

NATIONAL CHILDREN'S ALLIANCE



LEADERSHIP 2009 CONFERENCE 6002

Joining Hands to Protect Children

Washington, DC | May 31 – June 3, 2009



NATIONAL
CHILDREN'S
ALLIANCE®

About the Conference

Designed specifically for leaders in the Children's Advocacy Center movement, NCA's Leadership Conference is the only such event providing education, networking, and advocacy opportunities for CAC directors, leaders and chapters. Sessions are led by nationally recognized trainers and peer presenters.



DISTINGUISHED SPEAKERS

The Honorable Robert E. "Bud" Cramer (invited)

Former Member of the United States Congress

The Honorable Bud Cramer served as the congressman for Alabama's Fifth Congressional District from 1991-2008. Former Congressman Cramer actively served on the House Appropriations Committee and the House Permanent Select Committee on Intelligence. The issue for which he is perhaps the best known is his extraordinary work for abused children. Prior to his election to Congress, Mr. Cramer served ten years as Madison County (Ala.) District Attorney. In this role, he confronted the challenges posed by the child protection and justice systems leading him to develop the National Children's Advocacy Center and found National Children's Alliance. He is the author of a landmark law called the National Children's Advocacy Program Act which provided funds to expand the children's advocacy program into new communities.

Tom Ahern, President

Ahern Communications, Ink.

Tom Ahern is considered one of North America's leading authorities on donor communications. Each year, he delivers dozens of workshops on the techniques of effective fundraising communications. Tom works with dozens of clients nationwide every year such as the Sierra Club and Save the Children, as well as hospitals, universities, foundations, and local charities. He specializes in bequest marketing; donor communications evaluations; direct mail; newsletter interventions; and case statements that are bold, swift, and intense. Tom is also an award-winning magazine journalist for articles on health, women's rights, and other social justice issues.

The Honorable Ted Poe (invited)

United States House of Representatives

In January 2009, Congressman Ted Poe was sworn in to serve a third term representing the Second Congressional District of Texas in the United States House of Representatives. Congressman Poe has a distinguished career of public service to the Lone Star state. Congressman Poe first made a name for himself as chief felony prosecutor. He became a judge in 1981 and served on the bench for 22 years. Judge Poe garnered national media attention for his "Poetic Justice" in sentencing criminals. While in Washington, Congressman Poe founded and co-chairs the Congressional Victims' Rights Caucus to represent and advocate before the United States Congress and the Administration on behalf of victims. Congressman Poe has a sustained passion for protecting abused, assaulted, and neglected children. He is a former member of the National Children's Alliance Board of Directors and serves on the Board of the Children's Assessment Center in Houston.

HIGHLIGHTS

Annual Membership Meeting

Kicking off the conference, the Annual Membership meeting provides a forum to learn more about NCA and CAC initiatives and highlights forthcoming issues. All attendees are invited. In preparation for Tuesday's Hill Day activities, participants will be given comprehensive talking points and strategies for Congressional appointments.

Discussion Groups and Peer Consultation

CAC leaders have few peers in their local communities and are often without support systems. Take advantage of this large gathering of CAC directors to discuss common issues and concerns. Discussion groups and peer consultation sessions, placed in the heart of the agenda, will provide participants with the opportunity to learn from one another and share frustrations and successes in sessions that are both topically focused or generally open in nature.

Hill Day

On Tuesday afternoon, conference participants head to Capitol Hill for meetings with Members of Congress and their children's policy advisors. This important event is an opportunity to acquaint policymakers with the vital work of Children's Advocacy Centers. See Hill Day information later in the brochure.

Annual Awards Luncheon

During Tuesday's luncheon NCA will present its annual awards recognizing outstanding leaders in the CAC movement.

