Registration Information

The early bird has been extended until July 17, 2009! The early registration fee is $375 per conference participant. After July 17, 2009 the registration fee will be $400 per conference participant. Your registration fee will cover lunch and dinner on August 10, 2009, breakfast and lunch on August 11, 2009, break refreshments, and conference materials.

To Register
To register, visit www.incap.org and click on the Community Action Training subsection. Then click on the training listed at 2009 MACAA Conference. After you register an invoice for the conference will be emailed to you. Your payment should be sent to: MACAA c/o Human Development Commission, 429 Montague Ave., Caro, MI 48723. The registration deadline is July 29, 2009!

Lodging
Lodging will be provided at the Crowne Plaza. To reserve your room, please call 317-631-2221, and tell them you are reserving a room for the Mid-America Community Action Conference. Your room rate should be $94 a night, plus tax.

Conference Sponsor or Exhibitor
If you are interested in being a conference sponsor or exhibitor, please contact Lisa Travis, Team Leader, CAA Network Support at ltravis@incap.org.

Questions
If you have any questions, please contact Lisa Travis, Team Leader, CAA Network Support at ltravis@incap.org.
Meeting and Event Locations
Conference registration, workshops, and the exhibitor hall will be in the Omni Severin Hotel located at 40 West Jackson Place, Indianapolis, IN. All plenary sessions and meals will be in the Grand Hall of the Crowne Plaza at Historic Union Station (directly across the street from the Omni), located at 123 W. Louisiana St., Indianapolis, IN.

Conference registration and information table will be located outside the Jennings Ball Room, located in the basement of the Omni Severin Hotel. The exhibitor hall will be located inside the Jennings ballroom. Conference workshop sessions will be held at the Omni Severin Hotel, on the Mezzanine Level (2nd Floor) in one of the following meeting rooms: Fisher Ballroom A, Fisher Ballroom B, McClellan, Meridian, or Gates.

Workshop Tracks
The conference agenda was developed based on training needs identified by Community Action Agencies and workshop proposals received. There are a total of five workshop tracks that we hope will be of interest to both community action agency staff and board members. These workshop tracks include:

- Organizational Development;
- Leadership Development;
- Staff Development;
- Challenges of Change; and
- Client Programs and Services.
## Workshops At-A-Glance

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Conference At-A-Glance

Monday, August 10, 2009

8:00 – 10:00 am  MACAA Board Meeting
9:00 – 10:00 am  Registration
10:00 – 11:30 am Workshops, Session One
11:30 – 11:45 am Break
11:45 – 1:15 pm  Luncheon, Opening Remarks, and Plenary Speaker
1:15 – 1:30 pm  Break
1:30 – 3:00 pm  Workshops, Session Two
3:00 – 3:15 pm  Break
3:15 – 4:30 pm  Workshops, Session Three
6:00 – 6:30 pm  Social Time- Drinks, Appetizers, and Live Music
6:30 – 7:30 pm  Dinner Reception
7:30 – 8:15 pm  Plenary Speaker

Tuesday, August 11, 2009

7:00 – 8:15 am  Breakfast and Plenary Speaker
8:15 – 8:30 am  Break
8:30 – 10:00 am Workshops, Session Four
10:00 – 10:15 am Break
10:15 – 11:45 am Workshops, Session Five
11:45 – 1:15 pm Luncheon and Plenary Speaker
1:15 – 1:30 pm  Closing Remarks

Exhibitor Hall Hours

August 10, 2009 from 9:00 am – 5:30 pm
August 11, 2009 from 8:00 am – 11:45 am
MACAA Board Meeting
8:00 – 10:00 am
*Illinois Room, Mezzanine Level, Omni Severin Hotel*

Registration
9:00 – 10:00 am
*Outside Jennings Ballroom, Basement, Omni Severin Hotel*

Exhibitor Hall
9:00 – 5:30 pm
*Jennings Ballroom, Basement, Omni Severin Hotel*

Workshops, Session One
10:00 – 11:30 am

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MEDIA RELATIONS: MAXAMIZING OPPORTUNITIES, MINIMIZING RISKS

Track: Organizational Development

Meridian Room, Mezzanine Level, Omni Severin Hotel

Today, Community Action Agencies across the country will receive Federal stimulus dollars and non-profit organizations are learning how to exist in an environment of real-time media and social media coverage. Attendees will walk away with:

- Tools to manage media and public relations.
- Real-life examples for learning.
- Experiences through small group simulations of specific media situations.

