



# 2018

Wednesday–Friday, September 19–21

## Senior Management Conference and Annual Membership Meeting

Crystal Mountain Resort

# INNOVATION:

## The Pathway to Exceptional Performance



### Pre-conference Institute

Tuesday evening, September 18

hosted by

Casey Family Programs

Group registration discounts for Federation Members registering from the same agency:  
1 or 2 registrants = \$375 each  
3 or 4 registrants = \$350 each  
5 or more registrants = \$325 each  
Non-Federation Member rate: \$475

Earn as many as 12 Social Work CECHs!

REGISTRATION IS ONLINE ONLY

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

ALSO ONLINE: CONFERENCE SCHEDULE • HOTEL INFORMATION  
CONFERENCE PARTNER SPONSORSHIP OPPORTUNITIES AND ORDER FORM

# 2018



# CONFERENCE SCHEDULE AT-A-GLANCE

## TUESDAY, SEPTEMBER 18

### PRE-CONFERENCE INSTITUTE

6:00 PM – 8:00 PM

Dinner and program hosted by Casey Family Programs

## WEDNESDAY, SEPTEMBER 19

10:00 AM – 11:30 AM

Federation Board of Directors Meeting, Annual Membership Meeting

12:45 PM – 2:15 PM

### OPENING KEYNOTE

GOLD HOST:

BETHANY CHRISTIAN SERVICES

Leading a Trauma-Informed Workplace

*Shenandoah Chefalo*

2:30 PM – 3:30 PM

### GENERAL SESSION

Organizational Culture: The GPS That Ultimately Directs Performance

*Randy Zylstra*

3:45 PM – 4:45 PM

### GENERAL SESSION

Casey Family Programs

TBA

### WEDNESDAY EVENING

**EVENT. Group BBQ, lawn games, awards.**

You are invited to gather with your conference colleagues for a private event at the base of the mountain, including a wonderful traditional BBQ with all the trimmings and dessert! The Federation will announce the winners of the 2018 Membership awards for Advocate of the Year, Ambassador of the Year, and Member Leader in Child Welfare.

## THURSDAY, SEPTEMBER 20

9:00 AM – 10:15 AM

### GENERAL SESSION

Creating a Lean Culture in Year 2: Lean Management Practices at Family & Children Services

*Rebecca Clore and Joyce Daily-Spence*

10:30 AM – 11:30 AM

### WORKSHOPS

A - Moving Beyond Compliance to Innovation Using QAPI Process

*Shelly Vrsek*

B - Innovations to Increase Safety and Permanency with Lesbian, Gay, Bixexual and Transgender Youth

*Jessie Fullenkamp*

### GENERAL SESSIONS

12:30 PM – 1:30 PM

Where Does the Good Go?

*Andrea Calabrese*

1:45 PM – 3:15 PM

Managing the Mobile Workforce

*Dr. Gary Anderson and Rosemary Jackson*

THURSDAY EVENING AFTER-DINNER ENTERTAINMENT EVENT. Dueling Pianos: The Fun Piano Show!



## FRIDAY, SEPTEMBER 21

### GENERAL SESSIONS

9:00 AM – 10:00 AM

Fostering a Culture of Innovation to Create Better Futures for Children

*Kristyn Peck*

10:15 AM – 11:15 PM

National Snapshot of Child Welfare Reform Efforts

*Kevin Ryan*

11:20 AM – 12:20 PM

### CLOSING KEYNOTE

GOLD HOST: ELITE INSURANCE

The ROI of Investing in Kids

*Rhonda Sciortino*

12:20 AM – 12:30 PM

Prize drawing, evaluations, adjournment and lunch-to-go

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Earn as many as 12 Social Work CECHs!

REGISTRATION IS ONLINE ONLY [www.michfed/annual-conference](http://www.michfed/annual-conference)



### Who attends the Senior Management Conference?

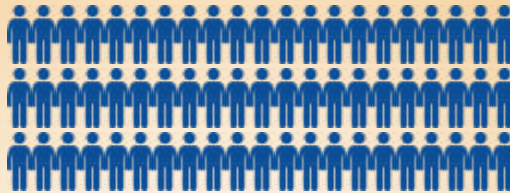
#### Presidents/CEOs/executive directors



“Everything was spectacular! Seriously, best conference I’ve ever been to.”

“This conference is the best of its kind in Michigan.”

#### VPs/directors of program/finance/operations



“Every detail was perfect! From the balance of training/networking to food to quality of presenters to registration process.”

#### Program supervisors/managers



“This was the best conference I have attended in a long time. Great presentations, fun activities. Excellent networking. Thank you!”

Source: 2017 attendance

### Why you should attend in 2018

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 successful strategies for innovation to increase performance of your agency.
- 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

### Earn social work CECHs

Check the box on the online registration site if you would like to qualify for as many as 12 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.

