mary Kaschak, National Association of Area Agencies on Aging
The Aging Services Network has taken a life course perspective to information and assistance, reaching beyond Medicare beneficiaries and individuals traditionally served through the Older Americans Act. The purpose of the Generational Communication Campaign, operated by the National Association of Area Agencies on Aging (n4a) with the support of AoA and CMS, is to develop pilot projects in the field for information and referral staff to test alternative methods of communication among multiple generations about Medicare and long-term care planning including, but not limited to, activities that integrate technology and social interaction between people. Ten pilot sites were chosen to develop methods to educate young retirees, individuals aging into Medicare, their family members and their caregivers about their health care options. In this session n4a will highlight the development and implementation of these innovative approaches. Key components include volunteer recruitment and training, alternative media messaging, social networking, and partnership development. The sustainability and replicability of these models will be applicable to similar communities across the country.

Tuesday, May 25
10:30 am – 12:00 am
Lilac Ballroom North
A-9 “Maximizing Your Benefits Outreach and Enrollment Resources”
Presenter: Marisa Scala-Foley, Director of the National Center for Benefits Outreach and Enrollment, National Association of State Units on Aging
In this session we will explore ways to maximize your organization's benefits outreach and enrollment potential. We will focus on strategies, case examples, lessons learned and what to think about as you consider one of these strategies, and metrics (or how to figure out if a strategy has worked).

Tuesday, May 25
2:15 pm – 3:45 pm
Lilac Ballroom North
A-11 “An Introduction to Medicaid”
Presenter: Martha Roberthy, Executive Director, National Association of State Units on Aging
This workshop will provide participants with a foundational understanding of the Medicaid program. Medicaid is a joint federal and state health insurance program that pays for medical assistance for certain individuals with low income and resources. In this workshop, participants will become familiar with the financial eligibility requirements, the groups of people who are eligible for Medicaid, benefits covered by Medicaid, and the nature of the federal and state partnership.
Wednesday, May 26
9:00 am – 10:30 am
Lilac Ballroom North
A-12 “Creating a National Technical Assistance Resource Center to Support Lesbian, Gay, Bisexual and Transgender Older Adults”
Presenters: Greg Case, US Administration on Aging; Karen Taylor, Director of Advocacy and Training Services for GLBT Elders, SAGE
The Administration on Aging has recently funded Services and Advocacy for GLBT Elders (SAGE) to create a national technical assistance resource center to address the unique challenges faced by lesbian, gay, bisexual and transgender older adults. This session will describe the initiative and will seek input on Center activities.

Wednesday, May 26
9:00 am – 10:30 am
Lilac Ballroom South
A-13 “What Can We Do to Make Our Communities Livable for All Ages”
Presenters: Helen Eltzeroth, Chief Programs and Communications Officer, National Association of Area Agencies on Aging; Jo Reed, Senior Program Manager, National Association of Area Agencies on Aging
The population is aging rapidly. Are our communities prepared to handle the growing older population? What is the role of I&R/A in supporting making our communities good places to grow up and to grow old? This workshop will discuss the key elements to creating livable communities, different models, provide examples of incremental steps some local communities have taken, and provide information on resources that can be useful to I&R/A.

Monday, May 24
10:00 am – 11:30 am
Highland Ballroom B&J
B-1 “Emergency preparedness and response to natural disasters: Lessons learned from AAAs on the ground”
Presenters: Jeanne Burns, Information and Assistance Specialist, CIRS-A, Hawkeye Valley Area Agency on Aging, Waterloo, Iowa; Angela Fisher, Director of Client Services, Area Agency on Aging for Southwest Florida, Inc., Fort Myers, Florida; Robert McFalls, Chief Operating Officer, National Association of Area Agencies on Aging, Washington, District of Columbia
When disasters occur, elders served by Area Agencies on Aging (AAAs) require added assistance. Older individuals often have an increased risk due to chronic health conditions that limit their ability to handle stress and recover during times of emergency. They may need assistance in relocating to a special needs/emergency shelter or require help in getting a tree off of their car. Loss of electrical power for a diabetic can create its own emergency. Hear from several AAAs that have responded to natural disasters and how they have utilized information/referral/assistance partnerships and strategies to address emergency response and recovery activities for seniors. The 2009 AAA survey for Emergency Preparedness and Response will also be highlighted within this session.

Monday, May 24
1:00 pm – 2:30 pm
Highland Ballroom B&J
B-2 “Introduction to Incident Command System, ICS-100 (Part 1)”
Presenter: Thomas Bennett, 211 San Diego, California
IS 100.a/ICS 100, Introduction to the Incident Command System, introduces the Incident Command System (ICS) and provides the foundation for higher level ICS training. This course describes the history, features and principles, and organizational structure of the Incident Command System. It also explains the relationship between ICS and the National Incident Management System (NIMS). At the end of the second workshop, the attendee will be able to complete the FEMA IS 100.a exam during the session. This successful completion will certify their familiarity with NIMS/ICS emergency management system. (Note that Part 2 must be completed to take the test).

Monday, May 24
3:15 pm – 4:45 pm
Highland Ballroom B&J
B-3 “Introduction to Incident Command System, ICS-100 (Part 2)”
Presenter: Thomas Bennett, 211 San Diego, California
IS 100.a/ICS 100, Introduction to the Incident Command System, introduces the Incident Command System (ICS) and provides the foundation for higher level ICS training. This
course describes the history, features and principles, and organizational structure of the Incident Command System. It also explains the relationship between ICS and the National Incident Management System (NIMS). At the end of the second workshop, the attendee will be able to complete the FEMA IS 100.a exam during the session. This successful completion will certify their familiarity with NIMS/ICS emergency management system. (Note that Part 1 must also have been completed to take the test).

