

**40th Annual Wisconsin
Conference**

November 7th & 8th, 2019

Tundra Lodge Resort & Conference Center

865 Lombardi Ave Green Bay, WI 54304

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40th Annual WisconsinAIRS Conference

November 7th – 8th 2019

Conference Objectives:

1. To provide opportunities for knowledge enhancement and skill development for professionals in the field of information and referral/assistance (I&R and I&A).
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 purpose of WisconsinAIRS.
5. To offer opportunities for professionals in the field of I&R/A to learn from each other and share their experiences and background.

Intended Participants

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

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40th Annual WisconsinAIRS Conference November 7th & 8th, 2019

CONFERENCE AGENDA

THURSDAY, November 7 th , 2019		Room
8:00a – 8:30a	Registration (w/Full Breakfast)	Ballroom Lobby
8:30a – 9:00a	Welcome to Conference Participants, Introductions & WisconsinAIRS Annual Membership Meeting	Ballroom A
9:00a – 10:00a	KEYNOTE: Self-Care for Those Who Care <i>Janis Robertson, Corporate Trainer, We Care Senior Care</i>	Ballroom A
10:00a – 10:10a	Break	Ballroom Lobby
10:10a – 11:10a	Workshop Series A	
A1	Introduction to Medigap Helpline Services	Ballroom B
A2	DICE: Describe, Investigate, Create, Evaluate	Ballroom C
11:10a – 11:20a	Break	Ballroom Lobby
11:20a – 12:20p	Workshop Series B	
B1	2-1-1: Wisconsin’s Role During Disasters	Ballroom B
B2	Identity Theft: Protect & Prevent	Ballroom C
12:20 – 1:00p	Lunch	Ballroom A
1:00p – 3:15p	Ethics and Boundaries: Collegial Relationships <i>Joan Groessl, MSW, PhD, LCSW, Associate Professor & Chair of Social Work Professional Programs, UW-Green Bay</i>	Ballroom A
3:15p – 3:30p	Break	Ballroom Lobby
3:30p – 5:00p	Ethics and Boundaries: Collegial Relationships (Cont.)	Ballroom A
FRIDAY, November 8 th , 2019		
8:00a – 8:30a	Registration (w/Continental Breakfast)	Ballroom Lobby
8:30a – 9:30a	Workshop Series C	
C1	Get to Know Your Wisconsin Independent Living Centers	Ballroom B
C2	Senior Medicare Patrol-Medicare Fraud	Ballroom C
9:30a – 9:45a	Break	Ballroom Lobby
9:45a – 10:45a	KEYNOTE: Celebrating 40 Years In the Business of Information & Referral <i>Carrie Molke, Director, Bureau of Aging & Disability Resources, Department of Health Services, State of Wisconsin</i>	Ballroom A
11:00a – 12:00p	Workshop Series D	
D1	Legal Decision Making-Making Options in Wisconsin	Ballroom B
D2	“Hey Alexa: Tell Me About Equipment for People with Vision Loss”	Ballroom C
12:00p	Conference Concludes	
12:30p	Board Meeting	Ballroom A

KEYNOTE Thursday, November 7th 9:00am-10:00am

Self-Care for Those Who Care

-Janis Robertson, Corporate Trainer, We Care Senior Care

If you have not experienced “burn-out”, I bet you know someone who has. The cure for “burn-out” sounds easy. All you need to do is to live a balanced life of caring for others and self-care by finding practical ways of incorporating these ideas into your daily life. Right? Well it is not easy, but it is possible. By using some critical thinking skills and by personalizing solutions, balance can be found! Let’s work on it together!



Objectives:

1. Prioritizing self-care to fight the very nature of being a caregiver (Caring for others over self)
2. Identifying the symptoms of imbalance in your life
3. Practicing ways to replenish your caring spirit and bring balance to your life

Janis loves people and, for as long as she can remember, has been providing care for others. Even as a child, she jumped in and assumed the role of caregiver, poised and mature beyond her years. She vividly recalls the first time someone said to her, “I could never do what you do!” At that moment, Janis knew she was destined for a purposeful calling.

As a teacher, Janis finds ways to apply that purpose to her professional life. Today as the Corporate Trainer for We Care Senior Care, she designs and leads new-hire orientation for Caregivers and other topical classes so they are equipped with the proper tools and information to, in turn, care for others.

