



2011 Northeast Family Strengthening Conference

Fit for the Future: Asset-Building Strategies
and Solutions for Families and Communities

September 26 & 27, 2011

Richmond Marriott

Richmond, Virginia

Conference Sponsors



US Department of Health and Human Services
Administration for Children and Families
Region I — Region II — Region III



Virginia Department of Social Services

WELCOME



US Department of Health and Human Services
Administration for Children and Families
Region I — Region II — Region III



Virginia Department of Social Services

September 26, 2011

Dear Colleagues,

On behalf of the Administration for Children and Families (ACF) Regions I, II and III, the Virginia Department of Social Services (VDSS) and our conference planning partners, we welcome you to the 2011 Northeast Family Strengthening Conference. The conference theme is *Fit for the Future: Asset-Building Strategies and Solutions for Families and Communities*.

This year's theme reflects our commitment to a comprehensive approach to family strengthening. Especially in this period of tight budgets and tough economic times, the challenges that families, and the organizations and agencies that serve them, face are myriad and diverse. Our conference focuses on integrated program and policy strategies that support the development of financial assets, positive family relationships, personal and community health and the connections that individuals and families have to each other and their communities. Our goal is to help vulnerable families create opportunities to build lives of security, stability and well-being.

The participation of so many different organizations, including representatives from government agencies, community and faith-based leaders and a broad range of human service providers, demonstrates our mutual commitment to helping families achieve and maintain social and economic mobility and security. We encourage you to take full advantage of the opportunity to network with your fellow conference participants who come from 16 states and jurisdictions and share different strategies and solutions that strengthen the families with whom you work.

Our conference plenary speakers and workshops presenters will give you an opportunity to hear and learn from recognized leaders in the field of asset building and family strengthening. We look forward to our time together and hope that you find the conference exciting, stimulating and informative.

Mary Ann Higgins
Regional Administrator
Region I

Joyce A. Thomas
Regional Administrator
Region II

David J. Lett
Regional Administrator
Region III

Martin D. Brown
Commissioner, Virginia
Department of Social
Services

Conference Partners

ACF Office of Community Services
African American Healthy Marriage Initiative
Baptist General Convention of Virginia
Child Development Resources
Child Find of America, Inc., Parent Help
The Children and Family Trust Fund of Virginia
First Things First of Greater Richmond
Kanawha Institute for Social Research & Action, Inc.
The Life Center, Inc.
Massachusetts Association for Community Action

Metropolitan Council on Jewish Poverty
The Midas Collaborative
NCAAMP – Hampton University
New Jersey Dept. of Education, Head Start
Collaboration Office
Newark Now
Pennsylvania Office of Financial Education
Seedco
The 100 Fathers, Inc.

CONFERENCE COMMITTEES

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ACF REGION I (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

Co-Chair: Mary Ann Higgins, Regional Administrator
Dr. Josephine Hauer, Family Life and Marriage Program Specialist*
Marilyn Lasky, Children and Families Program Specialist
Marie Hawe, AFI⁺ Regional Consultant, ASSET Initiative
Kimberly Zimmerman Rand, AFI⁺ Regional Consultant, ASSET Initiative

ACF REGION II (New Jersey, New York, Puerto Rico, US Virgin Islands)

Co-Chair: Joyce A. Thomas, Regional Administrator
Barbara Andrews, Lead Program Liaison Specialist
Joan Gibson, Lead Program Evaluation Specialist
Daniel Hekman, Program and Management Analyst*
Rita Bowen, AFI⁺ Regional Consultant, ASSET Initiative

ACF REGION III (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia)

Chair: David J. Lett, Regional Administrator
Carl Montoya, Associate Regional Administrator
Darlene Tart, Special Initiatives Coordinator*
Marcia Leithauser, AFI⁺ Regional Consultant, ASSET Initiative
Anne Yeoman, AFI⁺ Regional Consultant, ASSET Initiative

VIRGINIA DEPARTMENT OF SOCIAL SERVICES

Hayley Mathews, Strengthening Families Project Manager*
Curtis Smith, Fatherhood Initiative Program Consultant

Fiduciary: **METROPOLITAN COUNCIL ON JEWISH POVERTY (MetCouncil), NY**

Ilene Marcus, Chief of Staff
Rose Turshen, Strategic Initiatives Manager*

*** PUBLICITY COMMITTEE MEMBERS**
+ ACF's Assets for Independence Program

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Co-Chairs: Joan Gibson, Lead Program Evaluation Specialist, ACF Region II, NY
Marilyn Lasky, Children and Families Program Specialist, ACF Region I, MA
Curtis Smith, Fatherhood Initiative Program Consultant, VDSS, VA

Rev. Dr. J. Elisha Burke, Director of Health Ministry, Baptist General Convention of Virginia, VA
Suzanne Burnett, Director, Head Start Collaboration Office, NJ
Carl Chadband, Employment Programs Manager, Kanawha Institute for Social Research & Action Inc., WV
Holly Chase, Financial Education Specialist, Pennsylvania Office of Financial Education, PA
Joe Diamond, Executive Director, Massachusetts Association for Community Action, MA
Saroya Friedman-Gonzalez, Vice President, NYC Community Based Programs & Opportunity NYC, Seedco, NY
Donna Linder, Executive Director, Child Find of America, Inc., Home of Parent Help, NY
Franklyn M. Malone, President & CEO, The 100 Fathers, Inc., DC
Dr. Linda Malone-Colon, Professor, Psychology Department, Hampton University, VA
Margaret Miley, Executive Director, The Midas Collaborative, MA
Dr. Sheldon Nix, Executive Director, The Life Center, Inc., DE
Bob Ruthazer, Founder & CEO, First Things First of Greater Richmond, VA
Paul Scott, Executive Director, Child Development Resources, VA

Monday, September 26

7:30am to 5:00pm Registration and Exhibits [Lower Level]

7:30am to 8:30am Continental Breakfast [Grand Ballroom]

OPENING PLENARY

8:30am-10:30am

MODERATOR: David J. Lett, Regional Administrator
Administration for Children and Families (ACF), Region III



Welcome

Video Message from Robert F. McDonnell, Governor of Virginia

Introduced by Bill Bolling, Lieutenant Governor of Virginia

Opening Remarks

George H. Sheldon, Acting Assistant Secretary
Administration for Children and Families (ACF), HHS



Programs and initiatives that strengthen family relationships and financial stability are critical to achieving the Administration for Children and Families' mission to promote the social and economic well-being of families and communities. Mr. Sheldon reviews current priorities and federal initiatives that support families and communities across the nation.