Tuesday, May 25
8:30 am – 10:00 am
Highland Ballroom B&J
B-4 “Surviving the chaos of disaster-related I&R: Data collection and dissemination best practices”
Presenters: Jonathan Padgett, VIA LINK INC, New Orleans, Louisiana; Mona Freels, 211 San Diego, California
The presenters will relay their own disaster-related, Information Systems specific experiences—first assisting with I&R efforts in Monroe, Louisiana following Hurricane Katrina; during major disasters in both San Diego and Cedar Rapids; before, during and after hurricanes Gustav and Ike; and during the recent H1N1 pandemic outbreak. Information systems in each disaster will be analyzed from the inside out and I&R disaster data best practices will be offered. After the lecture portion and analysis is done, the rest of the workshop will be spent as a Q&A discussion between all participants.

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• Co-ordinate your shift schedule for live messaging service

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AIRS 2010 Training and Education Conference
Wednesday, May 26
9:00 am – 10:30 am
Highland Ballroom B&J
B-7 “IS-700.a NIMS; An introduction (Part 1)”
Presenter: Thomas Bennett, 211 San Diego, California
This course introduces and overviews the National Incident Management System (NIMS). NIMS provides a consistent nationwide template to enable all government, private-sector, and nongovernmental organizations to work together during domestic incidents. At the end of the second workshop, the attendee will be able to complete the FEMA IS 700.a exam. This successful completion will certify their familiarity with NIMS/ICS emergency management system. (Note that Part 2 must be completed to take the test).

Wednesday, May 26
10:45 am – 12:15 pm
Highland Ballroom B&J
B-8 “I&R excellence through the six principles of Crisis and Emergency Risk Communication (CERC). Be First! Be Right! Be Credible”
Presenters: Trisha Steiniger, United Way of Greater Richmond & Petersburg, Virginia; William York, 211 San Diego, California
When disaster strikes, any information is empowering, that is why it's so important to get out good information quickly. Communication is a broad science and imperfect art but, these 6 principles of Crisis and Emergency Risk Communication will guide your planning ahead of disaster. Crisis Emergency Risk Communication (CERC) training will provide the nuts and bolts of crisis communication planning and the tools necessary to implement an effective communication response during a crisis or emergency risk situation.

Wednesday, May 26
2:15 pm – 3:45 pm
Highland Ballroom B&J
B-9 “IS-700.a NIMS; An introduction (Part 2)”
Presenter: Thomas Bennett, 211 San Diego, California
This course introduces and overviews the National Incident Management System (NIMS). NIMS provides a consistent nationwide template to enable all government, private-sector, and nongovernmental organizations to work together during domestic incidents. At the end of the second workshop, the attendee will be able to complete the FEMA IS 700.a exam during the session. This successful completion will certify their familiarity with NIMS/ICS emergency management system. (Note that Part 1 must also have been completed to take the test).

Presenters: Richard LaPratt, VIA LINK, New Orleans, Louisiana; Edward Perry, 211 Tampa Bay Cares, Clearwater, Florida
Using modified objective report cards, open communication, and clearly stated goals and outcomes, I&R programs can target problem areas and enhance operations both in the call center and resource departments. Material is relevant for all call center/resource department sizes. Due to the report cards and analysis that it allowed, the abandonment rate in an agency dropped to an average of 3%, and the documentation rate improved to an almost perfect 98%!

Monday, May 24
1:00 pm – 2:30 pm
Highland Ballroom D&G
C-2 “Virtually engaging: A replicable caregiver volunteer approach”
The Peer Volunteer Program is a virtually-based volunteer service that connects those affected by dementia as volunteers from around the country. The Peer Volunteers work cohesively toward goals, developing and sustaining an online community of tens of thousands. The volunteers are also members of this community, and the program utilizes a unique group development approach to address their group and individual needs.

The Peer Volunteer program uses an adaptable civic engagement model for Baby Boomer volunteers, utilizing each volunteer’s interests and providing opportunities for leadership, visibility, and leaving a legacy. It can be adapted by any organization in need of a volunteer approach that supports and engages constituents regardless of location.

Monday, May 24
3:15 pm – 4:45 pm
Highland Ballroom C&H
C-3 “Learning to use commercial call center philosophies and experience in social service and disaster call centers”
Presenters: Mona Freels and William York, 211 San Diego, California
High-end commercial call centers across the globe have accumulated a huge amount knowledge, operational management experience, standards for the domestic call center's operation and management indicators, inbound/outbound flow traffic handling techniques, call center cost control, staff recruitment, management process, personnel and training programs in order ensure their success in a competitive global market. They have laid a mighty foundation.

In the meantime, I&Rs across the country are still asking the question, “Are we a call center or a social service?” And the answer is, “Yes, we are a call center that delivers social service and disaster information.” We should take advantage of this mighty foundation, millions of dollars of research, real world experience and the insights of commercial call centers. In this presentation, we’ll discuss the need for, techniques
and strategies to provide more extensive, competitive and innovative I&R service based on the methods of American Express, Cox Cable and other award-winning commercial call center operations.

**Tuesday, May 25**  
8:30 am – 10:00 am  
Highland Ballroom C&H  
**C-4 “Branding: It’s not just for cattle”**  
**Presenter:** Francesca Kranzberg, Jconnect/Information and Referral, Rockville, Maryland  
When is the last time you asked for a tissue instead of a Kleenex? Or for sticky-tape instead of Scotch Tape? And doesn’t Coke mean any cola? Learn how to brand your I&R to make it stand out in your community. Learn the differences between features and benefits, how to change the ratio of benefits to costs, and how doing so can help you make your case to funders.

