

**The 35<sup>th</sup> Anniversary**  
**MARO Employment & Training Association**  
**Spring Leadership Conference**  
June 3-5, 2009

## Special Events

Wednesday, June 3, 9:00 p.m.

**MARO Hospitality Suite** Enjoy the view from the Presidential Suite while you share a libation with colleagues and friends.

Thursday, June 4, 6:30 p.m.

**Wine Tasting Reception** Sample some of the best the Grand Traverse Region has to offer while enjoying hors d'oeuvres and musical interludes.

Thursday, June 4, 7:30 p.m.

**Banquet**

Thursday, June 4, 9:00 p.m.

**Entertainment at the Top of the Park**

## Agenda

**Wednesday, June 3**

**11:00 a.m.** Registration Opens

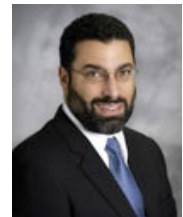
**11:30 a.m. Workers' Comp Fund Annual Meeting and Luncheon (Comp Fund members only)**

**1:15 p.m. Conference Opens, welcome remarks, general session:**

**Michigan Nonprofits Weathering the Economic Storm** Michigan nonprofits are hard-hit by the state and national economic downturns. Our social safety net is threatened. Yet our sector can be a vital component in our economic recovery. How can we respond and what should we do to prepare?

**Kyle Caldwell, President**

**Michigan Non Profit Association**



**2:30 p.m. Inside the Beltway** The Obama Disability Agenda: policies and politics in Washington, D.C. that affect the services provided by community rehabilitation organizations. Issues to be discussed include Medicaid and WIA/Rehabilitation Act.

**Curt Decker, Executive Director**

**National Disability Rights Network**

**3:30 p.m. Michigan Legislative Issues** Deficits, stimulus money, term limits, politics and policy. Ms. Lewis will present her insight into what's going on in Lansing.

**Sandra J. Lewis, Partner**

**Muchmore-Harrington-Smalley**



**4:30 MARO ANNUAL MEETING AND BOARD ELECTIONS**

**DINNER ON YOUR OWN**

**9:00 P.M. MARO HOSPITALITY SUITE**

## Thursday, June 4

### 7:00 a.m. Breakfast at the Top of the Park

**8:30 a.m. Framing, Developing and Delivering Effective Messages** Messages for internal audiences, opinion shapers and the media, and elected officials and their staff are all important components of nonprofit advocacy. This presentation will focus on framing and developing key messages, identifying target audiences, and selecting communication modes that reach audiences in timely and persuasive ways.

**Kelly Rossman-McKinney, CEO**  
The Rossman Group



### 10:15 a.m. Proving Return on Investment to Funders, Donors and Customers



Return on Funding Investment is the new way to prove to your funding sources the true value of the services delivered by providers to the community. The results of this independent analysis will show your funders that their money is well spent, that your operations are more efficient than other funding alternatives, and that you are committed to demonstrating measurable results in a transparent manner. This presentation will focus on the process and results delivered for actual completed ROI studies for provider organizations. We will be using their actual data to illustrate the scope and results of these studies. In addition, we will be discussing the uses and benefits that these organizations have found for their results.

**John Byrnes, Principal**  
Community Services Analysis, LLC

### 12:00 p.m. Lunch at the Top of the Park

**1:00 p.m. Providing Services to Returning Veterans with Disabilities** A panel of MARO members will discuss a variety of services they are currently providing to returning vets.

### 2:15 p.m. Breakout Sessions

✳️ **New Opportunities Working with Schools** A panel of MARO members will share their experiences creating new programs to work with students with disabilities in transition programs.

✳️ **Ask the Labor Lawyer** In this perennial favorite workshop, learn the latest in employment law and bring your toughest questions for MARO's labor lawyer.