Virginia Strengthening Families Initiative

Martin D. Brown, Commissioner
Virginia Department of Social Services (VDSS)

While recognizing major changes in demographic characteristics of the American family over the past several decades, the Virginia Department of Social Services (VDSS) has initiated an ongoing, system-wide approach to strengthening Virginia's families. This initiative focuses on reducing non-marital births, connecting and reconnecting fathers with their children and encouraging the formation and maintenance of safe, stable, intact, two-parent families. Commissioner Brown will describe how VDSS is aligning resources, policies and processes, and implementing strategies to help strengthen families at every point of client contact.

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Break

10:30am-10:45am

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1**Engaging Families: New Insights to Increase Participation & Achieve Outcomes**

Many organizations struggle to increase enrollment and participation in their programs while others are challenged to identify the most effective strategies that assist families in making positive changes. This session surveys new and promising approaches to better engagement and more lasting success for families emphasizing market analysis and insights from behavioral economics.

Rebecca Ross, Vice President, Economic Mobility, ideas42, MA

Holly Chase, Financial Education Specialist, Pennsylvania Office of Financial Education, PA

Moderator: **Rita Bowen**, AFI Regional Consultant, ASSET Initiative, ACF Region II

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N**Promising Strategies and Lessons Learned from Healthy Marriage and Responsible Fatherhood Grantees**

Learn about effective models, strategies, partnerships, curricula and outcomes of federally funded healthy marriage and responsible fatherhood projects. Review a comprehensive resource for program implementation designed for states and community-based organizations to assist in engaging fathers, couples and individuals.

Patrick Patterson, Senior Manager, ICF International, VA

Dr. Mary Hyde, Principal, ICF International, VA

Moderator: **Josephine Hauer**, Family Life and Marriage Specialist, ACF Region I

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L**Reaching Out to New Dads:****Strengthening Families While Building Broad Community Collaboration**

By engaging dads near the time of birth, father-serving organizations have the opportunity to build relationships with families and local health and educational institutions. This collaboration serves the needs of fathers and families and improves the capacity of all involved organizations. Presenters include an Early Head Start program and First Things First-Daddy Boot Camp.

Bob Ruthazer, Founder and CEO, First Things First of Greater Richmond, VA

LeMar Bowers, Father Coordinator, First Things First of Greater Richmond, VA

Fred Ruiz, Fatherhood/Male Involvement Coordinator, The Leaguers, NJ

Moderator: **Daniel Hekman**, Program Analyst, ACF Region II

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2**Re-Entry Programs: Father and Family Friendly Innovations**

Parents released from prison face many barriers making it difficult for them to have a successful reentry. This workshop showcases two program models that effectively interact with fathers and families experiencing reentry. The Virginia Community Reentry Initiative integrates human services and public safety. The Fathering Court is a powerful, family-strengthening approach that helps fathers returning from prison become better parents, both financially and emotionally.

The Honorable Milton C. Lee, Associate Judge, Washington DC Superior Court, DC

Jane Brown, Director of Community Partnerships, Virginia Community Re-Entry Initiative, VA

Moderator: **Carl Chadband**, Employment Programs Mgr., Kanawha Inst. for Social Research & Action, WV

Using Web-Based Technology to Promote Asset Building

Finding inventive new ways to deliver financial education and encourage sound financial habits is critical in today’s tech-savvy world. Learn how two innovative and engaging free approaches – the Aspen Institute’s Asset Platform and VISA’s Financial Football – are engaging young adults and low/moderate income and minority individuals and families in learning about managing money, expanding their financial intelligence and building assets.

Kirsten Moy, Director, Scale Initiatives, The Aspen Institute, CA
Linda Hawkins, Director, School Financial Education Programs, Office of the State Treasurer, WV
 Moderator: **Marie Hawe**, AFI Regional Consultant, ASSET Initiative, ACF Region I

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Promoting Savings at Tax Time: How EITC Helps Build Assets

The Earned Income Tax Credit (EITC) has grown to be considered the nation’s largest federal anti-poverty program with significant benefits for recipients and their communities. EITC is also a prime resource that can be leveraged to build assets through savings and investment. Learn about innovative strategies employed in the Northeast to harness this potential and create opportunities for low income families to save and build wealth at tax time.

Cathie Mahon, Exec. Dir. & Deputy Commissioner, Office of Financial Empowerment, NY City Dept. of Consumer Affairs, NY
Megan Kiesel, Director of Impact and Outreach, The Campaign for Working Families, PA
 Moderator: **Stefanie Whorton**, AFI Resource Coordinator, ACF Office of Community Services, DC

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Home Visiting: Helping Families to be Fit for the Future

Home visiting programs offer a variety of family-focused services to expectant parents and families with new babies and young children to achieve better outcomes for children. This workshop provides an overview of home visiting programs and highlights building state and local infrastructure, collaboration with community resources, evidence based models, engaging fathers and promoting healthy parental relationships.

Sunday Gustin, Administrator, Office of Early Childhood Services, NJ Dept. of Children and Families, NJ
Haji D. Shearer, Director, The Fatherhood Initiative, Children's Trust Fund, MA
 Moderator: **Barbara Andrews**, Lead Program Liaison Specialist, ACF Region II, NY

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Beyond Job Readiness: Helping the Working Poor with Career Advancement

Many programs focus on helping the never-worked or marginally employable to gain entry-level jobs. More focus is needed on moving to the next level. This session explores a workforce development model that assists unemployed and low wage working adults find good jobs in targeted sectors with room for advancement in established career pathways. It also investigates strategies for community based organizations to strengthen their engagement with local employers.

David Berman, Senior Advisor, New York City Center for Economic Opportunity, Office of the Mayor, NY
Rebecca Kusner, Program Director, Work Advance, Toward Employment, OH
 Moderator: **Sheldon Nix**, Executive Director, The Life Center, DE

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3**Power in Numbers: The Principles of Coalition Building**

Community-based organizations need to maximize resources when funding opportunities are limited. Learn the steps for coalition and collaboration building and the pros and cons of partnering with groups who share common interests.

Franklyn M. Malone, Founder & CEO, The 100 Fathers, Inc., DC

Herman D. Odom, Jr., Executive Secretary, The 100 Fathers, Inc., DC

Gilbert A. Coleman, Director, Fatherhood Initiative, Philadelphia Mayor's Office of Community Svcs, PA

Moderator: **Lyndell Lewis**, Supervisor, Promoting Safe and Stable Families, VDSS, VA

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6**Partnering with the Faith Community to Promote Health and Wellness**

This workshop is designed to prepare participants to work effectively with faith-based organizations (FBOs) in promoting both physical and mental health and wellness in the communities they serve. Research findings and other "realities" of working with FBOs are reviewed and discussed.

