

Effective Community Planning

A Compass for Navigating Health & Human Service Issues



May 6 - 8, 2004 | Marriott Hotel | Norfolk, Virginia

**2004
National
Conference**

**National Association
of Planning Councils**

The **National Association of Planning Councils (NAPC)** invites you to Norfolk for the 2004 National Conference. Join others who are leading community-based planning and action for human services and health in communities all across America. Enjoy three days of exciting presentations and professional networking opportunities, in this charming seaport city rich in history, culture, and warm Southern hospitality.

Conference keynote speaker: **Jeremy Rifkin**, internationally-known author of thought-provoking best-sellers including "The End of Work," "The Biotech Century" and "The Age of Access." His sixteen books, exploring the impact of scientific and technological changes on the economy, the workforce, society, and the environment, have been translated into more than 20 languages and are used in hundreds of universities around the world.

Other featured topics: Community indicators ... effective tools for community planning ... public policy advocacy ... federal data resources ... building the capacity of non-profits ... and prevention: reducing needs for services by working for social change. Networking sessions will spark dialogue on emerging issues and effective community practice.

Pre-conference option: On Thursday morning, May 6, attend a **2-1-1** session with the national Alliance for Information and Referral Systems (AIRS) conference. Explore how 2-1-1 can provide not only an easy-to-remember telephone entry point for improved access to a community's human service system, but also useful real-time data as an essential tool for service and system planning.

Introducing NAPC: NAPC is a non-profit national organization which promotes quality community planning and supports the work of its member organizations. **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.

For conference details and registration information, please visit **NAPC online: www.communityplanning.org**. You'll also find an invitation to join NAPC, plus more on community planning and the work of planning councils.

NAPC Annual Conference Schedule: May 6 – 8, 2004

Conference events are at the Marriott Hotel, except for the Saturday night celebration

Day & Evening 1 -- Thursday, May 6

8:45-10:15	2-1-1 Workshop (joint session with AIRS conference)
12:00	Lunch on your own
1:30-4:30	NAPC Board meeting
3:00-6:30	Conference Registration
6:00-6:30	Welcome and Orientation for new members and first-time conference participants
6:30-7:30	Conference opens - cocktails and heavy hors d'oeuvres - "meet and greet"
7:30-9:30	Welcome; Keynote Address -- Charting the Future, Part I: Jeremy Rifkin
9:30 until?	Night on your own (local sights and restaurants)

Day 2 -- Friday, May 7

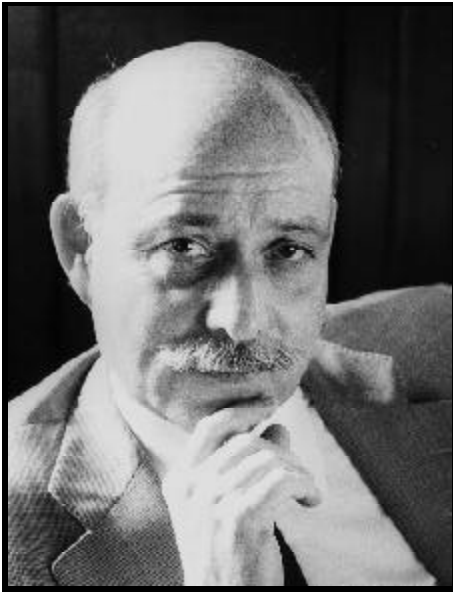
8:30-9:30	Continental Breakfast Buffet; Issues Roundtables
9:45-11:45	Charting the Future, Part II: Jeremy Rifkin, and group discussion of issues raised
12:00-1:00	Luncheon
1:15–2:45	Public Policy Advocacy - John Corlett
3:00 - 4:30	Capacity Building for Nonprofits - Jennifer Henderson
4:30	Rest of day and evening on your own (local sights and restaurants)

Day & Evening 3 -- Saturday, May 8

8:00-9:15	Full Breakfast Buffet
8:30 - 9:15	Overview of Federal Data Resources - Marshall DeBerry, FedStats.gov
9:30-12:30	Community Indicators Showcase - the NAPC indicators team
12:45-1:45	NAPC Annual Meeting Luncheon (everyone welcome)
2:00 - 3:00	Human Services and Social Change - Nancy Findeisen and Phil Dessauer, Jr.
3:15 – 5:30	NAPC Board meeting
3:00	Afternoon on your own (local sights and restaurants)
6:30 – 9:00	Celebration: Seafood Fest, on the water (optional, paid for in advance by attendees)

NAPC: working together to build strong and caring communities across America

Featured Speaker ... JEREMY RIFKIN



NAPC has a tradition of inviting keynote speakers who can help us anticipate the future, identify emerging trends, challenge us to think and act in new ways, and offer us visions and roadmaps for leading our communities effectively during times of unprecedented change. This year, NAPC is privileged to continue this tradition by featuring an evening keynote address and a morning discussion with internationally-known author Jeremy Rifkin.