Jennifer P. Brown
JP Squared Communication, LLC
Columbus, Ohio

EMERGING LEADERS: RESOLVING THE CONFLICT BETWEEN GENERATIONS

Track: Leadership Development

McClellan Room, Mezzanine Level, Omni Severin Hotel

Often times, people of different generations have difficulty communicating. This conflict can have a negative impact on the relationship between workers of different generations and can also impact the staff-client relationship. Role playing and data will be provided to provoke discussion about how generational differences influence our attitudes and behaviors. Strategies for resolving intergenerational conflict and promoting cooperation and teamwork are provided.

Deborah Blanks, Angela Strelka, and Dave Celata
Social Development Commission
Milwaukee, Wisconsin
HOW TO ENCOURAGE PROFESSIONAL DEVELOPMENT AMONG STAFF

Track: Staff Development

Fisher Ballroom A, Mezzanine Level, Omni Severin Hotel

This workshop will focus on how to assist your staff in identifying their strengths and developmental opportunities. The workshop will focus on the steps needed to create a professional development action plan and how supervisors and staff can have positive dialogue about these efforts. Information will also be provided on the different ways that people learn and how those learning styles can be supported.

Barbara Henry
Social Development Commission
Milwaukee, Wisconsin

CHANGE CAN BE GREAT

Track: Challenges of Change

Gates Room, Mezzanine Level, Omni Severin Hotel

Change is constant and no two days are ever the same. By understanding the process of change, participants learn how to become receptive to change because of the many positive opportunities afforded through change. The goal of this workshop is to help participants cope with their ever-changing workplaces and lives. The following elements facilitate the process:

- Maintaining a positive attitude;
- Understanding that change is constant;
- Theoretical explanations about the process of change;
- Looking at organizations that thrive on the speed of change;
- Mastering negative responses to change;
- Resisting the tendency to worry, procrastinate, and burn out;
- Making a commitment to change, a process to benefit you personally and professionally; and
- 13 PosiPower Tips to Managing Change.

Paul G. Anderson
Westerville, Ohio
FINANCIAL LITERACY CURRICULM

Track: Client Programs and Services

Fisher Ballroom B, Mezzanine Level, Omni Severin Hotel

The Financial Literacy curriculum has been designed to be used across the state of Ohio by Community Action Agency network. The statewide curriculum has been developed by Ohio Association of Community Action Agencies/Ohio Community Action Training Organization and the Office of Community Services. The curriculum consists of nearly 30 components which can be used together or separately according to the needs of the customer. The workshop will take the participants through the planning and development of the curriculum as well as provide samples of written materials and activities.

Teresa Varian
Ohio Association of Community Action Agencies
Cheshire, Ohio

BREAK
11:30 – 11:45 am

Jennings Ballroom, Basement, Omni Severin Hotel

Luncheon, Opening Remarks, and Plenary Speaker
11:45 – 1:15 pm

Grand Hall, Crowne Plaza Hotel

Plenary Speaker – Dr. Kent Keith
Dr. Keith is the Chief Executive Officer of the Greenleaf Center for Servant Leadership, based in Indiana. He has been an attorney, a state government official, a high tech park developer, a university president, a YMCA executive, and a full-time speaker and author. Dr. Keith is known nationally and internationally as the author of the Paradoxical Commandments, which he first published in 1968 in a booklet for student leaders. During the past seven years he has published four books related to the commandments, including Anyway: The Paradoxical Commandments, which became a national bestseller and was translated into 17 languages. He is also the author of The Case for Servant Leadership, published in 2008 by the Greenleaf Center.