Rev. Dr. J. Elisha Burke, Director of Health Ministry, Baptist General Convention of Virginia, VA

Rev. Dr. Shelley D. Best, President & CEO, The Conference of Churches, CT

Moderator: **Lisa Specter-Dunaway**, Executive Director, Comprehensive Health Investment Program (CHIP) of Virginia, VA

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7**Healthy Marriage: An Asset for Couples, Children and Communities**

Learn how and why healthy marriage is a key asset to the vitality of couples, children and communities based on findings from a broad spectrum of social science research. Identify key messages on how to encourage young adults to consider marriage as an attainable goal. Learn how marriage rates are important to the economic and social stability of communities.

Linda Malone-Colon, Professor, Psychology Department, Hampton University, VA

W. Bradford Wilcox, Professor, Department of Sociology, University of Virginia, VA

Moderator: **Hayley Mathews**, Strengthening Families Project Manager, VDSS, VA

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8**Family Centered Treatment: Enabling Sustainable Change**

Family Centered Treatment® (FCT) is a best practice, tested and evidence based model of home-based treatment developed by practitioners. FCT has been formalized into a model of treatment that has practice based evidence and evidence based practice. It has been shown to lower rates of out-of-home placements and recidivism with "crossover" youth. Unlike client-centered models, FCT incorporates value change methods and practice experiences for the families in care. Results from MD are shared.

William Painter, Senior Director, Institute for Family Centered Services, NC

Darlene Dockins, Maryland State Director, Institute for Family Centered Services, MD

Moderator: **Paul Scott**, Executive Director, Child Development Resources, VA

**MODERATOR: Mary Ann Higgins, Regional Administrator
Administration for Children and Families (ACF), Region I**

**The Promise of Asset Building:
Transforming Wealth in Poor Communities**

Over the last 25 years, great strides have been made in understanding asset inequality and identifying supports to help low income families move up the ladder of financial stability. Asset building focuses on amplifying the resources families already have and filling in gaps where needed. Experts share research, strategies and program models that describe how asset building strengthens families.

**Yolanda Butler, Acting Director, Office of Community Services
Administration for Children and Families (ACF), HHS**



**Tom Shapiro, Pokross Professor of Law and Social Policy
Director, Institute on Assets and Social Policy
The Heller School for Social Policy and Management
Brandeis University, Waltham, MA**

Panel:

**Cathie Mahon, Executive Director and Deputy Commissioner
NY City Office of Financial Empowerment, Department of Consumer Affairs, NY**

**Christina Cain, Director, Asset Development Center
New Visions New Ventures, VA**

Cherrelle Hurt, New Visions New Ventures Participant

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Without a Compass?**Models to Help Dads Navigate Child Support and Child Welfare Systems**

This workshop investigates the unique difficulties faced by fathers in the child support and child welfare systems, with a special emphasis on courts and legal processes. The presentation includes models that help fathers navigate complicated systems at court and in the social service arena.

Jameelah Hayes, Legal Director, Legal Information for Families Today (LIFT), NY

LaRon Burris, Fatherhood Peer Facilitator, Father Engagement Project, University of Washington, Washington Department of Social and Health Services, WA

Moderator: **Daniel Hekman**, Program Analyst, ACF Region II, NY

Promising Strategies and Lessons Learned from Healthy Marriage and Responsible Fatherhood Grantees

Learn about effective models, strategies, partnerships, curricula and outcomes of federally funded healthy marriage and responsible fatherhood projects. Review a comprehensive resource for program implementation designed for states and community-based organizations to assist in engaging fathers, couples and individuals.

Patrick Patterson, Senior Manager, ICF International, VA

Dr. Mary Hyde, Principal, ICF International, VA

Moderator: **Josephine Hauer**, Family Life and Marriage Specialist, ACF Region I

Economic Empowerment: Ways to Work and Credit Builders Alliance

The Ways to Work program provides small, short-term, low interest loans, financial education and case management support to working poor families with challenging credit histories to help individuals remain in or move forward in their jobs. Credit Builders Alliance's goal is to assist low and moderate income families in building their credit and accessing traditional financing. Learn how these two successful programs work to empower families and bring them into the financial mainstream.

Linda Brost, Director of Business Development, Ways to Work, WI

Mary-Winston Deacon, Director, Financial Support Services, Presbyterian Homes and Family Services, VA

Leanne Watkins, Case Administrator, Cox Law Group, VA (Ways to Work/Vehicles for Change participant)

Mary Niebling, Director, Community Economic Development, Central VT Community Action Council, VT

Moderator: **Marie Hauer**, AFI Regional Consultant, ASSET Initiative, ACF Region I

State and Municipal Strategies for Promoting and Sustaining Asset Building

Local governments play a critical role in facilitating asset building for low income families. This workshop explores models of local government pioneering initiatives that create infrastructure, build resources and change key policies to improve/spur asset-building opportunities. Learn how government partners with service organizations to bring these innovations to fruition.

Heather Doherty, Senior Program Officer for Financial Education, NY City Office of Financial Empowerment, Department of Consumer Affairs, NY

Dan Hartwell, Program Manager II, West Virginia Department of Health and Human Resources, WV

Moderator: **Holly Chase**, Financial Education Specialist, Pennsylvania Office of Financial Education, PA

Veterans Returning Home: Reconnecting with Family

The number of returning soldiers from Operation Enduring Freedom and Operation Iraqi Freedom is expected to surge with the withdrawal of troops from combat zones. To ensure the best possible results, returning veterans and their families will need specialized services. Hear about what is needed and being done to support service members and families as they adjust to post-deployment.

Theresa T. Buchanan, Youth Initiatives Director, National Military Family Association, VA
George Watlington, HQDA Strong Bonds Program Manager, Office of the Chief of Chaplains, Soldier and Family Ministry Directorate, US Army, VA

Moderator: **Donna Linder**, Executive Director, Child Find of America, Inc., Home of Parent Help, NY

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**Getting Fit to Operate an IDA Program:
Using Asset-Building Coalitions and Developing Organizational Capacity**

There is strength in numbers. This workshop conveys best practices and benefits of bringing together like-minded organizations to address policy, program and practice issues to enhance asset development in their states. It also addresses having the organizational capacity to support an IDA program, engage community partners and secure funding. Learn how to develop a robust IDA program.

