



2015 ADRC Conference

April 15-17 | La Crosse Center | La Crosse, WI

*Welcome, friends and colleagues,
to the*



2015 ADRC Conference!

Conference Objectives

- Provide opportunities for participants to learn from one another and form new collaborative partnerships.
- Create an environment for conference participants to enhance knowledge and develop new skills.
- Offer guidance that supports attendees in their continuing work of positively impacting the lives of those they serve.

Intended Participants

- Aging and Disability Resource Center (ADRC) staff and directors.
- Staff and managers with organizations that partner with ADRCs, such as county and tribal agencies; local aging and human service agencies; Managed Care Organizations (MCOs); Include, Respect, I Self-Direct (IRIS) Consultant and Fiscal Employer Agencies; state agencies; and Independent Living Centers.
- Advocates, consumers and other stakeholders.

Abbreviation Key

ADRC

Aging and Disability Resource Center

BADR

Bureau of Aging and Disability Resources

BMC

Bureau of Managed Care

DHS

Department of Health Services

DLTC

Division of Long-Term Care

OBVI

Office for the Blind and Visually Impaired

ODHH

Office for the Deaf and Hard of Hearing

OOA

Office on Aging

OIM

Office of IRIS Management

ORCD

Office for Resource Center Development

DMHSAS

Division of Mental Health and Substance Abuse Services



WISCONSIN ADRC CONFERENCE 2015

Agenda

Wednesday, April 15, 2015

7:00am–5:00pm	Conference Registration
8:00am–9:30am	Continental Breakfast and Networking
9:30am–10:30am	Welcome Anne Olson, Director, Office for Resource Center Development and Carrie Molke, Director, Bureau of Aging and Disability Resources
	Keynote Speaker Ari Seth Cohen, Founder and Editor of Advanced Style
10:45am–12:00pm	Workshops A1–A6
12:00pm–1:30pm	Lunch and Networking with Guest Presentation Anthonette Gilpatrick, Wisconsin Department of Natural Resources
1:30pm–3:00pm	Workshops B1–B5
3:15pm–4:45pm	Workshops C1–C5

Thursday, April 16, 2015

7:00am–4:00pm	Conference Registration
7:30am–9:00am	Breakfast Buffet and Networking
9:00am–10:15am	Welcome Carrie Molke, Director, Bureau of Aging and Disability Resources
	Keynote Speaker Dave Skogen, Chairman, Festival Foods
10:30am–12:00pm	Workshops D1–D6
12:00pm–2:00pm	Lunch and Keynote Speaker Tony Memmel, Singer/Songwriter
2:00pm–3:30pm	Workshops E1–E6

Friday, April 17, 2015

7:00am–9:00am	Conference Registration
7:30am–9:00am	Continental Breakfast and Networking
8:00am–12:00pm	Post-Conference Intensives
12:00pm	Conference Adjourns / Boxed Lunches

Ari Seth Cohen – April 15, 9:30am-10:30am

Ari Seth Cohen is the creator of Advanced Style, a street style blog documenting, in his words, the “fashion and wisdom of the senior set.” Cohen’s blog was made into a best-selling book and documentary, both titled ‘Advanced Style.’

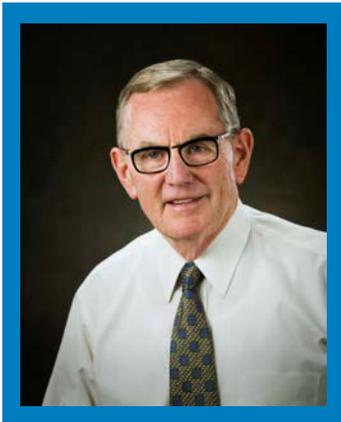
Mr. Cohen’s grandmothers were his best friends growing up. One grandmother, who attended graduate school at Columbia University, told the young Cohen to move to New York if he wanted to be creative. The blogger began his photographic career when he moved into New York City in 2008, “as a way to better connect with older people.”

Mr. Cohen will explain how he examined the lives of seven unique New Yorkers whose eclectic styles and vital spirits guided their approach to aging. He will talk about his fashion blog and film that paint intimate and colorful portraits of independent, stylish women aged 62 to 95 who are challenging conventional ideas about beauty, aging, and Western culture’s increasing obsession with youth.

