

# Registration

Please FAX (518-426-8788) this registration form by July 24, 2009, to HCA at the attention of Teresa Brown. Confirmation letters will be e-mailed upon receipt of your registration form.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Method of Payment

\_\_\_\_ Check\*    \_\_\_\_ MasterCard    \_\_\_\_ Visa    \_\_\_\_ American Express

\*Make checks payable to: HCA Education and Research

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## Program Fee

- Council Member     \$195    \_\_\_\_\_
- Additional Member     \$145    \_\_\_\_\_
- Non-Member     \$450    \_\_\_\_\_
- Total Due    \$ \_\_\_\_\_

TO:



**Council of State Associations Summer Conference**  
 August 2 – 4, 2009    Atlantic Beach Club, 55 Purgatory Road, Middletown, RI

# Council of State Associations Summer Conference

## PRELIMINARY AGENDA

### Sunday, August 2

6:00 pm **Social/Dinner Gathering**  
Location TBD

### Monday, August 3

8:00 – 8:30 am **Continental Breakfast**

8:30 – 10:30 am **The Zen of Successful Grant Writing**

For any size association, securing outside grants can mean the difference between offering members additional products, services and programs of great value. Securing grants can also be time consuming and requires creative thinking and writing skills that can place enormous demands on already-pressed-for-time executives and staff. Learn from an experienced and successful grant writer about the must-dos of drafting and creating grant proposals, as well as other tips for successfully procuring grants that can enhance your organization and provide great value to your members. Come prepared to share your own examples of successful grant procurement!

**Alexis Silver, Vice President for Policy and Clinical Affairs, Home Care Association of New York State**

10:30 – 10:45 am **Break**

10:45 – 11:45 am **Enhancing Your Organization's Governance and Maximizing the Work of Your Board**

Successful organizations are those that have a meaningful, efficient and organized board governance structure that assures that the board functions as a high-level governance entity, providing critical strategic thinking about where the organization needs to go next. The best boards constantly challenge themselves from a governance perspective to reach higher and farther to better the organization. But we all know many boards fall short of this ideal from time to time. This interactive session will enable you to share your own examples of governance excellence, as well as Board "failures." Be sure to bring sample board policies and the tools you've developed to improve and support the functioning of your board.

**Facilitated by: Peter Cobb, Director, Vermont Assembly of Home Health Agencies**

11:45 – 12:45 pm **Networking Luncheon**

### Monday August 3 – Continued

12:45 – 2:15 pm **Know Thy Members – Grow Thy Members**  
Hear from two association executives who have implemented initiatives to deliver top-notch member value and services, as well as new strategies to cast a wider net to grow their membership. Be prepared to chime in with your own successes in the areas of member recruitment.

**Facilitators: Joe Hafkenschiel, President, California Home Care Association and Pat Kelleher, Executive Director, Home CareAlliance of Massachusetts**

2:15 – 2:30 pm **Break**

2:30 – 4:00 pm **Bragging Rights!**

Peer learning is one of the most valuable tools we have to enhance our own organizations and deliver member value. Each association executive is encouraged to bring their best idea of the past year (or two)– discuss how it worked, and lessons learned from your execution of the idea. If you have related products or materials, bring them along for "show and tell."

**Facilitators: Susan Young, Executive Director, Home Care Association of New Hampshire and Joanne Cunningham, President, Home Care Association of New York State**

7:00 pm **Dinner and Yankee Swap**

### Tuesday, August 4

8:00 – 8:30 am **Continental Breakfast**

8:30 – 9:00 am **Council Business Meeting**

9:00 – 11:30 am **Social Marketing – Maximize the Presence of Your Association and Your Members**

Hear from one of the technology and social media field's most innovative voices about how to effectively use social media to enhance your organization's value to members and improve and fine-tune your message to members, the public and the media! Don't miss this session!

**Jeff Cobb, Managing Director – Consulting and Education, Tagoras**

## Hotel Information

The Council of State Home Care Associations is pleased to offer participants a group rate of **\$139** per person/per night at the **Quality Inn and Suites**, located at 34 Wave Avenue, Middletown, RI. To make a reservation, please call (401) 847-5330 and reference the room block for Rhode Island Partnership for Home Care.

For more information on this conference, go to [www.thehomecarecouncil.org](http://www.thehomecarecouncil.org)