Kelli Hinkle, Executive Director, West Virginia Alliance for Sustainable Families, WV
Patricia Scott, Program Manager, Economic Empowerment Division, KISRA, WV
Margaret Miley, Executive Director, The Midas Collaborative, MA

Moderator: **Joe Diamond**, Executive Director, Massachusetts Association for Community Action, MA

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**ACF's ASSET Initiative:
Bringing the Benefit of Asset Building to More Low Income Families**

The ASSET Initiative fosters synergies among programs funded and administered by ACF, states, localities, community-based providers and others. ACF's Assets for Independence (AFI) program demonstrates that combining asset-building tools to alleviate poverty can yield significant, long-term results. Hear from successful AFI programs and learn how tax assistance, financial education, credit counseling and other asset-building programs help families become financially stable.

Louellen Brumgard, Community Development & Revitalization, Virginia Community Action Partnership, VA
Karyn Hausknecht-Yetman, Housing Programs Manager, Belmont Housing Resources for Western NY, NY
Moderator: **Anne Yeoman**, AFI Regional Consultant, ASSET Initiative, ACF Region III

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Healthy Marriage: An Asset for Couples, Children and Communities

Learn how and why healthy marriage is a key asset to the vitality of couples, children and communities based on findings from a broad spectrum of social science research. Identify key messages on how to encourage young adults to consider marriage as an attainable goal. Learn how marriage rates are important to the economic and social stability of communities.

Linda Malone-Colon, Professor, Psychology Department, Hampton University, VA
Moderator: **Hayley Mathews**, Strengthening Families Project Manager, VDSS, VA

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Financial Coaching for Better Outcomes

Few of us have or use as much financial knowledge as we should. For families and individuals experiencing other stresses, negative consequences of financial decisions can lead to crises. Yet many organizations do not have the staff, time or skills to help their customers make the best financial choices. This session explains coaching models for financial education, the training and use of volunteer coaches and illustrates effective coaching in different settings.

Laura O'Keefe, Manager, Volunteer Recruitment and Training, Co-Opportunity, Inc., CT

Barbara Reed, Program Director, Housing and Financial Management, West End Neighborhood House, DE
Moderator: **Sheldon Nix**, Executive Director, The Life Center, DE

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Asset Building for Domestic Violence Survivors

Building confidence, including confidence in managing financial resources, is a key element for survivors of domestic violence to move toward stability. Speakers discuss the financial circumstances of domestic violence survivors and how asset-building agencies can help them get banked, manage debt, repair credit and save money. In addition, speakers describe ways that domestic violence service providers can work with asset-building groups to help survivors access financial services.

Mary O'Doherty, Executive Director, Kentucky Domestic Violence Association, KY

Linda Martinez, Financial Stability Manager, Co-Opportunity, Inc., CT
Moderator: **Jane Koppelman**, Senior Consultant, Lewin Group

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Financial Health and Physical Health Joining Forces

DotWell, a partnership between a health center and a multi-service center in an urban neighborhood plagued with health disparities, uses a Fiscal Health Vital Signs tool to "diagnose" financial wellness and develop a financial treatment plan and on-going coaching. Health Leads places undergrad volunteers in clinics to connect patients and families to local services. Learn how health and human service providers, by joining forces, are achieving better outcomes for families and communities.

Doreen Treacy, Director of Civic Health Institute, DotWell, MA

Mark Marino, Executive Director, Health Leads, MA

Moderator: **Kimberly Zimmerman Rand**, AFI Regional Consultant, ASSET Initiative, ACF Region I

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Growing and Sustaining Fatherhood Initiatives: State and Municipal Strategies

Involved, responsible and committed fathers create strong and healthy children, families and communities. This workshop demonstrates how the State of Connecticut and the City of Philadelphia have developed effective fatherhood initiatives that promote responsible parenting, encourage healthy relationships and support economic stability.

Anthony Judkins, Social Services Program Manager, Connecticut Department of Social Services, CT

Diana Mason, OSD Consultant & Project Manager, Connecticut Department of Social Services, CT

Gilbert A. Coleman, Director, Fatherhood Initiative, Philadelphia Mayor's Office of Community Svcs, PA
Moderator: **Darlene Tart**, Special Initiatives Coordinator, ACF Region III, PA

Tuesday, September 27

7:30am to 12:45pm Registration and Exhibits [Lower Level]

7:30am to 8:30am Continental Breakfast [Lower Level]

ACF REGIONAL & VA MEETINGS

8:00am-9:00am

ACF REGIONAL MEETINGS ♦ Bring your coffee and breakfast to a meeting with other conference attendees from your Region and have an informal discussion about integrating asset building into the broad range of program services that you provide. Take this unique opportunity to meet and connect with colleagues from federal, state and local agencies and organizations in your Region to help leverage potential partnerships and collaborations to promote asset building and family strengthening activities when you return home.

ACF REGION I ♦ CT, MA, ME, NH, RI, VT ♦ **SALON 3**

ACF REGION II ♦ NJ, NY, PR, USVI ♦ **MADISON**

ACF REGION III ♦ DC, DE, MD, PA, VA, WV ♦ **CAPITAL**

VIRGINIA MEETING ♦ Informal conversation with Commissioner Martin D. Brown for VDSS staff, local department of social services staff, stakeholders and partners ♦ **SALONS 4 & 5**

MORNING PLENARY

9:15am-10:45am

MODERATOR: Joyce A. Thomas, Regional Administrator
Administration for Children and Families (ACF), Region II

Value-Raising Before Fundraising: The Secret to Sustainable Support

Bernice Sanders Smoot
Principal, Saint Wall Street LLC, Washington, DC



An increasing scarcity of funding requires organizations to make a stronger case for support. This session demonstrates how **PROI – Program Return on Investment** – can help an organization demonstrate the economic value it takes today to build relationships that pay.

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Break

10:45am-11:00am

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**Health Care Reform:
Helping Families and Communities Achieve Better Health Outcomes**

The Affordable Care Act aims to improve access to health care and bring about better health outcomes. The law not only expands health coverage, it also includes provisions to provide training for health care occupations. This workshop provides an update on recent and upcoming coverage expansions, as well as information about the Health Profession Opportunity Grants (HPOG) program.

Joanne Corte Grossi, Regional Director, US Department of Health and Human Services, Region III, PA
Katherine A. Vastine, WATCH Project Manager (Work Attributes Towards Careers in Health), PA
 Moderator: **Barbara Andrews**, Lead Program Liaison Specialist, ACF Region II, NY

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To Be Young and Free: Means Making Smart Financial Choices

Renting an apartment, buying a car, planning for college - getting credit cards! Youth in transition to independence face many financial decisions that have long term consequences. Hear from a youth about effective ways to support developing sound financial judgment. Other presenters draw on lengthy experience in working with youth on financial skills, savings and getting banked.

