

2024 MCA Summer Conference

Blue Water Convention Center
Port Huron, MI
July 29 - August 1, 2024



Lighting The Way



Michigan Community
ACTION
Helping People. Changing Lives.

Welcome

to the 2024 Summer Conference

Welcome to Michigan Community Action's Summer Conference 2024! We are pleased to welcome you to Port Huron, Michigan's easternmost city, and also the childhood home of Thomas Edison. As an early home of this luminary, it made absolute sense for us to choose as this year's theme, "Community Action Lighting the Way." For 60 years, our member agencies have led the way in their inventiveness in combating poverty in their local communities. With this conference, we are excited to highlight many of those innovations in our state, while also drawing attention to inspiring people within and external to our network. We hope that you leave this conference refreshed and renewed, with new ideas that you can take back to your workplace. The work you do does indeed light the way for so many individuals and families as they make their way to self-sufficiency. As we celebrate our movement's 60-year anniversary, we encourage you to continue to be that light guiding the way for those you work so hard to serve.



Michigan Community Action Board of Directors

President:

Lisa Evans, Community Action of Allegan County
(Allegan)

Vice President

Susan Harding, Oakland Livingston Human Service Agency
(Pontiac)

Secretary/Treasurer

Joe Nolan, Chippewa-Luce-Mackinac Community Action Agency
(Sault Ste. Marie)

Urban Officer:

Gustavo Perez, Kent County Community Action
(Grand Rapids)

Lower Peninsula/Rural Officer:

Lisa Bolen, Northeast Michigan Community Service Agency
(Alpena)



Upper Peninsula Officer:

Kerri Duff, Gogebic-Ontonagon Community Action Agency
(Bessemer)

At Large Officer:

Toby Berry, Community Action Agency
(Jackson)

At Large Officer:

Jennifer Brozowski, Ottawa County Community Action Agency
(Holland)

Directors Council Chair:

Michelle LaJoie, Community Action Alger-Marquette
(Marquette)

At Large Officer:

Bill Reder, Mid Michigan Community Action Agency
(Farwell)

Michigan Community Action Executive Director:

Brian McGrain

Thank You Sponsors!

Platinum
SPONSOR _____

CLEAResult[®]

GOLD
SPONSORS _____

Consumers Energy
Count on Us[®]



 **Mutual of America**
Financial Group

SILVER
SPONSORS _____

DTE



 **LHSA**

A Community Action Agency

Thank You Sponsors!

Bronze

SPONSORS



Conference Schedule

Monday

July 29 | 2024

- | | |
|------------------|---------------------------------------|
| 10:30 - 11:30 AM | MCA Finance Committee * |
| 12:00 - 1:00 PM | MCA Board of Directors * |
| 1:00 - 1:30 PM | Lunch
<i>Sponsored by Dykema</i> |
| 1:30 - 3:00 PM | MCA Directors Council * |
| 1:00 - 6:00 PM | Exhibitor Set Up |
| 3:00 - 6:00 PM | Registration Open
Great Lakes Hall |
| 6:00 - 9:00 PM | Directors Dinner |

*Meeting will be held in Riverview Suites

In Kind and A la Carte

SPONSORS

DIGITAL
ELEVATION

D Dimension
Energy

TRUEARTH

Dykema



Lighting The Way



Tuesday

July 30 | 2024

6:30 - 7:00 AM	Morning Yoga - Courtyard
7:00 AM	Registration Desk Open
7:30 - 8:30 AM	Breakfast
8:30 - 9:30 AM	General Session
9:30 - 9:45 AM	Break
9:45 - 11:00 AM	Breakout Sessions
11:00 - 11:15 AM	Break
11:15 AM - 12:30 PM	Breakout Sessions
12:30 - 1:45 PM	Lunch
1:45 - 3:00 PM	Breakout Sessions
3:00 - 3:30 PM	Break
3:30 - 4:45 PM	Breakout Sessions
Night on the Town - Port Huron Gift Cards Sponsored by SEMCO Energy Gas Company	



Conference Schedule

Wednesday

July 31 | 2024

6:30 - 7:00 AM	Morning Yoga - Courtyard
7:30 AM	Registration Desk Open
7:30 - 8:30 AM	Breakfast
8:30 - 9:30 AM	General Session
9:30 - 9:45 AM	Break
9:45 - 11:00 AM	Breakout Sessions
11:00 - 11:15 AM	Break
11:15 AM - 12:30 PM	Breakout Sessions
12:30 - 1:45 PM	Lunch
1:45 - 3:00 PM	Breakout Sessions
3:00 - 3:30 PM	Break
3:30 - 4:45 PM	Breakout Sessions
6:00 - 9:00 PM	Dinner, LDI Graduation, and Live Auction/ Entertainment



Thursday

August 1 | 2024

7:30 - 8:30 AM	Breakfast
8:30 - 9:30 AM	General Session
9:30 - 9:45 AM	Break
9:45 - 11:00 AM	Breakout Sessions
11:00 - 11:15 AM	Break
11:15 AM - 12:30 PM	Breakout Sessions

Exhibitors



Conference Activities

Giving Back

2024 Service Project

This year's service project activities benefit the Blue Water Community Action Agency.

