

THE 38TH
ANNUAL
WISCONSINAIRS
CONFERENCE

November 2 & 3 2017

KALAHARI CONVENTION CENTER
1305 Kalahari Drive Wisconsin Dells, WI 53965



Our mission is to promote the Information & Referral Profession and support professionals engaged in Information & Referral and Information & Assistance.

www.wisconsinairs.com



38th Annual WisconsinAIRS Conference

November 2nd - 3rd 2017

Conference Objectives

1. To provide opportunities for knowledge enhancement and skill development for professionals in the field of information and referral/assistance.
2. Promote excellence and professionalism in the fields of I&R and I&A.
3. Provide a vehicle for training, peer support and communication.
4. To convey the mission, purpose about WisconsinAIRS.
5. To offer opportunities for professionals in the field of information and referral/assistance to learn from each other and their experiences and background.

Intended Participants

- Independent Information & Referral Agencies and Programs
- Public Libraries
- United Ways
- Hospital Sponsored Information & Referral Programs
- County/Tribal Aging Departments
- 2-1-1 Centers
- Crisis Centers
- ADRCs
- Area Agencies on Aging
- Child Care Resource & Referral Agencies
- Family Resource Centers
- Independent Living Centers (ILC)
- Student Interns
- Mental Health Resource Centers
- Alzheimer's Agencies
- Parkinson's Agencies
- Brain Trauma Associations/Agencies
- Cancer Associations/Agencies

Table of Contents	
3	Conference Agenda
4	Plenary Sessions
5-6	Workshop Details
6	After Hours
6	Join Our Board
7	General Conference Registration Information
7	Registration Fees & Cancellations
7	AIRS Certification Test
8	Hotel/Lodging Reservations
8	Conference Meal Information
8	Gift Baskets/Tips for Attendees
9	Scholarship Information & Application
10	WisconsinAIRS Information
11	Alliance of Information & Referral Systems Information



38th Annual WisconsinAIRS Conference November 2 & 3, 2017

CONFERENCE AGENDA

THURSDAY, November 2, 2017		Room
8:30 – 9:30	Registration (w/ Full Breakfast)	South Hallway
9:30 – 10:00	Welcome to Conference Participants, Introductions & WisconsinAIRS Annual Membership Meeting	E/F Convention Center
10:00 – 10:15	Break	
10:15 – 11:45	Workshop Series A	
A1	Welcome to the Profession: An Orientation to the World of I&R/A	Tamarind
A2	Milwaukee County’s Plan to End Chronic Homelessness: A Housing First Approach	Portia
A3	Graying of the Rainbow: Creating Safety and Inclusion for LGBT Older Adults	Wisteria
11:45 – 12:30	Lunch	E/F Convention
12:30 – 1:30	Keynote: Former Governor Martin J. Schreiber, My Two Elaines: Learning, Coping, and Surviving as an Alzheimer’s Caregiver	E/F Convention Center
1:30 – 1:45	Break	
1:45 – 3:15	Workshop Series B	
B1	Opioids in Your Community: How Can We Make an Impact?	Tamarind
B2	Veterans Benefits	Portia
B3	Partnering with Tribes in Wisconsin: Value in Cultural Competencies	Wisteria
3:15 – 3:30	Break	
3:30 – 5:00	General Session: 2-1-1 Wisconsin Response to Local Disasters	E/F Convention Center
5:30	Networking Reception	WI Brew Pub
FRIDAY, November 3, 2017		
8:30 – 9:00	Registration (w/ Continental Breakfast)	South Hallway
9:00 – 10:30	Keynote: Marc Perry, Implicit Bias	E/F Convention Center
10:30 – 10:45	Break	
10:45 – 12:15	Workshop Series D	
C1	An Intro to Powers of Attorney and Guardianships	Tamarind
C2	Recognizing and Responding to Suicide Risk	Portia
C3	Financial Exploitation- “The Crime of the 21 st Century”	Guava
12:15	Conference Concludes	

KEYNOTE Thursday, November 2nd

My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver -Former Wisconsin Governor Martin J. Schreiber

Join former Wisconsin Gov. Martin J. Schreiber as he shares lessons from his decade-plus journey as a caregiver for his wife, Elaine, who lives with Alzheimer's disease. Governor Schreiber will candidly describe his challenges and missteps, and highlight how compassion and humor provide comfort to both caregiver and the person with dementia. His raw honesty and practical advice will inspire other caregivers to find patience, courage and love as they climb the Alzheimer's mountain. *My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver* will be available for purchase for \$15. Net proceeds will be used to promote Alzheimer's caregiver support programs.