**Dave Skogen – April 16, 9:00am-10:15am**

Dave Skogen is the chairman of Festival Foods, a 20-store regional grocery store chain that spans the state, from Green Bay to La Crosse. Mr. Skogen has over 55 years of experience in the grocery industry. If you asked him, he would tell you that he’s not actually in the grocery business, he’s in the relationship business. It just so happens he sells groceries. He will tell you that, actually, everyone is in the relationship business.

Mr. Skogen will speak about the key characteristics of Festival’s winning culture, and how you too can win with implementing these traits; not only in your work life but also in your personal life.

**Tony Memmel – April 16, 12:00pm-1:45pm**

Tony Memmel is a singer/songwriter, clinician, and speaker. He was born missing his left forearm and hand and taught himself to play the guitar. Mr. Memmel earned the 2013 Wisconsin Area Music Industry (WAMI) Award for Singer-Songwriter of the Year.

Mr. Memmel will discuss the challenges he has overcome and how they have strengthened his resolve and appreciation for music, as well as the overall impact these challenges have had on his artistic development. His music and message express themes of hope, love, perseverance, and overcoming adversity in life. He wants people to be inspired and to think of ways to apply and develop their own talents - whether in music, sports, science, or other areas of interest.



Wednesday, April 15, 2015

Workshops A1-A6: 10:45am–12:00pm

- A1** Youth in Transition
- A2** Communicating Effectively and Building Positive Relationships
- A3** Bridging Generational Gaps
- A4** Integrating ADRCs and Aging Units
- A5** Advanced Style
- A6** Screening for Substance Use Disorders with the Older Adult

Workshops B1-B5: 1:30pm–3:00pm

- B1** Socio-economic Profile of Three ADRC Customer Populations
- B2** Vicarious Trauma: Very Real and Very Preventable
- B3** Latest Research Findings on Dementia
- B4** Barriers and Facilitators to Implementing Healthy Aging Programs in Wisconsin's Rural Counties: How ADRCs can Promote Participation using Internal Process Improvement Strategies
- B5** Bullying: It Isn't Just for Kids!

Workshops C1-C5: 3:15pm–4:45pm

- C1** All Things Fiscal – ADRCs and TADRS
- C2** Engaging Health Professionals in Dementia Care
- C3** Introduction to Surrogate Decision-Making
- C4** Challenging Situations: How ADRCs Can Provide Excellent Service in Difficult Circumstances
- C5** Tips and Tricks for Navigating SAMS IR



Thursday, April 16, 2015**Workshops D1-D6: 10:30am-12:00pm**

- D1** ADRC Customer Satisfaction Research: A Retrospective
- D2** Real Colors and Change
- D3** Building your Cultural Confidence
- D4** Elder Tree
- D5** Financial Security: What You Need to Know
- D6** Reflecting and Celebrating: 50 Years of the Older Americans Act (OAA) and 25 Years of the Americans with Disabilities Act (ADA)

Workshops E1-E6: 2:00pm–3:30pm

- E1** BadgerCare Plus and the Federal Marketplace: Wisconsin's Regional Enrollment Networks
- E2** Coping with Everyday Life and Difficult Times by Being Mindful
- E3** Overview of Services for the Deaf and Hard of Hearing and the Blind and Visually Impaired
- E4** New Tool for Process Improvement – Journey Mapping
- E5** Veteran's Benefits
- E6** Application of Customer Satisfaction Research

**Friday, April 17, 2015****Post-Conference Intensives: 8:00am–12:00pm**

- 1** Ethics and Boundaries (8:00am–12:00pm)
- 2** Welcome to the Profession of Information and Assistance (9:00am–12:00pm)
- 3** Dementia Screening (9:00am–12:00pm)
- 4** Alliance of Information and Referral Systems (AIRS) Exam (9:30am–11:40am)

A1

Youth in Transition

Join the ADRC of Eagle Country and the ADRC of Jefferson County as they share their successful outreach efforts for youth transitioning to adulthood. In this workshop, participants will have the opportunity to see marketing and outreach designs that can be replicated by most ADRCs.