Christine Johnson, Consultant, Jim Casey Foundation, VT
Sixto Cancel, Jim Casey Fellow, Jim Casey Foundation, CT
Jonas Singer, Executive Director, Community Financial Education Foundation, DC
Megan O’Neil, Finance Educator, University of Maryland Extension, MD
 Moderator: **Anne Yeoman**, AFI Regional Consultant, ASSET Initiative, ACF Region III

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A Broader Perspective of Health Related Asset Building

How do you involve people in health and wellness initiatives when there are limited healthy lifestyle options available in their community? Presenters discuss social determinants of health, health equity and community engagement using community-based participatory approaches.

Michael O. Royster, MD, Director, Virginia Dept. of Health, Minority Health & Health Equity, VA,
Susan L. Triggs, Health Equity Specialist, Virginia Dept. of Health, Minority Health & Health Equity, VA
Michael Hernandez, Community Outreach Manager, Harlem Health Promotion Center, NY
 Moderator: **Rev. Dr. J. Elisha Burke**, Director, Health Ministry, Baptist General Convention of Virginia, VA

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Connecting Fatherhood Programs and Fathers to Asset Building

Come to this workshop to hear about the government’s interest in forming partnerships between asset-building, fatherhood and child support programs. Learn from programs actively engaged in these innovative services. Speakers also discuss the financial circumstances of noncustodial fathers and how asset building can help them get banked, manage debt, repair credit and save money.

Kimberly Dent, Office of Child Support, Ohio Department of Job and Family Services, OH
Suzanne Parks, Manager of Asset Development, Ohio Community Development Corporation Assoc., OH
Anna Verdiyan, Program Manager, NY City Community Programs, Seedco, NY
 Moderator: **Judith Albury**, Program Specialist, Office of Child Support, ACF Region II, NY

Relationships Matter: Partnering to Prevent Unplanned Pregnancy

Preventing teenage and unplanned pregnancy requires a multifaceted approach. This session explores promising strategies for teen relationship education, pregnancy prevention and helping couples plan for children. Presenters discuss specific curricula, address broader themes and recent developments in the field and highlight the importance of partnership.

Andrea Kane, Senior Director for Policy, The National Campaign to Prevent Teen and Unplanned Pregnancies, DC

Debbie Agee, Relationships Educator, Tucker High School, VA

Gricel Arredondo, Director, Center for Evidence Based Interventions, Cicatelli & Associates, NY
Moderator: **Andrea Kane**

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ACF's ASSET Initiative:

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The ASSET Initiative fosters synergies among programs funded and administered by ACF, states, localities, community-based providers and others. ACF's Assets for Independence (AFI) program demonstrates that combining asset-building tools to alleviate poverty can yield significant, long-term results. Hear from successful AFI programs and learn how tax assistance, financial education, credit counseling and other asset-building programs help families become financially stable.

Kasey Meehan, IDA Program Coordinator/Community Impact, United Way of SE Pennsylvania, PA

Mary Niebling, Director, Community Economic Development, Central VT Community Action Council, VT
Moderator: **Rita Bowen**, AFI Regional Consultant, ASSET Initiative, ACF Region II

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From Shoestring to Success: Growing Healthy Marriage Coalitions

Two models of coalition building are presented: one growing from a volunteer initiative and the other fostered by state policies. Hear about partnerships with public and private entities around programming, funding, outcomes and recognition. Workshop participants use templates to outline resources, potential partnerships, next steps and objectives for beginning or advancing the growth of coalitions in their own communities.

Mary Polk, Prevention Unit Prog. Mgr., Delaware Dept. of Services for Children, Youth & Families, DE

Dr. Ruth L. Lambert, Executive Director, Indiana Healthy Families and Marriage Coalition, IN

Moderator: **Alan J. Inman**, Founder & CEO, Alan J. Inman Enterprises, NY

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Bringing Financial Asset-Building Services to Refugee Communities

Boat People SOS, headquartered in Falls Church VA, and Coastal Enterprises, Inc., serving mid-coast Maine, are experienced in providing asset-building services to refugee communities. This workshop covers a brief history of each organization, how their individual missions led them to offer financial asset-building services, the unique qualities of their programs and a discussion of successful outcomes for their participants.

Loan Hanlon, Program Manager, Boat People SOS, VA

Jill Lorom, IDA Project Coordinator, Coastal Enterprises, Inc., ME

Moderator: **Kimberly Zimmerman Rand**, AFI Regional Consultant, ASSET Initiative, ACF Region I

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What Works in Asset Building for Previously Incarcerated Individuals

About 1.7 million individuals are released from prisons and jails annually. Formerly incarcerated parents face multiple barriers to reunifying with their families, reintegrating into their communities and obtaining employment and housing. Hear about two programs that offer comprehensive approaches to help formerly incarcerated parents rebuild their families and their lives.

Patricia Scott, Program Manager, Economic Empowerment Division, KISRA, WV
Elizabeth Gaynes, Executive Director, Osborne Association, NY
 Moderator: **Carl Chadband**, Employment Programs Manager, KISRA, WV

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Moving from Awareness to Action: Developing Responsible Male Youth

This is an interactive “Powershop” with several short exercises designed to demonstrate how external and internal assets affect social development and in turn, lifestyle choices. Male Youth are the focus population of the workshop.

Rev. Dr. M. Julius Hayes, Founder, Saturday Academy for Positive Self Development, VA
Leon Sankofa, CEO, National Call Dad, Inc., VA
 Moderator: **Patrick Plourde**, Independent Living Program Specialist, VDSS, VA

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All in the Family: Models for Financial Education for Parents and Children

Children first learn about money from their parents and caregivers, in their words and actions, yet few programs recognize and positively foster that intergenerational dialogue. This workshop introduces two approaches to family financial education, their successes and challenges, as well as other new programs and resources emerging in this area.

Holly Chase, Financial Education Specialist, Pennsylvania Office of Financial Education, PA
Kathleen McDermott, Executive Director, Montachusett Opportunity Council, MA
 Moderator: **Marcia Leithauser**, AFI Regional Consultant, ASSET Initiative, ACF Region III

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Bank On Initiatives: Connecting Families to the Financial Mainstream

Nine million U.S. households are unbanked and 21 million are under-banked. Fringe financial services are costly, can strap families with high-interest debt, make them targets for theft or loss of money in a disaster and reduce the likelihood of saving. Learn how Bank On initiatives provide the on-ramp to financial stability and get practical advice on how to plan, develop or improve Bank On initiatives in your city or state.