**Robert C. Stone, Attorney,**  
Smith Haughey Rice & Roegge

✳️ **NISH/JWOD Cracker Barrel Session** I want a NISH contract!  
**Chris Stream, Executive Director**  
NISH North Central Region

✳️ **MRS Cracker Barrel Session** Let's talk about stimulus money and other issues affecting MRS and its partners.  
**MRS Executive Staff**

### 6:30 p.m. Wine Tasting Reception

### 7:30 p.m. Banquet and Music featuring Tom Kaufman

### 9:00 p.m. Entertainment at Top of the Park

**Friday, June 5**  
**7:30 a.m. Breakfast**

**8:30 a.m. Project Search** Project SEARCH, at Cincinnati Children's Hospital Medical Center, provides a comprehensive approach to employment, job retention and career advancement for individuals with disabilities. Serving as a single point of entry, the Adult Employment Program coordinates job development and agency referrals with human resource needs.



Erin Riehle, MSN, RN is a recognized authority and national leader in promoting employment opportunities for people with disabilities and other barriers to employment. She is a founder and Senior Director of Project SEARCH, an employment and transition program that has received national recognition for innovative practices pioneered under Ms. Riehle's guidance. She is regularly invited to present at national and regional conferences, and has co-authored numerous publications and book chapters.

**J. Erin Riehle, MSN, RNS, Director**  
**Project Search, Division of Disability Services**  
**Cincinnati Children's Hospital**



**9:30 a.m. Michigan's Workforce Initiatives** Andy Levin joined the Michigan Department of Labor & Economic Growth as deputy director in February of 2007. He oversees operations of Workforce Programs, Commission for the Blind, Michigan Rehabilitation Services, Career Education, the Commission on Disability Concerns, Labor Market Information & Strategic Initiatives, and Employment Relations. Mr. Levin will offer a frank discussion about the challenges involved in creating new employment opportunities for Michigan's citizens in today's economic climate.

**Andy Levin, Deputy Director**  
**Michigan Department of Energy, Labor and Economic Growth**

**10:15 a.m. MPRI (Michigan Prisoner Re-Entry Initiative)** MPRI was created to equip former prisoners with the tools they need to become valued members of the community upon their return. It offers a wide range of training and supervision, beginning with a person's entry into prison and continuing upon his or her release, to make neighborhoods safer by reducing the recidivism rates among former prisoners and by identifying housing and employment for people being released from prison. Now with four years of experience, we know more about what works and what doesn't and how MARO members are meeting the challenge of providing employment for former prisoners.



**Dennis Schrantz, Deputy Director**  
**Michigan Department of Corrections**

**11:15 a.m. Improving Supports and Services for People Served by the Public Mental Health System** The Application for Renewal and Recommitment sent to the 18 Pre-paid Inpatient Health Plans (PIHPs) calls for the PIHPs to perform environmental scans and develop plans for improvements in the quality and appropriateness of care of individuals with serious mental illness, serious emotional disturbance, developmental disabilities, and substance use disorders who are served in the public mental health system. Hear the deputy director's vision for improving these services.

**Mike Head, Deputy Director**  
**Mental Health and Substance Abuse Administration**  
**Michigan Department of Community Health**

**12:15 p.m. ADJOURN**

# Registration Form: 2009 MARO Spring Leadership Conference

June 3-5, 2009 Park Place Hotel, Traverse City

**MARO Member cost: \$270, Nonmembers \$390**

Registration fee includes entrance to all sessions, handouts, 2 breakfasts, 1 lunch, refreshment breaks, hospitality suite, wine tasting reception, banquet and entertainment.

To register, mail or FAX this registration form along with payment or purchase order by May 29, 2009 to:

**MARO Employment and Training Association**

**P.O. Box 16218, Lansing, MI 48901-6218**

**FAX (517) 484-5411 Phone (517) 484-5588 or**

**Register on-line at [www.maro.org](http://www.maro.org), click on Seminars and Conferences**

**No refunds will be given after May 29, substitutions are permitted. Cancellations are subject to a \$25 processing fee.**

Please enroll the following:

Name \_\_\_\_\_ Nickname for  
badge \_\_\_\_\_  
Title \_\_\_\_\_ Organization/Agency \_\_\_\_\_  
\_\_\_\_\_ Address \_\_\_\_\_  
\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Phone \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_ Thursday dinner preference: [ ] Beef [ ] Fish [ ] Vegetarian  
Note any accommodations or special diet you may require: