

# NATIONAL ASSOCIATION OF PLANNING COUNCILS (NAPC)

**2008 Annual Conference**



## **"Global Trends, Local Impact"**

*A sea-change is underway, bringing major shifts  
in demographics, economics, migration patterns, and much more.  
This conference will provide a new "big picture" perspective,  
plus real-life best practices for community action.*

**Location: Sheraton Sand Key Resort, Clearwater Beach, Florida**

Local Host: Juvenile Welfare Board—Children's Services Council of Pinellas

# ***Introducing the 2008 NAPC Conference***

## ***Theme: Global Trends, Local Impact***

***"Big picture" trends, and specific real-life best practices for community action***

A sea-change is underway, bringing major shifts in demographics, economics, migration patterns, and much more. At this conference we will:

- Examine some of these major trends and what they mean for our changing world and our work
- Focus in-depth on community planning implications of two key trends, immigrant populations and the aging of the population
- Explore how to think and plan effectively within this new context, and mobilize community awareness and action
- Exchange ideas about implications for our communities, with many examples and tools
- Recognize excellence in the social indicators field with a special new award in memory of Judith Rothbaum

Other conference topics will include: using social indicators to identify trends and needs, mobilize action, shape decisions and track results...developing disaster plans for councils and communities...community strategies for gang prevention, linking people with employment, accessing public benefits, and more...understanding generational issues affecting workforce management and succession planning...creating social marketing campaigns... announcing a new online social network on community indicators...NAPC's work as part of a new national initiative sponsored by The Conference Board...and more.

Enjoy a festive **poolside opening reception** (Wednesday, May 7), then two full days of **exciting sessions and networking opportunities** (Thursday and Friday, May 8 and 9, ending Friday afternoon).

As a means of exchanging information about members' and related groups' successful initiatives and latest publications, the **Resource Fair** has long been a conference highlight. Conference participants may bring materials for the resource tables, which everyone may visit throughout the conference.

Participants will have opportunities to:

- ...learn what works, from leading practitioners
- ...develop valuable new relationships and exchange ideas, experiences, resources, and tools
- ...learn more about NAPC...enjoy social and networking activities...get acquainted and have fun
- ...experience one of America's most beautiful beaches

This will be NAPC's first "beach getaway" conference, at the Sheraton Sand Key Resort on Florida's famous Clearwater Beach... <http://www.sheratonsandkey.com/index.php>. (It will also be the first NAPC conference without weekend sessions, in the hope that people can stay over afterward for some well-deserved relaxation and fun.)

Register online: <http://www.peopleware.net/index.cfm?siteID=457&eventDisp=NAPC08>. Early registration deadline (lowest fees): April 9

Conference details and hotel reservation information: [www.communityplanning.org](http://www.communityplanning.org) ... deadline: April 7<sup>th</sup>.

Join NAPC and attend at the "member" rate:

<http://www.communityplanning.org/images/2008%20NAPC%20Membership%20Form.pdf>

After the conference, visit NAPC online – [www.communityplanning.org](http://www.communityplanning.org) – to view and download some of the conference materials and speaker presentations, and enjoy scenes from the conference on our online photo album.

**NAPC President Ben Warner writes:** "Today we face a world that is rapidly changing. The first Baby Boomer received her first Social Security check this month. Global trends are reshaping what problems we face, how we face them, and who faces them. Today we need to come together as an Association of people and organizations who care deeply about our communities and are engaged in planning for the future well-being of the people we serve. We need to understand the global economic, demographic, technological, and other trends that affect our local communities. We need to know how to address these trends in ways that make life better for all in our communities. So join us May 7-9, 2008, in Clearwater Beach, Florida, for NAPC's 'Global Trends, Local Impacts' conference."

