



# 2017

Wednesday-Friday, September 13-15  
Senior Management Conference  
and Annual Membership Meeting  
at Crystal Mountain Resort  
Pre-conference Institute Tuesday evening, September 12



## Register today!



## Come Together: Partners in Excellence

Earn as many as  
11.5 Social Work  
CECHs!

Group discounts  
available for  
Federation  
Full & Affiliate  
members!

Visit [www.michfed.org/annual-conference](http://www.michfed.org/annual-conference) to find:  
Conference registration • Hotel reservations • Sponsor/exhibitor/marketing opportunities



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## Conference schedule at a glance

### TUESDAY, SEPTEMBER 12

#### PRE-CONFERENCE INSTITUTE

6:00 PM – 8:30 PM

(INCLUDES DINNER)

Dinner and program sponsored  
by Casey Family Programs

### WEDNESDAY, SEPTEMBER 13

10:00 AM – 11:30 AM

Federation Board of Directors  
Meeting, Annual Membership  
Meeting and Awards

12:45 PM – 2:15 PM

#### OPENING KEYNOTE

Building High-Impact Cross-  
Sector Partnerships

Robert Acton

2:30 PM – 4:00 PM

#### GENERAL SESSION

Projecting Your Mission and  
Message Effectively to All  
of Your Audiences: Media,  
Community, Donors and Funders

Mort Meisner

### THURSDAY, SEPTEMBER 14

#### GENERAL SESSIONS

8:45 AM – 10:15 AM

Ethical Violations: Are You Asking  
the Right Questions?

Michele Brock, Anwar Najor-Durack  
and Brian Philson

10:30 AM – 11:30 AM

Comparative Designs in  
Performance-Based Contracting:  
The Good, the Bad and the Ugly

Brian DeVos and Gregory Kurth

12:30 PM – 1:30 PM

#### Trauma-Informed Communities

Zoe Lyons and Bob Powell

1:45 PM – 3:00 PM

Michigan's Settlement  
Agreement: An Update

Sara Bartosz and Elizabeth Pitman  
Gretter

### FRIDAY, SEPTEMBER 15

#### GENERAL SESSIONS

9:00 AM – 10:30 AM

Huddles, Tiers and  
Accountability Boards:  
Lean Management Practices

Rebecca Clore, Ashley Kipp and  
Diane Marquess

10:45 AM – 12:15 PM

#### CLOSING KEYNOTE

Michigan Department of  
Health & Human Services

Nick Lyon, MDHHS Director

12:15 AM – 12:30 PM

Conference Closing  
Prize Drawing

#### WEDNESDAY EVENING EVENT. Chair Lift Ride to Top of the Mountain and Reception, followed by Group BBQ.

You are invited to gather with your conference colleagues for a two-hour private event at the mountain top, followed by a wonderful traditional BBQ with all the trimmings and dessert!

#### THURSDAY EVENING AFTER-DINNER ENTERTAINMENT EVENT.

Lively entertainment provided by the Toppermost Beatles Tribute Band is covered with each full registration. The evening will include a silent auction where you will find quality items for bid such as gift certificates, hotel accommodations, sports tickets, gift baskets, golf gear, etc.

**Toppermost  
Beatles**



"[This conference is] about as much fun as you can have with a name tag on!"  
—Pat McGann, 2017

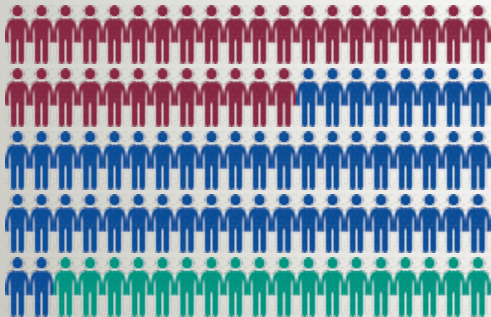
Group discounts available for Federation Full & Affiliate members!