### CRYSTAL MOUNTAIN RESORT RESERVATIONS

Exhibitors and attendees of the Senior Management Conference and Annual Membership Meeting are responsible for making their own hotel reservations at **Crystal Mountain Resort**, 12500 Crystal Mountain Drive, Thompsonville, MI 49683. Hotel group rates based on room type will be available for reservations made by **August 17, 2018**, for dates of September 18-21. See chart below.

**Book your lodging online at:**  
[michfed.org/annual-conference](http://michfed.org/annual-conference). **Group code: 4610SC**

If you need help 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 (plus taxes and fees)
Studio	Single/double rate: \$119
Hotel room	Single/double rate: \$139
Suite	Single/double rate: \$169
One-bedroom condo	Single/double rate: \$209
One-bedroom Kinlochen	Single/quad rate: \$269
Two-bedroom Condo	Single/quad rate: \$269
Two-bedroom cottage/Kinlochen	Single/quad rate: \$329
Three-bedroom condo	Single/quad rate: \$329
Three-bedroom cottage	Single/quad rate: \$459

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.



## Why you should become a Conference Partner...

**A**s a Conference Partner, you will be in a unique position to reach 125+ CEO/executives and senior leadership of private, nonprofit human services organizations who attend each year. The opportunity to showcase your services and products through exhibits, special events, and the conference app will enhance your business opportunities with Michigan nonprofit agencies.

## Who is the audience? Private agency decision makers!

Presidents/CEOs/executive directors
VPs/directors of program/finance/operations
Program supervisors/managers



Source: 2017 attendance

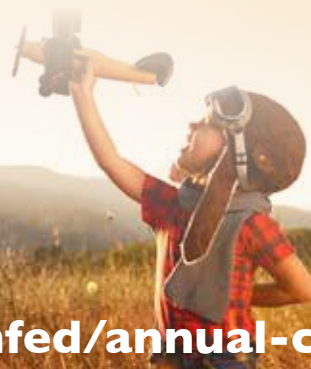
## Partners and exhibitors had this to say about prior year conferences...

"We made great contacts and connections and thoroughly enjoyed the conference. Looking forward to next year's conference!"

"What a fabulous conference you all put on! Good energy, good content, good networking. Honored to sponsor and help MichFed deliver."

"The conference seemed to be a great success. As usual, you made things run quite smoothly."

**INNOVATION:**  
The Pathway to Exceptional Performance






FIND ALL THE DETAILS AT [www.michfed/annual-conference](http://www.michfed/annual-conference)





## Conference Partner HOST options each include:

- Recognition as the Conference Partner HOST 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.

Conference Partner HOST Options			
			
<b>Diamond Host</b> <b>\$2,400</b>	<b>Gold Host</b> <b>\$1,500</b>	<b>Silver Host</b> <b>\$1,000</b>	<b>Bronze Host</b> <b>\$850</b>
<p>Exclusive host of your choice of one option, plus a full-page ad in the conference program and a conference partner listing in the conference app:</p> <ul style="list-style-type: none"> <li>● Thursday evening entertainment, <b>Dueling Pianos</b> by The Fun Pianos</li> <li>● TapSnap Photo Booth, includes your logo on every photo taken by TapSnap Photo Booth at Thursday evening event</li> <li>● Wednesday group premium BBQ, lawn games and networking</li> <li>● Thursday evening plated Dinner</li> </ul>	<p>Exclusive host of your choice of one option, plus half-page ad in conference program, plus a conference partner listing in the conference app:</p> <ul style="list-style-type: none"> <li>● <b>SOLD to BETHANY CHRISTIAN SERVICES</b> Opening keynote: <b>Leading a Trauma Informed Workplace</b> • Shenandoah Chefalo</li> <li>● <b>SOLD to ELITE INSURANCE</b> Closing keynote: <b>The ROI of Investing in Kids</b> • Rhonda Sciortino</li> <li>● Wednesday: Group lunch</li> <li>● Thursday: Group lunch</li> </ul>	<p>Exclusive host of your choice of one GENERAL SESSION, plus a conference partner listing in the conference app:</p> <ul style="list-style-type: none"> <li>● Wednesday: <b>Organizational Culture: The GPS That Really Determines Outcomes</b> • Randy Zylstra</li> <li>● Thursday: <b>Creating a Lean Culture in Year 2</b> • Rebecca Clore</li> <li>● Thursday: <b>Where Does the Good Go?</b> • Andrea Calabrese</li> <li>● Thursday: <b>Managing the Mobile Workforce</b> • Rosemary Jackson and Dr. Gary Anderson</li> <li>● Friday: <b>Fostering a Culture of Innovation to Create Better Futures for Children</b> • Kristyn Peck</li> <li>● Friday: <b>National Snapshot of Child Welfare Reform Efforts</b> - Kevin Ryan, Federal Monitor</li> </ul>	<p>Exclusive host of your choice of one option, plus a conference partner listing in the conference app:</p> <ul style="list-style-type: none"> <li>● Workshop: <b>Moving Beyond Compliance to Innovation Using QAPI Process</b> • Shelly Vrsek</li> <li>● Workshop: <b>Innovations to Increase Safety &amp; Permanency with LBGTQ Youth</b> • Jessie Fullenkamp</li> <li>● Wednesday 1st afternoon refreshment break</li> <li>● Wednesday 2nd afternoon refreshment break</li> <li>● Thursday morning refreshment break</li> <li>● Thursday afternoon refreshment break</li> <li>● Friday morning refreshment break</li> <li>● Thursday morning group breakfast</li> <li>● Friday morning group breakfast</li> <li>● Mobile Charging Station</li> </ul>

