

COUNCIL *of* STATE
HOME CARE
ASSOCIATIONS

Council Summer Retreat

August 1 - 3, 2010

Portland, Oregon

The Nines Hotel



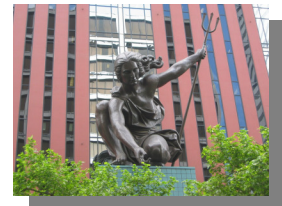
Enhancing Home Care Through Collaborative Leadership

Tentative Agenda

Sunday, August 1 – Preconference “Oregon Experience”

Come to Portland early or stay after the conference to enjoy one of the West’s most interesting and fun cities. A few suggestions for activities close to the hotel are:

- Portland Underground: www.portlandwalkingtours.com
- Willamette River Cruise: www.willamettequeen.com or www.portlandspirit.com
- Japanese Garden: www.portlandchinesegarden.org
- The Rose Garden: www.rosegardenstore.org
- The Lan Sue Chinese Garden: www.portlandchinesegarden.org



Sunday Dinner 6:00pm

Make plans to meet your Council colleagues at Jake’s Famous Crawfish Restaurant (401 SW 12th Avenue, SW - Stark is cross street). Average entree price is \$20. The atmosphere and quality can’t be beat! Watch for an email in early July to coordinate dinner plans.

Monday, August 2

7:45 – 8:30am **Breakfast**

8:30 – 11:30am **Social Media – Should You Hop on the Bus and, if so, How Far Should You Go?**
Peter Hutchins, VP of Knowledge Initiatives, ASAE and the Center for Association Leadership

A recent survey of council members revealed that few of us have ventured beyond listserves in the growing realm of social media. Are you—and your members—missing out on valuable networking and communication tools? Or are you wisely minimizing electronic “noise” that may be more distracting than informative? ASAE’s Peter Hutchins will discuss how to best use social media in associations, where you get the best bang for your buck, how to make your association more “sticky” using social media, what legal issues to consider, and more. There will also be time for Council members to share their own (ad)ventures in social media.

11:30am – 1:00pm **Lunch and break**

Monday, August 2 - Continued

1:00pm – 2:30pm **Building and Retaining Members in Tough Economic Times**
Joe Hafkenschiel, California Association for Services at Home (CAHSAH)
An effective membership recruitment and retention program is essential, especially in tough economic times. In this session, Joe Hafkenschiel will explain the program being used in California, which is continually evolving. Key elements of recruitment include development of a complete prospect database, regional open houses, and a certification program. Retention focuses on engaging new and continuing members through a concierge service and multiple touch points. Actual data on results will be presented.

2:30pm – 3:00pm **Break**

3:00pm – 4:00pm **Working with the Media to Tell Your Story**
Bob Caldwell, Editorial Page Editor, *The Oregonian*
Peter Cobb, Vermont Assembly of Home Health Agencies (VAHHA), Moderator
Mr. Caldwell will share his perspective on the current media environment (decline of print media, move to internet) and how that affects coverage of topics like home health. He'll also address questions such as: How do you get coverage for your issues, increase general (and positive) visibility for home care, and manage bad news? What does the press want/need from us? How do you build relationships with key media/reporters? Peter Cobb will then moderate an interactive discussion on the topic. Be prepared to share what you've learned about using PR firms and media consultants, and how you've successfully used the media to influence policymakers and the public.

4:00pm – 6:00pm **Free Time**

6:00pm – 7:00pm **Cocktail Hour at the Rock Bottom Brewery**
Located at 206 SW Morrison Street

7:00pm – 9:00pm **Networking Dinner at the Rock Bottom Brewery**
Located at 206 SW Morrison Street (Price included with conference registration fee.)



Hotel Information

The Nines Hotel
525 SW Morrison
Portland, Oregon
(888) 627-7208

**Make your reservation before July 1 for
Council Group Rate: \$149 per night**



Tuesday, August 3

7:45am – 8:45am **Breakfast, Council Business Meeting**

9:00am – 11:00am **Roundtable Discussions**

We will 'zoom out' of our own state association worlds to gain a wider perspective, and then 'hone in' on issues important to all of us, while sharing strategies that empower our leadership. Participants will not only gain new insights, but practical tools for how to handle various situations as a state executive. Specific topics may include: what associations can reasonably expect of members; best new non-dues revenues strategies; reassessing your dues policy; and, satisfying an increasingly diverse membership. The specific topics will be determined by polling the registrants several weeks in advance of the meeting.

11:00am – 12:00pm **Overcoming Adversity – Ten Tips for Association Leaders**
Donna Cameron, CAE, President, Melby, Cameron & Anderson

In this closing session, Donna will share practical advice for association staff and volunteer leaders. Having walked in our shoes herself as the leader of the Home Care Association of Washington, Donna's thoughts on meeting the challenges we face will be relevant and invaluable. Be prepared for an interactive and inspiring close to our annual leadership event.

12:00 Noon **Adjournment**

Registration

Please FAX registration form by July 16, 2010 to Rochelle Sebion at the Home Care Association of Washington State at **(525) 771-9588**. Confirmation letters will be e-mailed upon receipt of your registration form.

Name: _____ Title: _____

Agency: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Program Fee

Council Member \$225 _____

Additional Member \$145 _____

Non-Member \$450 _____

(Non-Member Fee includes Council Membership for remainder of 2010.)

Total Due \$ _____

Method of Payment

_____ Check – Made payable to:
Home Care Association of Washington State
and mail to: P.O. Box 2016, Edmonds, WA 98020-9516

Pay By Credit Card: _____ MasterCard _____ Visa

Card Number _____

Expiration Date _____ Security # _____

Name on Card _____

Authorized Signature _____

Fax by July 16 to: (525) 771-9588