# Who attends the Senior Management Conference?

Presidents/CEOs/executive directors

VPs/directors of program/finance/operations

Program supervisors/managers



Source: 2016 attendance

## Why attendees register each year...

"This was an amazing experience. I enjoyed the entire conference."

"If I can go to only one conference a year, this is the one I attend."

"This conference is the best of its kind in Michigan."

"Great job, again! I can't wait for next year!"

## Terms used to describe various presentations....

Amazing training • Great message • Insightful  
 Inspirational • Outstanding • Wonderful

## Why you should attend in 2017

Your needs as a private child and family service agency leader are unique. The challenges you face are numerous and appear from multiple dimensions! At this one-of-a-kind conference, you and your colleagues will convene to:

- Focus on why partnering in excellence matters
- Gain insights and perspectives of national, state and local experts
- Explore new and expanded ways of leading your agency now and into the future
- Learn from colleagues who have tested new approaches to service delivery
- Benefit from networking opportunities to support your current and future leadership relationships

## You can earn social work CECHs

Check the box on the registration form if you would like to qualify for as many as 11.5 Social Work CECHs for LMSWs and LBSWs. Cost for CECHs is \$50 per person to qualified individuals who attend the entire portion of the training for which they are registered. Attendance forms must be signed onsite in order to receive the CECHs. There are no exceptions to these requirements.

## HOTEL RESERVATIONS

Exhibitors and attendees of the Michigan Federation for Children and Families' Senior Management Conference and Annual Membership Meeting are responsible for making their own hotel reservations.

Hotel group rates based on room type will be available for reservations made by **August 19, 2017**, for dates of September 12–15, 2017. See chart below.

**Crystal Mountain Resort**  
 12500 Crystal Mountain Drive  
 Thompsonville, MI 49683

**Book your lodging online at:**  
[michfed.org/annual-conference](http://michfed.org/annual-conference)  
**Group code: 45V74G**

If you have problems with online registration, call **855-520-2974**.

**Cancellation policy:** Fully refundable if cancellation is made 14 days prior to arrival date.

Check in: 5:00 PM • Check out: 11:00 AM

Crystal Mountain Resort room or suite type	Conference rate
Hotel room	\$119
Suite	\$139
One-bedroom condo	\$169
Two-bedroom condo	\$239
Two-bedroom condo/Kinchochen	\$289

All rates are subject to 2% local assessment and 9% service fee. Group rates are available two days before and a discounted rate is available two days after the conference-related stay.



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## Come Together: Partners in Excellence Thank you to our early sponsors!

Many sponsor/marketing opportunities are still open! Find details inside.



### ADDITIONAL SUPPORTERS: SWAG, EXHIBITORS and ADVERTISERS



# 2017 SPONSORSHIP & MARKETING OPPORTUNITIES

## HOST Sponsorships offered below on first come, first serve basis each include the following:

- Recognition as conference HOST sponsor in printed materials and conference signage.
- Display of your company logo on projection screen prior to and between general sessions.
- Opportunity to talk about your business or organization for 3 minutes (with microphone) at the sponsored event.
- Extra benefit in some cases; see chart below.

Conference HOST Sponsorship Options		Price
	<b>Diamond Sponsor</b> —Exclusive sponsor of Thursday evening entertainment—Beatles Tribute Band; includes opportunity to introduce entertainment —Full-page ad in conf. program	\$2,500
	<b>Platinum Sponsor</b> —Exclusive sponsor of your choice of: <input type="checkbox"/> Wednesday Ride to the Top of the Mountain and Reception <input type="checkbox"/> Wednesday group premium BBQ dinner <input type="checkbox"/> Thursday evening plated dinner —Full-page ad in conf. program	\$2,000
	<b>Gold Sponsor</b> —Exclusive sponsor of your choice of: * Opening keynote presentation * Closing session presentation * Wednesday group lunch <input type="checkbox"/> Thursday group lunch —Half-page ad in conf. program	\$1,500
	<b>Silver Sponsor</b> —Exclusive sponsor of your choice of: * General session <b>1 SOLD • 3 AVAILABLE</b> <input type="checkbox"/> Thursday afternoon to-go snack and beverage to enjoy during the networking/free time of the conference.	\$1,000
	<b>Bronze Sponsor</b> —Exclusive sponsor of your choice of: * Refreshment break <b>2 SOLD • 3 AVAILABLE</b> <input type="checkbox"/> Mobile charging station	\$750