GENERAL SESSION Thursday, November 2nd

2-1-1 Wisconsin Response to Local Disasters

-Amy Fluno, Program Director with United Way of Inner Wisconsin; Bob Waite, Executive Account Manager Impact 2-1-1; Kim Knutson, Line Supervisor at Great Rivers 2-1-1; and Burlie Williams, State Operations Manager for 2-1-1 Wisconsin.

2-1-1 Wisconsin and the local 2-1-1 centers in Wisconsin have been active in planning and response to disasters for many years. Come to this workshop to discuss lessons learned from recent events, the necessity of long term relationship building and ongoing planning for future response.

KEYNOTE Friday, November 3rd

Implicit Bias

-Marc Perry, Director of Community Programs at Community Action, Inc. of Rock & Walworth Counties

Bias is defined as prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. Implicit bias is the bias in judgment and/or behavior that results from implicit attitudes and implicit stereotypes that often operate at a level below conscious awareness and without intentional control. Managing diversity and effectively addressing the implicit bias that exists within individuals is critical to creating an inclusive work environment. This session will assist you in identifying and owning your bias, as well as identifying and addressing bias in others. We will discuss the danger and absurdity of stereotypes and share strategies for creating a workplace that is not just diverse in its makeup, but is welcoming and inclusive regardless of difference.



W O R K S H O P D E T A I L S

WORKSHOP SERIES A – Thursday, November 2, 2017

A1	<p>Welcome to the Profession: An Orientation to the World of I&R/A</p> <p>Placing a call can be the first step a person takes to understanding their situation and learning about options that may meet their needs. Whether a person wants a quick resource or is calling about long-term care needs, I & R/A professionals are there to help. This session is designed as an introduction to the field of Information & Referral/Assistance. During this session we will highlight helpful information for staff working in Aging & Disability Resource Centers and 2-1-1 contact centers.</p> <p>Presenters: Burlie Williams, 2-1-1 Wisconsin Operations Manager & Maurine Strickland, Information and Assistance, Options and Enrollment Counseling Coordinator/Office for Resource Center Development</p>
A2	<p>Milwaukee County’s Plan to End Chronic Homelessness: A Housing First Approach</p> <p>A presentation on the strategies Milwaukee County has used to dramatically reduce the chronic homeless population in Milwaukee.</p> <p>Presenter: James Mathy, Milwaukee County Housing Division</p>
A3	<p>Graying of the Rainbow: Creating Safety and Inclusion for LGBT Older Adults</p> <p>There are approximately 1.5 million lesbian, gay, bisexual and transgender (LGBT) older adults in this country. LGBT older adults are less likely to seek services from aging service providers for fear of discrimination and face complex challenges and barriers as they age. This interactive workshop will provide practical guidance, including program and policy recommendations, on developing inclusive programs and services for LGBT older adults.</p> <p>Presenter: Britta Larson, Director of Senior Services, Center on Halsted</p>

WORKSHOP SERIES B – Thursday, November 2, 2017

B1	<p>Opioids in Your Community: How Can We Make an Impact?</p> <p>Every day, more than 90 Americans die after overdosing on opioids. This is a serious national crisis that affects public health as well as social and economic outcomes in our community. It has destabilized families and torn apart other families. Where does Wisconsin fit into all of this? How did this all start and what can we do to help stop this epidemic. We will look at Opioids trend in Wisconsin and will bring awareness and information to different approaches to treatment.</p> <p>Presenter: Patricia Gutierrez, Impact Alcohol and Other Drugs Abuse Services Program Coordinator, IMPACT</p>
B2	<p>Veterans Benefits</p> <p>Overview the role of a County Veterans Service Officer and discussion of benefits that are particular to older and disabled veterans.</p> <p>Presenter: Tony Tyczynski, Sauk County Veterans Service Officer</p>
B3	<p>Partnering with Tribes in Wisconsin: Value in Cultural Competencies</p> <p>This presentation will share strategies utilized by the Wisconsin Department of Health Service (WI DHS) in developing successful partnerships between Tribes and the State, with the goals of expanding access to Long-Term Care Services and Supports in tribal communities and delaying entry into nursing homes. Two models of partnership will be explored between Tribes and Aging and Disability Resource Centers (ADRCs). These models include: tribal participation as a “full governing partner” within the ADRC, as well as an alternative model where the Tribe contracts directly with the State for a Tribal Aging Disability Resource Specialist (ADRS) position. Coordination of service providers; successful communication strategies; the importance of identifying tribal communities’ needs and assessment of capacity for service provision; and understanding the distinctive needs of Tribal communities, the overall landscape of government to government relationships and the importance of building sustainable programs.</p> <p>Presenters: Sherry Schuelke, Regional Quality Specialist, State of Wisconsin Department of Health Services, Madison, WI; Grace Livingston, Tribal Aging Director and ADRS Supervisor, Red Cliff Band Of Lake Superior Chippewa Indians, Chippewa, WI; Carol Hamblin, Tribal Aging & Disability Resource Specialist, Member of Lac Courte Oreilles Band of Lake Superior, Hayward, WI; Melanie Whitney, Tribal Aging & Disability Resource Specialist, Member of Menominee Indian Tribe of Wisconsin, WI</p>