**Tuesday, May 25**  
10:30 am – 12:00 am  
Highland Ballroom C&H  
**C-5 “Working from home: How to create a program that works!”**

**Presenter:** Amy Latzer, 211 LA County, San Gabriel, California  
Come learn how to design a “work-at-home” program that works for your unique and individual organization. What technical and operational needs do you need to consider? Come explore your options and share lessons learned.

**Tuesday, May 25**  
2:15 pm – 3:45 pm  
Highland Ballroom C&H  
**C-6 “I&R services from a community point of view, supporting methods and technologies: The case of Community Answers I&R”**  
**Presenters:** Josep Lluís de la Rosa, University of Girona & Rensselaer Polytechnic Institute, Girona, Catalunya; Chitra Shanbhogue, Community Answers, Greenwich, Connecticut  
A real case (Community Answers in Greenwich, Connecticut) of how volunteers answer questions from the community regarding town information and services by using different resources. Additionally, we will see how putting the I&R database online helps reduce the I&R burden, while dealing with an increasing volume of questions and improved information & feedback.
**Wednesday, May 26**
10:45 am – 12:15 pm
Highland Ballroom C&H

**C-7 “Out of thin air: Creating community partnerships that work like magic”**

**Presenters:** Karen Cline, East Texas Council of Governments, Kilgore, Texas; LaDelle Kay, INFOline of Gregg County, Longview, Texas

Learn the tricks behind successful community partnerships. Make solutions magically appear; obstacles can disappear into thin air. Effective community partnerships are no longer an illusion with innovative strategies using I&R as your assistant.

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**Wednesday, May 26**
10:45 am – 12:15 pm
Cascade D,E,F

**C-8 “The key to providing expansive and successful I&R services”**

**Presenters:** Carole Moore-Slater, Vanderbilt Kennedy Center for Excellence in Developmental Disabilities, Tennessee Disability Pathfinder, Nashville, Tennessee

Tennessee Disability Pathfinder, a statewide, bilingual community resource for people with disabilities, will discuss practices for providing I&R services when funding for services is limited. The focus will include strategies and outcomes for effective collaboration, networking, and volunteer efforts with other agencies in the disability, aging, government, and business fields.

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**(D) Military Track**

**Monday, May 24**
10:00 am – 11:30 am
Highland D&G

**D-1 “Home from the War: Where can I get the help I need?”**

**Presenters:** Beth Wick, 211 Texas Information & Referral Network, Austin, Texas; Mary Cooksey, United Way of Abilene, Texas

The trauma of military creates consequences that are manifested over time in families, jobs, and communities. The consequences of trauma have long been shown to create secondary impacts. Texas is implementing a way to address the needs of military service members, veterans, and their families through information and referral about available resources and services.

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**Tuesday, May 25**
8:30 am – 10:00 am
Highland E&F

**D-2 “Coming Home – Current concerns facing our returning veterans and their families”**

**Presenter:** Michele Lukacik, Des Moines Pastoral Counseling Center, Des Moines, Iowa

This presentation will address issues facing the impact of Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injury (TBI), deployment concerns, and Reintegration for returning OIF/OEF military veterans and their family members. As we discuss these concerns we will also discuss unique circumstances for making referrals for Active Duty, Guard, Reserve and Veterans.

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**Tuesday, May 25**
2:15 pm – 3:45 pm
Aqueduct A&B

**D-3 “Supporting National Guard Members and their Families”**

**Presenter:** Jeanna Clark, Military Family Assistance Manager, New York National Guard Family Program Office, New York

The National Guard is America's oldest armed force—and the only branch that serves both the Federal and State governments. The National Guard can be mobilized any time natural disasters or other emergencies occur within America's borders, and also serve alongside U.S. combat forces in other parts of the world. The workshop will discuss current challenges faced by National Guard members and their families. Family readiness programs and other resources information will be presented as well as practical advice on how to effective make referrals for these patriots and their families.

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**Wednesday, May 26**
9:00 am – 10:30 am
Aqueduct C&D

**D-4 “JFSAP- Supporting Military Families in Building Resiliency”**

**Presenters:** Alicia Russo, New York State Military OneSource JFSAP Consultant, Latham, New York; Jolene Kent-Stanley, New York State Military and Family Life Consultant, Child and Youth Behavioral Specialist, Latham, New York

The Joint Family Support Assistance Program provides geographically dispersed personnel and families information, programs and resources to remain resilient and successfully navigate the unique stressors of today's current ops tempo. Presentation of JFSAP structure and goals, and newly established support programs, initiatives and partnerships for personnel and families.

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**Wednesday, May 26**
10:45 am – 12:15 pm
Highland A&K

**D-5 “Military Breakout Session”**

**Presenter:** Craig Sproul, Sixth Marine Corps District, Parris Island, South Carolina

This is your opportunity to meet as a “purple” group, to network and discuss I&R issues. The last 30-minutes of the session will be discussing the future of the conference's military track, establishing a military conference group and speak with AIRS on military I&R needs and their support of us.

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**(E) Resource Database Track**

**Monday, May 24**
10:00 am – 11:30 am
Highland E&F
E-1 “Quality, not quantity: A focus on the resource database (Part 1)"

**Presenters:** Carol W. Wood and Polly Fay, 211 Helpline, The Institute for Human Services, Inc., Bath, New York

This session will focus on useful tools for evaluating the scope, accuracy and consistency of the I&R resource database as well as the details of how to develop and apply a style guide for data consistency and understanding the importance of the connection between resource and call data. We will also demonstrate practical methods for managing the endless list of necessary or desired “fixes” and creative, proven tools for eliminating inconsistencies within your resource database.