Presenters: Barbara Gartland, Brett Iverson & Nickie Preuss, ADRC of Eagle Country; Sharon Olson, ADRC of Jefferson County; A'la Southworth, Transitioning Youth; Scott Southworth, Parent of Transitioning Youth

A2

Communicating Effectively and Building Positive Relationships

This workshop will explore how to build trust and interact constructively in situations where one or more parties is exhibiting anxious, unhappy or combative behavior. Creating realistic plans that define a person's role in a problem and its resolution will also be discussed. In addition, this session will identify vital aspects of self-care and steps that can be taken in recognizing personal needs, limits and boundaries.

Presenter: Laura C. Smythe, Mediation Center of Greater Green Bay

A3

Bridging Generational Gaps

Today's workplace consists of four distinct generations. These groups are known as Traditionalists, Baby Boomers, Gen-Xers, and Millennials. In both our workplace and during contact with customers, we can face challenges in communication, specifically in understanding differing value systems and different views about work. This workshop will explore the differences among us and provide practical activities and tools to bridge these generational gaps.

Presenter: Joe Maldonado, Boys and Girls Club of Madison

A4

Integrating ADRCs and Aging Units

The Bureau of Aging and Disability Resources has a new initiative to explore how ADRCs and Aging Units can become more integrated in the support and services they provide. Our panelists will share how each of their agencies is currently integrated and how their staff and budgets work within their integrated agencies. Come learn the benefits of being an integrated ADRC and Aging model!

Presenters: Linda Weitz, ADRC of Central Wisconsin; Jennifer Owen, ADRC of Eau Claire County; Cathy Ley, ADRC of the Lakeshore; Mary Ferrell & Michelle Pike, Ozaukee County



A5

Advanced Style

In this workshop, Ari Seth Cohen will share the insights he gained through photographing older women and sharing their lives and experiences with the world. Mr. Cohen will share his personal recommendations on how to be respectful, helpful and mindful of older adults, guiding the audience in rejecting stereotypes and misconceptions related to the aging community. This session will also suggest actions we can all take to better support older people in our personal and professional lives.

Presenter: Ari Seth Cohen, Creator of Advanced Style

A6

Screening for Substance Use Disorders with the Older Adult

This workshop will review the effects of alcohol and other substances on a person's health as they age, the risk factors for developing a substance use disorder, and the complications of making a differential diagnosis between substance use disorders and other age-related physical and mental health disorders. It will offer practical guidelines for identification, screening, and the referral process for older adults with potential substance use disorders.

Presenter: Andrea Jacobson, DHS, DMHSAS

B1

Socio-economic Profile of Three ADRC Customer Populations

A key consideration in the provision of ADRC services today is the quickly growing, increasingly socio-economically diverse ADRC customer base. This data-driven workshop will profile Wisconsin's ADRC constituent populations: those ages 60+, those with disabilities ages 18-59, and those with disabilities ages 60+, and will highlight state and local projected age-demographic changes, income/asset composition, labor force participation, and the changing retirement concept.

Presenter: Eric Grosso, DHS, OOA

B2

Vicarious Trauma: Very Real and Very Preventable

Vicarious Trauma, secondary traumatic stress, compassion fatigue, and burn-out – are these all describing the same thing or are they different? Scott Webb will examine and define these terms in this session, and will explain why people who help others need to be aware of their vulnerability to vicarious trauma. Additionally, participants in this session will identify resiliency skills that will help them remain available to the people who require their services. This workshop will also examine the system-level impact of vicarious trauma.

Presenter: Scott Webb, DHS and UW-Madison Department of Psychiatry

B3

Latest Research Findings on Dementia

Join Dr. Walaszek as he discusses the latest Alzheimer's and dementia-related research. Topics will include diagnostic advances and both pharmacological and non-pharmacological developments in caring for people with dementia.