Backpack Stations

We are excited to support their backpack campaign by having backpack stuffing stations set up on-site throughout the conference. This drive benefits over a thousand children in the local community. We hope you will take some time during the conference to network with your peers while giving back to a great cause!

Hygiene Closet Donations

We will also be gathering donations to support the Hygiene Closet at the Blue Water Community Action Agency. Examples of donations include shampoo/conditioner, body wash, household cleaning products, etc.

We want to thank our generous Service Project Sponsors, **DNV, ICF, and Tru Earth** for their support.



Conference Activities

Giving Back

Silent and Live Auctions

The silent and live auctions are back at the conference! Proceeds from the auctions will go towards scholarships for CAA staff to participate in programming like Emerging Leaders and Leadership Development Institute.

Silent Auction

The silent auction will open Tuesday, July 30, 2024, and will close on Wednesday July 31, 2024, at 3:30 pm.

Live Auction

The live auction will be held Wednesday evening July 31, 2024, after dinner and the LDI graduation. Big thanks to Joe Nolan, Executive Director of Chippewa-Luce-Mackinac Community Action Agency, for being our auctioneer and emcee.





Health and Wellness

Morning Yoga

Join us for yoga to help you prepare for a day of learning. Morning yoga will be held from 6:30-7:00 in the Courtyard of the Doubletree. Yoga instruction will be provided by Port Huron Yoga and can accommodate all skill levels. (No yoga session will be held if there is inclement weather).

Sponsored by Oakland Livingston Human Service Agency

Evening Activities

Night on the Town

Connect with the local Port Huron community Tuesday evening for dinner and shopping. MCA members will receive a gift card for downtown Port Huron that can be used at a variety of local restaurants and businesses.

Sponsored by SEMCO ENERGY Gas Company

Wednesday Night Dinner Celebration

Join us Wednesday for an evening full of celebration and fun! We will kick off the evening with dinner and recognition of 60 years of Community Action. We will also celebrate the new graduates of the 2023-2024 Leadership Development Institute Cohort. Finally, we will wrap the evening up with our live auction and entertainment by Ken DeGain Karaoke. We look forward to celebrating all things Community Action with you!



Featured Speakers



ANNESHIA FREEMAN

Anneshia Freeman is the creator and director of a copyrighted, trademarked, cognitive restructuring and resocialization program entitled The Lies That Bind – The Legacy of the Locks® also known as The Lies That Bind®. The program is based on the work of several experts in the fields of neuroscience and psychology as well as the results of a 15-year participant/observation, exploratory, ethnographic research project of several inner-city subcultures.

Anneshia was employed at Arbor Circle Corporation from 2005 to 2012 where she trained nine MSW therapists in her program methodology. The methodology was piloted within the Mission Inn program for five years. The Mission Inn program assisted women with children under the age of five in stopping the generational cycles of drug addiction and poverty in their families. Anneshia Freeman provided cognitive restructuring and resocialization program services for Drug Court and Sobriety Court clients from December 2003 – February of 2015. The Lies That Bind® continued being utilized by 61st District Court programs, facilitated by a counselor trained and certified to use the model, until he retired in August of 2020. Anneshia developed an adolescent version of The Lies That Bind® Program that has been utilized by Central City Weed and Seed Program, The Hispanic Center, Urban Family Ministries, Kent County Juvenile Detention Center, Arbor Circle's Homeless Youth Program, Habitat's YouthBuild Program, Youth Opportunity Program in Toledo, Ohio, and Michigan Youth Challenge Academy. Anneshia Freeman is a highly rated motivational speaker and trainer for various sectors of the human service industry. Anneshia Freeman is a published author and in 2012 established her own consulting firm known as, "Anneshia Freeman and Associates Consulting Services, LLC."





JULIA DALE

Julia Dale has more than 20 years of service to the residents of the state of Michigan in leadership and management roles throughout government. Dale was appointed as director of the Unemployment Insurance Agency, where she directs a staff of approximately 700 that is committed to excellence in serving the

residents of Michigan. Dale's extensive career, education and training give her the tools to focus on helping all Michiganders and provide exceptional customer service to residents and businesses.

