

# 2012 Tentative MACA Summer Conference Overview

Wednesday, August 1, 2012

**Board Training**

Time: 9:00 a.m. – 12:00 p.m.

Room:

Anita Lichtblau, CAPLAW

*Information coming soon!*

Thursday, August 2, 2012

**“Unconventional Ventures”**

Time: 8:30 a.m. – 10:00 a.m.

Room:

Donna Owen, MOCA

A.J. Hendrix, MOCA

Carla Potts, NECAC

Learn about starting up unconventional for-profit initiatives that can be tailored for your Community Action agency from experts in our network in an interactive panel discussion. Representatives from Missouri Ozarks Community Action (MOCA) and North East Community Action Corporation (NECAC) will provide information on the for-profit ventures they are operating in their communities. MOCA has developed a Rural Sustainable Agriculture initiative and also the coordination and creation of a fitness facility. NECAC has begun work on their Deconstruction & Salvage business. Find out how these projects started, lessons learned along the way, and where they are today.

**Balancing Act:**

Time: 8:30 a.m. – 10:00 a.m.

Room:

**Overcoming Adulthood amidst the Stress of Everyday**

Jason Kotecki

You were not designed to live a life that leaves you stressed out, worn down, and constantly running on empty. But in the crazy, fast-paced, technology-driven, always “on” world in which we live, there is more change, more choice, and more demands than ever before, pulling you in a million different directions. Maintaining a mindful and meaningful level of life balance is HUGE. And messing it up can wreak havoc with your careers, your health, and your relationships. In this session, Jason will share insights that get to the heart of the problem and simple ideas for designing a balanced life that is less stressful and more fun. Curing Adulthood™: Living and Working with Less Stress during Trying Times

**CAPLAW Took Kit**

Time: 8:30 a.m. – 10:00 a.m.

Room:

Anita Lichtblau, CAPLAW

*Information coming soon!*

**The Basic Economic Security Tables**

Time: 8:30 a.m. – 10:00 a.m.

Room:

Matt Unrath, Wider Opportunities for Women

The Basic Economic Security Tables™ (Best) Index for the United States measures the incomes and assets American workers and families require to achieve economic security over a lifetime and across generations. In this session, Wider Opportunities for Women (WOW) will review how it developed this contemporary understanding of the local costs of basic expenses and savings needs for 420 family types at the local and state level and how it may support your program and policy efforts.

**Gmail**

Time: 8:30 a.m. – 10:00 a.m.

Room:

Martin Carmichael, CMCA

*Information coming soon!*

**Photo Shop**

Leah Patrick, CMCA

**Time: 8:30 a.m. – 10:00 a.m.****Room:***Information coming soon!***Excel Basics**

Kenney Hutchison, WCMCAA

**Time: 8:30 a.m. – 10:00 a.m.****Columbia College***Information coming soon!***Break 10:00 a.m. – 10:30 a.m.****All breaks are located in the general session room.****Please take time to visit with the exhibitors while enjoying your refreshments!****Risk from Game Changing Collaborations****Oscar Chavez, Executive Director of Community Action Partnership of Sonoma County****Time: 10:30 a.m. – 12:00 p.m.****Room:**

Collaboration has long been central to the work of CAAs, including Head Start programs and other community-based organizations serving low-income individuals and families. Today, when organizations are being expected to “do more with less,” it’s even more critical. In this session, find out how your organization can lead successful community collaboration efforts to generate and implement innovative solutions, maximize limited resources, garner support and investment, and achieve increased impact. Hear from a Community Action leader about how their organization is collaborating with others in their community to address the root causes of poverty by establishing a common vision: adopting a shared set of measurable goals; and pursuing evidence-based actions that reinforce one another’s work and further those goals. Also explore common collaboration risks and how to minimize them.

**Mapping your Nonprofit’s Service Delivery Experience****Tobi Johnson, Tobi Johnson and Associates****Time: 10:30 a.m. – 12:00 p.m.****Room:**

“Customer service” is well-charted territory in the business world. But, will it translate to the social sector? Can we learn anything from for-profits that can help us better realize our community-based missions? In this workshop, you will learn how to map and analyze your current service practices and pinpoint areas that need attention. You’ll also learn how customer service excellence can drive strong word of mouth marketing, which makes spreading the word about your good work much easier to accomplish. You may discover that even small changes in the way you do business may lead to even stronger relationships that promote the best outcomes for everyone -- clients, programs, and communities.

