

**The Northwest Alliance of  
Information and Referral Systems  
(NW-AIRS)**

**2010 Education and Training Conference**

**October 6<sup>th</sup> – 8<sup>th</sup>, 2010**



**Building Bridges**

*Spanning the Diversity of I&R*

**Registration Brochure**

Doubletree Hotel-Lloyd Center  
Portland, Oregon

**[Conference Registration Online](#)**

**2010 Conference Sponsors**





Northwest AIRS invites you to join colleagues and friends at the bi-annual education conference, "Building Bridges: Spanning the Diversity of I&R," presented October 6-8 at the Lloyd Center Doubletree Hotel in Portland, Oregon. The conference provides continuing education, professional development and certification opportunities for professionals who work in 211 call centers, senior information & assistance programs, aging & disability resource centers and many other specialized I&R settings. Participants attend from Washington, Oregon, Idaho, Montana and Alaska.

Northwest AIRS is an affiliate of the Alliance of Information and Referral Systems, the professional association of information and referral/assistance providers throughout the United States and Canada. NW-AIR's conference has been held in the Northwest since 1985. In that time, I&R programs have developed and diversified to address the needs of the communities and populations they serve. The conference offers participants an excellent opportunity to refresh existing skills and acquire new knowledge, as well as time to network with other professionals in our changing field. This year's conference highlights the scope of programs, the range of settings, and the diversity of callers served by information and referral. Workshops address the development of aging and disability resource centers, call center and database management, I&R skills development, cultural competence, veterans programs, disaster response, and much more.

### ***Who Should Attend***

- 211 Call Center Professionals
- Senior I&A, and Aging and Disability Resource Center Staff
- City and County I&R and Customer Service Staff
- Military and Emergency Management Personnel
- Health and Human Services Providers
- Resource Specialists and Data Managers
- Crisis Line Workers

## *Hotel Information*

We are pleased to present this year's conference in Portland, Oregon at the award-winning Lloyd Center Doubletree Hotel. The Doubletree is the first hotel in Oregon to achieve a Green Seal certification and is committed to sustainable practices in the way it does business. The hotel is conveniently located on Portland's MAX lightrail line in Fareless Square and is just minutes from downtown Portland with its exciting cultural and recreational attractions, and many fine restaurants and shops.

### **Getting to the Hotel**

The Doubletree Lloyd Center is linked to Portland International Airport and Union Station by MAX lightrail or bus, and the fare for either is under \$3.00. Check [www.trimet.org](http://www.trimet.org) for schedules, maps and fare information. If you are driving to Portland, parking is available at the hotel for a day fee of \$3.00 or overnight fee of \$5.00.

## Making Hotel Reservations:

Conference participants are responsible for making their own room reservations with the Doubletree Lloyd Center. To reserve a room online, follow the link to the Hotel's NW-AIRS conference webpage: [Doubletree Hotel-Lloyd Center](#) or call the hotel directly at (800) 996-0510 to make a reservation. Identify yourself as a member of the Northwest Alliance of Information and Referrals Systems Annual Convention, Code: NAI. All individual reservations must be guaranteed with a major credit card.

**Please reserve your room by September 7<sup>th</sup>, 2010 to receive the special conference rates.**

Hotel Accommodations	
NW AIRS 2010 Room Rates	Single or Double Occupancy
Standard Guestrooms	\$139.00
Premium Guestrooms	\$159.00

**Premium guestrooms sleep up to 4  
Cost for an additional person - \$15.00**

## Scholarships

NW-AIRS has designated a block of scholarships for the conference registration fee, [click here](#) for the application form. Scholarships are available to staff of any current member organization. Supply is limited, and in the event that demand for scholarships exceeds supply, preference will be given to organizations registering more than one person for the conference. The deadline for scholarship applications is September 1<sup>st</sup> 2010.

## AIRS Certification Exam

Certification Examinations for Information and Referral Specialists (CIRS), Resource Specialists (CRS) and Specialists in Aging (CIRS-A) will be offered twice during the conference, on Wednesday October 6<sup>th</sup> at 3:30 p.m. and Friday October 8<sup>th</sup> at 12:30 p.m.