\*Consult with [jenny@michfed.org](mailto:jenny@michfed.org) to coordinate your choice.

## MARKETING includes recognition in printed materials:

Marketing Options		Price
<b>Exhibit Table</b> Up to 2 breakfasts (Thur./Fri.) and 2 lunches (Wed./Thur.) are included. NOTE: Conference organizers are not responsible for lost or stolen exhibit material. Secure any valuables at your display when the table is not attended.	**Corporate Sponsors receive \$100 off these prices.	\$500**
<b>Program Full-page Ad</b> Ad size: 10"h x 7.5"w		\$500**
<b>Program Half-page Ad</b> Ad size: 4.75"h x 7.5"w		\$300**
<b>Marketing Combo</b> includes Exhibit Table and Full-page Ad.		\$850**
<b>Tote Bag Inserts</b> Provide your own promotional piece to be inserted into conference attendees' tote bags. Items must be delivered to the Federation office no later than Sept. 1.		\$350 per item

## SWAG "Something We All Get" options include:

- Display of your company name and/or logo on the item, which is provided to each full conference registrant as a lasting reminder of your support.
- Recognition as the conference item sponsor in printed materials and event signage.

SWAG Sponsorship Options		Price
	<b>Bolt Messenger Bag</b> Sturdy PolyCanvas bag has main compartment for files/folders or books, flap with Velcro closure, panel under flap for storing business cards, pens, plus media pocket and ear bud port. Side mesh pocket is great for water bottle or small umbrella. Imprint area: 4"h x 5"w on front.	\$1,200 <b>SOLD</b>
	<b>Premium Snap Portfolio</b> Rain-proof, spill-proof; 10 eye-catching color options, constructed of rigid poly, Features a metal snap closure. Imprint area: 5"h x 7"w on front or back (1-color)	\$1,000
	<b>20 oz. Himalayan Tumbler</b> Stainless steel interior and exterior. Double wall construction keeps beverages at their desired temperature (6 hours for hot or cold). Lid has rubber gasket to prevent leaks/spills. Thumb-slide-over drink spout. Imprint Area: 2"h x 2 1/2"w on side 1	\$1,550 <b>SOLD</b>
	<b>Trunk Organizer</b> Three large compartments for groceries, sports equipment, etc. Six mesh outer pockets help to organize smaller items. Velcro closure straps to fold and secure the organizer when not in use. Imprint Area: 5"h x 7"w on front	\$1,350 <b>SOLD</b>
	<b>RFID Case - Aluminum</b> This case prevents access to personal information by RFID readers. Lightweight aluminum outer with plastic inner liner. Holds up to 10 cards with snap lock closure. Imprint Area: 1 1/2"h x 2 1/2"w on top	\$850 <b>SOLD</b>
	<b>Aromatherapy Candle in Silver Push Tin 0.8 oz.</b> Soy wax candles infused with essential oils. Eco wick is designed for "self-trimming" and helps reduce soot and smoke. Imprint Area: 1 1/8"d label on top of cover	\$850
	<b>Flex USB Light</b> Twist and bend in any direction to light up your work for easy viewing. Connect to a PC, notebook or any other USB devices for instant light. Features extra bright white LED lights. Imprint area: 3/8"h x 1 1/4"w on top of light	\$800
	<b>Fidget Spinner</b> Put a spin on your marketing message! Hold center disk between thumb and finger and spin away boredom and stress. Encourages focus and self-soothing for users with anxiety, attention disorders, and other challenges. CPSIA Compliant. Imprint Area: 3/4" diameter on front	\$750 <b>SOLD</b>

# SPONSORSHIP & MARKETING ORDER FORM

or visit [www.michfed.org/annual-conference](http://www.michfed.org/annual-conference)

These opportunities are offered on a first come, first serve basis. As promotional materials are prepared and updated, sponsor names will be added to those materials.