**Satisfying Your Hunger for Life:****4 Non-food Nutrients You Must Add to Your “Diet”.**  
**Mary Shackelford, Mary Shackelford Wellness Solutions****Time: 10:30 a.m. – 12:00 p.m.****Room:**

In this session we will discuss the non-food nutrients you must have in your daily “diet” for a truly healthy and happy life. This is an interactive session that includes activities to help you create the perfect recipe for happiness and satisfaction in your life. Participants will:

- Identify the 4 key non food nutrients needed for true health
- Assess their Circle of Life™
- Identify their personal language of love profile
- Develop action steps for creating more balance in their lives

**The Basic Economic Security Tables (repeat)**  
**Matt Unrath, Wider Opportunities for Women**

**Time: 10:30 a.m. – 12:00 p.m.**

**Room:**

The Basic Economic Security Tables™ (Best) Index for the United States measures the incomes and assets American workers and families require to achieve economic security over a lifetime and across generations. In this session, Wider Opportunities for Women (WOW) will review how it developed this contemporary understanding of the local costs of basic expenses and savings needs for 420 family types at the local and state level and how it may support your program and policy efforts.

**Photo Shop**

Leah Patrick

**Time: 10:30 a.m. – 12:00 p.m.**

**Room:**

*Information coming soon!*

**Adobe Forms Designer**

**Martin Carmichael**

**Time: 10:30 a.m. – 12:00 p.m.**

**Room:**

This course will cover how to create a PDF using Adobe LiveCycle Designer. In this class, we will start from scratch and create a form that can be filled out by anyone using a computer. We will add text, images and fillable fields to the form including form logic such as automatic calculation and error checking. We will cover the various windows, commands and features of LiveCycle as well as how they interact with each other. Participants do not need prior experience with Adobe, though it would be helpful. Participants should also be proficient at using a PC, including using basic menu functions, resizing windows and understanding general PC concepts, such as how to locate a file. This class is not for beginning computer users.

**Word**

**Bryan Thomas, NMCAA**

**Time: 10:30 a.m. – 12:00 p.m.**

**Columbia College**

*Information coming soon!*

**ROMA Outcomes**

**Mary Mullins, MOCA**

**Kurt Brewer, MACA**

**Time: 10:30 a.m. – 12:00 p.m.**

**Columbia College**

*Information coming soon!*

**Awards Luncheon**  
**12:15 p.m. – 1:45 p.m.**

**Be the Change: Realigning Your  
Organization for Optimal Impact**

**Oscar Chavez, Executive Director of Community Action Partnership of Sonoma County**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

Organizations helping low-income people achieve economic self-sufficiency are increasingly expected to demonstrate how their work positively impacts the lives of people and communities they serve and to broaden that impact. Meeting these expectations often seems like a daunting task. Get ideas and inspiration from one Community Action Agency that is rising to the challenge by evolving from an organization that simply delivers safety-net services to one that facilitates community-wide changes in systems and policies to reach more people and help them out of poverty. Discover what a “theory of change” is and how the CAA is implementing its theory of change by: restructuring its internal operations; adopting evidence based practices and defining, measuring and documenting the impact of its programs; and taking on

expanded “intermediary” role in its community – incubating innovative approaches to helping families escape poverty; tackling local policies and systems; and building capacity among community partners.

**You Can’t do it Alone:**

**Designing a Magnet Volunteer Program**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

**Tobi Johnson, Tobi Johnson and Associates**

Community volunteers are a critical part of the service delivery strategy of many organizations, and not only because they will work for free. Volunteers help us expand our reach beyond our agencies’ doors and bring valuable insights and perspectives to the table. In this workshop, we’ll share a vision of how volunteers can help your organization deliver on its promise to local communities and give you practical tools to build a successful program from the ground up or renovate a lackluster program that has lost momentum.

**The Strategic Funding Universe**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

**Tiffany Applegate, Applegate Consulting**

All nonprofit organizations need money to fulfill their mission - No money, no mission! There is no one size fits all approach to fund development that works for every organization. A variety of funding streams and dozens of funding opportunities available to nonprofits; which opportunities are most appropriate for your organization at this point in the journey? Workshop participants explore these areas, as well as the board’s role in fund development, individual donor development, event fundraising, and other key areas of fund development. Exercises allow you to determine which funding streams present the greatest opportunity for your organization.

