

**Northern New England CAA Conference**  
**Wednesday May 18 – Friday May 20, 2016**  
**Sunday River Resort, Maine**

*“Community Action Reaching Out for a New Generation”*

**Tuesday May 17, 2016**

11:30 – 5:30 p.m.      **Golf Tournament 18 holes – meet at the Club House**  
**First Group off at 12:00 p.m.**

6:00 – 8:00 p.m.      **Dinner**

Join us for a relaxed and fun evening with various food selections. Come and go as you wish during the two hour meal time. Meet and greet colleagues, friends, co-workers and sponsors.

Location: *Grand Ballroom*

8:00 – 12:00          **Entertainment – Camp Lounge**

**Wednesday May 18, 2016**

7:30 – 5:30 p.m.      **Registration Desk Open**

7:00 – 9:00 a.m.      **Breakfast Buffet**

Location: *Camp*

9:00 – 9:15 a.m.      **Welcome to the Conference**

Location: *Grand Ballroom*

9:15 – 10:15 a.m.    **Keynote Address**

*The Fine Art of People Power*

Are you ready to be inspired, invigorated, and equipped to turn great challenges into unimaginable victories? In this compelling, inspirational presentation, Jonathan uncovers three hidden benefits of your support system that can help you achieve this goal. This is the power of people in your lives. Jonathan teaches how “People Power” helped propel him from living in public housing projects and homelessness as a child to becoming an accomplished attorney and award-winning leader. Plus, Jonathan’s message is made even more memorable by his powerful, fine art photography, which he uses as a metaphor to graphically illustrate key points. Your attendees will be emboldened to use their support system – not to merely surmount obstacles – but to ascend far beyond them into a future of success.

*Jonathan Michael Bowman, Clear Picture Leadership*

Location: *Grand Ballroom*

10:30 – 12:00 p.m.    **Concurrent Workshops (4)**

**1. How to Lead the Way to Picture Perfect Change**

Have you ever wanted to create a new department or enhance the quality of your team’s work? Change can be difficult for anybody. Leading change can be even more difficult and – at times – seemingly impossible. This seminar will teach attendees change leadership principles that every organizational leader should know. In this energetic and content-rich presentation, you will learn

how to lead the way to successful – “Picture Perfect” – change. Drawing examples from real leadership situations, Jonathan will teach and inspire you to ignite your team to achieve dynamic results. You will learn how to set a vision of change, achieve buy-in and lead the way to capture your vision.

*Jonathan Michael Bowman, Clear Picture Leadership*

Location: *Grand Ballroom*

## 2. Am I Saving Enough for Retirement?

This course will cover the basic concepts needed to understand and plan for your retirement. We will answer such questions as...How much do I need to save? What is an IRA, 401(k), 403(b) and how can it help me save? How do I make sense of all the different investment options? How does Social Security fit in? How do I create a stream of income in retirement?

*Michael Maguire, Mutual of America*

Location: *Ketchum & Riley*

## 3. HUD Continuums of Care & Rapid Rehousing

As part of the federally coordinated “Opening Doors Initiative” to ending homelessness, implementing a Rapid Rehousing Approach (RRH) is highlighted as an emerging best practice. This workshop will explain how the Vermont Balance of State started new RRH projects funded by the HUD Continuum of Care Program including: role of Community Actions & homeless system change; local needs & provider expertise; learning from existing RRH (ESG & state-funded); identify populations to serve; Landlord Relations; Housing First practices; service coordination & MOUs; different types of rental assistance to fit each household (short/medium/long-term); increasing income/benefits; Section 8 Housing Choice Voucher-RRH preferences; follow-up/housing stability; and program outcomes.

*Daniel Blankenship, Vermont State Housing Authority*

Location: *Whittier*

## 4. Data Collecting: How to Use Surveys, Focus Groups and Evaluations to Meaningfully Tell Your Story

In an increasingly competitive environment where resources are stretched thin, there is more of a demand for accountability and impact. While it is easy to learn the core concepts of surveys, focus groups and evaluation, rarely do we know how to conduct these efforts efficiently nor do we use this data to collectively tell “our story” in a meaningful and impactful way. Through lecture and hands on learning, participants will be able to understand better ways to collect data through surveys, focus groups and using secondary datasets as well as discover ways to share that data for various communication purposes.