Time will be allowed for discussion of working with the Taxonomy in greater detail – providing Resource Specialists with a practical understanding of its structure, use of an authorized Taxonomy list and target terms, including specific examples of complex agencies and how to approach these problems according to your agency’s specific I&R goals. Participants are encouraged to bring examples of complex agencies, programs and/or services for discussion.

**Monday, May 24**
1:00 pm – 2:30 pm
Highland E&F

E-2 “Quality, not quantity: A focus on the resource database (Part 2)"

**Presenters:** Carol W. Wood and Polly Fay, 211 Helpline, The Institute for Human Services, Inc., Bath, New York

This session will focus on useful tools for evaluating the scope, accuracy and consistency of the I&R resource database as well as the details of how to develop and apply a style guide for data consistency and understanding the importance of the connection between resource and call data. We will also demonstrate practical methods for managing the endless list of necessary or desired “fixes” and creative, proven tools for eliminating inconsistencies within your resource database.

Time will be allowed for discussion of working with the Taxonomy in greater detail – providing Resource Specialists with a practical understanding of its structure, use of an authorized Taxonomy list and target terms, including specific examples of complex agencies and how to approach these problems according to your agency’s specific I&R goals. Participants are encouraged to bring examples of complex agencies, programs and/or services for discussion.

**Monday, May 24**
3:15 pm – 4:45 pm
Highland D&G

E-3 “Tapping into topic searches”

**Presenter:** John Allec, Findhelp Information Services, Toronto, Canada

Learn about the advantages of pre-constructed, user-friendly database searches that automatically generate comprehensive results. The focus will be on the process to make that happen, including community consultation, relying on stable data elements (like Taxonomy indexing) when developing search logic, and how this work can help synchronize how data is maintained in multiple databases.

**Tuesday, May 25**
8:30 am – 10:00 am
Highland D&G

E-4 “Indexing your resource database with the AIRS/211 LA County Taxonomy (Part 1)"

**Presenter:** Dick Manikowski, Detroit, Michigan

Proper application of the indexing terms in the AIRS/211 LA County Taxonomy is key to making the information in your resource database accessible to your staff and your community. This 2-part workshop will present the fundamental principles and practices of indexing and discuss issues involved in customizing and maintaining your local taxonomy. Implications for merging databases will also be touched upon.

**Tuesday, May 25**
10:30 am – 12:00 am
Highland D&G

E-5 “Indexing your resource database with the AIRS/211 LA County Taxonomy (Part 2)"

**Presenter:** Dick Manikowski, Detroit, Michigan

Proper application of the indexing terms in the AIRS/211 LA County Taxonomy is key to making the information in your resource database accessible to your staff and your community. This 2-part workshop will present the fundamental principles and practices of indexing and discuss issues involved in customizing and maintaining your local taxonomy. Implications for merging databases will also be touched upon.
**Tuesday, May 25**

2:15 pm – 3:45 pm
Highland E&F

**E-6 “Transitioning from keywords to Taxonomy in your resource department and call center”**

**Presenters:** Richard LaPratt, VIA LINK, New Orleans, Louisiana; Edward Perry, 211 Tampa Bay Cares, Clearwater, Florida

This interactive workshop will give you advice and tips on how to plan your I&R centers operational switch from a keyword-based environment to be AIRS compliant using the AIRS/211 LA County Taxonomy of Human Service. You will hear examples and gain perspectives dealing with both the resource department and call center operations.

**Wednesday, May 26**

9:00 am – 10:30 am
Highland D&G

**E-7 “Road maps to resources: Creating effective community directories”**

**Presenters:** Martha Love, Springfield-Greene County Library District and Missouri 211, Missouri; Audrey May, LINC/211 of the Memphis Public Library & Information Center, Tennessee

I&Rs provide referrals that improve lives. Referrals are often given by phone but useful directories and “quick guides” can be created in a variety of formats. Participants will discuss ways they can create customized community resource guides, using several formats and information from I&R databases.

**Monday, May 24**

1:00 pm – 2:30 pm
Cascade A

**F-2 “Quality, training, and coaching – Best practices for I&R contact centers”**

**Presenter:** Amy Latzer, 211 LA County, San Gabriel, California

Quality, training, and coaching go hand in hand at any successful I&R. Learn how to create a quality evaluation, and how to analyze results to create a training and coaching plan that will enhance the overall quality of service delivered to the community. Come and learn in a hands on workshop how to create a quality assurance, training, and coaching program for your I&R contact center.

**Tuesday, May 25**

8:30 am – 10:00 am
Cascade A

**F-5 “Looking through the lens of a remote service delivery model”**

**Presenters:** Janna Shoe and Sandra Ray, United Way of Greater Houston, Texas

This workshop will focus on a model for remote service delivery while day-to-day call center operations are handled in “second question”, discuss issues like probing for additional information, determining follow-up, and closing calls when multiple needs have been discovered.

**Monday, May 24**

3:15 pm – 4:45 pm
Highland E&F

**F-8 “Focus on detail: Achieving AIRS Standards with the AIRS / 211 LA Taxonomy”**

**Presenter:** Cathleen Kelly, CDK Consulting, New York, New York

The AIRS Standards include requirements for using the AIRS/211 LA Taxonomy, and many requirements with which the Taxonomy can help. This workshop will briefly review the standards as a whole, and then concentrate how your organization can meet many of the standards by using the AIRS/211 LA Taxonomy. This session is geared to anyone who wants to focus their resource database on I&R excellence, meeting the AIRS Standards, or eventually securing accreditation.

** Monday, May 24**

10:00 am – 11:30 am
Cascade A

**F-1 “Asking the second question: Beyond the basics of I&R”**

**Presenter:** Sandra Ray, United Way of Greater Houston, Texas

I&R as a profession is famous for telling the world, “we ask the second question,” although many realize that defining that concept is not as easy. This workshop will define the
a separate geographical region. With one outreach staff person, the successful continuation of I&R service delivery will be highlighted in a regional area while providing resource database updates, staff education and training on specific community referrals.