**Please note: application for the examination is separate from the conference registration and is not included in the conference registration fee.**

Applications to take the certification test can be downloaded from the AIRS website under the certification tab. In order to be eligible to take the examination, the application and payment must be received and approved at the AIRS National Office 30 days prior to the exam date. [Certification Application Form](#)

# Northwest Alliance of Information and Referral Systems Conference Registration Form



**Building Bridges**  
*Spanning the Diversity of I&R*  
Lloyd Center Doubletree Hotel - Portland, Oregon  
October 6<sup>th</sup> – 8<sup>th</sup>, 2010

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Agency Name: \_\_\_\_\_ Program Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ AIRS Membership Number: \_\_\_\_\_

Please let us know any accessibility needs or special diet requirements:

First time NW-AIRS Conference Attendee?  Yes  No

Check [www.airs.org](http://www.airs.org) for more information on NW-AIRS membership and on the requirements for certification testing

Conference Fees				
	Before September 1st		After September 1st	
	AIRS Member	Non-Member	AIRS Member	Non-Member
Full Conference	<input type="checkbox"/> \$ 180	<input type="checkbox"/> \$ 225	<input type="checkbox"/> \$ 225	<input type="checkbox"/> \$ 265
Thursday Only	<input type="checkbox"/> \$ 125	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 150	<input type="checkbox"/> \$ 170
*Friday Only	<input type="checkbox"/> \$ 80	<input type="checkbox"/> \$ 100	<input type="checkbox"/> \$ 100	<input type="checkbox"/> \$ 125
*Special rate for those attending only the 311 workshop				<input type="checkbox"/> \$ 50
<b>Total Amount Enclosed:</b>				<b>\$</b>

**Make checks payable to NW-AIRS and Return this form with check or PO #:** \_\_\_\_\_

If payment is by check or purchase order, please include names of those registering.

**Payment must be received by Friday October 1<sup>st</sup>, 2010**

**Mail, Fax, or Email Completed Form to:**

NW-AIRS Conference Registration

**C/O People For People**

**302 W Lincoln Ave**

**Yakima, WA 98902**

**Fax: 509-654-7349 Email: [wsmith@pfp.org](mailto:wsmith@pfp.org)**

**Register Online at: <http://www.nwairs.org/conferences>**

If you have questions about registration or membership, contact Wanda Smith at 509-654-7350

**Special hotel rates apply to those who make their reservations by September 7<sup>th</sup>, 2010**

NW-AIRS Special Group Code: NAI

**Doubletree Hotel-Lloyd Center**

## Wednesday, October 6th

3:00 pm - 6:00 pm ♦ Registration

3:30 pm – AIRS Certification Examination

5:30 pm ♦ No Host Bar

6:00 pm ♦ Annual Membership Meeting and Dinner

The conference kicks off with NW-AIRS 2010 Annual Meeting. The program highlights the diversity of information and referral, and information and assistance, programs in the Northwest and will include presentations of innovative 211, aging and disability services around the region. The Annual Meeting is a great opportunity to meet and network with other professionals, and to give input into our Affiliate's direction for the coming year. We look forward to seeing you there!

## Thursday, October 7th 8:30 am – 10:00 am Keynote Address

### **Bridging the Gap: Cultural Responsiveness in Information and Referral**

**Presenter: Carol French, Managing Member, Figure 8 Consulting LLC, Portland,**

## Thursday, October 7th 10:30 am – 12:00 pm Morning Workshops

### **Aging and Disability Resource Centers: A Focus on Options Counseling**

This person-centered service is tailored for each individual providing in-depth decision-support often during critical junctures in a person's life. Options counseling is provided by staff with diverse professional backgrounds and experience. During this session we will explore the components of this service, as well as how and when it is provided.

**Maurine Strickland, Information & Assistance Program Specialist, Office for Resource Center Development, Wisconsin Bureau of Aging and Disability Resources, Madison, Wisconsin**

### **Ramping Up For a Disaster**

Is your organization ready for a disaster? Do you have a plan that includes working relationships with local emergency management services? Will your phone system handle the increased volume? All of these topics and much more will be addressed in this interactive session.