Conference Tracks

Throughout the agenda you will find sessions designated for specific tracks. They are identified by the placement of their track designation following the title of the session. Sessions within the **Management Track** are geared toward CACs or their directors seeking to establish solid business practices. The **Evidence Supported Practice Track** is intended for those CACs or their directors looking to develop better direct services practices based upon recent research or innovations in the field. The **Chapter Track** will offer information for chapter staff and board officers. Sessions within the **CAC New Director Orientation Track** are designed for new CAC directors with 1 year or less experience directing a children's advocacy center.

SUNDAY
MAY 31



Conference Check - In / 2:00 - 5:00 P.M.

Opening Reception / 5:00 - 6:30 P.M.

Join us on the hotel balcony as we kick off Leadership Conference 2009. Meet new people and see old friends. Take advantage of this opportunity to network and form peer relationships with CAC leaders from across the country.

MONDAY JUNE 1



Conference Check - In / 7:00 A.M. - 12:00 P.M.

Annual Membership Meeting & Hill Day Briefing / 8:00 - 10:00 A.M.



Join the NCA Board of Directors in reviewing the CAC movement's accomplishments and milestones. New projects will be previewed. NCA staff and board members will prep conference participants for Tuesday's Hill Day meetings (comprehensive talking points and briefing packets will be made available). All conference attendees are invited.



Concurrent Sessions I / 10:15 - 11:45 A.M.

A. Cultivating Exceptional Employees (Management Track)

A comprehensive management approach will be presented which includes the key functions of recruitment, training, coaching, mentoring, feedback, and discipline. Realistic examples to reclaim the misguided employee, the underperformer, and how to box in the backbiter. Opportunities provided for participants to bring their toughest employee challenges for input and solutions.

B. Using Evidence Based Treatment Planning to Improve the CAC Role as Providers and Brokers for Mental Health Services (Evidence Supported Track)

This workshop will provide participants with information to be used within their CAC to incorporate evidence based treatment planning into their MDT case review process. Utilizing this information will strengthen the CACs mental health response, increase the ability of CAC staff to serve as effective brokers for treatment, and will result in an increase in the evidence based treatment interventions to child victims and their families within the CAC network.

C. Innovative Approach for Serving Rural Communities (Chapter Track)

The session will cover the unique needs of serving rural communities and the need for innovative solutions for delivering services to rurally-isolated populations. Participants will be encouraged to think creatively in serving rural families in their own communities.

D. Facing Uncertain Financial Times – How Basic Financial Management and Budgeting Can Sustain Your Agency (CAC New Director Orientation Track)

This session will review financial practices, including segregation of duties; accounting policies and procedures; development and updating annual budgets; salary and expense allocations and understanding monthly financial statements. Examples of the above mentioned documents will be presented and reviewed, along with a question and answer session.

E. Findings from the National Mental Health Survey of CACs (Evidence Supported Practice)

This workshop will review the responses to a recent survey of the mental health services and needs in the Child Advocacy Centers. It will discuss the implications of this survey and the needs that are expressed.



Plenary Luncheon / 12:00 - 1:30 P.M.

*Your Donor Communications, Bless their Hearts:
Are They Any Good?
The Amazing Do-It Yourself Audit.
Tom Ahern, Ahern Communications, Ink.*

Effective donor communications all have a dozen or so things in common. These secrets to success derive from many fields: marketing, psychology, eye-motion studies, and of course fundraising's own vast body of knowledge. This session equips you to return to your desk and ruthlessly assess the competence of your donor and prospect communications material.



Concurrent Sessions II / 1:45 - 3:15 P.M.

A. Peer Consultation/Coaching: A Vehicle for Building Capacity and Support (Management)

This interactive workshop will include teaching a model for peer consultation that involves listening to building capacity rather than to give answers, asking questions to promote discovery and action, and giving impressions with compassion and without judgment. Participants will be engaged by volunteering to use real situations as demonstration.

B. Decreasing Trauma in Sexually-Exploited Young Runaway Girls (Evidence Supported Practice Track)

This session will examine the effects of the Runaway Intervention Program over the last three years. This is a program of home visiting by a nurse practitioner that provides case management and immediate access to healthcare for sexually-exploited young runaway girls.