**Using Talent Review to Achieve Your Mission**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

**Chris Awad**

As their organizations become more stretched and stressed, it is important that leaders better understand and develop their employees. It is imperative to identify the competencies necessary to achieve the strategic vision and then to assess employees in light of those competencies. This session will describe a process called talent review, which can be used to assess the talent in one’s organization with a special eye toward strong leadership and the attainment of the organization’s goals and objectives. The presenter will share templates and inventories that can be borrowed and used immediately in an effort to create development plans for employees and to identify talent gaps in the organization.

**MIS Reports and Data**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

**Mary Mullins, MOCA**

**Kurt Brewer, MACA**

*Information coming soon!*

**Getting More from your PC:**

**User Tips and Safe Browsing**

**Time: 2:00 p.m. – 3:30 p.m.**

**Room:**

**Chris Macy, CMCA**

**Bryan Thomas, NMCAA**

*Information coming soon!*

**Excel: Advanced**

**Time: 2:00 p.m. – 4:00 p.m.**

**Columbia College**

**Sean Wicklund, USCAA**

**Kenney Hutchison, WCMCAA**

So you know the basics, but you want to do more? Join us as we explore some of the advanced features of Excel, including mail merge, importing and exporting data, linking between worksheets, nested formulas, advanced graphing, how to protect your spreadsheet data, and more!

*Information coming soon!*

Break 3:30 p.m. – 4:00 p.m.  
All breaks are located in the general session room.  
Please take time to visit with the exhibitors while enjoying your refreshments!

**Advancing Community Action  
Through Public/Private Partnerships**  
**R. Eric Staley, Missionmapping**

**Time: 4:00 p.m. – 5:30 p.m.**

**Room:**

As the distinctions between the public, private, and independent sectors fade, the potential partnership of these sectors with community action agencies in support of community-based missions is enhanced significantly. Community action agencies can become well positioned to take advantage of this sector merger to advance their programming by increasing the investment of the partners through the “three W’s” - work, wisdom, and wealth; taking a more strategic approach to the organizational framework necessary for an effective partnership; and developing new and creative methods of recruiting members to the partnership.

This session will explore the tools and strategies associated with getting the most out of public/private partnerships by looking at these specific strategies as ways of clarifying the distribution of partner roles and duties to ensure and increase cross-sector outcomes.

**Mastering the Message**  
**Tiffany Applegate, Applegate Consulting**

**Time: 4:00 p.m. – 5:30 p.m.**

**Room:**

This 90-minute workshop introduces the concept of strategic messaging, explores the value the right message, and explains the process of developing strategic messages for an organization. We’ll combine brief periods of instruction, robust discussion, and exercises that allow participants to apply these concepts to their organizations and communities to garner additional resources and support.

**Maximizing your Leadership Potential Opportunities** **Time: 4:00 p.m. – 5:30 p.m.**  
**Jarrold Gillespie, CAASTLC**  
**Emily Young, CMCA**  
**Heather Rohn, NMCAA**  
**Lindsey Dumas-Bell, OACAC**  
**Donna Vent, DAEOC**  
**Chris Macy, CMCA**

**Room:**

Do you want to learn about the benefits of key leadership opportunities available in Missouri? Six emerging leaders in the Missouri Community Action network will share their experiences with various leadership opportunities they have encountered. This session will focus on the options available as well as the skills the panel has mastered and applied to their day to day job functions. This panel discussion will be facilitated by Heather Lockard, MACA.

**Influencing the Influentials**  
**Melissa Boteach, Half in Ten Campaign**

**Time: 4:00 p.m. – 5:30 p.m.**

**Room:**

*Information coming soon!*

**Engaging your Audience with Multimedia**

Bryan Thomas, NMCAA

**Time: 4:00 p.m. – 5:30 p.m.**

**Room:**

*Information coming soon!*

**Google Docs/Google Sites**

Martin Carmichael, CMCA

**Time: 4:00 p.m. – 5:30 p.m.**

**Room:**

*Information coming soon!*