**Presenters: David Lantis, WIN2-1-1 Communications Coordinator, People For People, Yakima; and Steve Pulley, Account Representative, InContact, Salt Lake City**

### **Gay and Grey Lesbian, Bi-sexual and Transgender Elders:**

#### ***A Panel Presentation and Discussion***

There are more than 3,000,000 GLBT seniors in America, and the number increases every year. There are many issues that challenge this population, among them health care, housing, unrecognized partnerships, stigmatization, financial inequities, and, for many, a lifetime of remaining "in the closet." This interactive session will explore these issues, and provide an opportunity to ask questions of a panel of GLBT elders.

**Facilitator: Carol French, Managing Member, Figure 8 Consulting, Portland**

## Thursday, October 7th 1:30 pm - 3:00 pm Afternoon Workshops

### **Aging and Disability Resource Centers: A Focus On Program Development And Implementation**

Aging & Disability Resource Centers (ADRCs) are a comprehensive service for older adults and adults with disabilities to learn about services and programs designed to meet their diverse and personal needs.

ADRCs build upon the model currently used in Senior I&A programs and extend the decision-support and other services offered. During this session we will explore the mission of the ADRC, outline core services, and share tools as well as customer focused research that has been used to support the development of ADRCs in Wisconsin over the past 10 years.

**Maurine Strickland, Information & Assistance Program Specialist, Office for Resource Center Development, Wisconsin Bureau of Aging and Disability Resources, Madison, Wisconsin**

## **Make PR More Like I&R: *Strategies to use the Social Web and Other Communications Tools to be a Force for Good While Increasing Visibility***

Every day I&R professionals do amazing work connecting people to valuable resources because of deep knowledge and compassion. Yet, when it comes to promoting those efforts, we often communicate in impersonal, jargon-laden and self-serving language. This session isn't Twitter or Facebook 101. But it will provide you with practical steps for using the social web and other communications strategies to upgrade your PR to get the attention you deserve while benefiting the community.

**Matt Kinshella, External Relations Coordinator, 211info, Portland**

## **Beyond Burnout: *Addressing the Effects of Secondary Stress on Human Service Professionals***

Working with high-conflict, multi-problem, and economically disadvantaged clients can be inspiring for professionals who work in direct human services, but it also makes them vulnerable to exhaustion. To prevent secondary stress—the vicarious impact of daily work with overwhelmed and traumatized clients—professionals need strengths-based tools to buffer the impact of their work. The goal of this training is to explore secondary stress and its impact on participants' worldview, identity, and beliefs, with particular focus on its impact on *professional decision-making*. Using experiential activities, participants will learn to identify beliefs indicative of secondary stress as well as relational strategies and tools to renew motivation and to strengthen them in doing this work over the long-term.

**Wayne Scott, MA, LCSW, Multnomah County, Department of County Management, Portland, Oregon**

◆ — *Thursday, October 7th 3:30 pm - 5:00 pm Afternoon Workshops* — ◆

## **Care Transitions and the Coaching Model**

Studies across the country have demonstrated that there are potential gaps in communication and coordination when patients transition from one setting or aspect of care to another, resulting in patient risk and increased costs. This session will discuss how communities can bridge those gaps and enable safer and more effective transitions. A coaching model which supports patients and family members to self manage care more effectively will be demonstrated. Participants will learn how elements of the coaching model can be used in various I&R settings.

**Selena Bolotin, LICSW, Care Transitions Project Manager, Qualis Health. Seattle, Washington**

## **Lessons Learned: *Collaboration, Compromise, and the Continuation of an Effective Statewide Database***

In the early 2000s, King County Crisis Clinic collaborated with regional providers, newly minted 211s, to identify options and convert from individual local databases to Northlight's Resource House software in order to work collectively as a statewide group. WIN211 data managers have since developed specific solutions for maintaining an effective database; from naming the variables, identifying priorities, communicating through conference calls and in-person meetings, to establishing QA practices and holding regional centers accountable. In this session we will cover it all! A Case Study approach will leave plenty of time for your questions, so come prepared for a conversation.