C. The Tank is Drained, Now What? Innovative Strategies for Today's Challenging Economy. Approaches for Surviving the Economic Downturn (Chapter Track)

The Child Advocacy Centers of Illinois held a Financial Think Tank with 12 CAC directors focusing on organizational strategies, diversifying funding, and saving money. This workshop will present these findings and the latest strategies that may just help your CAC navigate the choppy funding waters in 2009 and beyond.

D. Getting Started as a Children's Advocacy Center Director (CAC New Director Orientation Track)

This workshop will address the multitude of responsibilities and task that must be accomplished by the children's advocacy center director. This will be a practical discussion and cover such issues as building and grounds maintenance, purchasing, recording and medical equipment, and security and community relations.

E. When Faith Hurts: Overcoming Spiritual Blocks & Problems Before, During, and After the Forensic Interview (Evidence Supported Track)

This workshop addresses the impact of child abuse on spirituality. This impact is particularly pronounced when the perpetrator uses "religious cover" as part of the abuse. The workshop provides concrete suggestions for recognizing blocks to disclosure rooted in spiritual issues and for overcoming these blocks before, during, and after the forensic interview.

F. Creating a Flat-Out Great Case for Donor Support

You can't raise lots of money and keep your donors loyal unless you have a great case for support. Is yours in good working? Do you know exactly what to say and write, when you ask people to support your cause? This session will teach you to look at your organization with fresh, outsider eyes again, and cure what's rightly call the "the curse of knowledge."



Concurrent Session III / 3:30 - 5:00 P.M.

A. Building Blocks for Constructing/Expanding Your CAC (Management Track)

This workshop is designed to offer CAC administrators and board members tools to assess needs and resources available prior to engaging into a CAC expansion or new CAC construction project. Topics including substantial completion, warranties, certificate of occupancy, and moving in will also be highlighted.

B. Quality Mental Healthcare for All Kids: It's Possible (Evidence Supported Track)

The Learning Collaborative model was developed by the National Center for Traumatic Stress to address the gap that exist between best practices for addressing the consequences of child maltreatment and what is practiced in many community agencies. This session will offer an overview of the Learning Collaborative model along with selected evaluation findings from the efforts across Tennessee. Participants will have the opportunity to hear about the experience from the perspective of a participant from a CAC and a faculty member.

C. Resources for Professionals Working with Native American, Urban Native American, and Alaska Native Populations- Increasing Our Cultural Competency by Identifying and Understanding the Agencies that Provide Services to this Specialized Population (Chapter Track)

This workshop will showcase effective collaborations that are at work providing a response to Native American children and families. This workshop will provide answers to the following questions: Where do professional look to enhance their cultural competency of Native Americans? How do we locate culturally appropriate service providers? What resources are available to professionals to develop teams and work with federal agencies?

D. Getting your Board on Board from the Beginning (CAC New Director Orientation Track)

Whether you are running a non profit CAC or a government supported CAC, having a strong board will enable any CAC to thrive and survive in today's world. New CAC directors will gain a better understanding as to why an active board is essential, methods of building a diverse board, and tips on how to engage and work with a board.

E. Achieving and Sustaining Nonprofit Leadership and Personal Excellence through the Power of Full Engagement (Management Track)

This workshop will highlight key principles of the Corporate Athlete training pioneered over the past 25 years at the Human Performance Institute in Orlando, Florida. The workshop will introduce this science based curriculum that teaches you how to expand energy capacity to increase overall productivity and performance. Participants will learn how to develop greater resilience and flexibility in the face of non-stop stress.

F. Profitable Donor Newsletters, How to Market Bequests Successfully

Fast, in-depth look at the secrets behind great donor newsletters! One national organization that followed the advice from this workshop doubled the income from its newsletter immediately. This workshop will also teach you how to bring in lots more "tomorrow" dollars through charitable bequests.