Presenter: Dr. Art Walaszek, WI Alzheimer's Disease Research Center

B4

Barriers and Facilitators to Implementing Healthy Aging Programs in Wisconsin's Rural Counties: How ADRCs can Promote Participation using Internal Process Improvement Strategies

Come and learn how the ADRC of the Lakeshore used process improvement strategies to help their staff streamline communication, provide key messages, and work with internal and external partners to help increase participation in evidence-based health promotion programs. Presenters will focus on barriers to and facilitators for, promoting their Healthy Aging project.

Presenters: Alisha Andrews, ADRC of the Lakeshore; Anne Hvizdak, BADR

B5

Bullying – It Isn't Just for Kids!

When we hear about bullying issues, we often think of the bullying that occurs among children in schools or via the Internet. Older adults, however, are often overlooked as a demographic susceptible to bullying. This workshop will discuss reasons that bullying is prevalent in this age group, and how it can affect an older adult's well-being. Signs of bullying behavior in the older adult population will also be discussed, along with tips to help aging professionals address this issue and promote a positive environment for all.

Presenter: Jodi Traas, Aegis Corporation

C1

All Things Fiscal – ADRCs and TADRS

The Office for Resource Center Development (ORCD) provides fiscal oversight for all ADRCs and Tribal Aging Resource Specialist (TADRS) programs statewide. ORCD's Julie Schroeder will discuss all things fiscal in this session, including capturing federal funds, maximizing funding sources, recognizing actual vs. budgeted expenditures, and conducting 100% time reporting.

Presenter: Julie Schroeder, DHS, ORCD

C2

Engaging Health Professionals in Dementia Care

In this session, panelists will discuss successful collaborations between the medical community and ADRCs, specifically related to dementia care. Development of a Dementia Care Coalition, including medical providers, and developments of collaborations between Dementia Care Specialists and physicians will also be discussed.

Presenters: Marsha Vollbrecht, Aurora Health Systems; Kristen Felten, DHS, OOA, Barb Peterson & Misty Mogensen, ADRC of the North

C3

Introduction to Surrogate Decision-Making

This workshop will provide an introduction to various types of surrogate decision-making, including guardianship, health care and financial powers of attorney, representative payment, and conservatorship. The presentation will also include a discussion of the rights of the individual and the roles and responsibilities of the various types of surrogate decision-makers.

Presenters: Susan Fisher, Wisconsin Guardianship Support Center; Alice Page, DHS, OOA

C4

Challenging Situations: How ADRCs Can Provide Excellent Service in Difficult Circumstances

This session will provide several real-life examples of difficult situations faced by ADRCs, how ADRC staff dealt with each instance, and what procedures were put in place to avoid future occurrences. Attendees will come away with a range of solutions to the challenging situations they face in providing assistance and service to all customers.

Presenters: Helen Sampson, ADRC of Kenosha County; Audra Martine, ADRC of Western Wisconsin

C5

Tips and Tricks for Navigating SAMS IR

ADRCs are required to track details regarding the people they assist and conversations that take place. SAMS IR is used by Information and Assistance (I&A) Specialists to facilitate this process. This workshop will outline useful tricks and tips for more efficiently navigating the SAMS IR system and accessing SAMS IR data.

Presenter: Karl Schlenker, DHS, OOA

ADRC Customer Satisfaction Research: A Retrospective

D1

Adults with disabilities, older adults and their families contact ADRCs every day. The components of a conversation that create a positive customer experience are complex. For ADRC customers, the “how’s” really do matter. Dr. Amy Flowers and her team at Analytic Insight have led customer satisfaction research efforts in Wisconsin since 2008. During this workshop, Dr. Flowers will review key learning from each research study and highlight key drivers of customer satisfaction.

Presenter: Dr. Amy Flowers, Analytic Insight

Real Colors and Change

D2

Prerequisite: Attendees should complete Real Colors Fundamentals at www.realcolors.org to learn where they fall in the color spectrum (Blue, Green, Gold, Orange)

A person’s personality influences how he or she reacts to change. Real Colors is a personality assessment tool that can help people understand their own, their peers’, and their customers’ responses to change. During this workshop, participants will gain an understanding of how each color group defines change and how each color handles change. This workshop will help provide an understanding of how change can affect each color group, aiding participants in learning what is most important when it comes to implementing and accepting change.