Janis is innately a caregiver, meaning she naturally relates to Caregivers with empathy, concern and a listening ear. By tuning in to what Caregivers are saying, she connects with them on an individual level, encourages them to share their experiences and uncovers their greatest challenges. She leverages the latter as an opportunity to ensure training meets every Caregivers’ needs, as well as identifies future training, re-education and ongoing development programming.

In addition, Janis knows, all too well, that helping others can be physically, emotionally and spiritually challenging and yet wonderfully rewarding. During those challenging and stressful times, we need the support and encouragement of each other.

Ethics and Boundaries: Thursday, November 7th 1:00pm-5:00pm

Social Work Ethics and Boundaries: Collegial Relationships

-Joan Groessel, MSW, PhD, LCSW

We spend a significant amount of our lives in workplace settings. This training will examine healthy work relationships and ethical conduct toward colleagues. Within the training, we will examine the dynamics of bullying, difficult conversations, and the factors influencing work relationships. Participants will have the opportunity to apply ethical principles through case scenarios.

By the end of this training, participants will

- Develop a framework for examining workplace relationships
- Identify factors associated with healthy work relationships
- Examine the impact of personal values and ethics with collegial relationships
- Understand bullying and its impact on individuals, the team, and the organization
- Apply Codes of Ethics to scenarios using an ethical decision-making model



Joan Groessel, MSW, PhD, LCSW, earned her Master’s Degree in Social Work from UW-Milwaukee. Joan earned her PhD with an emphasis in Leadership Studies from Marian University in Fond du Lac, WI in May 2013. Her doctoral dissertation was titled, “Moral development levels and Social Worker Ethical Decision-Making.” Her research interests include ethics, inter-professional relationships and leadership. Joan joined the faculty at the University of Wisconsin Green Bay in 2008 and currently serves as Associate Professor and Chair of Social Work Professional Programs. Joan teaches a range of courses at both the undergraduate and graduate levels in Social Work. In addition to her teaching responsibilities, Joan has developed curriculum and has provided a range of trainings to various community agencies on ethics and boundaries. She spent twenty years in the County Mental Health Services as both direct and administrative staff prior to her position with UW-Green Bay. Joan has been an active member of NASW-Wisconsin and is Chair of the Continuing Education Committee.

KEYNOTE: Friday, November 8th

Celebrating 40 Years In the Business of Information & Referral and Where Might the Next 40 Years Take Us?

Carrie Molke, Director, Bureau of Aging and Disability Resources – WI Department of Health Services

Carrie Molke is the Director of the Bureau of Aging and Disability Resources in the Wisconsin Department of Health Services. The Bureau administers a wide-range of programs and services designed to support older adults and people with disabilities to remain in their homes, to be actively engaged with their communities, and to remain as independent as possible. In this role, Carrie serves as the State Unit on Aging Director, the Director of the Designated State Entity for Independent Living and the Designated State Agency for the Office of the State Long-Term Care Ombudsman. Carrie has been in the field of aging and disabilities for over 23 years- 19 of which have been with the Department of Health Services. Prior to serving as the Director of the Bureau, she worked in the Office for Resource Center Development and played a significant role in the development and expansion of Aging and Disability Resource Centers; now a statewide program and national model. Prior to working with ADRCs, she served as a policy analyst with the Community Options Program where she developed residential policies aimed at preserving funding for homecare/community living. She initiated successful strategies to increase quality in residential settings, and served as a member of a national committee on adult foster care policy. Carrie is one of 12 members of the Aging and Disability Policy Committee of the National Association of States United for Aging and Disabilities (NASUAD); a committee that advocates for and develops an aging and disability policy platform at the national level. She is a regular presenter at state and national venues. Carrie lives in Madison with her husband and three boys, ages 16, 13 and 6. She enjoys cooking, going to farmer's markets, attending Badger sporting events, drawing and painting and watching her kids play a variety of sports.



Thursday, November 7th, 2019 Wisconsin AIRS Annual Membership Meeting: 8:30am-9:00am

Come early and enjoy a full breakfast before the meeting! (8:00am-8:30am)

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 mission and purpose of WisconsinAIRS



WisconsinAIRS

Bringing People and Services Together

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

WORKSHOP SERIES A – Thursday, November 7th, 2019 10:10 AM – 11:10 AM	
A1	<p>Introduction to the Medigap Helpline Services</p> <p>The overall objective is to help ADRC's/Information and Referral staff be aware of the Wisconsin SHIP Program which includes the Medigap Helpline Services. We will discuss the mutual referrals between our agency and ADRC's to assure beneficiaries are being sent to the most suitable location for assistance. This presentation will help attendees understand the vast array of information we provide counseling on to callers that may be referred to the Medigap Helpline.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> • Attendees will gain an understanding of the Medigap Helpline Services, which are a part of the WI SHIP program • Attendees will learn what it offered to assist Medicare Beneficiaries to understand options, enrollment rights and how to select the most suitable coverage of Medicare without putting future coverage at risk. • Attendees will receive contact information for both the Medigap Helpline (all age beneficiaries) and the Medigap Prescription Drug Helpline (for persons 60 and better). <p>Presenter: Vicki Buchholz, Medigap Helpline Services Supervisor</p>
A2	<p>DICE Approach to Psychological and Behavioral Symptoms of Dementia</p> <p>Wandering? Agitation? Pacing? Repeating? Behavioral and psychological symptoms in people with dementia can have many causes including the environment, the caregiver and the individual themselves. Learning what the person with dementia is trying to communicate through their behavior is the first step in helping to meet their needs. Research shows the use of psychotropic medications to manage behaviors comes with a risk and doesn't meet the need being communicated. The DICE (Describe, Investigate, Create, and Evaluate) Approach to these behavioral symptoms of dementia was developed by a national group of dementia care experts, put together by the University of Michigan and brought to us by the Wisconsin Alzheimer's Institute.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> • Attendees will learn the techniques involved with DICE to identify the underlying causes of behavioral symptoms of dementia. • Attendees will learn how to develop a custom plan for managing behavioral and psychological symptoms of dementia. • Attendees will learn behavioral and environmental strategies for caregivers to better support people with dementia. <p>Presenter: Sheri Mealy MSW, Dementia Care Specialist</p>
WORKSHOP SERIES B – Thursday, November 7th, 2019 11:20 AM – 12:20 PM	
B1	<p>2-1-1 Wisconsin's Role During Disasters</p> <p>Disaster planning and preparedness is something everyone should think and know about. During this session, attendees will receive an overview of the statewide 211 Wisconsin system and learn how 211 Wisconsin operates during times of disaster. The presentation will highlight how 211 Wisconsin works in partnership with state and local leaders including Wisconsin Emergency Management, County Emergency Managers, United Ways and Volunteer Organizations Active in Disaster (VOAD). You will leave with tips and suggestions that will help your community prepare, respond and participate in long-term recovery efforts.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> • Attendees will learn how the 211 Wisconsin System works throughout the state • Attendees will understand the role 211 Wisconsin plays during times of disaster • Attendees will learn questions to consider when thinking about their role in disaster planning and preparedness <p>Presenter: Megan Kenney, Project Manager 2-1-1</p>

B2	<p>Identity Theft: Protect & Prevent</p> <p>Identity theft continues to be the fastest growing crime in the United States. The more we learn about it, the less vulnerable we are. Jeff will explain the different types of identity theft, how to recognize it and how to prevent it - including information about Fraud Alerts and Security Freezes. Jeff will provide tips for safeguarding personal information and how to spot the red flags of a scam. Helpful brochures will be available for you to take with you.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> Attendees will learn what identity theft is and how it happens Attendees will learn how to spot the red flags of a scam Attendees will learn how to protect themselves and what to do if they are a victim, including learning how to freeze their credit <p>Presenter: Jeff Kersten, Wisconsin Bureau of Consumer Protection Agency Liaison</p>
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WORKSHOP SERIES C – Friday, November 8th, 2019 8:30 AM – 9:30 AM

C1	<p>Get to Know Your Wisconsin Independent Living Centers</p> <p>An Independent Living Center provides services to every county in Wisconsin. They are non-profit organizations who work with all disabilities and all ages.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> Attendees will come away with a better knowledge of what an Independent Living Center is Attendees will learn what services Independent Living Centers provide Attendees will learn how/when to refer and how best to collaborate to effectively serve persons with disabilities <p>Presenters: Stacie Scheibe, IL Coordinator & Sandy Popp, Director of IL Services</p>
C2	<p>Wisconsin Senior Medicare Patrol: A Resource for those affected by Medicare Fraud</p> <p>Did you know Medicare loses billions, yes BILLIONS of dollars each year due to fraud, errors and abuse, and some of that is happening right here in Wisconsin? This session will provide information about the Wisconsin Senior Medicare Patrol program and what we are doing to help Medicare beneficiaries PROTECT, DETECT and REPORT suspected Medicare fraud, errors and abuse.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> Attendees will learn about the Wisconsin Senior Medicare Patrol program Attendees will learn about what Medicare Fraud trends look like across the country and right here in Wisconsin Attendees will learn how to connect people with the Wisconsin Senior Medicare Patrol and what help will be provided <p>Presenter: Ingrid Kunder, Project Manager, Wisconsin Senior Medicare Patrol</p>

WORKSHOP SERIES D – Friday, November 8th, 2019 11:00 AM – 12:00 PM

D1	<p>Legal Decision-Making Options in Wisconsin</p> <p>Learn about options for legal decision-making for adults in WI. This presentation will cover a variety of options in WI, including guardianship, powers of attorney and supported decision-making. This presentation will touch on the basics of each option, as well as explore some of the common issues and questions the Guardianship Support Center receives from around the state.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> Attendees will learn what legal decision-making means in WI Attendees will learn about the basics of guardianship Attendees will learn the basics about Powers of Attorney and Supported Decision-Making <p>Presenter: Kate Schilling, Managing Attorney</p>
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D2	<p>“Hey Alexa: Tell Me About Equipment for People with Vision Loss”</p> <p>Rehabilitation specialists in the blind/low vision field will demonstrate how the talking voice assistance, Amazon Echo, can be a handy voice assistant for those who are blind or visually impaired. Additionally presented will be common kitchen gadgets and other available equipment that can help persons who are blind or have low vision complete everyday tasks. Other training opportunities, resources and funding possibilities throughout the state will also be discussed.</p> <p><u>Learner Objectives and Outcomes:</u></p> <ul style="list-style-type: none"> • Demonstrate in real time how the Amazon Echo can be a handy and easily voice activated assistant for people who cannot see to dial phones or look things up on a computer • Demonstrate how common kitchen and household equipment can easily be used by persons who are blind or have low vision • Provide statewide resources related to vision loss and where to go for training, equipment, help or financial assistance <p>Presenters: Kristin Fountaine, Senior Rehabilitation Specialist, Jean Kalscheur, Education Specialist & Brent Perzentka, Certified Vision Rehab Therapist</p>
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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 typically done as a conference call. Members serve a three-year term and may be re-elected to a second three-year term. Members are expected to assist on one (or more) committees which include: 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

CONFERENCE MEALS

Two-Day Registration Fee includes full breakfast* & lunch* on 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 the sessions you plan to attend are located
- Take time to network with others; breaks and lunch offer a great opportunity for this!
- Realize that rooms will be too warm or too cold for some, just right for others - Dress in layers

Information about WisconsinAIRS

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.

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/A services as a vital link between service seekers and service providers

What will WisconsinAIRS do for you?

- Reduced rates at trainings and conferences
- Opportunities for AIRS certification exams
- Networking opportunities
- 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

Who are our members?

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



Setting the Standards for Information and Referral Services

The Alliance of Information and Referral Systems is the professional membership association for community Information and Referral (I&R). AIRS is the driving force behind the delivery of quality I&R/I&A services and the sole source for standards, program accreditation and practitioner certification for the I&R/A sector.

Our diverse membership consists of individuals, agencies, community organizations, governmental departments and others, located primarily in the United States and Canada, who help connect people to the services they require. Thousands of I&R/A practitioners in our member organizations answer approximately 28 million inquiries a year about community, social and health services.

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

Questions about the Conference?

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

Mary Updike 715-537-6225 ext. 6838

Email wisconsinairs@gmail.com or contact

Any WisconsinAIRS Board Member!

**The WisconsinAIRS Board of Directors
&
The Conference Committee want to**

Thank You

for participating in the

40th Annual WisconsinAIRS Conference