Hill Day Consultations / 4:00 - 4:30 & 4:30 - 5:00 P.M.



Hill Day Consultations are an opportunity for the CACs from each state to meet together with a facilitator to discuss Hill Day objectives. Message development and delivery will be reinforced. Please see the Hill Day page later in the brochure for more information about how to sign up.

TUESDAY JUNE 2



Discussion Groups / 8:00 - 8:45 A.M.

Facilitated discussions will lead participants to identify key opportunities and challenges facing CACs and MDTs and afford the opportunity to learn strategies employed by peers at their local Children's Advocacy Center.

Plenary / 9:00 - 9:45 A.M. TBA.

Concurrent Sessions IV / 10:00 - 11:30 A.M.



A. Lights, Camera, Action? (Management Track)

Public speaking is a common source of stress for everyone. Whether you work alone or with large groups of people, eventually you may need to speak in public to get certain tasks accomplished. If you understand the hidden causes of public speaking stress, you can overcome this fear.

B. Recent Research Affecting Children's Advocacy Centers – Are We Working? Are We Needed? (Evidence Supported Track)

Recent research evaluating the impact of the CAC model will be reviewed, along with a focus on research addressing the social impact of child sexual abuse. This workshop will be very informative to CAC directors who are seeking to enhance their talking points related to CAC program needs and fundraising.

C. Does What You're Doing Make a Difference? How to Know (Chapter Track)

This session will cover low impact methods for producing prompt data outcomes advantageous in demonstrating successes in service delivery, client satisfaction, and teamwork processes. Specific examples from real data projects will be provided to include: surveys for client and allied agency satisfaction; client wellness assessment; short and long term pilot projects; and performance based outcome measures.

D. Improving Medical Care in Your CAC – Telehealth Institute: A Web-based Medical Solution (Management Track)

This workshop will present a telehealth solution to support anonymous expert review and mentoring services through the Telehealth Institute for Child Maltreatment. Participants will develop an understanding of how the Telehealth Institute supports the standard of care and medical guidelines for abused children.

E. This is no time NOT to be thinking Big: "Growing Chapters in Interesting Times" (Chapter Track)

This workshop will explore ways that State Chapters can use challenges to support Centers while promoting growth of the Child Advocacy Model in your state. Whether you are an emerging or established Chapter, numerous opportunities exist to promote your issues if you are open to new ideas and willing to take the first steps.



Annual Awards Luncheon / 11:45 A.M. - 1:30 P.M.

TBA

Join NCA in recognizing the heroes that work everyday to keep children safe. Invited guests will deliver remarks on the state of child abuse programming from a national perspective. The luncheon will conclude with the presentation of NCA's annual awards recognizing distinguished service in the Children's Advocacy Center movement.

Afternoon Congressional Visits / 2:00 P.M.

WEDNESDAY JUNE 3



Regional Children's Advocacy Center Meetings / 8:00 - 9:45 A.M.

All participants are invited to network with other CAC directors, leaders, and chapters from their region as well as staff from the Regional Children's Advocacy Centers. Focused discussions will include updates on current regional initiatives and input for future planning.

Concurrent Sessions V / 10:00 - 11:30 A.M.

A. Say What? (Management Track)

Are you actively listening to me? People need and want to be heard! This session will discuss what it means to actively listen, not only to the listener but the speaker as well. Characteristics and traits of an active listener will be discussed so that participants can begin and understand how to actively listen.

B. Recent Research Affecting Child Abuse Investigations and Prosecutions (Evidence Supported Track)

This workshop will provide a general review of recent research affecting child abuse investigations and prosecutions, and challenge the attendees to relate this information to their current practices in the field. Intended for all levels of professionals who are involved in the investigation and prosecution of child abuse.