**Sarah Marshall, CRS, Resource Center Supervisor, King County 211 Crisis Clinic, King County 211, Seattle**

**Hannah Newton, CRS, Resource Center Specialist, King County 211 Crisis Clinic, King County 211, Seattle**

## **Rural Information & Assistance: *Challenges & Solutions***

Rural residents have fewer local resources available to them and often must travel great distances to reach services. People are also quite isolated and it can be challenging to get resources and information to them. This session will address some of the challenges and solutions to address rural service delivery and the needs of rural communities.

**Sharon Carter, Director of Klickitat County Senior Services, Goldendale**

◆———— *Thursday, October 7th 5:30 pm – 7:00 pm* ———◆

### **Sponsors Reception**

Come meet the conference sponsors and mingle with colleagues and friends. Enjoy a glass of wine and light hors d'oeuvres. Dinner is on your own. However, organized groups will be departing from the hotel at 7:00 p.m. to a variety of local venues for dinner or a night on the town. Enjoy a walking tour of Portland or experience the city's fine live music scene.

◆———— *Friday, October 8th 8:30 am - 10:00 am Morning Workshops* ———◆

### **The Art of Referral**

We all want to help maximize an inquirer's chances of connecting with the resources they need. But how do we go about this crucial task? This session will explore key components of the art of referral. Discussion will address strategies to assure quality referrals that respect the inquirer's ability to choose the path that is right for them, coach them on effectively communicating with agencies, set up realistic expectations, and engage in appropriate and creative problem solving.

**Kirsten Dahlberg, CIRS, Training Coordinator, 2-1-1, Crisis Clinic, Seattle**

### **Responding to the Needs of Immigrants and Refugee Communities**

This session will describe the populations of immigrants and refugees that are currently arriving in the United States. Information will be shared about the experiences that people have had in their native countries and how those experiences may affect their ability to adapt to the American way of life. Discussion will include the kinds of legal status that apply to immigrants and refugees, their common problems and practical needs, and types of community resources that exist to help them. Strategies will be shared for screening and referring immigrants and refugee callers to the most appropriate forms of assistance.

**Victoria Libov, Executive Director, Immigrant and Refugee Community Organization, Portland**

### **Customer Relationship Management and 311: *Increasing Accessibility and Improving Service Delivery***

311 is a primary point of contact that connects callers to government information and services. Join a panel of experts from cities that have implemented 311 systems to hear about their successes and challenges in implementing their programs.

**Bob Muellner, Vice President of Western Sales, North America, Lagan Technologies, Los Angeles**

◆———— *Friday, October 8th 10:30 am - 12:00 pm Morning Workshops* ———◆

### **Managing Difficult Conversations**

This session will present common types of difficult conversations, such as callers presenting with mental health issues, safety concerns, anger or aggression. The discussion will focus on interventions to manage these calls in an optimal way, using techniques such as validation, rapport-building, empathy, de-escalation, and redirection, and drawing from ProtoCall's 15+ years' groundbreaking expertise as a leader in mental health call center work.

**Stephanie Gallian, LCSW, Licensed Clinical Supervisor, ProtoCall Services, Inc., Portland**

### **Serving Those Who Served Us: *A County Veterans' Services Program Perspective***

The Northwest's largest deployment in over 60 years of "citizen soldiers" recently returned from Iraq and Afghanistan. This session will focus on the needs of veterans returning from combat, including the specific needs of women veterans, and the role of county veterans service officers who serve them.

**Gregory S. Lamb, Veterans' Services Outreach Specialist, Multnomah County's Veterans' Services, Portland**

### **Beyond the AIRS Handbook: Strategies for Managing Your Call Center**

The fundamentals of successful call center management will be outlined in this interactive session. The presenters, both seasoned managers of AIRS accredited 211 call centers, will cover program standards, goals and performance outcomes, call center metrics and reporting, as well as staff training and retention.