Presenter: Jessica Kwapil, ADRC of Kenosha County

Building your Cultural Confidence

D3

Information and Assistance Specialists regularly interact with people from culturally diverse backgrounds. This workshop will explore key value and belief systems, discussing the similarities and differences between them. Through both discussion and interactive activities, attendees will learn skills to recognize and reconcile some common cross-cultural differences.

Presenter: Isaiah Broken Leg, Great Lakes Inter-Tribal Council

Elder Tree

D4

Elder Tree is a social-networking website designed specifically for older adults in Wisconsin to help reduce isolation and loneliness. In this workshop, you will learn about the benefits of Elder Tree; how the site works; the impact of Elder Tree on the lives of older adults; and how your ADRC office (and community partners) can easily add Elder Tree as a resource for the older adults you serve.

Presenter: Scott Gatzke & Gina Landucci, Center for Health Enhancement Systems Studies (CHESS), University of Wisconsin-Madison

Financial Security: What You Need to Know

D5

This workshop will focus on the practical financial issues that are most important to people nearing retirement. Key topics will include setting retirement goals, determining income needs, and identifying sources of retirement income. Examples of retirement income sources that will be covered in this session include fixed income streams, Social Security, and flexible assets, consisting of annuities, CDs, 401Ks, IRAs, and life insurance policies. Asset conversion to income streams will also be discussed in this workshop.

Presenter: Felicia Brown, AARP

Reflecting and Celebrating: 50 Years of the Older Americans Act (OAA) and 25 Years of the Americans with Disabilities Act (ADA)

D6

Join the celebration! Learn the history of the OAA, which was signed into law in 1965, and the ADA, signed in 1990. The OAA funds critical, cost-effective programs, including caregiver support, senior nutrition, senior centers, health promotion, disease prevention, and senior employment, allowing older people to stay healthy and independent within their communities. The ADA paved the way for millions of Americans with disabilities to live better, with fewer barriers, in their own communities. Participants will also learn about the ADA Legacy Project and their statewide collaborative efforts.

Facilitator: Carrie Molke, DHS, BADR

Presenters: James Schmidlkofer, Former OOA Supervisor; Tom Langham, Dan Johnson & Bette Mentz-Powell, DHS, BADR

E1

BadgerCare Plus and the Federal Marketplace: Wisconsin's Regional Enrollment Networks

People reaching out to ADRC professionals often need information on how to access health insurance. Options in Wisconsin are changing. During this workshop, participants will learn key information about the federal Marketplace and the Wisconsin BadgerCare Plus Program. Wisconsin's Regional Enrollment Networks and lessons learned from the initial open enrollment period will also be discussed.

Presenter: Craig Steele, DHS

E2

Coping with Everyday Life and Difficult Times by Being Mindful

Mindfulness-based practices are scientifically proven to improve concentration and focus and decrease anxiety, stress and depression. These practices also promote happiness and well-being. Attendees of this experiential workshop will learn the basics of mindfulness, as well as participate in loving kindness, gratitude and compassion exercises.

Presenter: Dr. Marc Wruble, Platteville Family Resource Center, Inc.

E3

Overview of Services for the Deaf and Hard of Hearing and the Blind and Visually Impaired

This workshop will provide an overview of the programs and services offered by the Office for the Deaf and Hard of Hearing (ODHH) for people who are deaf, hard of hearing or deaf-blind, as well as an overview of the programs and services offered by the Office for the Blind and Visually Impaired (OBVI) for those who are blind or visually impaired. Additionally, this session will discuss various ODHH and OBVI collaborative initiatives with ADRCs and other statewide partners and stakeholders.

Presenters: Dan Millikin & Amber Mullett, DHS, ODHH; Tom Langham, DHS, OBVI

E4

New Tool for Process Improvement – Journey Mapping

Journey Mapping is a new approach to flowcharting the customer experience. It is easily included in your process improvement activities and is a helpful tool in achieving success. Attendees will learn this unique and simple way to flowchart a customer's journey and learn how to use this tool to engage your team and customers in valuable quality improvement. This workshop is specifically intended for individuals who have attended a Change Leader Academy and have participated in a change project.

