

The poster features a photograph of the Washington Monument in Washington, D.C. The monument is a tall, dark, obelisk-shaped structure that dominates the center of the image. It is set against a bright, cloudy sky. In the foreground, there are silhouettes of trees and a street lamp with two glowing lights. The overall scene is captured in a slightly desaturated, high-contrast style.

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

# **NATIONAL CONFERENCE**

**May 2-4, 2002 - Washington, D.C.**

*Changing realities and roles  
... leadership for community progress*

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

11118 Ferndale Road  
Dallas, TX 75238

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

*Your 2002 NAPC Conference  
invitation and registration form*



**NATIONAL ASSOCIATION OF PLANNING COUNCILS**

# **2002 National Conference**

*Changing realities and roles ... leadership for community progress*

**May 2-4, 2002 - Washington, D.C.**

**Hilton Washington Embassy Row Hotel**

Hello! Please join us in Washington, D.C. in May for the 2002 national conference of 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**, then this conference -- and NAPC -- will be valuable to you.

This has been an extraordinarily challenging year. Now more than ever, communities throughout America are struggling with new realities. Come to this conference to learn and explore, with leading national experts and experienced community practitioners, how best to lead and guide our communities' efforts to address human service needs, now and in the times to come.

The conference will open with a President's Reception on Thursday evening, May 2, and will continue with two full days of workshops and panels on Friday and Saturday. Everyone is invited to go out to dinner together on Thursday, Friday, and Saturday nights (details at the conference). Other highlights: a resource fair, topical member-led breakfast roundtables, and the NAPC Annual Meeting with reports on the year's progress and upcoming projects. The Board of Directors will meet Thursday afternoon and Sunday morning.

NAPC offers lower conference rates for members (making it a great time to join NAPC!) and for additional people from the same member organization, to encourage members to bring groups of interested people.

Come and interact with old and new colleagues -- and 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.

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## **SCHEDULE OVERVIEW**

<b>Thursday, May 2</b>	1-4:45 p.m. 5 p.m. 5:30-7 p.m. 7 p.m.	NAPC 2001-2002 Board Meeting Registration Opening Reception and President's Welcome Dinner "out" together (optional)
<b>Friday, May 3</b>	7:30 a.m.- 8:30 a.m. 8:30 a.m. - 5 p.m. 7 p.m.	Registration; set up resource tables; continental breakfast Conference sessions (Keynote Address - Luncheon) Dinner "out" together (optional)
<b>Saturday, May 4</b>	7:30-5 7 p.m.	Breakfast roundtables, then conference sessions (Annual Meeting - Luncheon) Celebration dinner "out" together (optional)
<b>Sunday, May 5</b>	8:30 a.m.-noon	NAPC 2002-2003 Board Meeting

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## **FEATURED TOPICS will include:**

### **Friday ...**

**Reauthorization of TANF** (national briefing; community responses) ... Keynote address: **The Social Health of the Nation ... Disaster Preparedness** (community impact; steps for developing a business continuity plan for your council and your community's nonprofit sector) ... **Communications Planning & Effective Strategies for Councils** (why and how to do a communications audit; results of the NAPC Communications Survey; members, share success stories and tips)

### **Saturday ...**

**Breakfast Roundtables** - selection of topics (see conference agenda) ... **Social Indicators** (developing a common NAPC set of indicators; "Indicators 101" overview; the national perspective; councils' indicators work; building the proposed NAPC Indicators Project) ... **NAPC Annual Meeting - Luncheon ... Implementing 211 ... Money-Makers for Councils** (best success stories from NAPC members; results of the NAPC Fundraising Survey)

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## **Featured NATIONAL SPEAKERS will include:**

*(Watch the website, [www.communityplanning.org](http://www.communityplanning.org), for invited speaker confirmations and additional details!)*

- ◆ **KEYNOTE SPEAKER: Marc Miringoff** -- nationally known expert; author of "The Social Health of the Nation: How America is Really Doing" and Director of the Fordham Institute for Innovation in Social Policy (Tarrytown, NY)
- ◆ **Wendell Primus** -- Director of Income Security, Center on Budget and Policy Priorities; former Deputy Assistant Secretary for Human Services Policy in the Office of the Assistant Secretary for Planning and Evaluation, U.S. Department of Health and Human Services, and Chief Economist for the House Ways and Means Committee - **TANF REAUTHORIZATION**
- ◆ **Senator Hillary Clinton** (*invited*) -- U.S. Senator from New York State
- ◆ **Aquiles Suarez** (*invited*) -- Special Assistant to the President for Domestic Policy - **TANF REAUTHORIZATION**
- ◆ **Dan Williams** -- National 211 Director, Alliance for Information and Referral Systems (AIRS), Washington, D.C. - **NATIONAL 211 INITIATIVES**
- ◆ **Chris Colford** -- from Hill & Knowlton, a leading D.C. public relations/lobbying firm - **COMMUNICATIONS FOR COUNCILS**
- ◆ **Robert Loper** -- Editor, "National Civic Review" -- National Civic League, Washington, D.C. - **SOCIAL INDICATORS (resource materials)**

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## ***How to REGISTER FOR THE CONFERENCE***

- ◆ **Please register by APRIL 16th.**
- ◆ Registration forms are enclosed. They are also available on the NAPC website: [www.communityplanning.org/conference](http://www.communityplanning.org/conference).
- ◆ You may charge your conference registration. VISA, MasterCard, American Express and Discover are accepted.
- ◆ Qualify for the “Member” discount by joining NAPC as you register for the conference!
- ◆ Bring colleagues! NAPC offers members a substantial discount for additional people attending from the same organization.
- ◆ To register,
  - Mail your completed forms with your 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; send to [napc@communityplanning.org](mailto:napc@communityplanning.org).
- ◆ Make your hotel reservations separately, directly with the hotel, by April 2nd -- see “HOTEL” information on the next page.

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## ***Participate in the RESOURCE FAIR***

All conference participants are encouraged to bring materials about your organization and your work to share. For 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 on Friday and Saturday. Please plan to place your materials on the tables between 7:30 and 8:30 a.m. on Friday, May 3, and take any extra materials with you at the conclusion of the conference if you wish to keep them.

To ship materials to the hotel, please address the box to yourself at the hotel (address: Hilton Washington Embassy Row, 2015 Massachusetts Avenue NW, Washington, DC 20036), writing “NAPC Conference” and your arrival date on the box; the hotel will charge a \$2 per box handling fee to your room account.

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## ***You are invited to JOIN NAPC!***

If your nonprofit organization is not already a member, join NAPC as you register for the conference. You’ll receive a special first-year introductory Associate Membership rate -- and as a member, you’ll save on conference registration, especially if several people will be attending from your organization.

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

NAPC is dedicated to **working together to build strong and caring communities across America**. NAPC is a private, non-profit national organization which promotes quality community planning and supports its members as they provide leadership for community-based human services and health planning and action. NAPC facilitates communication and cooperative efforts, linking its members with one another, and with other organizations, information, and resources, through the annual conference, information and presentations, consultation, strategic alliances, special projects, and the NAPC website: [www.communityplanning.org](http://www.communityplanning.org).

**Planning councils** bring people together to identify needs and work toward solutions, mobilizing community involvement, developing and coordinating services and resources, advocating for informed decisions by funders and policy makers, and linking people with community resources. Learn more about planning councils’ history, shared values and core competencies, organizational models, and work by visiting the NAPC website.

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## ***For MORE INFORMATION ...***

To learn more about the conference, the National Association of Planning Councils, and planning councils and their work, please visit the NAPC website: [www.communityplanning.org](http://www.communityplanning.org). E-mail NAPC: [napc@communityplanning.org](mailto:napc@communityplanning.org). Call the NAPC office: 214-342-2638. 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 “Meet Our Members” page of the NAPC website.

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## **HOTEL**

The conference will take place at the **HILTON WASHINGTON EMBASSY ROW HOTEL**

**Call today for your hotel reservations!**

**RESERVATIONS:** Call 1-202-265-1600. Mention you're part of the "National Association of Planning Councils" or "NAPC" Group to get the conference rate, which is \$139 per night, single or double (plus taxes). Specify one or two beds, and smoking/non-smoking preference. **Deadline is APRIL 2** ... after that, reservations will be at the hotel's regular rates, and are limited, subject to availability.



**HOTEL INFORMATION:** Address: 2015 Massachusetts Avenue NW, Washington, DC 20036. The hotel's website provides this description: "An elegant, European boutique style hotel in one of Washington's most prestigious and convenient locations on 'Avenue of the Embassies' and one half block from Dupont Circle and Metro. We are just minutes away from the monuments, museums, Kennedy Center and the nightlife of Georgetown and Dupont Circle. Each guest room is newly renovated and beautifully decorated. A Frommer's Travel Guide 4 Flag hotel that is the perfect choice for discriminating travelers from all over the world." 15 minutes from Reagan National Airport; valet parking in secure lot; rooms feature data ports with high speed Internet access available; on-site business services, restaurants, and exercise room.

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## **THANKS** to those who helped make this conference possible!

Special thanks to 2002 conference coordinators: PROGRAM -- Pam Kestner Chappellear (Executive Director, Council of Community Services - Roanoke, Virginia); ARRANGEMENTS -- Mary Louis Campbell (Executive Director, The Planning Council - Norfolk, Virginia). Thanks also to members of their staffs for assistance with registration and other conference activities. The NAPC Board of Directors is serving as the 2002 Conference Committee. Workshop coordinators and moderators are John Corlett (Federation for Community Planning - Cleveland, Ohio), Martha Blaine (Community Council of Greater Dallas - Dallas, Texas), Jennifer Parsons and David Swain (Jacksonville Community Council, Inc. - Jacksonville, FL), Nancy Findeisen and Katrina Middleton (Community Services Planning Council - Sacramento, CA), Judy Rothbaum (Community Council of Central Oklahoma - Oklahoma City, Oklahoma), Mary Louis Campbell (The Planning Council - Norfolk, Virginia), and Pam Kestner-Chappellear and Natalie Webster (Council of Community Services - Roanoke, Virginia). Sharon Clark, NAPC Administrator, has provided staff support.

Special thanks to all the conference speakers for donating their time and expertise.

Thanks to the United Way of America, the Alliance for National Renewal, Idealist, GuideStar, HandsNet, Connect America, the online Chronicle of Philanthropy -- and many of NAPC's members -- for agreeing to post news of the NAPC conference and links to the NAPC website.

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## **2001-2002 NAPC Board of Directors**

President:	Martha Blaine (Dallas, TX)
Vice President:	Mary Louis Campbell (Norfolk, VA)
Secretary:	Paul Gilmer (Charleston, WV)
Treasurer:	Doug Sauer (Albany, NY)
Past President:	Elaine Andersen (Norwalk, CT)
Conference Program Coordinator:	Pam Kestner-Chappellear (Roanoke, VA)
Membership Chair:	Steve White (Chattanooga, TN)
Indicators Task Force Leaders: *	David Swain (Jacksonville, FL) Judy Rothbaum (Oklahoma City, OK)
Board Members:	John Begala (Cleveland, OH) Phil Dessauer (Tulsa, OK) Nancy Findeisen (Sacramento, CA) Joseph W. Lapilio III (Honolulu, HI) Karen Wulfkuhle (Overland Park, KS)

\* Indicators Task force led also by  
Katrina Middleton (Sacramento)

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## **Board Meetings**

### **2001-2002 Board**

Thursday, May 2, 1-5 p.m.,  
in the Private Reserve Room (ground level)

### **2002-2003 Board**

Sunday, May 5, 8:30 a.m. - noon,  
in the Private Reserve Room (ground level)



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

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## **Conference Program**

### **THURSDAY, MAY 2, 2002**

- 1:00 - 4:45 p.m.      **NAPC BOARD MEETING** (*Private Reserve Room, ground level*)
- 5:00 p.m.              **Registration** opens (*mezzanine level*)
- 5:30 - 7:00 p.m.      **PRESIDENT'S WELCOME & RECEPTION** (*The Board Room, mezzanine level*)  
Welcome: Martha Blaine, NAPC President (Community Council of Greater Dallas - Dallas, TX)  
*Invited:* U.S. Senator Hillary Clinton (New York City, NY)
- 7:00 p.m.              Out to dinner together - meet in the hotel lobby  
(*we will identify a restaurant for those who would like to dine together*)

## FRIDAY, MAY 3, 2002

- 7:30 a.m.                   **Registration; continental breakfast & networking; set up Resource Fair materials** (*Ambassador Room*)
- 8:30 a.m.                   **WELCOME, CONFERENCE OVERVIEW**, introductions and announcements  
Martha Blaine, NAPC President,; Pam Kestner-Chappelear, Conference Program Coordinator;  
Mary Louis Campbell, NAPC Vice President and Conference Arrangements Coordinator
- 9:15 a.m.                   **TANF REAUTHORIZATION: Which way will Congress and the Administration go?**  
TANF expires on September 30, 2002 and across the country and in Congress a debate is proceeding about how or whether to continue the welfare reform experiment. Hear national and local perspectives on this most important social welfare policy question.  
  
Moderator: John Corlett (Federation for Community Planning - Cleveland, OH)  
  
Speakers: Aquiles Suarez, Special Assistant to the President for Domestic Policy (Washington, DC) (*invited*); Wendell Primus, Director of Income Security, Center on Budget and Policy Priorities; former Deputy Assistant Secretary for Human Services Policy in the Office of the Assistant Secretary for Planning and Evaluation, U.S. Department of Health and Human Services, and Chief Economist for the House Ways and Means Committee (Washington, DC); Carol Smith, Director of Research and Public Policy (United Community Services of Johnson County, KS); John Corlett, Senior Fellow, Director of Public Policy and Advocacy (Federation for Community Planning - Cleveland, OH)
- 11:30 a.m.                   **LUNCHEON** (*Consulate Ballroom*)  
Keynote Address: Marc Miringoff - "The Social Health of the Nation: How America is Really Doing"
- 1:15 p.m.                   **HOW TO PREVENT BUSINESS INTERRUPTIONS AND RECOVER QUICKLY FROM A DISASTER** (*Ambassador Room*)  
  
Moderator: Martha Blaine (Community Council of Greater Dallas - Dallas, TX)  
  
Lessons learned from the bombing of the Murrah Building - Nancy Del Regno (Community Council of Central Oklahoma - Oklahoma City, OK)  
  
Linking councils into community-wide disaster preparedness - Phil Dessauer, Jr. (Community Service Council of Greater Tulsa - Tulsa, OK)  
  
The role of nonprofits after a disaster - Doug Sauer (Council of Community Services of New York State - Albany, NY)  
  
Developing a business continuity plan for your council, and helping the agencies in your non-profit community be prepared - Martha Blaine (Community Council of Greater Dallas - Dallas, TX)
- 3:00-4:45 p.m.           **COMMUNICATIONS FOR COUNCILS** (*Ambassador Room*)  
  
Moderator: Nancy Findeisen (Community Services Planning Council - Sacramento, CA)  
  
Why and how to do a communications audit -- Chris Colford (Hill & Knowlton Public Relations -- Washington, D.C.)  
  
Results of the 2002 NAPC Communications Survey -- David Swain (Jacksonville Community Council, Inc. - Jacksonville, FL)  
  
Councils' communications: best and promising practices -- facilitated sharing ... bring your organization's best materials and success stories!
- 7:00 p.m.                   Out to dinner together - meet in the hotel lobby (*plans to be announced*)