**Tuesday, May 25**
2:15 pm – 3:45 pm
Cascade A
F-6 “Follow-up and advocacy: Creating the full picture of your I&R service”
**Presenter:** John Plonski, Hicksville, New York
When we hang up the phone or the client leaves the office is the interaction over? Not necessarily. Follow-up and Advocacy establishes an added value of your service. It demonstrates that you are not only invested in your clients but also involved in strengthening the I&R service delivery system. This workshop will look at the AIRS Standards addressing Follow-up and Advocacy with goal of creating a cycle of Quality Assurance to further improve the value of your service to your community. Attendees will be asked to share their follow-up and advocacy policies and a discussion of best practices.

**Wednesday, May 26**
9:00 am – 10:30 am
Cascade A
F-7 “Food Stamp outreach – It’s not just a referral anymore”

**Presenters:** Mona Freels, Bill York and Claire Oksayan, 211 San Diego, California
Learn how to go beyond standard referrals to your local Food Stamp office by providing Food Stamp outreach to clients that increases revenues to your local economy and increases revenues to you. Practices that have helped 211 San Diego work closely with their county to improve Food Stamps (SNAP) throughout the region.

**Wednesday, May 26**
9:00 am – 10:30 am
Highland C&H
F-8 “Utilizing live chat to provide I&R services”
**Presenters:** Shye L. Louis, 211/LIFE LINE, a program of AB-VI-Goodwill, Rochester, New York; Jill Ordoñez, United Way 211 and Samaritans Crisis Hotline, Albany, New York; Fran Spadafora Manzella, 211 Tompkins/Information & Referral, Ithaca, New York
One characteristic of I&R is accessibility to inquirers. Having a Live Chat service creates another way to be accessible to people who prefer the online medium and to those who cannot access I&R via telephone. This workshop will offer participants the chance to explore considerations that need to be made before implementing a chat service. Guidelines for training staff and interacting in a chat environment will be provided. Program evaluation will be discussed. Live Chat will be demonstrated for participants.

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*A full-service firm integrating strategic consulting, government affairs, advocacy services and association and coalition management.*
Wednesday, May 26
10:45 am – 12:15 pm
Cascade A
F-9 “Barrier breakers: Advocacy, linking, and letting go”
**Presenters:** Traci Byrd and Misty Miller, United Way of Greater Houston, Texas
As part of our mission to impact our communities through effective and accurate I&R, come learn how to move forward in creating and implementing innovative team strategies. Learn how to empower individuals and families through follow-up calls, advocacy measures, and 360° communication.

Wednesday, May 26
2:15 pm – 3:45 pm
Cascade A
F-10 “Skill-building for effective I&R service delivery”
**Presenter:** Fran Spadafora Manzella, Human Services Coalition/211 Tompkins, Ithaca, New York
A refresher for veteran I&R Specialists and a skill-building exercise for new staff, the workshop covers a comprehensive set of I&R skills including effective listening, navigating the phases of the I&R process, and the steps involved in making appropriate referrals. Interactive exercises are an important part of the workshop allowing participants to practice the skills and techniques discussed.

**(G) Technology Track**

**Monday, May 24**
10:00 am – 11:30 am
Cascade D
G-1 “Introduction to telephone equipment and services 101”
**Presenter:** Bill Brackin, Volunteers of America North Sound 211, Everett, Washington
You will gain enough knowledge to begin to research telephone equipment, services, and maintenance contracts. You will learn the vocabulary of the telephone industry, basic components of a telephone system, explore options, discuss hiring consultants, and learn about negotiating with vendors.

**Monday, May 24**
1:00 pm – 2:30 pm
Cascade D
G-2 “Google Apps for Domains- Save money & improve collaboration!”
**Presenter:** Augustine “Tino” Paz, United Way Worldwide, Alexandria, Virginia
This workshop is primarily intended for I&R service providers and will focus on the potential uses of Google Apps for Domains (non-profit version) for supporting essential operational aspect of everyday work requirements, including email, calendaring, document creation, collaboration & distribution.

**Monday, May 24**
3:15 pm – 4:45 pm
Cascade D
G-3 “Using technology to screen and enroll people in benefits: An overview of Benefits CheckUp”
**Presenter:** Marlene Schneider, National Council on Aging, Washington, District of Columbia
Online screening and application tools can help you connect your clients with all of the public and private benefits for which they may be eligible. In this session, you will learn why these tools are so important and become familiar with BenefitsCheckUp, the nation’s most comprehensive Web-based benefits screening service for low-income seniors and other individuals.

**Tuesday, May 25**
8:30 am – 10:00 am
Cascade D
G-4 “Effectively targeting your outreach: The use of GIS mapping”
**Presenter:** Thomas (Tom) Ogden; ElderSource, The Area Agency on Aging and Aging Resource Center for Northeast Florida, Jacksonville, Florida
How do you target areas for outreach? Are you still using zip code analysis to target? Would you like to target areas of need down to a single community or neighborhood within a zip code? Would you like to reach more of your target population without increasing the number of outreach events?

Geographic Information System (GIS) mapping is an invaluable resource relating to targeting, outreach and resource/grant development. GIS mapping allows you to “hyper” target your outreach, improving event effectiveness for target populations and allowing you to maximize your outreach budgets. This presentation will cover data elements/demographic information used in mapping as well as the overall flexibility, power and detail of the GIS mapping program, including the production and use of targeting maps.