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Partners in Excellence**

Organization name: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Office phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Personal emergency contact: Name: \_\_\_\_\_ Phone: \_\_\_\_\_

For Exhibit Sponsors, up to 2 breakfasts (Thurs./Fri.) and 2 lunches (Wed./Thurs.) are included in the Exhibit Space price. List below company representative(s) tending your EXHIBIT TABLE; check the extra group meals each representative will attend:

Name of exhibit space representative(s):	Email address	Wed. dinner	Thurs. dinner
1. _____	_____	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60
2. _____	_____	<input type="checkbox"/> \$50	<input type="checkbox"/> \$60

SPONSORSHIP - Email <a href="mailto:jenny@michfed.org">jenny@michfed.org</a> to check availability!		Price	Check all that apply
HOST SPONSORSHIPS	DIAMOND Sponsor	\$2,500	<input type="checkbox"/>
	PLATINUM Sponsor <b>1 SOLD • 2 AVAILABLE</b>	\$2,000	<input type="checkbox"/>
	GOLD Sponsor <b>3 SOLD • 1 AVAILABLE</b>	\$1,500	<input type="checkbox"/>
	SILVER Sponsor <b>1 SOLD • 4 AVAILABLE</b>	\$1,000	<input type="checkbox"/>
	BRONZE Sponsor <b>3 SOLD • 3 AVAILABLE</b>	\$750	<input type="checkbox"/>
MARKETING OPTIONS	Exhibit Table <i>NOTE: Conference organizers are not responsible for lost or stolen exhibit material. Please secure any valuables at your display when the table is not attended.</i>	\$500**	<input type="checkbox"/>
	Conference Program Full-page Ad	\$500**	<input type="checkbox"/>
	Conference Program Half-page Ad	\$300**	<input type="checkbox"/>
	Marketing Combo (Exhibit Table/Conference Program Full-page Ad)	\$850**	<input type="checkbox"/>
	Tote Bag Inserts (price is "per" type of item)	\$350	<input type="checkbox"/>
SWAG OPTIONS	Bolt Messenger Bag <b>SOLD</b>	\$1,200	<b>SOLD</b>
	Premium Snap Portfolio	\$1,000	<input type="checkbox"/>
	20 oz. Himalayan Tumbler <b>SOLD</b>	\$1,550	<b>SOLD</b>
	Trunk Organizer <b>SOLD</b>	\$1,350	<b>SOLD</b>
	RFID Case – Aluminum <b>SOLD</b>	\$850	<b>SOLD</b>
	Aromatherapy Candle in Silver Push Tin 0.8 oz.	\$850	<input type="checkbox"/>
	Flexi USB Light	\$800	<input type="checkbox"/>
	Fidget Spinner <b>SOLD</b>	\$750	<b>SOLD</b>

ALL SPONSORSHIPS require company logo; digital artwork must be provided by August 1, 2017, so items can be imprinted and signage prepared for printing. E-mail jpg, eps or pdf files to [rose@michfed.org](mailto:rose@michfed.org)

Total amount due (meals, marketing and sponsorships): \$

Check here if you're interested in a 9-hole golf outing on Thurs., Sept. 14, about 3:30 PM; approx. cost \$25 payable on site.