## SATURDAY, MAY 4, 2002

- 7:30 a.m.                   **BREAKFAST ROUNDTABLE DISCUSSIONS** (*Ambassador Room*)  
*Continental breakfast and table discussions on your choice of topics, including:*
- Introducing NAPC's proposed set of "core indicators" - Judy Rothbaum (Oklahoma City, OK)
- "Community Conditions": In Austin, how public and private partners have collaborated to produce a monthly health and human services report that is being successfully used by the media, policy makers and other community members to help increase awareness about critical conditions and guide decision making processes - Sam Woollard (Community Action Network - Austin, TX)
- 9:15 a.m.                   **SOCIAL INDICATORS - FROM YOUR COUNCIL TO THE NATION** (*Ambassador Room*)
- Introduction / "Indicators 101": What are social indicators and why do we care? What indicators work is like at the front lines. NAPC's involvement, and the new NAPC report, "From the Bottom Up" -- Katrina Middleton (Community Services Planning Council - Sacramento, CA)
- The national perspective -- Marc Miringoff (author of "The Social Health of the Nation: How America is Really Doing" - Fordham Institute for Innovation in Social Policy - Tarrytown, NY)
- Your turn: councils, NAPC, and the social indicator movement -- participatory session led by David Swain (Jacksonville Community Council, Inc. - Jacksonville, FL)
- Next steps - shaping NAPC's future role in social indicators at the local and national levels
- Resource person: Robert Loper, Editor, "National Civic Review" (National Civic League, Washington, DC), will provide some copies of the winter '01 issue featuring articles by Swain and others on social indicators*
- 11:45 a.m.                   **LUNCHEON & ANNUAL MEETING of the NATIONAL ASSOCIATION OF PLANNING COUNCILS** - highlighting the year's accomplishments and plans for the future; elections (*Ballroom*)
- 1:00 p.m.                   **PREPARING FOR 211** (*an easy-to-remember three-digit number to connect people with all health and human services*)  
Dan Williams (Alliance of Information and Referral Systems - Washington, DC), Pam Kestner-Chappelear (Council of Community Services - Roanoke, VA), and other planning council leaders whose communities are preparing for 211 implementation
- 3:00 p.m.                   **MONEY-MAKERS FOR PLANNING COUNCILS** (*Ambassador Room*)
- Moderator: Natalie E. Webster (Council of Community Services - Roanoke, VA)
- Results of the 2001-2002 NAPC Fundraising Survey - Natalie Webster (Council of Community Services - Roanoke, VA)
- NAPC members' success stories -- generating revenue through special events, grants, contracts, memberships, fees for services, institutes, fiscal sponsorships, and more.
- Panelists will include: Doug Sauer (Council of Community Services of New York State, Inc. - Albany, NY), Elaine Andersen (Human Services Council of Mid-Fairfield - Norwalk, CT), Nancy Findeisen (Community Services Planning Council - Sacramento, CA), Joseph W. Lapilio III (Hawaii Community Services Council - Honolulu, HI) -- plus participant sharing and discussion
- 4:30-5:00 p.m.           **WRAP-UP, THANK YOU'S, DOOR PRIZES & ADJOURNMENT** (*Ambassador Room*)
- 7:00 p.m.                   **Celebration Dinner** at Marrakesh ... *authentic Moroccan food, atmosphere and entertainment.*  
(*Meet in hotel lobby ... please note, they only accept cash.*)

## SUNDAY, MAY 5, 2002

- 8:30 a.m. - noon           **NAPC BOARD MEETING, 2002-2003 Board of Directors** (*Private Reserve Room*)

# NAPC 2002 Conference Registration Form

- ◆ Registrations need to be received by NAPC by APRIL 16th.
- ◆ You may charge your conference registration. VISA, MasterCard, American Express and Discover are accepted.
- ◆ Make checks payable to "NAPC" or "National Association of Planning Councils."
- ◆ Qualify for the "Member" discount by joining NAPC as you register for the conference!
- ◆ Bring colleagues! NAPC offers Members a substantial discount for additional people attending from the same organization. *To receive the special group rate, please send in all registrations from your organization together, with payment for the whole group.*
- ◆ (Make your **hotel reservations** separately, by April 2nd -- please call the hotel: 1-202-265-1600.)
- ◆ To register,  
 Mail your completed forms, with your 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; send to [napc@communityplanning.org](mailto:napc@communityplanning.org)

**Organization:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**First participant:** Name \_\_\_\_\_ Title \_\_\_\_\_  
 Email \_\_\_\_\_ Address \_\_\_\_\_  
 City, state, zip \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

**2nd participant:** Name \_\_\_\_\_ Title \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
*If different from above – Address \_\_\_\_\_*  
*City, state, zip \_\_\_\_\_*

**3rd participant:** Name \_\_\_\_\_ Title \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_  
*If different from above – Address \_\_\_\_\_*  
*City, state, zip \_\_\_\_\_*

*\* If your nonprofit organization is not yet a member, save by JOINING NAPC NOW as an associate member at the special \$100 first-year introductory rate, then register for the conference at the Members rate. Please enclose information about your organization.*

Subtotal	Rate	x Number	For
_____	\$240	_____	Member's conference fee - first participant
_____	\$190	_____	Member's conference fee - additional participant from the same member organization
_____	\$100	_____	* NAPC new associate membership dues, first-year introductory rate
_____	\$295	_____	Non-Member's conference fee - per person
_____	<b>TOTAL</b>		

The conference fee includes all conference presentations and materials, continental breakfasts and lunches, and the President's Reception (except for the cash bar).

Special needs: \_\_\_\_\_

Credit card information:  Visa  MasterCard  American Express  Discover  
 Name on card: \_\_\_\_\_ Card number: \_\_\_\_\_ Expiration: \_\_\_/\_\_\_/\_\_\_