Jeremy Rifkin, president of the Foundation on Economic Trends, is the author of sixteen books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. His books have been translated into more than twenty languages and are used in hundreds of universities around the world.

His 1995 book, The End of Work, is an international bestseller that is widely credited with helping shape the current global debate on technology displacement, corporate downsizing and the future of jobs. His 1998 bestseller, The Biotech Century, addresses the many critical issues accompanying the new era of genetic commerce and is the most widely read book in the world on the biotech revolution. Mr. Rifkin's 2000 bestseller, The Age of Access, explores the vast changes occurring in the capitalist system as it makes the transition from geographic markets to e-commerce networks and from industrial to cultural production.

Rifkin is the founder and president of The Foundation on Economic Trends (www.foet.org) in Washington, DC. The Foundation examines the economic, environmental, social and cultural impacts of new technologies introduced into the global economy.

Rifkin is an advisor to heads of state and government officials around the world and speaks frequently before business, labor and civic forums. Mr. Rifkin currently serves as an advisor to Romano Prodi, President of the European Commission, the governing body of the European Union. He has lectured at more than 500 universities in some 20 countries in the past 30 years. Since 1994, Mr. Rifkin has been a fellow at the Wharton School's Executive Education Program, where he lectures to CEOs and senior corporate management from around the world on new trends in science and technology and their impacts on the global economy, society and the environment. Mr. Rifkin's monthly column on global issues appears in many of the world's leading newspapers and magazines.

Rifkin has been influential in shaping public policy in the United States and around the world. He has testified before numerous congressional committees and has had consistent success in litigation to ensure responsible government policies on a variety of environmental, scientific and technology related issues. He has been a frequent guest on numerous television programs, including CNN's Crossfire, Face the Nation, The Lehrer News Hour, 20/20, Larry King Live, Today, and Good Morning America. The National Journal named Rifkin as one of 150 people in the U.S. that have the most influence in shaping federal government policy.

Please visit the conference page of the NAPC website, www.communityplanning.org, for Mr. Rifkin's bio, his synopsis of The Age of Access, and links to more information about his work and all his books.

Introduced by John Begala, Executive Director, Center for Community Solutions (formerly the Federation for Community Planning), Cleveland, Ohio



The AIRS Conference and the 2-1-1 Pre-Conference Session

NAPC's 2004 annual conference has been scheduled immediately after the annual conference of AIRS, the Alliance of Information and Referral Systems, in the same location -- the Norfolk Waterside Marriott -- for the convenience of people who would like to attend both events. The AIRS conference opens on Saturday afternoon, May 1, and continues through Thursday morning, May 6th.

To read about and register for the AIRS conference, go to: http://www.airs.org/events/events_conference.asp

On Thursday morning, May 6, 8:45-10:15, AIRS and NAPC will offer a joint session on 2-1-1. NAPC has long been interested in 2-1-1, for its great potential for linking people with services, and also for its potential for providing real-time data about needs, trends and services for community planning. This update and discussion session will feature presentations by leaders in the development and implementation of 2-1-1 from NAPC organizations as well as others around the country. Session coordinators for NAPC are board members Pam Kestner-Chappelear, President Council of Community Services, Roanoke, Virginia, and Martha Blaine, Executive Director, Community Council of Greater Dallas. (NAPC is a member of the National 2-1-1 Coalition.)

There is no additional fee for NAPC members wishing to attend this session, but please pre-register on the NAPC registration form. Those wanting to attend other parts of the AIRS conference will need to contact AIRS to register.

Here is more information about 2-1-1 from the AIRS website, www.airs.org:

Americans in search of critical services such as emergency financial assistance, food, shelter, child care, jobs, or mental health support often do not know where to begin. Looking for help means locating dozens of phone numbers and/or websites (for those who have access), and then searching through a maze of agencies and services to make the right connection. Now, more than ever, individuals and families will need a way to efficiently access all the resources of the community to achieve or maintain self-sufficiency.