### **OUTCOMES:**

- By the end of this course, based on the material learned in class, participants will be able to explain different survey, focus group and evaluation methodologies.
- By the end of this course, based on the material learned in class, participants will be able to craft a survey, focus group or evaluation project with consideration for efficiency and costs.
- By the end of this course, based on the material learned in class, participants will be able to think about how to analyze and tell the “data” story.

*Melissa Nemon, Nemon Consulting LLC*

Location: *River Room*

**12:15 – 1:00 p.m.      Networking Luncheon**Location: *Grand Ballroom***1:15 – 4:00 p.m.      Concurrent Workshops (4) – extended workshops – 2.75 hours****1. Understanding Drugs and How The Drug Problem Is Impacting Your Workplace**

This presentation will provide a very high level of understanding of drug addiction, distribution and how it impacts both the workplace as well as the families and communities of employees. Dealing with drug addiction in the workplace means dealing with it at home. Part of the Blue U Defense program includes showing the drugs, explaining them and showing the audience exactly what the signs and symptoms look like through video and real life stories. The session is engaging and highly impactful.

*Lt Terry L Choate, Jr, Blue U Defense Seminars*

Location: **Ketchum & Riley****2. Marketing Your CAP More Effectively In Less Time With Less Money**

Are you interested in exploring ways to make your marketing and communications efforts more effective without spending more time or money? Then come join this fast-paced, interactive workshop where together we'll discuss practical, meaningful and relatable marketing tactics to help you do more with less. We'll discuss where, when and if you should spend money; how to earn more free press for what you do; how to develop an effective social media plan; how to get your website to rank higher in Google; and how to be found more often by the people that need you most. Bring a notepad, your specific goals and a willingness to put your experience to good use. We'll get your idea treadmill turning and send you home with ideas you'll be able to use right away.

*Cary Weston, Sutherland Weston Marketing Communications*

Location: **River Room****3. Typewriters to Tablets: Engaging the Different Generations**

It's not enough just to know about the four generations present in our workforce today. It's time to truly understand them, especially those who make up Generations X and Y. This workshop will focus on maximizing generational similarities and differences. This activity-filled workshop is full of techniques and tools for engaging employees in different generations. The information presented can easily be brought back to teams who could benefit from a more empathetic understanding of other generational world views.

At the end of this workshop, participants will leave with:

- Ways to utilize the strengths of each generation to support the growth and success of the others
- Techniques for communicating, aligning, and developing employees of all ages
- A practical understanding of critical influences and how best to translate them into high performance
- An understanding of social media tools and how to maximize each for the different generations
- A rich collection of engagement tools that can be used immediately

*Tammy Jordan, The Employee Engagement Group*

Location: **Whittier**

#### 4. Less Stress, More Fun: Bringing Balance into your Life

This experiential workshop will combine group games with an introduction to EFT Tapping, a technique that lowers anxiety. Participants should be prepared to laugh uproariously, problem solve creatively and learn some new skills which they can apply professionally as well as personally. Comfortable clothes and shoes recommended.

*Anne May*

Location: *Grand Ballroom*

3:00 – 5:00 p.m.      **Exhibitor Set Up**

Location: *Summit Exhibit Causeway*

4:30 p.m.              **Shuttle Bus Service**

Continuous shuttle service will begin at 4:30 p.m. Shuttle service will continue throughout the evening until everyone has been returned.

5:30 p.m.              **Evening Reception & Entertainment – North Peak & South Ridge Base Lodge**

Join us for another fun filled evening at the South Ridge Base Lodge! Mingle with your friends while sampling the scrumptious hors d'oeuvres at the base lodge or let the Chondola sweep you up the mountain to take in the gorgeous view while sipping on your favorite beverage. Again this year are the Twin Zip Lines. Be sure to wear comfortable clothing and be ready for some fun.

For your dancing pleasure, the band will begin at 8 pm in the Foggy Goggle.