Thursday, November 2, 2017 (9:30 am) Wisconsin AIRS Annual Membership Meeting

An annual meeting of the Board of Directors together with the membership is held at this time.

The primary purpose of the meeting is to:

- a. Receive annual reports of the officers and standing committees
- b. Elect and install Board Members
- c. Promote the purposes of WisconsinAIRS

Come early and enjoy a full breakfast before the meeting! (8:30-9:30am)

WORKSHOP SERIES D – Friday, November 3, 2017

C1	An Intro to Powers of Attorney and Guardianships An introduction to options for decision-making support using examples to explain common problems. The focus will be on powers of attorney and guardianship with some discussion of alternatives including supported decision-making. Presenter: Grace Knutson, Managing Attorney, Guardianship Support Center, GWAAR
C2	Recognizing and Responding to Suicide Risk This presentation will include a discussion about warning signs and risk factors for suicide and how best to respond if a client is exhibiting these. Presenter: Shel Gross, Director of Public Policy & Leah Rolando, Suicide Prevention Specialist, Mental Health America of Wisconsin
C3	Financial Exploitation- “The Crime of the 21st Century” Financial exploitation targeting older adults and the disabled is a major problem that is growing across the United States. Financial exploitation is believed to cost seniors an estimated \$3 billion annually. It is a threat to the health, safety, dignity and independence of vulnerable older adults, but you can help prevent it from happening. This workshop is targeted at providing those who interact with this age group with the warning signs and the tools needed to help fight back Presenter: Diane Walton, Financial Abuse Investigator, Kenosha County Adult Protective Services

Special Afterhours Networking Reception

All attendees are invited to a special 1-hour networking reception. Enjoy soda, hors d'oeuvres and networking. It's an excellent opportunity to converse with some of the day's presenters or simply to catch up with colleagues. This Networking Reception also gives a chance to mingle and exchange ideas with other WisconsinAIRS members and conference attendees.

Thursday, November 2, 2017 • Wisconsin Brew Pub, Kalahari Resort • 5:30 pm to 6:30 pm

Join our Board

The work of WisconsinAIRS is guided by a dedicated group of professionals who serve on the Board of Directors. We are actively looking for new members for the Board. Members of the Board come from roles as Information and Referral / Assistance Specialists, Resource Specialists, or supervisors. They work around the state of Wisconsin in 2-1-1 call centers, ADRCs, Aging units, or specialized referral/assistance agencies.

The Board meets four times a year with one meeting sometimes done as a conference call.

Members serve for a three-year term and may be re-elected for a second three-year term. Members are expected to assist on one (or more) committees such as those for communications, conference, marketing and membership. If you'd like to join the board, please complete and return the [WisconsinAIRS Board Member Application](#). For more information about serving on the Board of Directors of WisconsinAIRS, please contact the Board Vice President at wisconsinairs@gmail.com

GENERAL CONFERENCE & REGISTRATION INFORMATION

REGISTRATION FEES:

TWO DAY CONFERENCE RATE			OR	ONE DAY CONFERENCE RATE		
AIRS MEMBERS				AIRS MEMBERS		
	“Early Bird” Registration On or Before 09/30/17	Registration After 09/30/17			“Early Bird” Registration On or Before 09/30/17	Registration After 09/30/17
Individual	\$120	\$130		Individual	\$70	\$80
Silver	\$114	\$124		Silver	\$67	\$77
Gold	\$108	\$118		Gold	\$63	\$73
Platinum	\$102	\$112		Platinum	\$60	\$70
NON-AIRS MEMBERS				NON-AIRS MEMBERS		
	\$170	\$180			\$90	\$100

AIRS Membership Structure for Discount

Individual: No Discount **Silver:** 5% Discount
Gold: 10% Discount **Platinum:** 15% Discount

Registration deadline is October 27, 2017. Early bird registration discount ends on September 30th, 2017. Please register as soon as possible; no walk-in registrations.