C. The Charge for Chapters: Membership Services (Chapter Track)

The heart of chapter work is what we do for our members. A survey of each state chapter and the services provided to members will show what is happening in membership services throughout the country. You will learn what state chapters offer, what they would like to offer and how their members respond to services. You will also discuss current and future trends in member services as well as what chapters can do to be the most effective leaders.

D. The Relationship between the Executive Director and the Board of Directors (CAC New Director Orientation Track)

Although any relationship requires specific skills, arguably it is the relationship with the Board of Directors that can be most challenging for a new Executive Director. This workshop will discuss the role and function of the Board of Directors in 6 critical areas, the creative tension that exists between the responsibilities, authority, and accountability of the Board as compared to that of the Executive Director.

E. Project Best: A Statewide Collaboration Between the Duke Endowment and Children's Advocacy Centers in South Carolina (Evidence Supported Track)

This session will describe a new state wide collaborative effort to use innovative community based dissemination, training, and implementation methods to dramatically increase the capacity of every community in South Carolina to deliver evidence supported mental health treatment to every abused and traumatized child who needs them.

F. Case Tracking and Meeting the New NCA Standards

The application process for accreditation and re-accreditation is much easier if your center's compliance with NCA's New Standards for Membership is documented daily just like your center's daily services. This session will discuss how your CAC's practices may be documented so that less time is spent in with the accreditation / re-accreditation process. How this topic relates to case tracking and specifically NCAtrak will also be highlighted.

HILL DAY INFORMATION

Hill Day Consultations

These conference sessions will be a facilitated opportunity for you to meet with other CACs from your state to discuss Hill Day objectives. These meetings will be in 30-minute segments with NCA staff and consultants providing guidance. This will be an excellent chance for new members to "learn the ropes" for meeting with federal legislators, as well as a good time for "old timers" to review talking points before visiting Capitol Hill. Consultations will be held Monday from 4:00 - 4:30 and 4:30 - 5:00 P.M. Space is limited. State/chapter leaders should call 800-239-9950 x117 to schedule your consultation.

Hill Day Visits

Beginning at 2:00 P.M. on Tuesday, June 2, conference participants will head to Capitol Hill for appointments with their U.S. Representative and two U.S. Senators. Participants are strongly encouraged to make these appointments **before** coming to Washington, D.C. The purpose of Hill Day is to provide CAC directors and administrators the opportunity to meet with their elected Congressional leaders and acquaint them with the work of local Children's Advocacy Centers and National Children's Alliance. Congressional schedules fill up quickly, so don't delay in scheduling your appointments.

How Will I Know What to Say?

During the annual membership meeting, NCA staff and board members will prep conference attendees for their Hill Day meetings. Comprehensive talking points and Hill Day briefing packets will be available for all conference participants. The packets will contain information about NCA including national CAC statistics and NCA's federal appropriation - please plan to bring materials from your local CAC. Suggestions include local statistics, your annual report, brochures or any other pertinent information pertaining to your local program. Members of Congress want information about their own communities first and foremost.

Making the Appointment

For those who are not familiar with Capitol Hill, planning a meeting with your Members of Congress can feel intimidating; take a deep breath and relax. Remember, Members of Congress were elected by the people to represent the people. They are here in Washington, D.C. to represent you.

Call your U.S. Representative and two Senators' offices in Washington, D.C., and ask to speak with the Member's scheduler. State **your name and the name of your CAC. Let the scheduler know you are a constituent** and would like to schedule an appointment with Representative/Senator X regarding issues pertaining to your Children's Advocacy Center. The scheduler will probably ask you to fax him/her the details. Once all of the pertinent materials have been received, he or she will either put you on the Representative/Senator's schedule, or suggest that you meet with a member of the Representative/Senator's staff. Do not get discouraged if you are asked to meet with a member of the staff. Staff play a significant and knowledgeable role in informing their bosses on important issues. Also, do not get discouraged if you have to leave a message in someone's voice mailbox, and do not hesitate to call back if your call has not been returned within a few days.