Laura Fischer, Director, Institute for Youth, Education & Families, National League of Cities, DC
Christina Corea, Director, Policy & Strategic Initiatives, Brick City Development Corp./Bank On Newark, NJ
 Moderator: **Marie Hawe**, AFI Regional Consultant, ASSET Initiative, ACF Region I

**MODERATOR: Diann Dawson, Director, Office of Regional Operations
Administration for Children and Families (ACF), HHS**

INTRODUCTION: Curtis Smith, Fatherhood Initiative Program Consultant, VDSS



**Snapshots of a Foster Child:
Promoting Resilience and Protective Factors
in the Lives of Children and Their Families**

**Reverend Darrell L. Armstrong
Pastor, Shiloh Baptist Church, Trenton, NJ**

From his personal life in foster care and his professional life as a child welfare administrator, Reverend Armstrong offers a unique insight into overcoming child abuse, abandonment and neglect. His inspiring story demonstrates how providing and accessing family strengthening tools can help alleviate family disconnect and lead to positive outcomes for children.

Conference Adjourns**3:00pm****Plenary Speaker Bios****Governor Robert F. McDonnell**

was sworn in as the 71st governor of the Commonwealth of Virginia on January 16, 2010. Prior to his election as Virginia’s Chief Executive, upon graduating from law school in 1989, he served as a Virginia Beach prosecutor. McDonnell was elected to the Virginia House of Delegates in 1991 and served 14 years representing Virginia Beach. He was elected as the 44th attorney general of Virginia in 2005. As attorney general, McDonnell kept all seven of his campaign promises and successfully passed 92 of his 105 legislative proposals with strong bipartisan support.

Outside of the Commonwealth, Governor McDonnell represents Virginia in other leadership roles. He currently serves as Chairman of the Republican Governors Association, Chairman of the Southern States Energy Board, Chairman of the Southern Growth Policies Board, Chairman of the Southern Regional Education Board and Chair of the Legal Affairs Committee of the National Governors Association.

Governor McDonnell has dedicated his life to public service. He served 21 years in the U.S. Army, both active duty and reserve, retiring as a Lieutenant Colonel in 1997. McDonnell was raised in Fairfax County. He graduated from the University of Notre Dame (BBA), Boston University (MSBA) and Regent University (JD and MA). He and his wife Maureen have been married for 35 years and they have 5 children ages 19-30.

George Sheldon

is the Acting Assistant Secretary for the Administration for Children and Families (ACF) within the U.S. Department of Health and Human Services. Prior to joining ACF, George Sheldon served as the Secretary of the Florida Department of Children and Families (DCF).

During his time in Florida, George oversaw the state’s child welfare programs, fostering a 36 percent reduction in children in out-of-home care and integrating mental health, substance abuse and domestic violence services throughout the Department. During George’s tenure, Florida achieved the nation’s highest rate of adoptions among foster children for two years and moved the state from one of the worst food stamp error rates in the country to number 1

in the country for three consecutive years. In early 2010, George worked closely with federal partners at HHS and ACF in the aftermath of Haiti's catastrophic earthquake. Together, Florida and ACF met the needs of more than 27,000 American citizens, 700 medical evacuees and 600 Haitian children moving through the adoption process with American families.

Before his service at DCF, George was Associate Dean for Student and Alumni Services at St. Thomas University School of Law. In addition to more than 12 years as a practicing attorney, George also served as Deputy Attorney General for central Florida, managing five regional offices and more than 400 employees. In 1975, George was elected to the Florida House of Representatives, where he built an eight-year record focusing on the environment and children. Born in Wildwood, New Jersey, George received both his B.A. and J.D. from Florida State University.

Martin D. Brown is the Commissioner of the Virginia Department of Social Services (VDSS), with vast leadership experience in human services, government relations and public affairs. Appointed by Governor Bob McDonnell in 2010 as head of one of the Commonwealth's largest agencies, Commissioner Brown has previous experience in state government, serving under Governor James Gilmore and Governor George Allen.

Commissioner Brown is the former Director of Communications with VDSS, where he was responsible for the successful promotion of Virginia's historic welfare reform initiative, the Virginia Independence Program. Earlier positions also include Vice President of Public Affairs at Johnson Inc., Virginia's largest full-service African-American-owned marketing and public relations firm; President of the Providence Management Group, Inc. and Executive Director and Director of Church and Community Outreach for the Family Foundation of Virginia.

Commissioner Brown is a graduate of Howard University's School of Business Administration, where he earned All-Conference honors in football, and was selected Captain of the 1984 and 1985 teams. He and his wife have two children and live in the Metro-Richmond area.

Dr. Yolanda J. Butler currently serves as Acting Director of the Office of Community Services (OCS) at the Administration for Children and Families (ACF), HHS. As Acting Director of OCS since November 2008, and Deputy Director of OCS since April 2006, Yolanda serves as an executive manager and advisor for nine block grant and discretionary community and social services grant programs that total some \$8 billion.

Prior to her positions in OCS, Yolanda served as a senior advisor on legislative, regulatory and budget policy in the Office of Legislative Affairs and Budget and advised political and career staff for the Office of Community Services and the Administration on Developmental Disabilities. She also spent time working with then-Senator Carol Moseley-Braun of Illinois on human services and economic development issues in 1998 and 1999. Yolanda entered Federal service in 1996 as a Presidential Management Intern.

Yolanda received a doctorate in Political Science at Howard University in 2006, completed the master's degree in American Government and Public Administration at Howard in 1996, and most recently in 2008 received a certificate from the Key Executive Leadership Program in Public Administration at American University. She is a 1994 graduate of the W.E.B. DuBois Honors College at Jackson State University.

Thomas Shapiro directs the Institute on Assets and Social Policy (IASP) and is the Pokross Professor of Law and Social Policy at The Heller School for Social Policy and Management, Brandeis University.

Professor Shapiro's primary interest is in racial inequality and public policy, for which IASP released a brief in May 2010 ("The Racial Wealth Gap Increases Fourfold"). He is a leader in the asset development field with a particular focus on closing the racial wealth gap. *The Hidden Cost of Being African American: How Wealth Perpetuates Inequality*, published by Oxford University Press in 2004, was widely reviewed and named one of the Notable Books of 2004 by the St. Louis Post-Dispatch.

With Dr. Melvin Oliver, he wrote the award-winning *Black Wealth/White Wealth*, which received the 1997 Distinguished Scholarly Publication Award from the American Sociological Association and the 1995 C. Wright Mills Award from the Society for the Study of Social Problems. A Tenth Anniversary Edition of *Black Wealth/White Wealth*, with two new chapters, was published in 2006.