Community information and referral has been bringing people and services together as a critical part of the health and human service delivery system for over 30 years. I&R specialists are skilled professionals who assess callers' needs, determine their options and best course of action, direct them to appropriate programs/services, provide culturally appropriate support, intervene in crisis situations, and advocate for the caller as needed. 2-1-1 provides an easy way for every citizen to access comprehensive and specialized I&R services in their community. This easy-to-remember, universal number that connects individuals with community resources is the solution America needs for more people to find help or give help in their communities.

The mission of 2-1-1 is to build America's capacity to strengthen the way people access help and engage in civic life.

The Alliance of Information & Referral Systems, United Way of America, and National 2-1-1 Coalition have provided ongoing leadership to the National 2-1-1 Initiative which is designed to accelerate, lead, and support the implementation and sustainability of the national 2-1-1 system.

Other Conference Sessions and Speakers

***Thursday* ... Featuring an evening keynote address by Jeremy Rifkin** (see page 3)

Critical Roles 2-1-1 Can Play in Community Planning: Using 2-1-1 Data for Community Planning

(Thursday morning, 8:45-10:15)

Panel discussion on the usefulness of “real-time” data 2-1-1 centers have at their fingertips and how that data can be helpful to community planners and funders. Also to be discussed is how data sharing can be used as a means of developing or enhancing collaborative partnerships. This workshop will be a joint session with participants in the AIRS national conference (see description below).

Speakers will include Bonnie Brady, Points of Light Foundation; Martha Blaine and Debby Kimbrell, Community Council of Greater Dallas

Introduced by Pam Kestner-Chappelear, President, Council of Community Services, Roanoke, Virginia

***Friday* ... Featuring a morning session with Jeremy Rifkin** (see page 3)

Non-Profit Lobbying and Advocacy: Models for Success

(Friday afternoon, 1:15)

Bringing about needed improvements in community conditions, health and human services systems, and the laws, policies and funding which affect them, requires a multi-faceted approach -- often including public policy advocacy. Successful advocacy initiatives vary in what causes they address, who participates, how they are organized, and which strategies they use -- but they share some important characteristics. This workshop will explore some keys to effectiveness demonstrated through three case studies. There will also be opportunities to share experiences and lessons learned from other communities.

Speaker: John Corlett, Senior Fellow and Director of Public Policy & Advocacy, Center for Community Solutions, Cleveland, Ohio

Introduced by Paul Gilmer, Executive Director, West Virginia Research League, Charleston, West Virginia

Capacity Building for Nonprofits

(Friday afternoon, 3:00)

Many planning councils serve as a resource to other nonprofits in their communities. This workshop will be a "nuts & bolts" approach to helping nonprofits build their capacity to manage their programs more effectively as well as position them to adjust to the ever changing climate of human services.

Speaker: Jennifer Henderson, President and co-founder of Strategic Interventions, Inc., is a master trainer, facilitator and technical assistance provider in the areas of strategic planning, organizational transformation, cultural diversity, community development, management assistance and capacity-building. “Strategic Interventions, Inc. is an international consulting firm dedicated to advancing progressive social change through building the long-term institutional capacity of organizations and expanding the skills and acumen of leadership.”

Introduced by Fred Butler, Executive Director, Community Action Network (CAN), Austin, TX

Saturday

An Overview of Federal Data Resources for Community Planning

(Saturday morning, 8:30)

This session will provide an overview of federal data sources useful for community planning. Using an Internet-connected PC, the presenter will guide participants through some key web sites, including FedStats.gov, a joint effort of the 14 largest federal statistical agencies. Federal data series examined will include those provided by Census, Bureau of Labor Statistics, BEA, IRS, and topic-specific statistical agencies including Bureau of Justice Statistics, Bureau of Transportation Statistics, Energy Information Administration, National Center for Education Statistics, National Center for Health Statistics, Department of Housing and Urban Development.

Speaker: Marshall DeBerry, Manager, FedStats.gov, Washington, D.C.

Introduced by Sharon Clark, Administrator, National Association of Planning Councils, Dallas, Texas

Community Indicators

(Saturday morning, 9:30)

The latest on community indicators work, to include: Key findings from the International Community Indicators Conference in Reno -- lessons learned that can be applied in local communities ... An overview of the national and international context of community indicators, including the new Community Indicators Consortium ... NAPC's new state-of-the-art social indicators website (www.socialindicators.com) will be featured with discussion of NAPC's 60 core indicators and their application in local planning and policy initiatives.