When planning visits to your two U.S. Senators' offices, team up and coordinate appointments with other conference participants from your state. NCA recommends that CAC chapters take the lead in scheduling Senate appointments.

Congressional Phone Numbers

To make an appointment with your U.S. Representative and two U.S. Senators, please call the **United States Capitol Switchboard** at **202-224-3121** and ask to be connected to your Rep/Senator's office(s). If you do not know who your Representative and Senators are, please visit www.senate.gov and www.house.gov. These websites will use zip code matching to find your elected officials.

Tuition

Tuition includes entry to all of the conference sessions, comprehensive conference syllabus, daily breakfast, refreshment breaks, luncheons, and networking reception.

Registration cancellations must be made in writing. Cancellations postmarked on or before **April 30, 2009** will be refunded in full, less a \$75 administrative fee. Refunds will NOT be made for cancellations postmarked after April 30, 2009 or for participants who register but do not attend. All refunds will be issued after the conclusion of the conference. Transfer of registration fees to another person may be done without penalty at any time upon notification to the Registration Coordinator. Unused, paid registrations cannot be charged against an NCA grant.

For further information contact:

National Children's Alliance
516 C Street NE
Washington, DC 20002
Email: leadershipconf@nca-online.org
Phone 1-800-239-9950 ext. 150

Registration Availability

Registration is limited and is available on a first-come, first-served basis. Registrations will be confirmed prior to the conference via mail, facsimile, or email.

Travel to Washington, DC

Three major airports serve the Washington, DC area: Washington Reagan National, Dulles International, and Baltimore-Washington International. Washington Reagan National is convenient, and travel to the conference hotel by taxi or Metro (Washington's subway system) is quite simple. Dulles International and Baltimore-Washington International are approximately 45 minutes to one hour from the conference hotel; private shuttles are recommended for travel to the hotel when flying into these airports.

Accommodations

The Renaissance Washington DC Hotel, located at 999 9th Street NW, is home to Leadership Conference 2009. All conference sessions will be at the hotel. On the edge of Chinatown and the Gallery Place district, the Renaissance Washington DC Hotel is two blocks from the Metro (Washington's subway system) and is convenient to numerous restaurants and attractions.

A block of rooms has been reserved for conference registrants at the Renaissance Washington DC Hotel at the special rate of \$209.00 per night plus tax (currently 14.5% per room per night) for single and double occupancy rooms. This rate will be available only until **April 30, 2009**. A limited number of rooms are available at this special rate. Please make your reservations early to ensure a space at the conference hotel. For reservations, call 1-800-HOTELS1 or (202) 898-9000 and ask for the NCA Leadership Conference rate. Visit the Leadership Conference page on the NCA website to make online hotel reservations. All reservations must be guaranteed to a major credit card or by a first night's room deposit.

Conference Check-in

Pick up your conference materials and check in on Sunday 2:00-5:00 P.M. or Monday 7:00 A.M. to 12:00 P.M. at the conference registration desk on the Ballroom Level.



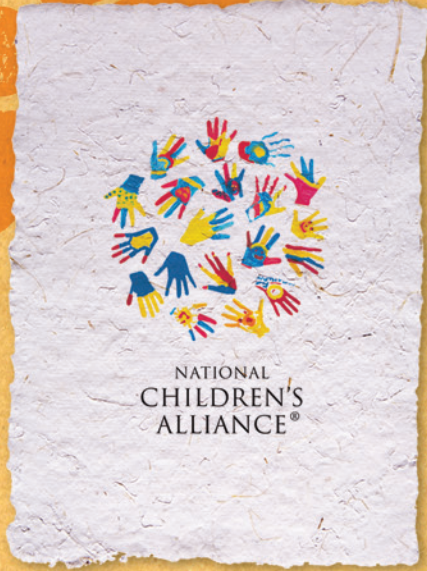
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Leadership Conference 2009 Sponsors

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