Professor Shapiro's media appearances include Tony Brown's Journal, The Tavis Smiley Show, Talk of the Nation, CNN, On Point and the Rachel Maddow Show (MSNBC). His work has been reviewed or discussed in The Washington Post, The Boston Globe, The American Prospect, The Chicago Sun-Times, The St. Louis Post-Dispatch, Commonwealth Magazine, Newsweek, The Village Voice and others. In 2011 he was awarded a Fulbright Scholarship to study the wealth gap in South Africa.

Bernice Sanders Smoot is the principal and founder of SAINT WALL STREET LLC, a Maryland-based company committed since 1998 to strengthening the programs that strengthen people. She has more than 25 years experience in essentially every role of nonprofit development and service and 20 years experience in small business management and corporate marketing. Drawing upon this once-disconnected combination, Ms. Smoot has created an innovative and increasingly popular approach to nonprofit sustainability called Program Return on Investment™ (PROI). PROI equips organizations serving children, youth and families to make a compelling business case for support — one that demonstrates the return-on-investment values sought by today's grant makers and donors. Organizations applying PROI have raised, in mere months, millions of dollars in new funding *outside of* federal government.

SAINT WALL STREET trainings are consistently rated 99% Excellent. They are available singularly or comprehensively through the new Change Leaders Academy, which also features access to a web-based tool that automatically converts nonprofit program outcomes into return-on-investment impacts. Trainings are hosted on-site and online by federal and state agencies, national organizations, universities and conferences. For more information, visit www.saintwallstreet.net.

Diann Dawson serves as the Director of the Office of Regional Operations within the Administration for Children and Families (ACF), HHS. As principal advisor to the Assistant Secretary regarding field operations, she provides executive leadership and direction to ACF's ten regional offices on the integration and coordination of more than 65 human service programs to promote the well-being of children, families and communities.

Ms. Dawson enjoys a distinguished public service career with more than 30 years in federal and state governments and is a member of the Federal Senior Executive Service. She has received numerous awards including the Presidential Rank Award for Meritorious Service which recognizes outstanding achievement by members of the Senior Executive Service. Prior to her current position, Ms. Dawson was Deputy Director of the Office of Family Assistance, ACF and served in numerous positions including Acting Assistant Secretary during the transition between Administrations. Key initiatives that she spearheaded include the African American Healthy Marriage Initiative and directing implementation of key components of federal welfare reform efforts.

Ms. Dawson holds a J.D. Degree from Catholic University of America and is admitted to the DC and MD bars; a M.S.W. degree from the University of North Carolina at Chapel Hill and a B.A. from Bennett College. She is married and the mother of one adult son.

Rev. Darrell L. Armstrong is an acclaimed preacher, teacher, speaker, author and child welfare and family strengthening advocate. He is considered a national and international leader on issues pertaining to child welfare and family strengthening, particularly foster and kinship care. He spent 13 years in foster care and kinship care in the Los Angeles Department of Children Services.

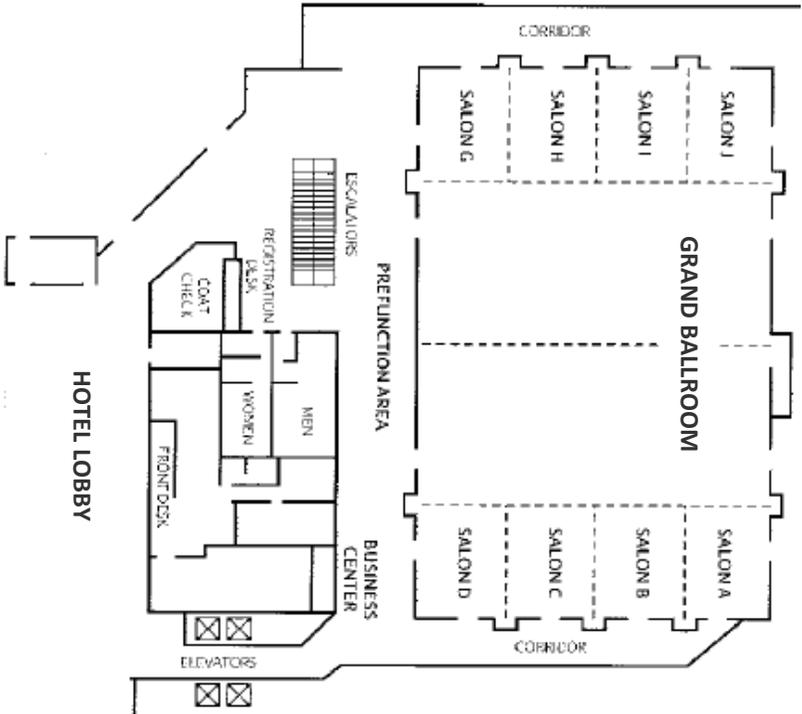
From March, 2006-April, 2009, he served as the Director of the Division of Prevention and Community Partnerships for the NJ Dept. of Children and Families. He is a member of the National Advisory Board for the federal Early Childhood Quality Improvement Center, a former member of the NJ Governor's Cabinet for Children (2002-2005) and co-chaired the NJ Child Welfare Transition Team for former NJ Governor Jon Corzine (2005-2006). He is the founder and board president of the National Association of Foster Children, Inc., a national network of family strengthening organizations.

Rev. Armstrong was chosen by the Salt Lake Olympic Organizing Committee to carry the Olympic Torch for the 2002 Winter Olympic Games on behalf of America's 600,000+ foster children. Rev. Armstrong is the pastor the Shiloh Baptist Church of Trenton, NJ, and Founder and CEO of the Institute on Clergy Training. He obtained a B.A. in Public Policy from Stanford and a Masters in Divinity from Princeton Theological Seminary. He is married and the father of one son and one daughter.