Speakers will include Fred Butler (Community Action Network, Austin, Texas), Katrina Middleton (Community Services Planning Council, Sacramento, California), Mark Salling (Cleveland State University, Cleveland, Ohio), and others on NAPC's indicators team.

Introduced by Martha Blaine, Executive Director, Community Council of Greater Dallas

The NAPC Annual Meeting / Luncheon

(Saturday, 12:45)

All conference participants are invited to the luncheon. Enjoy reports of the year's highlights, introduction of new members, thank-you's and awards, and election of officers and board members. (Afterward: group photo, incoming Board of Directors.)

Human Services and Social Change

(Saturday afternoon, 2:00)

An interactive discussion of the emerging role of human service providers as social change agents. What value is derived from agencies changing from simply providing services to advocating for policies that enable people to help themselves and move into the economic mainstream? How can human service agencies advocate for the service-to-change agenda and strengthen the democratic participation of underserved populations in the process?

The discussion will be led by Phil Dessauer and Nancy Findeisen, two members of a new national working group on Human Services and Social Change sponsored by Independent Sector and the Union Institute and University. Both are past Presidents of NAPC, and are executive directors of the councils in Tulsa, Oklahoma and Sacramento, California, respectively.

Introduced by Mary Louis Campbell, President, The Planning Council, Norfolk, Virginia

The Conference and the National Association of Planning Councils (NAPC)

If you are *leading, participating in, researching, teaching about, studying, or simply interested in effective community-based planning and mobilization to address human service and health needs and to build strong and caring communities*, then this conference — and NAPC — will be valuable to you.

NAPC offers lower conference rates for members and for additional people from the same member organization. This would be a great time to join NAPC! Please visit www.communityplanning.org for a special introductory membership offer.

NAPC invites you to come, learn, and interact with colleagues working in communities all across the country. Relax and renew. Then return to your community with new ideas, skills, and tools and most important of all, an expanded network for ongoing information and support through the National Association of Planning Councils.

You are invited to participate in the resource fair

All conference participants are encouraged to **bring materials about your organization and your work** to share. For NAPC members and conference attendees, there is no charge to display and distribute materials on the resource tables. They will line the meeting room and be available for visiting throughout the conference sessions. Those unable to attend the conference but wanting to distribute materials may contact Mary Louis Campbell, mlcampbell@theplanningcouncil.org, to discuss arrangements. Please take any extra materials with you at the conclusion of the conference if you wish to keep them. To ship materials, please address the box to yourself at the hotel, writing "NAPC Conference" and your arrival date on the box.

Thanks, to all who have helped make this conference possible!

Special thanks to all the conference speakers – national experts as well as NAPC members and other community-based speakers – for sharing your valuable time and experiences.

NAPC Board members serving as 2004 conference coordinators are NAPC Board members Pam Kestner-Chappelear (Council of Community Services -- Roanoke, VA) and Mary Louis Campbell (The Planning Council -- Norfolk, VA). The NAPC Board has served as the conference planning committee, and several members have planned sessions and/or will serve as speakers or moderators. NAPC Board members include Nancy Findeisen, President (Community Services Planning Council – Sacramento, CA), Martha Blaine, Treasurer (Community Council of Greater Dallas -- Dallas, TX), Elaine Andersen (Human Services Council -- Norwalk, CT), John Begala (Federation for Community Planning -- Cleveland, OH), Fred Butler (Community Action Network -- Austin, TX), Phil Dessauer, Jr. (Community Service Council -- Tulsa, OK), Marge Dill (Human Services Coalition -- Ithaca, NY), Paul Gilmer (West Virginia Research League -- Charleston, WV), Ed Schoenberger (Northern California Council for the Community -- San Francisco, CA) and Karen Wulfkuhle (United Community Services -- Lenexa, KS). Sharon Clark, NAPC Administrator (Dallas, TX), has provided staff support.

Thanks to the Alliance of Information and Referral Systems (AIRS) for working with NAPC so that the AIRS and NAPC national conferences could be scheduled consecutively. And thanks to Connect America, Association for Community Health Improvement, Idealist, GuideStar, the online Chronicle of Philanthropy, and many of NAPC's members for agreeing to post news of the NAPC conference in publications, and online, with links to the NAPC website, www.communityplanning.org.