Presenters: Diana Adamski & Christine See, DHS, ORCD; Neal Minogue & Sara Koenig, DHS, OOA

Veteran’s Benefits

E5

Many consumers who contact ADRCs are not aware of the benefits, programs and services that may be available to them as a result of their military service or that of a spouse. The County Veterans Service Office (CVSO) available in each county is the best place for consumers to receive helpful information and assistance related to these benefits. This workshop will explain the role of CVSOs and give an overview of Veteran’s benefits, including educational, health and burial benefits, pensions, financial compensation, and grants.

Presenter: Jim Young, Vernon County Veterans Services Office

Application of Customer Satisfaction Research

E6

Over the years, Dr. Flowers and her team have spoken with more than 6,000 ADRC customers about their experience at ADRCs. Dr. Flowers will apply key findings from her team’s extensive experience researching ADRC customers in Wisconsin to help Information and Assistance (I&A) Specialists provide a better customer experience. Dr. Flowers will present on existing nuances between customer groups, and discuss how I&A staff can modify their assistance methods to achieve better results.

Presenter: Dr. Amy Flowers, Analytic Insight; Becky Dahl, ADRC of Eagle Country

Ethics and Boundaries (8:00am–12:00pm)

1

Utilizing the Code of Ethics of the National Association of Social Workers as the foundation for practice, this intensive focuses on the applied use of professional values, ethics, and boundaries. Challenges of social work practice are explored in the context of “real life” stories. Specific strategies will be presented to enhance practice, refine boundary setting skills and raise an awareness of ethical considerations. A practitioner self-assessment may lead to recognition of areas needing further professional development. This workshop is designed to be relevant to work within an ADRC. The session’s instructional format includes: interactive lecture, focused discussion, group work, mindfulness, and practice exercises.

Presenter: Dr. Marc Wruble, Platteville Family Resource Center, Inc.

Welcome to the Profession of Information and Assistance (9:00am–12:00pm)

2

Placing a call can be the first step a person takes to get help, to understand his or her situation, and to learn about options to meet his or her needs. Whether a person wants a quick resource or is calling about long-term care needs, Information and Assistance (I&A) professionals at ADRCs are there to help. This intensive is designed as an introduction to the I&A profession, and to the skills and strategies needed to support customers. This workshop is designed especially for people new to this profession.

Presenters: Tonya Eichel, ADRC of Northwest Wisconsin; Mary Updike, ADRC of Barron, Rusk and Washburn Counties; and Maurine Strickland, DHS, ORCD

Dementia Screening (9:00am–12:00pm)

3

Participants who attend this conference intensive will become certified to administer the Mini-Cog and Animal Fluency memory screens. Results from these memory screens can assist ADRC customers with starting the conversation about memory issues with their doctor. Attendees may be staff at ADRCs, MCOs, ICAs or other county agencies. Prior to attending this session, two (2) one-hour webcasts **must** be viewed in preparation for the session. They can be found at:

<http://dhsmedia.wi.gov/main/Viewer/?peid=7291a9808e4540d98ffc3a81fe9040831d>

<http://dhsmedia.wi.gov/main/Viewer/?peid=7d81005fc1a14627b6a6a3b14ab281ac1d>

This intensive will present information not included in the webcasts regarding types of dementia, as well as aspects of communication and behavior. This session will also review the memory screens and offer an opportunity to practice and ask questions.

Presenter: Kristen Felten, DHS, OOA

4

**Alliance of Information and Referral Systems (AIRS) Exam
(9:30am–11:40am)**

AIRS Certification is a professional credentialing program, measuring documented knowledge in the field of Information and Referral (I&R) and Information and Referral/Assistance (I&R/A). This certification reflects specific competencies and related performance criteria which describe the knowledge, skills, attitudes and work-related behaviors needed by I&R practitioners to successfully execute their responsibilities. The AIRS Certification Program is operated in alignment with national standards.

Pre-registration with AIRS is required. Please see www.wisconsinairs.org for details on how to prepare and qualify for this exam. The AIRS exam will be held at the ADRC of Western Wisconsin located at 300 4th Street in La Crosse.



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Sponsored by the Wisconsin Department of Health Services