In this plenary session, Dr. Keith will focus on The 21st Century Leader. Dr. Keith will explain the ways in which servant-leaders will meet the needs of communities in the 21st century. He will discuss the ethical, practical, and meaningful aspects of servant leadership, including the differences between the power model of leadership and the service model; key practices of servant leaders; and sources of meaning in life and work that sustain servant-leaders as they help others and change their communities for the better. He will also share the origins and meaning of the Paradoxical Commandments, which are guidelines for finding meaning in the face of adversity. Since he first published the Paradoxical Commandments in 1968, they have been used by millions of people around the world, including business, community, government, non-profit, university, and military leaders.
BREAK
1:15 – 1:30 pm
Jennings Ballroom, Basement, Omni Severin Hotel

Workshops, Session Two
1:30 – 3:00 pm

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MINNESOTA’S LEGISLATIVE COMMISSION TO END POVERTY BY 2020

Track: Organizational Development

Fisher Ballroom A, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Gregory Gray
Community Action of Minneapolis
Minneapolis, Minnesota

VIEWS ON LEADERSHIP AND LEADERSHIP DEVELOPMENT WITHIN CAAS

Track: Leadership Development

McClellan Room, Mezzanine Level, Omni Severin Hotel

Come and hear national leaders’ views on the leadership needs of CAAs.

Donald Mathis
Community Action Partnership
Washington, D.C.
PERFORMANCE EVALUATIONS: DEVELOPING NEW LEADERS – BUILDING BETTER WORKERS

Track: Staff Development

Fisher Ballroom B, Mezzanine Level, Omni Severin Hotel

The presentation begins with the importance of written evaluations. We will explain the significance of establishing measurable goals. The system requires the use of SMART goals and includes the components of SMART goals as well as examples. A presentation of an evaluation tool will complete the session.

Bertha A. Proctor and Lori Williams
PACE Community Action Agency, Inc.
Vincennes, Indiana

MAKE ROOM FOR MAVERICKS

Track: Challenges of Change

Gates Room, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Vicki Clark
Building the Capacity of Organizations
Memphis, Tennessee

RACISM AND ITS IMPACT ON OUR AFRICAN AMERICAN CLIENTS

Track: Client Programs and Services

Meridian Room, Mezzanine Level, Omni Severin Hotel

Our clients confront many challenges on a daily basis. Racism can significantly impact their ability to move beyond poverty. This workshop identifies the historical impact of racism. The negative affect that racism currently has on African as well as contemporary issues that continue to affect African American clients. Strategies that SDC has implemented to decrease the impact of racism is discussed. This workshop is highly entertaining, informative and interactive.

Deborah Blanks, Angela Strelka, and Dave Celata
Social Development Commission
Milwaukee, Wisconsin
**BREAK**

3:00 – 3:15 pm

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**Workshops, Session Three**

3:15 – 4:30 pm

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**THE TOP FIVE FINANCIAL INDICATORS IMPORTANT TO EVERY CAP**

**Track:** Organizational Development

*Fisher Ballroom A, Mezzanine Level, Omni Severin Hotel*

In these difficult financial times, it is even more important that community action agencies have an understanding of the top financial indicators that help them manage and control their finances. Issues of liquidity, debt and spending variances as well as proper policies and procedures can

**Bill Koch**  
Social Development Commission  
Milwaukee, Wisconsin
THE KEY PRACTICES OF SERVANT-LEADERS

Track:  Leadership Development

McClellan Room, Mezzanine Level, Omni Severin Hotel

During this workshop, Dr. Keith will expand on the seven key practices of servant-leaders that make it possible for them and their organizations to succeed, even in tough times. The key practices are self-awareness, listening, changing the pyramid, developing your colleagues, coaching not controlling, unleashing the energy and potential of others, and foresight.

Dr. Kent M. Keith
The Greenleaf Institute
Indianapolis, IN

DEEP CHANGE: THE EMERGING LEADER WITHIN

Track:  Staff Development

Gates Room, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Eileen Wallace
Eileen Wallace Consulting
New London, Minnesota

DEVELOPING THE POWER WITHIN

Track:  Challenges of Change

Meridian Room, Mezzanine Level, Omni Severin Hotel

Most people use between nine to fifteen percent of their actual ability. This causes frustration and overload. This seminar will give you the tools to develop the power and energy within to grow and enjoy the world around you. This seminar is for people who want to go beyond coping. You will learn to accomplish more by doing less. Learn how you form your operating system and how to tune it up. You will also learn that you manage your feelings and how you can make those feelings positive. This seminar is fun and fast paced.