**PAYMENT OF TOTAL AMOUNT DUE BY AUGUST 15, 2017.**

- Check **ENCLOSED**  Check **WILL BE MAILED**  
Send to: Michigan Federation for Children & Families, 320 N. Washington Square, #100, Lansing MI 48933
- Payment made by **CREDIT CARD** includes **4% service charge** at this link: <https://www.surveymonkey.com/s/MichfedPayment>

**FAX ORDER FORM TO: (517) 485-6680 no later than August 15, 2017.**

Questions? Call (517) 485-8552.

Visit the conference website and register online...it's easy!  
**www.michfed.org/annual-conference**

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## CONFERENCE REGISTRATION

Pre-conference Institute: September 12, 2017  
 Conference: September 13-15, 2017

Special low registration fees apply to employees of Federation FULL & AFFILIATE Members ONLY.  
 Higher rates apply for Federation Individual Members and all non-Federation registrants.

**Register online or fax registration to (517) 485-6680 by August 24 • Payment due August 31**

One registrant per form. To qualify for Federation member group discounts, all registrations must be submitted at the same time.

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

E-mail address: \_\_\_\_\_ (confirmation will be sent to this e-mail address)

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

Address: \_\_\_\_\_ City/zip: \_\_\_\_\_

Office phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_

Personal emergency contact: Name: \_\_\_\_\_ Phone: \_\_\_\_\_

<input type="checkbox"/> Check here if you wish to earn Social Work CECHs for the eligible conference sessions you attend. A separate \$50 fee will apply. Payable in advance or at the conference by cash, check or credit card.	Price for members of the Michigan Federation		Price for all other registrants
	EMPLOYEES of FULL or AFFILIATE MEMBERS		
	FULL REGISTRATION fee includes all meals, sessions and breaks, including box lunch on Friday.	1 or 2 registrants....	<input type="checkbox"/> \$375 each
	3 or 4 registrants....	<input type="checkbox"/> \$350 each	
	5 or more registrants....	<input type="checkbox"/> \$325 each	
<input type="checkbox"/> Check here if you WILL ATTEND the Tuesday evening Pre-Conference Institute dinner and presentation (FREE with REGISTRATION).			
PARTIAL REGISTRATION options include sessions, breakfast and lunch; evening events/ meals are not included (see below to order).	Wednesday only....	<input type="checkbox"/> \$150 each	<input type="checkbox"/> \$200 each
	Thursday only....	<input type="checkbox"/> \$150 each	<input type="checkbox"/> \$200 each
	Friday only....	<input type="checkbox"/> \$150 each	<input type="checkbox"/> \$200 each

EVENING EVENTS/MEALS added to PARTIAL registration and for spouse/guest		Partial registrant	Spouse/guest
Wednesday	Lunch	n/a	<input type="checkbox"/> \$20 each
	BBQ cookout	<input type="checkbox"/> \$50 each	<input type="checkbox"/> \$40 each
Thursday	Breakfast	n/a	<input type="checkbox"/> \$15 each
	Lunch	n/a	<input type="checkbox"/> \$20 each
Friday	Dinner/entertainment	<input type="checkbox"/> \$60 each	<input type="checkbox"/> \$45 each
	Breakfast	n/a	<input type="checkbox"/> \$15 each
	Box lunch	n/a	<input type="checkbox"/> \$20 each

Check here if you wish to receive information about a 9-HOLE GOLF EVENT on Thursday afternoon; approximate cost \$30 payable on site.

**Questions? Call (517) 485-8552.**

Overnight accommodations must be reserved directly with Crystal Mountain Resort **ONLINE** no later than August 19. See p.3 for details.

**PAYMENT • Federation's Federal ID#: 38-2628219 • Full payment is due by August 31, 2017.**

Refund policy applies to all registrations received, including those with payment pending.

Check here if this registrant qualifies for a Federation member group discount: \$ \_\_\_\_\_ each.

Check to be mailed for total amount due: \$ \_\_\_\_\_ for \_\_\_\_\_ # of registrants.