For more information

To learn more about the conference, the National Association of Planning Councils, and the work of planning councils, please visit the NAPC website: www.communityplanning.org. E-mail: napc@communityplanning.org. Call the NAPC office: 214-342-2638 or, toll-free, 1-800-795-9834. To learn more about or contact NAPC's members, you'll find a roster, which includes links to their websites and email addresses, on the "NAPC Members" page of the NAPC website.

How to register for the conference and reserve a room at the conference hotel

CONFERENCE REGISTRATION

Complete the registration form and **mail**, with payment, to: NAPC, 11118 Ferndale Road, Dallas, TX 75238.

You may also **register by e-mail**. Visit the "Conference" page on www.communityplanning.org for an emailable form -- or, type the necessary information into an email to: conference@communityplanning.org.

Please **do not fax** your conference registration.

You may **charge** your registration using VISA, MasterCard, American Express or Discover, or pay by **check**.

Qualify for the "**Member**" **discount** by joining NAPC as you register for the conference! To see where you would fit in the dues structure, go to "**Join NAPC**" on the website, www.communityplanning.org.

Bring colleagues! NAPC offers members a substantial discount for additional people attending from the same member organization.

Please register by April 29. After that, additional registrations will be accepted on a "space available" basis.

SATURDAY NIGHT SEAFOOD FEST

There is an additional charge of \$45 for the optional Saturday night celebration.

LOCATION, HOTEL RESERVATIONS, TRANSPORTATION

The conference will be in beautiful Norfolk, Virginia, at the **Norfolk Waterside Marriott**, 235 E. Main Street.

Call (757) 627-4200, 1-800-228-9290 or 1-888-840-3143.

To learn more about Norfolk, please visit the Convention and Visitor's Bureau website, www.norfolkcvb.com. Read more about the hotel at www.norfolkmarriott.com. (These links are on NAPC's website.)

From the hotel website: "The Marriott is located in the heart of downtown Norfolk connecting to the Waterside Convention Center and The Waterside Festival Marketplace ... The US Coast Guard Atlantic Area Command is adjacent to the hotel, and Hampton Roads Harbor Tours, Harbor Park Stadium, MacArthur Center Mall and the Nauticus National Maritime Museum are within two blocks."

Transportation and parking: cabfare from the airport is \$15-20 per person one way; the hotel does not offer a courtesy shuttle. Parking is available at the hotel for \$19/night for self-parking, \$24 for valet parking.

QUESTIONS? Please e-mail: conference@communityplanning.org ... or call NAPC toll-free: 1-800-795-9834.

Looking forward to seeing you in Norfolk!

2004 NAPC Conference Registration Form

Please complete a separate form for each participant from your organization.

To register: (Please do not fax.)

Mail your completed forms, with check or credit card information, to: NAPC, 11118 Ferndale Road, Dallas, TX 75238.

- or - E-mail your registration information, if you plan to use a credit card. Be sure to include ALL the information requested in the form below. Email to napc@communityplanning.org - with "conference registration" in the subject line.

For an email-friendly form, visit the CONFERENCE page on www.communityplanning.org.

Name _____ Title _____

Organization _____ Website _____

Address _____ Email _____

City, state, zip _____ Phone _____ Fax _____

Are you attending the May 6 pre-conference meeting on 2-1-1? (No additional fee) Yes No

Conference registration Please write or type the subtotal amounts in the appropriate lines at left, then total.

<u>Subtotal:</u>	<u>Amount:</u>	<u>For:</u>
_____	\$298	Non-member's conference fee - per person
_____	\$248	Member's conference fee - first participant
_____	\$198	Member's conference fee - additional participant from the same member organization (please complete a separate form for each member attending)
_____	\$ 45	Seafood Fest (Saturday night celebration ... optional)
<p>NAPC dues ... Join, or renew your membership, and qualify for the "member" conference rate!</p> <p>See chart on website: www.communityplanning.org See chart on website</p> <p><u>Renewing members</u>, for your convenience in bringing 2004 dues up to date to qualify for the "Member" conference rate <u>New NAPC member</u> -- dues at special first-year introductory rate</p>		
TOTAL	<p>... paying by: <input type="checkbox"/> check <input type="checkbox"/> credit card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amer. Express <input type="checkbox"/> Discover</p>	

Name on card: _____ Card number: _____

Expiration: ___/___/___ Signature: _____

Special needs? _____

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conference@communityplanning.org | www.communityplanning.org