Paul Clayton
P.E.Clayton and Associates, Inc.
Key West, Florida
LEADERSHIP ACROSS SOCIO ECONOMIC LINES: HOW BUILDING RELATIONSHIPS ACROSS CLASS AND RACE LINES IMPACTS POLICY

Track:    Client Programs and Services

Fisher Ballroom B, Mezzanine Level, Omni Severin Hotel

Are there rules and practices in schools and stores in your community that create unnecessary hardships for financially struggling families? Learn how grassroots efforts that build relationships across class and race lines change the mindset of communities about how they view people in poverty. Through Circles of Support, the working poor in Itasca County (Grand Rapids, Minnesota) receive personalized support from community volunteers, increase their opportunities, and develop hope for their futures. At the same time these volunteer “Allies” learn to identify and address the policies and systems that need to change in order to make “leaving poverty” possible.

Alice Moren and Jim Woehrle
KOOTASCA Community Action
Grand Rapids, Minnesota

Social Time – Drinks, Appetizers, and Live Music
6:00–6:30 pm
Grand Hall, Crowne Plaza Hotel

Dinner Reception
6:30 – 7:30 pm
Grand Hall, Crowne Plaza Hotel

Plenary Speaker – Eileen Wallace
7:30 – 8:15 pm
Grand Hall, Crowne Plaza Hotel

Eileen Wallace currently works across the country with agencies and leaders on leadership development, leading change, strategic planning, and organizational and team development, all of which ultimately build community to end poverty. Eileen's career and life have always been focused on building a more just society and working with marginalized people. She has worked in community action since 1980; in 2004, completing 10 years as a community action agency Executive Director, Eileen began her national work as a facilitator and trainer with communities interested in ending poverty.
Breakfast and Plenary Speaker
7:00 – 8:15 am
Grand Hall, Crowne Plaza Hotel

Plenary Speaker – David Bradley
David is the founder and Executive Director of the National Community Action Foundation, a private, non-profit advocacy organization that represents the nation's network of 1,100 Community Action Agencies (CAA). David gives a voice to the voiceless. For nearly three decades, David has been the preeminent advocate in Washington, D.C. working closely with the Congressional leadership, both Democratic and Republican, and with numerous Administrations, to ensure federal policies related to major social service programs make a difference in the lives of low-income Americans. In a town full of corporate lobbyists, David has created with his government relations firm Moss, McGee, Bradley and Colbert, a unique niche, specializing in assisting low-income programs and non-profit organizations with their legislative and regulatory needs. David has been widely praised by leaders of both political parties. Sargent Shriver, the first leader in the War on Poverty said it best, "No one has done more to keep the War on Poverty alive and fresh in the minds of individuals."

Exhibitor Hall
8:00 – 11:45 am
Jennings Ballroom, Basement, Omni Severin Hotel

BREAK
8:15 – 8:30 am
Jennings Ballroom, Basement, Omni Severin Hotel
Workshops, Session Four
8:30 – 10:00 am

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**FINANCIAL SECRETS: JUST ENOUGH TO BE IN THE KNOW**

**Fisher Ballroom A, Mezzanine Level, Omni Severin Hotel**

The presentation gives basic information to Board Members of non-profits. It provides information without giving too much detail that can make many financial workshops boring to non-financial participants. It covers financial statements, the need for financial policies and a finance committee. All presented in a fun format to keep participant interest.

*Bertha A. Proctor and Lori Williams*
PACE Community Action Agency, Inc.
Vincennes, Indiana

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**VIEWS ON LEADERSHIP AND LEADERSHIP DEVELOPMENT WITHIN CAAS**

**McClellan Room, Mezzanine Level, Omni Severin Hotel**

Come and hear national leaders’ views on the leadership needs of CAAs.

*David Bradley*
National Community Action Foundation
Washington, D.C.
MOTIVATING YOURSELF AND OTHERS TO EXCELLENCE

Track: Staff Development

Fisher Ballroom B, Mezzanine Level, Omni Severin Hotel

Most people use between nine to fifteen percent of their actual abilities. This causes them frustration and overload in what they do. This seminar will give you the tools to develop the power and energy within to grow and enjoy the world around you. This seminar is for people who want to go beyond coping. You will learn to accomplish more by doing less. Learn how you form your operating system and how to tune it up. Also learn that you control your feelings and how to make them positive.