**Tuesday, May 25**
10:30 am – 12:00 am
Cascade D
G-5 “Telecommunications deciphered”
**Presenter:** Kate Stanford, ABVI-Goodwill 211/LIFE LINE, Rochester, New York
Do you feel like Robert Langdon, the famed symbologist, in the Da Vinci Codes trying to decipher a PRI from an ISDN? While I can’t promise a whirlwind tour of Europe with people chasing you, I will give you the tools you will need to decipher the telecommunications world. Join me for an overview on the basics of telecommunications. We will cover the terminology and concepts needed in the call center environment.

**Tuesday, May 25**
2:15 pm – 3:45 pm
Cascade D
G-6 “Day One: Building service capacity through technology and referral”
**Presenter:** Colleen Schmitt, Day One® of Cornerstone, Bloomington, Minnesota

This session focuses on the promising practices of the Day One® Model, a web-based “real time” response system for domestic violence victims seeking safety and services. This presentation will explore how strong provider relationships, effective technology, and efficient processes meet today’s challenge of increasing demand for services and diminishing resources.

**Wednesday, May 26**
9:00 am – 10:30 am
Cascade D

**G-7 “Intermediate telephone systems 201”**
**Presenter:** Bill Brackin, Volunteers of America North Sound 211, Everett, Washington

You will gain understanding about the optional systems that may be purchased with a telephone system, whether or not they are hardware or “software as a service” based. There will be opportunities to discuss your specific needs and options that are available to meet them.

**Wednesday, May 26**
10:45 am – 12:15 pm
Highland Ballroom E&F

**G-8 “Social networking 101”**
**Presenter:** Edward Perry, 211 Tampa Bay Cares, Florida

Social networking has made a strong impact on the communities we serve and it is here to stay. This workshop will explain the basics of social networking using videos and fun examples. Additionally, you will be introduced to the free tools available for use and explain how they can impact your I&R.

**Wednesday, May 26**
10:45 am – 12:15 pm
Lilac Ballroom North

**G-9 “Phone system efficiencies through technology: How cloud computing can improve services and flexibility”**

**Presenters:** Rodney Sackett and Mona Freels, 211 San Diego, California

Call centers today are faced with extraordinary decisions when it comes to technology needs. Many solutions can be expensive to purchase and sometimes even more expensive to implement. In this discussion we are going to walk through all the “cloud computing” technology changes made at 211 San Diego and cover our successes, challenges and why we made the decisions to change.

### (H) Trends and Tangents Track

**Monday, May 24**
10:00am – 11:30am
Aqueduct A&B

**H-1 “Washington update - Issues in I&R”**
**Presenter:** Bob Blancato, Matz, Blancato & Associates, Inc., Washington, DC

The Washington update workshop will review the federal legislation and regulations of relevance to I&R and their potential impact to I&R. Legislation which will be discussed includes, but is not limited to, the Calling for 211 Act, H.R.187-the designation of a National Information and Referral Services Day, health care reform, and the Older Americans Act 2011 Reauthorization.

**Monday, May 24**
1:00pm – 2:30pm
Aqueduct A&B

**H-2 “How do they do that? Hey, I can do this! (Part 1)”**
**Presenter:** Francesca Kranzberg, Jconnect/Information and Referral, Rockville, Maryland

Ever wonder how people put together really cool slideshows? Ever wonder how you could use that technology to enhance your own presentations? In this two part workshop we will learn just that. Part One will concentrate on Microsoft Movie Maker, a full service video-making program. Participants will then be asked to take digital photos during the Conference to make into a collaborative slideshow that will be played in the background at the closing luncheon. During Part Two, we will use the photos taken during the conference to make a very basic slideshow using the Google application Picassa. Both of these applications are readily available - Movie Maker is standard on all Windows applications and Picassa is a free application – and work best for different circumstances. Movie Maker is excellent for more sophisticated presentations, while Picassa is wonderful when time is of the essence.

**Monday, May 24**
3:15pm – 4:45pm
Aqueduct C&D

**H-3 “Advocacy 201”**
**Presenter:** Bob Blancato, Matz, Blancato & Associates, Inc., Washington, DC

Advocacy 201 will address advocacy efforts taken on in 2009 and being continued in 2010 on legislation of relevance to I&R. Bob will discuss public policy plans and how to be a successful advocate for I&R public policy issues.

**Tuesday, May 25**
8:30am – 10:00am
Aqueduct C&D

**H-4 “Preparing staff for Certification exams”**
**Presenter:** Mary Damsgaard, United Way of San Antonio and Bexar County, San Antonio, Texas

This workshop is intended for I&R managers and/or trainers concerned with the professional development of staff. The workshop will address how to motivate staff to feel confident in their ability to successfully pass exams. Information on helping staff cope with test anxiety will be provided as well as how to prepare staff to take the CIRS, CIRS-A and CRS exams.
26 AIRS 2010 Training and Education Conference

Tuesday, May 25
10:30am – 12:00am
Aqueduct C&D

H-5 “Connecting people with services: AIRS research findings and futures”

Last year, AIRS engaged Integer Research & Consulting to study member organization and workforce; I&R budget, funding and infrastructure; I&R operations and clients; and community perceptions and policy concerns. This workshop reports study findings: reviews the importance of research to members, AIRS, and the I&R profession; and highlights important research possibilities

Tuesday, May 25
2:15pm – 3:45pm
Aqueduct C&D

H-6 “Strength in numbers: Bringing effective group work to training programs”
Presenter: Hollis Easter, Reachout of St. Lawrence County, Inc., Potsdam, New York

Experience shows that trainees hate lectures, and that an interactive, group-oriented approach is more entertaining, more effective, and more likely to help learners develop deep command of the material, with dense connections to other subjects already learned.