## Conference Partner MOBILE APP options

Mobile App Options	
	<p><b>Splash Page Exclusive Partner</b>  <b>\$1,000</b>                      Full-screen visual appears when an event is launched. Prime real estate with a front-and-center impression. Displays for up to 5 seconds</p>
	<p><b>Banner Ad Partner</b>  <b>\$500</b>                      Rotating banner ad appears at the top or bottom of the screen and serves as a cost-effective way to create brand awareness.</p>



**Conference Partner MARKETING options** include recognition in printed materials and event signage:

Marketing Options
<p><b>Exhibit Table - \$600</b> (Federation Corporate Sponsor: \$500)                      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. <i>New this year:</i> Listing on Conference App!</p>
<p><b>Program Full-page Ad - \$500</b> (Federation Corporate Sponsor: \$400)                      Ad size: 10" h x 7.5" w</p>
<p><b>Program Half-page Ad - \$300</b> (Federation Corporate Sponsor: \$200)                      Ad size: 4.75" h x 7.5" w</p>
<p><b>Marketing Combo - \$1,000</b> (Federation Corporate Sponsor: \$900)                      includes Exhibit Table and Full-page Ad. <i>New this year:</i> Listing on Conference App!</p>
<p><b>Tote Bag Inserts - \$350 per item</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 August 31.</p>

## Conference Partner 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 a Conference Partner SWAG provider in printed materials and event signage.

SWAG Options	
	<p><b>Neoskin® Soft Cover Journal</b>  <b>\$1,400</b></p> <p>Home, office, or at the coffee shop, this convenient journal will be something customers and clients appreciate throughout their day. 128 ivory lined pages are made from acid free paper for notes that last. Soft covers slip easily into hand bags and backpacks, with pages protected by a matching elastic strap. Inside back cover features a document holder to keep receipts and more tucked safely away. Imprint area: 3" w x 2 1/2" h on front</p>
	<p><b>The Wedge Phone Lounger/Cleaner</b>  <b>\$1,300</b></p> <p>Made with 100% microfiber for superior cleaning and feel. Support your iPhone, Smartphone, or other mobile devices in landscape or portrait orientation. Full color imprint included. Washable for extended use. Handmade in the USA. Plush microfiber color options available at no extra charge. Imprint area: 7 3/4" h x 6" w on front</p>
	<p><b>Anti-lost Bluetooth Tracker Keytag</b>  <b>\$1,100</b></p> <p>Connects to your device and utilizes Bluetooth technology to track your keys, bag, purse, or other misplaced items. With a working range of 75 feet, keep track of and find your valuable items. Tag also works as a remote shutter for your phone camera, allowing you to take a picture from a distance with a push of a button. Imprint area: 1 1/8" h x 1 1/4" w on front</p>
	<p><b>Twist-Lock Poly Document Case</b>  <b>\$1,000</b></p> <p>Smart-designed case is secure with just a twist! Functional storage case is a great for organizing new hire packages, seminars documents, manuals and more. Roomy 1-1/2" interior with an under-flap business card holder and convenient top-mounted carry handle. Durable satin-finish case is stain and tear resistant. Imprint area: 5" h x 7" w on front or back (1-color)</p>
	<p><b>Heathered Toiletry Travel Bag</b>  <b>\$950</b></p> <p>Attractive two-tone travel bag features an on-trend heathered look with contrasting leatherette handle for easy carrying. Constructed of durable 600D polyester to last trip after trip. Large zipper compartment offers plenty of space for all your travel essentials. Imprint area: 1 1/2" w x 3/4" h on front tag</p>
	<p><b>Tri-Fold Stationery Gift Set</b>  <b>\$850</b></p> <p>Contains: Paper-barrel pen, 6" Wooden Ruler, 4" Clear Ruler, 2 Unsharpened Pencils, Eraser, Wooden Pencil Sharpener, 45 Page Lined 5" x 8" Writing Pad, Sticky Flags in 5 Neon Colors, and Sticky Notes. Envelope holding clear ruler doubles as a business card case. Imprint area: 5" h x 4" w on front</p>
	<p><b>Tabbed Sticky Pad Set</b>  <b>\$750</b></p> <p>Convenient set of three different 30-sheet sticky note pads comes pre-printed and tabbed for Memo, To Do, and Messages. Imprint area: 2 1/2" h x 2" w on front cover</p>