# **2008 Conference Schedule, Topics, & Speakers**

## **Wednesday, May 7<sup>th</sup>**

**12:30-3:00 p.m. – NAPC Board of Directors Meeting**

**3:30-5:00 p.m. – Conference Registration Opens**

**4:00-5:00 p.m. – Pre-Conference Welcome/Orientation Session for New Members and First-Time Attendees**

**5:00-7:00 p.m. – The Conference Opens with a Poolside Reception**

Welcome from conference chair Browning Spence, Deputy Director, Juvenile Welfare Board, and Kenneth Welch, Pinellas County Commissioner and JWB Board member (Pinellas Park, FL)

**Dinner on your own**

Opportunities will be organized to go to dinner with other attendees at some of the resort's fine restaurants

## **Thursday, May 8<sup>th</sup>**

*Setting the stage: the big picture; key trends and issues*

**7:15-9:00 a.m. – Conference Registration; Resource Fair Opens**

Register; place your materials on the resource tables, join a Roundtable discussion

**8:00-9:00 a.m. – Continental Breakfast and Breakfast Roundtables**

Join a small-group discussion on one of these topics, led by NAPC members:

**A. Public benefits** are an important component of an effective human service system. Learn how one community trains service providers to assist and advocate for their clients on accessing funds they're entitled to, to support them toward self-sufficiency. Presented by Candace King, Executive Director, DuPage Federation on Human Service Reform (Villa Park, Illinois).

**B. Social marketing** can be a valuable tool for raising community awareness of social and health issues, and linking people with services. Brief case studies of several successful local campaigns focused on child and family health. Presented by Jan Figart, M.S., R.N., Associate Director, Community Service Council of Greater Tulsa (Tulsa, OK).

**C. Disaster preparedness** for your organization and your community: an introduction to specific models and new tools developed in Florida. Presented by Mark Buchbinder, Executive Director, Alliance for Human Services (Miami, FL) and a representative of the Pinellas Disaster Recovery Leadership Team (Pinellas, FL).

**9:15-9:45 a.m. – Welcome and Introductions**

Welcome from NAPC President Ben Warner (Jacksonville, Florida). Participant self-introductions / networking.

**9:45-11:10 a.m. – Morning Keynote Session: Global Trends...Our Rapidly-Changing World**

**Keynote speaker: Harold Hodgkinson, Ph.D.** Dr. Hodgkinson is a widely known lecturer and analyst of demographics and educational issues. His professional activities include writing, lecturing, and producing demographic reports for states, cities, businesses, and nonprofits. He has served as Director of the National Institute of Education, and has consulted with over 600 colleges and universities and numerous public and private schools and school systems, state and federal agencies, and corporations.

**11:15-Noon – The Perfect Storm**

Understanding major converging forces, big challenges, and implications for our local communities and for our work in community planning. Presented by Phil Dessauer, M.A., Executive Director, and Jan Figart, M.S., R.N., Associate Director, Community Service Council of Greater Tulsa (Tulsa, OK).

**Noon – Buffet Lunch and First Annual Judith Rothbaum Award Celebration**...recognizing excellence in the social indicators field. In memory of Judith Rothbaum, and with support from the United Way of Central Oklahoma, NAPC has created this special award. The inaugural award will be presented during the luncheon. Please join us in honoring the recipient.

**1:30-3:30 p.m. – A major trend, in focus: Immigration**

A series of presentations from different communities about how they are addressing the diverse needs of migrant populations from many countries and many cultures; overview, case examples, policy implications.

Overview: Heide Castaneda, Ph.D. Department of Anthropology, University of South Florida. Areas of expertise include migrant and refugee health, transnational labor migration, health policy and non-governmental organizations, and the work of community non-profit organizations serving migrant populations.

Panel Members:

Maria Edmunds, chair of the Hispanic Leadership Council (Clearwater, FL); retired Associate Provost of Tarpon Springs Campus of St. Petersburg College. Focus: the community's response to major migration from Hidalgo, Mexico.

Korey Darling, LMSW, Senior Planner, and Rachel Coff, MSSW, Planner, Research and Planning Division, Travis County Health and Human Services & Veterans Service (Austin, TX). From data to action: community-driven primary research to create a profile of challenges and opportunities facing immigrants, was followed by the commitment to steward this assessment and its findings into community action through the new Immigrant Services Network of Austin.