As the saying goes, none of us is as smart as all of us. Working in groups helps open up avenues of thought that individuals might never have considered, and moves the process along quickly. It also provides support for learners, building a robust community through the process of learning. In this workshop, we’ll discuss ways to incorporate group learning in a typical hotline training program, and will cover the teaching skills necessary for this style of training. Although discovery learning and group work are easiest when teaching new skills, we will also show how they can be integrated into more knowledge-based subjects. We’ll also talk about the unique challenges that face group-oriented trainers, and some practical techniques for facilitating group work. With luck, we’ll even laugh!

Wednesday, May 26
9:00 am – 10:30 am
Highland Ballroom C&D

J-1 “Offer Instant Messaging, cell phone texting, email and social network channels for your clients, integrated with the iCarol I&R software and database”
Presenter: Neil McKechnie, iCarol, Mississauga, Ontario, Canada

Learn how to offer service delivery through electronic channels using the full capability of your referral database and I&R software (iCarol) without adding standalone systems to manage. Deploy Instant Messaging, Texting/SMS and more in one day, then make referrals from your database, log interactions, run reports, and more.

Tuesday, May 25
10:30 am – 12:00 am
Highland Ballroom E&F

J-2 “Multi-agency collaboration: Calculating the return on investment”
Presenters: Doug Zimmerman and Lois Ann Porter, VisionLink, Boulder, Colorado

Here is a new take on multi-agency partnerships. We know that agencies working together can provide more coherent and more coordinated services to clients, but to support this approach VisionLink has developed a Return on Investment Calculator to help your call center or organization calculate the cost savings from a multi-agency collaborative. Attend this workshop and take away not only better ways to make the case, but tools to make the financial case as well. Perfectly matched for the current economy.

Tuesday, May 25
2:15 pm – 3:45 pm
Highland Ballroom D&G

J-3 “Do you speak Vietnamese, Spanish, Mandarin, or
Portuguese? Communicating and working with limited English speakers”  
Presenter: Patricia Walls, Language Line Services, Monterey, California

One in 5 people in the United States speak a language other than English at home. In Canada, it’s one in three people! Is your organization capable of working with individuals who do not speak English? Language Line Services shows you how to reach out to limited English-speaking communities and how to communicate with those individuals to make a difference.

Wednesday, May 26
10:45 am – 12:15 pm
Highland Ballroom D&G

J-4 “Using IRis 4.0 to Capture Calls & Follow Ups”  
Presenters: Deb Petty, Cathy (Richie) Smith and Janet Winston, Bowman Systems, Shreveport, Louisiana

Get the most out of your IRis 4.0 software! Learn best practice procedures for your day-to-day mission critical I&R/A activities. This session focuses on performing Call Intake and Follow Up Calls, and covers: using the Switchboard, exploring the various search options, marking needs as met/unmet, and scheduling and performing follow ups. We’ll run through actual call scenarios and even take some from the crowd. This workshop is geared toward anyone responsible for performing call intake and follow up calls, and their supervisors.

(K) 2-1-1 Track

Monday, May 24
10:00 am – 11:30 am
Highland Ballroom A&K

K-1 “Exercise versus reality – CDC-INFO National Contact Center in a pandemic”  
Presenter: Susan K. Laird, MSN, RN, Centers for Disease Control and Prevention (CDC), Atlanta, Georgia

The role of CDC-INFO as the National Contact Center for CDC will be described in general and in particular around emergency response. The presenter will facilitate active dialogue with contact center directors and managers around how 211 can coordinate with CDC-INFO for proactive emergency response planning. Actual lessons learned from H1N1 and other emergency events will be shared as examples to illustrate.

Monday, May 24
1:00 pm – 2:30 pm
Highland Ballroom A&K

K-2 “H1N1: 211 Contributed, 211 Benefitted, 211 Learned”  
Presenters: Robert McKown, Heart of West Michigan United Way, Grand Rapids, Michigan; Beth Wick, 211 Texas Information & Referral Network, Austin, Texas; Teena Edwards, Texas Department of State Health Services Community Preparedness Section, Austin, Texas; Emily Berndt, 211info, Portland, Oregon; Lorna Kuci, Utah Food Bank, Salt Lake City, Utah

A panel presentation identifying the roles 211 programs played in the states of Oregon, Texas, Utah, and Washington and Grand Rapids, Michigan in communicating information about the H1N1 virus or scheduling appointments for the vaccine. Panelist will identify the benefits the use of 211 provided the state or community, describe the value the 211 programs gained and lessons learned through the experience. Panelist will also describe what led to the 211 involvement, and share key issues that were addressed to prepare for further work of this kind and lessons the 211s learned.

Monday, May 24
3:15 pm – 4:45 pm
Highland Ballroom A&K

K-3 “National Call Routing: Its impact on 211”  
Presenters: Jamesena Grimes Moore, United Way of the Midlands, Omaha, Nebraska; Lucinda Nord, Indiana
Association of United Ways, Indianapolis, Indiana; Rick Jones, NENA (National Emergency Number Association), Arlington, Virginia

All levels of 211 workers need to understand what a wire line call, a VoIP call, or a cell phone call has in common? Routing and caller location capability regardless of the technology the caller is using. The increased use of text messaging and video calls especially for the portion of our population that are sight and hearing challenged will also be discussed as it relates to N11 services. Learn how the need (routing and location determination) is being addressed for N11s and learn more about NESIC (N11/8XX Essential Services Interoperability Council)

Tuesday, May 25
8:30 am – 10:00 am
Highland Ballroom A&K
K-4 “211 Assembly (Part 1)"
Presenters: Jamesena Grimes Moore, United Way of the Midlands, Omaha, Nebraska; Linda Daily, United Way Worldwide, Alexandria, Virginia

Now in its 8th year, the 211 Assembly provides an update and lively discussion about critical issues for the 211 field. Due to space limitations, participation may be limited to one representative from each active 211 Center. Hot topics expected for the 2010 Assembly include federal and state legislation, sustaining 211 in challenging economic times, marketing and special promotion campaigns, 211 US, and more. All 211 Centers are encouraged to send one rep.