### Thursday May 19, 2016

7:00 – 8:30 a.m.      **Breakfast Buffet**

Location: *Camp*

7:00 – 8:00 a.m.      **Exhibitor Set Up**

Location: *Summit Exhibit Causeway*

8:00 – 8:30 a.m.      **Visit Exhibitors**

Location: *Summit Exhibit Causeway*

8:45 – 10:00 a.m.    **Plenary Session**

**Winning the Framing War on Poverty: Lessons from Cognitive and Social Science**

Whether the public understands the causes, consequences & solutions to poverty depends in large part on how experts & advocates communicate about the issue. In this address, Lynn will share research on the most effective strategies, based on research in cognitive and social science, for improving public understanding of social problems writ large and poverty specifically.

*Lynn Davey, Davey Strategies*

Location: *Grand Ballroom*

**10:15 – 11:45 a.m. Concurrent Workshops (4)****1. Framing Poverty: Deploying Evidence-Based Messaging Strategies**

The goal of this highly interactive workshop is to help you develop a more robust understanding of how unique & intentional framing strategies can overcome typical traps in public thinking about poverty. We will analyze typical strategies for framing poverty & related issues, and delve into specific techniques to avoid framing traps and improve communications on this important issue.

*Lynn Davey, Davey Strategies*

**Location: Ketchum & Riley**

**2. Communication Styles**

There is no single more important skill in business today than communication, and there is always room for continued growth. In this workshop, you will complete an assessment to learn about your own primary communication style, with its associated strengths and opportunities for improvement, and you will study the three other styles that you interact with at work, at home and in the community. We will discuss strategies for reading the other person's style, as well as adjusting your approach to enhance communication and strengthen relationships. You will leave the workshop with knowledge and skills that will enhance your work performance and potential!

*Laurie Bouchard, L Bouchard & Associates, LLC*

**Location: River Room**

**3. ROMA for Front-Line Staff – Part 1**

Participants will learn the basic tenants of Results Oriented Management and Accountability and how it relates to their everyday work in Community Action. This engaging session will provide an overview of ROMA and all of its parts while emphasizing how front-line employees are key to producing results that help individuals and families become stable and move to self-sufficiency.

*Patte Ardizzoni, Rockingham Community Action*

**Location: Whittier**

**4. Lobbying and Political Activity: Playing by the Rules**

In this interactive workshop, we will discuss how CAAs can advocate effectively within the political activity and lobbying rules that apply to them, their employees, and board members. Using a series of case studies, we will explore the Internal Revenue Service, Office of Management and Budget, Community Services Block Grant, and Head Start rules governing lobbying and political activity, as well as the Hatch Act and voter registration rules.

*Christopher Logue, Esq., CAPLAW*

**Location: Simonds**

**12:00 – 12:30 p.m. Luncheon**

**Location: Grand Ballroom**

**12:30 – 1:00 p.m. Dessert with Exhibitors**

**Location: Summit Exhibit Causeway**

**1:00 – 2:30 p.m. Concurrent Workshops (4)****1. Time Management and Prioritization**

Every organization today is trying to do more with fewer human resources. There is literally not enough time in the day to get everything done, which makes managing your time and prioritizing even more critical to success. In this workshop, you will learn time management and prioritization techniques, understand and overcome procrastination, and develop new approaches to planning and accomplishing your work so that you provide the greatest amount of value to your organization - and reduce your own stress at the same time!

*Laurie Bouchard, L Bouchard & Associates, LLC*

**Location: River Room**

**2. Collective Impact: An Effective Approach to Reducing Persistent Poverty**

Community Action has been very successful over its 50 plus year history. But one area that has had very little overall success is the reduction of Generational Poverty. In this workshop you will explore and discover the poverty reduction efforts that are addressing this challenge using the Collective Impact approach. In this discussion based workshop we will explore the Five Conditions of Collective Impact that include: Common Agenda, Shared Measurement, Mutually Reinforcing Activities, Continuous Communication and Backbone Support. In addition we will look at real world uses of the Collective Impact approach in reducing poverty in the United States, Canada and around the world.

*Mike Burke, Burke & Company*

**Location: Ketchum & Riley**

**3. The Internet is More than Funny Pictures of Cats: the Basics, Benefits, and Risks of Social Media**

Social media is everywhere. If your agency isn't already on social media, you have probably considered it. This interactive workshop will address the realities of social media in 2016, and will cover a wide range of topics, from Social Media 101 to the benefits of social media presence to the legal risks and ramifications of social media activity. The workshop will be discussion-based and will be relevant to social media rookies and pros alike.