CANCELLATIONS:

Cancellations must be received 72 hours prior to arrival. No cancellations will be accepted after that date. No refunds will be provided after 72 hrs. To cover costs, \$25 of the registration fee is non-refundable. To cancel, please call 262-605-6640. You may send another person in your place if you are not able to attend. Registrants are required to cancel their own hotel reservations.

FOR CONFERENCE REGISTRATION GO TO:

www.eply.com/38thAnnualWisconsinAIRSConference

- Pay for conference by check OR credit card
 - Will receive Confirmation Email and Invoice
 - “Early Bird” discount ends 09/30/17
 - One & Two Day Registrations available
- *If paying with credit card, a transaction fee will be assessed.

AIRS CERTIFICATION TEST

Exam will be held at **1:00pm** on **Wednesday, November 1, 2017**
University of Wisconsin-Baraboo Computer Lab
Address: 1006 Connie Road (Room A116) Baraboo, WI 53913

***** DO NOT SEND TEST REGISTRATION FORMS TO CONFERENCE ADDRESS!
 SEND TEST FORMS TO AIRS IN VIRGINIA *****

AIRS Certification Testing REQUIRES a 30-Day Advance Registration through Alliance of Information & Referral Systems (AIRS). Test registration form should not be sent to WisconsinAIRS. WisconsinAIRS WILL NOT be responsible for forwarding AIRS Certification Test applications sent to conference address.

For more information about registering for the AIRS Certification test, visit www.airs.org.
 T: (703) 218-AIRS (2477), F: (703) 359-7562, 11240 Waples Mill Road, Suite 200, Fairfax, VA 22030

LODGING AND HOTEL RESERVATIONS

Lodging reservations must be made directly with the hotel. Contact the **Kalahari Resort & Convention Center** to make reservations at **877-253-5466**. Reference: **WI AIRS 2017**. Room reservation deadline is **Wednesday, October 11, 2017**.

Call soon; as a limited number of rooms are blocked at a special rate of \$82 per night for a single room; \$129 for a double, triple or quad room.

CONFERENCE MEALS

Two-Day Registration Fee includes full breakfast on Thursday, lunch Thursday and continental breakfast on Friday. Thursday evening dinner is on your own. One-day registration fee includes full breakfast and lunch on Thursday. ***Vegetarian and other meal types are available upon request.**

GIFT BASKETS

This year there will be drawings for four “themed” gift baskets for those **in attendance**. Two baskets will be drawn on Thursday during the Annual Membership Meeting and Lunch. Two baskets will be drawn during Friday breakfast.

TIPS FOR CONFERENCE ATTENDEES

- Dress is Business Casual
- It is helpful to bring a pad of paper, pen/pencils and highlighter
- Upon arrival, go to the registration table to receive your name tag, conference packet, etc.
- If possible, arrive early, take time to browse through the conference proceedings, check agenda to note any changes and check the hotel map to know where sessions you plan to attend are located
- Take time to network with others; breaks and lunch are a great place to do this
- Realize that rooms will be too warm/cold for some, just right for others - Dress in layers
- WisconsinAIRS will make every effort to accommodate your individual needs. If you require assistance to fully participate in this conference, please notify a Board member.

Questions about the Conference?

If you have questions about registration, conference sessions or general questions, contact:

Ashley Bardwell 262-605-6640

Email wisconsinairs@gmail.com or contact

Any WisconsinAIRS Board Member!

2017 WisconsinAIRS Conference Scholarship Application

Submission Deadline: Friday September 29th, 2017

Eligibility: Anyone who has not received a scholarship within the last two years and is a WisconsinAIRS member in good standing, either individually or through his or her employing agency.

Award: (3) scholarships (one scholarship winner per agency) will be awarded. The 2017 WisconsinAIRS Conference fee as well as **one night's lodging** in a standard double room at the conference location will be awarded. Please note: WisconsinAIRS will reserve/pay for hotel and pay conference fee.