Tuesday, May 25
10:30 am – 12:00 am
Highland Ballroom A&K
K-5 “211 Assembly (Part 2)"
Presenters: Jamesena Grimes Moore, United Way of the Midlands, Omaha, Nebraska; Linda Daily, United Way Worldwide, Alexandria, Virginia

Now in its 8th year, the 211 Assembly provides an update and lively discussion about critical issues for the 211 field. Due to space limitations, participation may be limited to one representative from each active 211 Center. Hot topics expected for the 2010 Assembly include federal and state legislation, sustaining 211 in challenging economic times, marketing and special promotion campaigns, 211 US, and more. All 211 Centers are encouraged to send one rep.

Tuesday, May 25
2:15 pm – 3:45 pm
Highland Ballroom A&K
K-6 “Difficulties, benefits, and the vision of 211 research collaboration”
Presenters: Matthew Kreuter, Kate Eddens, Jason Purnell and Debbie Pfeiffer, Health Communication Research Laboratory, Washington University in St. Louis, Missouri

An interactive presentation using hand-held perception analyzer devices to explore in real time, information specialists’ perceived and actual difficulties with callers participating in health screening and referrals. We will present findings from a study with 211 in Seattle, Houston, and North Carolina, discuss lessons learned, and provide a question/answer time.

Wednesday, May 26
9:00 am – 10:30 am
Highland Ballroom A&K
K-7 “Speaking United Way”
Presenter: Linda Daily, United Way Worldwide, Alexandria, Virginia

Learn about the latest developments and priorities for United Way Worldwide and the broader United Way movement. Understand the current needs of United Ways as funding partners and better appreciate their pressures, realities and requirements. Ideal for 211 services that are not United Ways (but might even be interesting for some that are!)

Wednesday, May 26
10:45 am – 12:15 pm
Lilac Ballroom South
K-8 “Keeping clients healthy: Integrating proactive health screening and referral into 211”
Presenters: Kate Eddens and Matthew Kreuter, Health Communication Research Laboratory, Washington University in St. Louis, Missouri

This workshop will discuss integrating proactive health screening and referrals into 211. The workshop will consist of a presentation of up-to-date findings from a study currently being conducted with United Way 211 Missouri, a discussion of lessons learned from an academic/211 collaboration, and open discussion with attendees.

Wednesday, May 26
10:45 am – 12:15 pm
Highland Ballroom A&K
Presenters: Dr. Sherry Bame, Texas A&M University, College Station, Texas; David Jobe, Greater Houston United Way, Texas

In this session, we will examine the differences in 211 call patterns during 2005 (Katrina-Rita) and 2008 (Dolly-Gustav-Ike) hurricanes in Texas by disaster phases, managing surge of 211 calls for disaster sites and evacuation destinations; and the implications of 211 disaster data on emergency management and community response planning and policies.

Wednesday, May 26
2:15 pm – 3:45 pm
Highland Ballroom A&K
K-10 “211 US online collaboration and communication”
Presenter: Augustine “Tino” Paz, United Way Worldwide, Alexandria, Virginia

This workshop is primarily intended for 211 services providers and will focus on both the mechanics and content for meaningful interaction on an on-going basis in support of the development of 211 US as a framework for strengthening collaboration, sharing best practices and improving communications.
## Conference Presenters

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<td><a href="mailto:PWalls@languageline.com">PWalls@languageline.com</a></td>
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<tr>
<td>Carrie Whitwood</td>
<td>Allegany/Western Steuben Rural Health Network</td>
<td><a href="mailto:whitwoodc@awsrhn.org">whitwoodc@awsrhn.org</a></td>
</tr>
<tr>
<td>Beth Wick</td>
<td>211 Texas Information &amp; Referral Network</td>
<td><a href="mailto:Beth.Wick@hhsc.state.tx.us">Beth.Wick@hhsc.state.tx.us</a></td>
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<tr>
<td>Janet Winston</td>
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<td><a href="mailto:jwinston@bowmansystems.com">jwinston@bowmansystems.com</a></td>
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<tr>
<td>Carol Wood</td>
<td>The Institute for Human Services</td>
<td><a href="mailto:woodc@ihsnet.org">woodc@ihsnet.org</a></td>
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<tr>
<td>Bill York</td>
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<td>Doug Zimmerman</td>
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<td><a href="mailto:zimmerman@visionlink.org">zimmerman@visionlink.org</a></td>
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Shreveport, LA 71101-5304  
318-213-8780 x143  
bpatten@bowmansystems.com  
www.bowmansystems.com  
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800-677-1116  
SReynolds@n4a.org  
www.eldercare.gov  
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**Epilepsy Foundation, National Office**  
Eric Hargis, *CEO*  
8301 Professional Place East  
Landover, MD 20785  
301-459-3700  
800-332-1000  
www.epilepsyfoundation.org  
The Epilepsy Foundation is the national voluntary agency dedicated solely to the welfare of the almost 3 million people with epilepsy in the U.S. and their families. The organization works to ensure that people with seizures are able to participate in all life experiences; to improve how people with epilepsy are perceived, accepted and valued in society; and to promote research for a cure. In addition to programs conducted at the national level, epilepsy clients throughout the United States are served by more than 50 Epilepsy Foundation affiliates around the country.

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Patti Walls, AIRS Account Manager
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pwalls@languageline.com
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