Send to: Michigan Federation for Children & Families  
 320 N. Washington Square, #100, Lansing MI 48933

Charge my credit card for \$ \_\_\_\_\_ for \_\_\_\_\_ # of registrants.

I understand that payment by credit card will include a 4% service charge.

Card #: \_\_\_\_\_ Security code: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Zip code of billing address: \_\_\_\_\_ Signature: \_\_\_\_\_

**Refund policy:** Refund will be issued if request is made in writing to **jenny@michfed.org** by August 31, 2017, less an administrative fee of \$50 per cancelled registration. After August 31, 2017, no refunds will be issued, but substitutions can be requested by writing to **jenny@michfed.org**.



320 N. Washington Square, Suite 100 • Lansing MI 48933  
Phone (517) 485-8552 • Fax (517) 485-6680

Janet Reynolds Snyder, MBA, Executive Director  
Kadi Prout, LMSW, Director of Child Welfare Policy  
Rose Homa, Chief Operations Officer  
Jenny Crichton, Office & Events Manager

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

#### FULL MEMBERS

Abayomi Community Development Corporation  
ACTS II Ministry for Teens  
Adoption Option, Inc.  
Bethany Christian Services  
D.A. Blodgett–St. John’s  
Catholic Charities Diocese of Kalamazoo  
Catholic Charities of Jackson, Lenawee & Hillsdale Counties  
Catholic Charities of Shiawassee & Genesee Counties  
Catholic Charities West Michigan  
Catholic Social Services of the Upper Peninsula  
Child & Family Charities  
Child & Family Services of Northeast Michigan  
Child & Family Services of Northwestern Michigan  
Child & Family Services of the Upper Peninsula  
The Children’s Center  
Christ Child House  
Community Social Services of Wayne County  
Covenant House Michigan  
Eagle Village  
Family & Children Services  
Family & Community Services  
Family Outreach Center  
Family Service & Children’s Aid  
Federation of Youth Services  
Forever Families  
Guiding Harbor  
Hands Across the Water  
Highfields, Inc.  
Holy Cross Children’s Services  
Homes for Black Children  
Hope Network Behavioral Health Services  
Judson Center  
Lakeside for Children  
Livingston County Catholic Charities  
Methodist Children’s Home Society  
New Light Child & Family Institute  
Ruth Ellis Center  
St. Louis Center  
St. Vincent Catholic Charities  
Samaritas  
Spaulding for Children  
Starr Commonwealth  
StarrVista  
Sunny Crest Youth Ranch  
Teaching Family Homes of Upper Michigan  
U.P. KIDS  
Upper Peninsula Family Solutions  
Vista Maria  
Wedgwood Christian Services  
Wellspring Lutheran Services  
West Michigan Partnership for Children  
Whaley Children’s Center  
Youth Guidance Foster Care & Adoption

#### AFFILIATE MEMBERS

Michigan CASA, Inc.  
Michigan Home-Based Family Services Association  
Michigan Juvenile Detention Association  
Michigan Network for Youth & Families  
Michigan State University School of Social Work

## Who we are

Incorporated in 1969, the Michigan Federation for Children and Families is a statewide association of private, nonprofit child and family serving agencies and advocacy and educational organizations devoted to protecting children, building families and strengthening communities.

## What we do

Staff are in daily contact with legislators and government administrators, seeking and obtaining the “early intelligence” vital to members' ability to position themselves in their communities to best serve Michigan's vulnerable children and families. The Federation has the capacity to develop positions and influence public policy impacting the extent and nature of services to vulnerable children and families.

Federation member agencies generate **human and economic impact and community investment**. Each year, collectively, member agencies in Michigan:

Serve the critical needs of  
**100,000** children and **75,000** adults

Provide services valued at a  
**half-billion dollars**

Generate **\$35 million** in private donations

Employ **7,000** people and  
pay salaries totaling **\$245+ million**

Generate **\$18 million** in payroll taxes  
and pay **\$50 million** in fringe benefits