Paul Clayton
P.E.Clayton and Associates, Inc.
Key West, Florida

THE COLLABORATION CHALLENGE

Track: Challenges of Change

Gates Room, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Vicki Clark
Building the Capacity of Organizations
Memphis, Tennessee

INDIANA ELIGIBILITY MODERNIZATION AND VCAN UPDATE

Track: Client Programs and Services

Meridian Room, Mezzanine Level, Omni Severin Hotel

Indiana Family and Social Services Administration is adding new ways to apply for and manage Cash Assistance, Food Stamps and Medicaid benefits, including using the Internet, the phone, or visiting local offices. Attendees will learn about the status of implementation and how they can get information about, and participate in, the new system.

Kathy Koehler and Mark Warner
Voluntary Community Assistance Network (V-CAN)
Indianapolis, Indiana
10:00 – 10:15 am
**Jennings Ballroom, Basement, Omni Severin Hotel**

**Workshops, Session Five**
10:15 – 11:45 am

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**CREATING WORLD CLASS ORGANIZATIONS**

**Track:** Organizational Development

*Fisher Ballroom A, Mezzanine Level, Omni Severin Hotel*

Learn the ten principles of making your Agency / Organization effectively meeting its mission and goals for the future. This workshop is for the whole staff, from the receptionist to the director. It teaches you how to look at your organization in a different way. Taking you out of the traditional model of working by crises and directive to working to be pro-active and objective. Make your organization a mission driven and a community model. Staff will have fun as they learn new ways of looking at the organization and working together on case studies, strategic planning and evaluations.

**Paul Clayton**
P.E.Clayton and Associates, Inc.
Key West, Florida

**MISSION DRIVEN LEADERSHIP**

**Track:** Leadership Development

*McClellan Room, Mezzanine Level, Omni Severin Hotel*

**WORKSHOP DESCRIPTION COMING SOON!**

**Vicki Clark**
Building the Capacity of Organizations
Memphis, Tennessee
COACHING A WINNING TEAM

Track: Staff Development

Gates Room, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Jordana Shakoor Anderson
Westerville, Ohio

MANAGING ORGANIZATIONAL CHANGE

Track: Challenges of Change

Fisher Ballroom B, Mezzanine Level, Omni Severin Hotel

WORKSHOP DESCRIPTION COMING SOON!

Eileen Wallace
Eileen Wallace Consulting
New London, Minnesota

ROMA – HOW SUCCESSFUL ARE WE?

Track: Client Programs and Services

Meridian Room, Mezzanine Level, Omni Severin Hotel

This session provides CAAs the opportunity to take a “hands-on” approach to tracking, monitoring, and reporting ROMA result. ROMA shouldn’t be viewed as merely another mandated requirement, but as an opportunity to let our Agencies really tell the story of how each of us uniquely, and successfully address the issues of poverty in our hometowns. This training will generate a positive approach to tackling ROMA with group activities, and materials that will allow CAAs to generate outstanding ROMA reports.

Pam Vicars
Western Indiana Community Action Agency, Inc.
Terre Haute, Indiana

Chuck Templin
Indiana Housing and Community Development Authority
Indianapolis, Indiana
Luncheon and Plenary Speaker
11:45 – 1:15 pm
Grand Hall, Crowne Plaza Hotel

Plenary Speaker – Donald Mathis

Donald W. Mathis is President/CEO of the Community Action Partnership, a Washington, DC-based national organization representing the interests of 1,000 Community Action Agencies across America that fight poverty on the local level.

Mr. Mathis provides leadership and guidance to CAAs and oversees the development and implementation of several anti-poverty initiatives, including Rooting Out Poverty: A Campaign by America’s Community Action Network. He is also responsible for raising the visibility of Community Action through strategic branding, marketing, and public relations approaches; establishing new collaborations, and advocating for the 38 million Americans living in poverty.

Closing Remarks
1:15– 1:30 pm
We hope you have enjoyed your stay in Indianapolis! Thank you for attending!