**Wanda Smith, CIRS, Greater Columbia 211 Call Center Manager, People for People, Yakima**  
**Emily Berndt, CIRS, 211info Services Coordinator, 211info, Portland**

◆ — *Friday, October 8th 12:30 pm AIRS Certification Examination* — ◆

**AIRS Certification Examination – Separate Advanced Registration Required**

This AIRS Certification examination is offered for individuals who qualify and who have registered at least 30 days in advance with the Alliance of Information & Referral Systems. Certification exams offered include Certified Information & Referral Specialist (CIRS), Certified Information & Referrals Specialist – Aging (CIRS-A), and Certified Resource Specialist (CRS). To obtain certification requirements, eligibility information and application forms for any of the exams, please contact AIRS at or visit the website at [www.airs.org](http://www.airs.org). **There is a cost for the exam and exam fees are not included in the conference registration fee.**

Wednesday October 6th		Schedule at a Glance		
<b>3:00 - 6:00</b>	<b>Registration</b>			
<b>3:30</b>	<b>AIRS Certification Examination</b>			
<b>5:30</b>	<b>No Host Bar</b>			
<b>6:00</b>	<b>Annual Membership Meeting and Dinner</b>			
Thursday October 7th		Presentations		
<b>7:30 - 8:30</b>	<b>Registration &amp; Breakfast</b>			
<b>8:30 - 10:00</b>	<b>Keynote Address - Bridging the Gap: Cultural Responsiveness in Information &amp; Referral</b> <i>Carol French, Figure 8 Consulting</i>			
<b>10:00 - 10:30</b>	<b>Break - Visit Conference Sponsors in the Vendor Area</b>			
<b>10:30 - 12:00</b>	<b>ADRC: Options Counseling</b> <i>Maurine Strickland, Wisconsin Aging &amp; Disability Services</i>	<b>Ramping up for a Disaster</b> <i>David Lantis, GC211 Steve Pulley, InContact</i>	<b>LGBT Elders Panel</b> <i>Carol French, Facilitator Figure 8 Consulting</i>	
<b>12:00 - 1:30</b>	<b>Lunch</b>			
<b>1:30 - 3:00</b>	<b>ADRC: Program Development &amp; Implementation</b> <i>Maurine Strickland, Wisconsin Aging &amp; Disability Services</i>	<b>Make PR More Like I&amp;R</b> <i>Matt Kinshella, 211info</i>	<b>Secondary Stress Affecting Professional Helpers</b> <i>Wayne Scott, Multnomah County</i>	
<b>3:00 - 3:30</b>	<b>Break - Visit Conference Sponsors in the Vendor Area</b>			
<b>3:30 - 5:00</b>	<b>Care Transitions and the Coaching Model</b> <i>Selena Bolotin, Qualis Health</i>	<b>Developing Shared Data Systems</b> <i>Sarah Marshall, Crisis Clinic, King County 211</i>	<b>Rural I&amp;A: Challenges and Solutions</b> <i>Sharon Carter, Klickitat Co. Area Agency on Aging</i>	
<b>5:30 - 7:00</b>	<b>Sponsors Reception</b>			
Friday October 8th				
<b>7:30 - 8:30</b>	<b>Breakfast</b>			
<b>8:30 - 10:00</b>	<b>The Art of Referral</b> <i>Kirsten Dahlberg, Crisis Clinic, King County 211</i>	<b>Responding to the Needs of Immigrants &amp; Refugee Communities</b> <i>Victoria Libov, IRCO</i>	<b>Customer Relationship Management and 311</b> <i>Bob Muellner, Lagan Technologies</i>	
<b>10:00 - 10:30</b>	<b>Break</b>			
<b>10:30 - 12:00</b>	<b>Managing Difficult Conversations</b> <i>Stephanie Gallian, ProtoCall Services</i>	<b>Serving Those Who Served Us</b> <i>Greg Lamb, Multnomah County Veterans Services</i>	<b>Call Center Management</b> <i>Wanda Smith, People for People; Emily Berndt, 211info Call Center Manager</i>	
<b>12:30</b>	<b>AIRS Certification Examination</b>			

← Conference Sponsors →

*Diamond Sponsor*



*Platinum Sponsor*



*Bronze Sponsors*