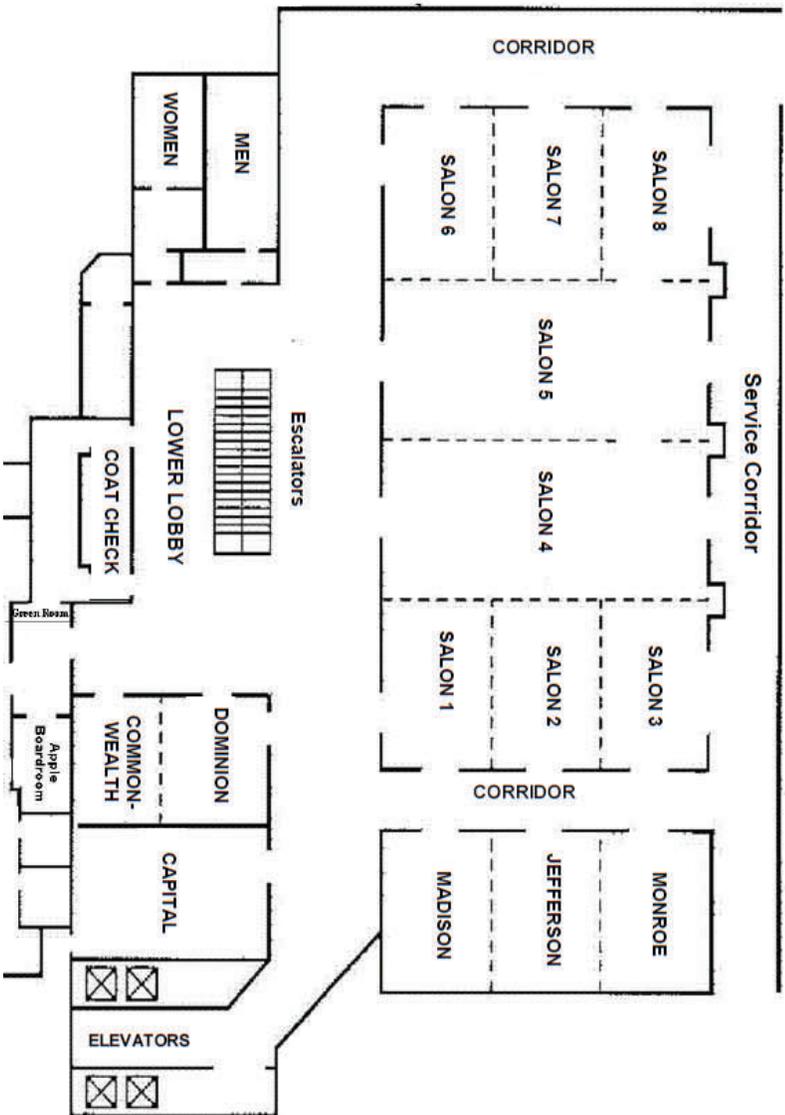
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FIRST FLOOR/STREET LEVEL
Plenary Sessions — Grand Ballroom



LOWER LEVEL
Registration, Workshops & Exhibits

2011 Northeast Family Strengthening Conference Agenda at a Glance

MONDAY, September 26			
7:30 am to 5:00 pm Registration and Exhibits			
7:30 to 8:30 am Continental Breakfast	8:30 to 10:30 am OPENING PLENARY - Grand Ballroom <i>Virginia Strengthening Families Initiative</i>		10:30 pm Break
<ul style="list-style-type: none"> Engaging Families: New Insights to Increase Participation & Achieve Outcomes — SALON 1 Promising Strategies & Lessons Learned from HM/RF Grantees (also Mon. pm) — JEFFERSON Reaching Out to New Dads: Strengthening Families & Building Collaboration — CAPITAL Re-Entry Programs: Father and Family Friendly Innovations — SALON 2 	<ul style="list-style-type: none"> Using Web-Based Technology to Promote Asset Building — SALON 5 Promoting Savings at Tax Time: How EITC Helps Build Assets — MADISON Home Visiting: Helping Families to be Fit for the Future — MONROE Beyond Job Readiness: Helping the Working Poor with Career Advancement — SALON 4 	<ul style="list-style-type: none"> Power in Numbers: The Principles of Coalition Building — SALON 3 Partnering with the Faith Community to Promote Health and Wellness — SALON 6 Healthy Marriage: An Asset for Couples, Children & Communities (also Mon. pm) — SALON 7 Family Centered Treatment: Enabling Sustainable Change — SALON 8 	10:45 am to 12:15 pm MORNING WORKSHOPS
12:15 pm Break	12:30 to 3:00 pm LUNCHEON PLENARY - Grand Ballroom <i>The Promise of Asset Building</i>	3:00 to 3:30 pm Networking & Exhibits	3:30 to 5:00 pm AFTERNOON WORKSHOPS
<ul style="list-style-type: none"> Without a Compass? Helping Dads Navigate Child Support and Child Welfare Systems — CAPITAL Promising Strategies & Lessons Learned from HM/RF Grantees (also Mon. am) - JEFFERSON Economic Empowerment: Ways to Work and Credit Builders Alliance — SALON 1 State and Municipal Strategies for Promoting and Sustaining Asset Building — SALON 2 	<ul style="list-style-type: none"> Veterans Returning Home: Reconnecting with Family — MONROE Getting Fit to Operate an IDA Program: Asset-Building Coalitions & Organizational Capacity — SALON 4 ACF's ASSET Initiative: Asset Building for More Low Income Families (also Tues. am) — MADISON Healthy Marriage: An Asset for Couples, Children & Communities (also Mon. am) — SALON 7 	<ul style="list-style-type: none"> Financial Coaching for Better Outcomes — SALON 6 Asset Building for Domestic Violence Survivors — SALON 3 Financial Health and Physical Health Joining Forces — SALON 8 Growing and Sustaining Fatherhood Initiatives: State & Municipal Strategies — SALON 5 	
TUESDAY, September 27			
7:30 am to 12:45 pm Registration and Exhibits			
7:30 to 8:30 am Continental Breakfast	9:00 am Break	9:15 to 10:45 am MORNING PLENARY - Grand Ballroom <i>Value Raising Before Fund Raising</i>	10:45 am Break
8:00 to 9:00 am State/Regional Mtgs.			11:00 am to 12:30 pm MORNING WORKSHOPS
<ul style="list-style-type: none"> Health Care Reform: Helping Families & Communities Achieve Better Health Outcomes — MONROE To Be Young and Free: Means Making Smart Financial Choices — SALON 4 A Broader Perspective of Health-Related Asset Building — SALON 8 Connecting Fatherhood Programs and Fathers to Asset Building — SALON 2 	<ul style="list-style-type: none"> Relationships Matter: Partnering to Prevent Unplanned Pregnancy — SALON 5 ACF's ASSET Initiative: Asset Building for More Low Income Families (also Mon. pm) — MADISON From Shoestring to Success: Growing Healthy Marriage Coalitions — SALON 6 Bringing Financial Asset-Building Services to Refugee Communities — JEFFERSON 	<ul style="list-style-type: none"> What Works in Asset Building for Previously Incarcerated Individuals — SALON 1 Moving from Awareness to Action: Developing Responsible Male Youth — CAPITAL All in the Family: Models for Financial Education for Parents and Children — SALON 3 Bank On Initiatives: Connecting Families to the Financial Mainstream — SALON 7 	
12:30 pm Break	12:45 to 3:00 pm CLOSING LUNCHEON PLENARY - Grand Ballroom <i>Snapshots of a Foster Child</i>		3:00 pm Conference Adjourns
<i>Please complete your evaluation. Thank you!</i>			