*Christopher Logue, Esq., CAPLAW*

**Location: Simonds**

**4. ROMA for Front-Line Staff – Part 2**

Participants will learn the basic tenants of Results Oriented Management and Accountability and how it relates to their everyday work in Community Action. This engaging session will provide an overview of ROMA and all of its parts while emphasizing how front-line employees are key to producing results that help individuals and families become stable and move to self-sufficiency.

*Patte Ardizoni, Rockingham Community Action*

**Location: Whittier**

**2:45 – 4:15 p.m. Concurrent Workshops (4)****1. Board Chair and Executive Director Relationship**

The Board Chair and the Executive Director relationship is key to an organization's success. Sometimes the relationship is great, sometimes not so. Each have their role in ensuring the strategy, safety, and execution of the organization and its mission. This session will present ideas and methods

by which these two roles can more effectively work together. Please be prepared to share your experiences and ideas throughout this interactive discussion.

*Steve Lipton, WIPFLI*

Location: Whittier

## 2. Moving Families Toward Economic Security Two Generations at a Time

Nearly half of the nation's families with young children struggle to make ends meet. To help break the cycle of poverty and its effects, the Annie E. Casey Foundation, ACEND at the Aspen Institute and other leading organizations are promoting a two-generation approach to creating opportunities for families. The two generation approach combines what is showing promise for young children and parents at the same time to help whole families build better futures. The approach brings together parent and child resource that provide effective job training, asset-building and income supports for parents; high-quality early care and education for children; and parent involvement in their child's development, recognizing parents as assets and experts on their children. The workshop will share information on the approach and lessons as it has been implemented in Garrett County Community Action Committee (GCCAC) in Western Maryland and Strafford CAP. Part of this workshop will be dedicated to helping participants think about their own work and building out a 2 Generation approach in their context.

*Paige Teegarden, Garrett County Community Action Committee*

Location: Grand Ballroom

## 3. Super Circular---Auditing and Accounting issues relating to the Uniform Guidance

*Jack Callahan, Shauna Brown & Lynn Kasch, Leone, McDonnell & Roberts*

Location: Ketchum & Riley

## 4. Weatherization Roundtable

This session allows the State Weatherization Grantee's and Sub-Grantee's an opportunity to hold an informal roundtable discussion. Each state will have an opportunity to talk about specific challenges, success stories, leveraging partnerships, while gaining knowledge on how other states are operating their program. Erica Burrin, the Acting Program Manager at the Department of Energy will be providing an update from DOE while making herself available for questions and answers.

*Ryan Clouthier, Energy Director, Southern New Hampshire Services Inc*

*Elliot Jacobson Vice President of Energy Services for Action Inc*

*Erica Burrin, Acting Program Manager, Weatherization Assistance Program, Department of Energy*

Location: Simonds

4:15 – 6:00 p.m. **Time on Your Own**

5:00 – 6:00 p.m. **Leadership Reception** - An informal gathering of Executive Directors and Chief Executive Officers compliments of the conference. The reception is an opportunity for folks to network, share experiences and catch up with old friends, as well as get to know the several individuals who are new to their leadership positions.

Location: River Room

6:00 – 8:00 p.m. **Awards Banquet**

Location: Grand Ballroom

8:00 – 12:00 p.m. **Entertainment – Camp Lounge**

**Friday May 20, 2016**

7:00 – 8:30 a.m.      **Breakfast Buffet**  
Location: *Camp*

8:30 – 9:30 a.m.      **Plenary Session**  
**Leading Change**

This session will present ideas and methods by which leaders can successfully lead change in their organizations. We will share and discuss the impact of an organization’s culture and behaviors on change efforts and how leaders can be more effective in implementing the change an organization needs to survive and thrive.

*Steve Lipton, WIPFLI*

Location: *Grand Ballroom*

9:45 a.m.              **Conference Wrap-up and Agency Basket Drawings**  
Location: *Grand Ballroom*

**Mark Your Calendar:  
Sunday River Resort  
Newry Maine  
May 17 – 19, 2017**