Gepsi Metellas, Director of Santia (Haitian Neighborhood Center) (Miami, FL) will talk about her experiences working with Miami's Haitian community.

Candace King, Executive Director, Federation on Human Services Reform (Villa Park, IL) will discuss policy implications for local organizations.

**3:45-5:45 p.m. – A major trend, in focus: The Aging of the Baby Boomers, and implications for Nonprofit Organizations**

What kinds of staff and volunteer opportunities does this unprecedented trend present...and what promising new roles can our community planning organizations play? Included will be latest information from The Conference Board's Research Working Group on Managing an Aging Workforce, where NAPC is represented by presenter Martha Blaine, MBA, Executive Director of the Community Council of Greater Dallas (Dallas, TX)

**Dinner on your own**

Opportunities will be organized to go to dinner with other attendees at the resort or your choice of local restaurants.

**Friday, May 9<sup>th</sup>** *Tools for action: how to develop a framework for responding to change...engage, mobilize and communicate to the community...and track key indicators*

**8:00-8:50 a.m. – Breakfast Buffet and Breakfast Roundtables; Resource Fair**

Join a small-group discussion on one of these topics, led by NAPC members:

**A. Disaster preparedness** for your organization, and for your community. Key questions, how-to's, useful planning tools, and lessons learned; the valuable roles a planning council can play as a community plans for and responds to emergencies. Presented by Martha Blaine, MBA, Executive Director, Community Council (Dallas, TX).

As a follow-up to this session, NAPC will sponsor a series of two conference calls where Ms. Blaine will provide additional information and resources, and participants can exchange ideas and learn from one another's experiences in this area. All interested staff from any NAPC member organization may participate, at no cost except for their own long distance charges. Please register by May 16th: [NAPC@communityplanning.org](mailto:NAPC@communityplanning.org); provide the name of your organization and the names and roles of those who will be on the call.

Thur. May 22 1:00 p.m. CST -- "Is Your Council Prepared: What to Include in Your Business Continuity Plan"

Wed. May 28 1:00 p.m. CST -- "The Role of a Planning Council in Disaster Response: Doing What Councils Do Best"

**B. Passing the torch: the future leaders in human services planning**—new ideas for recruiting future leaders, "passing the torch," and incorporating student interns into the annual work plans of human service planning organizations. Presented by Pam Kestner-Chappelear, Executive Director, Council of Community Services (Roanoke, VA).

**C. Community engagement for gang prevention**—a successful Florida initiative. Presented by Christine Epps, Executive Director, Executive Roundtable (St. Lucie County, FL).

**D. Rapid Employment Model (REM)**—a new program providing short-term occupational skills and job placement is boosting employment and earnings for people who have been recently released from incarceration or are receiving public benefits; special focus on the importance of evaluation in developing and strengthening community investment strategies. Presented by Lawrence Lyman, Planning Manager, Research & Planning Division, Travis County Health and Human Services & Veterans Service (Austin, TX).

**9:00-10:15 a.m. Morning Keynote: Community Engagement—How to Lead and Manage Change for Your Community, Without Being Overwhelmed**—community engagement/mobilization are essential strategies in understanding our changing world and providing leadership to our communities for preparing for a very different future. Why this matters...and how to do it effectively. Presented by Tommy Darwin, Ph.D., Director of Professional Development and Community Engagement, Office of Graduate Studies, The University of Texas (Austin, TX).

**10:30-11:45 a.m.** Prof. Darwin will facilitate an interactive discussion on developing concrete ideas for our own communities.

**Noon-1:15 p.m. Luncheon—NAPC Annual Meeting** (*All conference attendees are encouraged to attend.*) President's message...the year's highlights...committee updates...member recognition...election of 2008-09 leadership.