How to apply: Submit this application, a personal essay and a letter of reference. (See below)

Name of Applicant:	Title:
Organization:	Length of time at agency:
AIRS ID/Membership Number (If applicable):	
Address:	
City, State, Zip Code:	
Phone:	
E-mail:	
Have you applied for the WisconsinAIRS scholarship in the past?	Yes No
Have you ever been awarded a WisconsinAIRS scholarship in the past?	Yes No
Is yes, when:	
Have you attended a WisconsinAIRS conference in the past?	Yes No
If yes, when:	
Are you certified? Yes No	If yes, which certification:
Applicant's Signature	Employer's Signature

Please email this application, essay answers and a letter of reference to wisconsinairs@gmail.com.

Any questions about the scholarship or application process, please contact wisconsinairs@gmail.com.

LETTER OF REFERENCE (4-5 sentences) SHOULD INCLUDE:

Writer's relationship to applicant, and how applicant is an asset to the field of I & R/ I & A.

YOUR PERSONAL ESSAY of 250 WORDS OR LESS SHOULD ADDRESS THE FOLLOWING:

Describe your job duties as they relate to I & R/ I & A. Please also address what you hope to gain from attending the conference.

If for any reason the award recipient is unable to attend the conference please note the following:

1. No substitutions will be allowed for award recipients.
2. If a recipient is unable to attend conference, if a **10 day** notice is given, there will be no forfeiture. The scholarship will then be awarded to a runner-up applicant.
3. If less than a **10 day** cancellation notice is given, the recipient's employer will be billed for cost of the conference and the hotel room.

Submission Deadline: September 29th, 2017

Welcome to the Wisconsin Alliance of Information & Referral Systems. WisconsinAIRS is the Professional Association for Community Information and Referral/Assistance Providers.



What is WisconsinAIRS?

Today more than ever, information and referral and assistance programs fulfill a vital need in our communities and Wisconsin. Human needs are more complex and having access to community resources requires the guidance of information and referral professionals. To help meet the demands of the job, information and referral specialists turn to professional organizations for training and support. WisconsinAIRS is just that organization! Our mission is to promote the information and referral profession and support professionals engaged in Information & Referral and Information & Assistance.

WisconsinAIRS is a statewide, non-profit professional association of Information & Referral (I&R) and Information & Assistance (I&A) organizations and individuals. The association is dedicated to developing and maintaining a high quality, coordinated information and referral network for Wisconsin and is an affiliate of AIRS, the national organization.

The objectives of the organization are to:

- Promote excellence and professionalism in the fields of I&R and I&A
- Provide a vehicle for peer support, regular communication, and training
- Support cooperation between information and referral providers
- Promote public awareness and understanding of the role and function of I&R services as a vital link between service seekers and service providers.

What will WisconsinAIRS do for you?

- Reduced rates at trainings and conferences
- WisconsinAIRS newsletter
- Consultation and technical assistance from other WisconsinAIRS members
- Opportunities to become involved with board and committee activities
- Keep you up-to-date on current trends and information that impacts on-going initiatives
- Email listserv offers instant access to experts and peers
- Promote adherence to Alliance of Information & Referral Systems, Inc. (AIRS) standards for delivery of I&R/A services.
- Opportunities for AIRS certification exams
- Networking opportunities

Who are our members?

- *Independent information & referral agencies and programs
- *Public libraries
- *United Ways
- *Crisis centers
- *Hospital sponsored information & referral programs
- *2-1-1 centers
- *County/Tribal aging departments

ALLIANCE OF INFORMATION & REFERRAL SYSTEMS (AIRS)

Alliance of Information & Referral Systems (AIRS) is the professional association for over 1,200 community Information and Referral (I&R) providers, primarily in the United States and Canada - *helping to bring people and services together for over 30 years*. AIRS is **the** organization for **all** I&R/A providers.

Member Of



A major membership benefit is a free hardcopy and electronic version of the 450-page "ABC's of I&R" for everyone joining at the Enhanced and Premium Levels. This new version includes revisions to the existing material, as well as additional test questions on all subject areas and a new section on working in an I&R call center.

There are four membership levels - Platinum, Gold, Silver and Individual.

A single integrated membership structure provides automatic membership for both AIRS and an applicable state/regional Affiliate. For example, a Wisconsin-based agency becomes a member of both AIRS and Wisconsin AIRS for the same price!

For more information about AIRS visit their website at www.airs.org.

The WisconsinAIRS Board of Directors

&

The Conference Committee

Thank You for participating in our

2017 Conference!