**1:30-2:45 p.m. Afternoon Panel: Social Indicators**—how social indicators can be used to identify trends, pinpoint needs, engage citizens and stakeholders, make funding and policy decisions, and track impacts of those decisions. Panelists include several of NAPC's leading experts working in communities across the country. Ben Warner, JCCI (Jacksonville, FL) - moderator; Trenia Cox, M.A., Community Planning Manager, Juvenile Welfare Board (Pinellas County, FL); Katrina Middleton, VP, Information, Research and Planning, Community Services Planning Council (Sacramento, CA); Ed Pulido, Vice President, Community Development & Research, United Way of Central Oklahoma (Oklahoma City, OK) and NAPC Indicators Committee Chair; and David Swain, indicators guru/consultant (Jacksonville, FL).

**2:50-3:30 p.m. Dialogue.** What have we learned? What does all this mean for our work? How will we apply this for progress "back home"? Where to go from here?

**3:30-3:45 p.m.** Thank you, evaluation, and farewell...brief conference wrap-up and thank you's...collect evaluation forms and draw for the door prize. *Pick up all remaining Resource Fair materials.*

**4:00-7:00 p.m. – Post-Conference NAPC Board of Directors Meeting**

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## ***Logistics FAQs***

***Closest airports?*** Tampa International is the main airport serving the bay area. There is also a second, smaller airport, St. Petersburg-Clearwater International, located in Pinellas County; it is home to a few discount airlines with limited flights.

***Ground transportation to the resort?*** There are several shuttle services operating between the Tampa airport and the resort. The Sheraton recommends the Super Shuttle. From the airport it costs \$24 one way, takes 45 minutes to an hour once boarded, and makes frequent trips to the resort. Super Shuttle is available at the airport's ground transportation locations. For more information: <http://www.supershuttle.com/>. Other options include rental cars, cabs (approximately \$60 one way), and Towne Car service (\$60).

***What to wear?*** This is NAPC's first time to hold the conference at a beach resort. Everyone can leave business suits at home this year and dress casually!

## ***Registering for the Conference***

### **Register online:**

<http://www.peopleware.net/index.cfm?siteID=457&eventDisp=NAPC08>

(Visit NAPC online: [www.communityplanning.org](http://www.communityplanning.org))

This year's conference host, the Juvenile Welfare Board (JWB), is generously contributing conference registration services to NAPC. Some important notes:

- Please note that your credit card statement for the conference fee will say **JWB** rather than NAPC.
- The registration software requires that registrants include a birth date. NAPC will not save or use this information; please enter any dates you wish ...accuracy is not required, there just has to be a number in that space.
- If you have questions or problems related to the registration process, please contact Kathy Helmuth at JWB, 727-547-5681, [khelmuth@jwbpinellas.org](mailto:khelmuth@jwbpinellas.org)
- Conference attendees may wish to invite spouses or other guests. Guest tickets are available for conference meal functions at \$25 per person per meal. Please purchase these online in advance when registering for the conference.
- Conference fees do not include lodging. Please make your hotel reservations directly with the resort...see the hotel information below.

### **Conference registration fee includes:**

All conference sessions and materials; the opening reception (cash bar); continental breakfast on Thursday, breakfast buffet on Friday; buffet lunches on Thursday and Friday; and the opportunity to disseminate your materials at the Resource Fair.

### **Conference fees and deadlines:**

The 2008 conference "early bird" registration fees ***by April 9*** are:

#### **FULL CONFERENCE**

\$395 for non-members  
\$325 for members  
\$275 for each additional person from the same member organization  
\$200 student rate

#### **SINGLE DAY RATE**

\$125 for students  
\$195 for everyone else

After April 9, additional registrations will be accepted on a space-available basis at a higher cost.

### ***Not a member yet?***

Join NAPC and come to the conference at the discounted Member rate. For a membership form, visit NAPC online: [www.communityplanning.org](http://www.communityplanning.org)

## ***HOTEL: Sheraton Sand Key Beach Resort*** **Clearwater Beach, Florida**

1160 Gulf Boulevard - Clearwater Beach, FL 33767-2799

### **Hotel information, photos, local weather forecast:**

<http://www.sheratonsandkey.com/index.php>

### **Room rate for the conference:**

\$170 per night for single or double occupancy. Conference attendees may come before or stay after the conference at this discounted conference rate for three days before and three days after the conference if space is available.

### **Making hotel reservations:**

To get the group rate, call 727-595-1611 and identify yourself as part of the "NAPC Conference Group."

### ***Please make hotel reservations by April 7***

to be assured of an available room at the conference rate. Later registrations will be accepted only if space is available and may not be at the discounted conference rate.

***Visitor information*** about the many local attractions: [www.floridasbeach.com](http://www.floridasbeach.com)

## **CONFERENCE SPONSOR:**

### **The National Association of Planning Councils (NAPC)**

NAPC is a private non-profit organization which promotes quality community planning and supports its members as they provide leadership for community-based human services and health planning and action. Planning councils bring people together to identify needs and work toward solutions, mobilizing community involvement, developing and coordinating services, advocating for informed decisions by funders and policy makers, and linking people with community resources.

Online: [www.communityplanning.org](http://www.communityplanning.org). 11118 Ferndale Road, Dallas, Texas 75238; 214-342-2638; toll-free 1-888-298-7459; email - [conference@communityplanning.org](mailto:conference@communityplanning.org)

Interested organizations and individuals are invited to **join NAPC**. Become a member, and save on registration.

The membership form is online: <http://www.communityplanning.org/images/2008%20NAPC%20Membership%20Form.pdf>

## **LOCAL HOST:**

### **Juvenile Welfare Board – Children’s Services Council of Pinellas**

NAPC greatly appreciates the support of the Juvenile Welfare Board, local host for NAPC’s 2008 conference. JWB supports the healthy development of all children and their families in Pinellas County through advocacy, research, planning, training, communications, coordinating of resources and funding. Online: <http://www.jwbpinellas.org/> Gay Lancaster is Executive Director. Browning Spence, Ph.D., Deputy Director, is Chairman of this year’s conference committee. Special thanks to Kathy Helmuth, M.Ed., Training Director, and the JWB team for managing online registration.

## **PLANNING COMMITTEE:**

### **Chair:**

H. Browning Spence...NAPC Secretary; Deputy Director, Juvenile Welfare Board of Pinellas County (Pinellas Park, Florida)

### **Conference Committee Members:**

Tonya Andreacchio...Children's Services Council (St. Lucie County, FL)

Martha Blaine...NAPC Treasurer; Community Council of Greater Dallas (Dallas, TX)

Mark Buchbinder...Alliance for Human Services (Miami, FL)

Phil Dessauer...NAPC Board Member; Community Council of Greater Tulsa (Tulsa, OK)

Nancy Findeisen...NAPC Board Member; Community Services Planning Council (Sacramento, CA)

Carrie Garnett...NAPC Board Member; One Voice for Volusia (Daytona Beach, FL)

Kathy Helmuth...Juvenile Welfare Board - Children's Services Council of Pinellas (Pinellas Park, FL)

Pam Kestner-Chappelear...NAPC Past President; Council of Community Services (Roanoke, VA)

Candace King...NAPC Board Member; DuPage Federation on Human Service Reform (Villa Park, IL)

Suzanne Puryear...NAPC Board Member; The Planning Council (Norfolk, VA)

Ben Warner...NAPC President; Deputy Director, Jacksonville Community Council, Inc. (JCCI) (Jacksonville, FL)

### **Staff:**

Sharon Clark...Administrator, National Association of Planning Councils (Dallas, Texas)

## ***Need More Information?***

For answers to your conference questions, travel information, and latest details about sessions and speakers, please visit the **conference website**: [http://www.communityplanning.org/2008\\_napc\\_annual\\_conference.htm](http://www.communityplanning.org/2008_napc_annual_conference.htm) ... email NAPC at [conference@communityplanning.org](mailto:conference@communityplanning.org) ... or join NAPC’s e-newsletter list (email: [e-news@communityplanning.org](mailto:e-news@communityplanning.org)).

***We’re looking forward to seeing you at the conference!***



National Association of Planning Councils

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Dallas, TX 75238

[www.communityplanning.org](http://www.communityplanning.org)

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to build strong and  
caring communities  
across America*

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**May 7-9, 2008 - Clearwater Beach, Florida**