Dale was serving as the director at the Department of Technology, Management and Budget when she was appointed by Gov. Gretchen Whitmer to lead the UIA. Dale, who holds a law degree from Wayne State University and is a graduate of James Madison College at Michigan State University, previously worked as an Assistant Attorney General and Section Head of the Department of Attorney General's Business and Charities Section.

Prior to her role with the Attorney General, Dale served as Policy Specialist, Division Director, Deputy Bureau Director and Bureau Director of the Corporations, Securities and Commercial Licensing Bureau Director at the Department of Licensing and Regulatory Affairs. While at LARA, Dale also served as Securities Administrator and Cemetery Commissioner. She started her public service career as a Civil Rights Representative and Manager for the Michigan Department of Civil Rights.





SUSAN CORBIN

Susan Corbin, director of the Michigan Department of Labor and Economic Opportunity, has been with the department since its creation in August 2019.

In the past, Susan has served as a Senior Advisor in the Office of Governor Whitmer, Director of Customer Assistance in the Michigan Public Service Commission, Deputy Director and Chief of Staff for the Department of Energy, Labor & Economic Growth where she had oversight responsibility for the Unemployment Insurance Agency, the Worker's Compensation Agency, and the Michigan Occupational Safety and Health Administration. She has also served as Director of Appointments for Governor Granholm.

Ms. Corbin began her professional career working for the Michigan Departments of Commerce, Labor and Transportation assisting with their cultural, educational and trade relations with the People's Republic of China.

She has a degree in International Relations from James Madison College at Michigan State University.





ELIZABETH HERTEL

Elizabeth Hertel is the director of the Michigan Department of Health and Human Services. Previously, she was Senior Chief Deputy Director for Administration, where she oversaw External Relations and Communications, Financial Operations, Legislative Services, Legal Affairs, Policy & Planning, Strategic Integration, Organizational Services, Workforce Engagement and

Community and Faith Engagement.

Hertel joined the Michigan Department of Community Health (MDCH) in 2013 as the senior assistant for Policy and Planning, and in February 2014, was appointed director of Policy and Planning. Following the merger of the Departments of Community Health and Human Services into MDHHS in 2015, Hertel served as senior deputy director for Policy, Planning and Legislative Services. In October 2016, she left that position to serve as director of Michigan Advocacy for Trinity Health and returned to MDHHS as the Chief Deputy of Administration in February 2019.

Prior to joining MDCH, Hertel worked as a senior advisor for Health Policy in the state House Republican Policy Office and as a legislative assistant to state Rep. Bruce Caswell. She began her tenure in the House in 2005. In 2010, she worked as a consultant with Public Sector Consultants and then as a policy analyst at Blue Cross Blue Shield. She returned to the House in 2011.

She earned a bachelor's degree at Grand Valley State University and an MBA at Michigan State University.





KAITLYNN LAMIE

Kaitlynn Lamie is a visionary leader driven by a profound commitment to effecting transformative change in the nonprofit sector. With over a decade of experience within the United Way Network, Kaitlynn's career journey reflects her passion for strategic systems-thinking and authentic servitude of her community.

Kaitlynn currently serves as the President and CEO of the Michigan Association of United Ways (MAUW), providing leadership to advance the organization and its members. With a focus on fostering collaboration and maximizing impact, she cultivates relationships with stakeholders, leads strategic planning initiatives, and champions public policy efforts that help Michigan families thrive.

Kaitlynn's professional journey includes roles such as Vice President of Organizational Development and Member Services, Director of Member Services and Associate Director of Labor and Marketing at MAUW, where she showcased her expertise in communication, project management, and relationship building.

Kaitlynn holds a Bachelor of Arts in Social Relations and Policy from James Madison College at Michigan State University. She currently resides in Metro-Detroit with her husband, daughter, and chocolate lab.

Conference Tracks

OE **Organizational Excellence**
Finance, HR, data management and integration, strategic planning, board, organizational management, IT, funding.

LD **Leadership Development**
DEI, communication, personal development.

IP **Innovative Practices**
Innovative programs and approaches from Michigan CAAs.

PP **Partner Programs**
Programs and practices from Community Action partners.

SU **State Updates**
BCAEO updates, policy/advocacy, state-level data

BP **Best Practices**
Customer service, client engagement, marketing/branding.



Sessions

Tuesday | July 30

7:30 – 8:30 Breakfast

Lake Huron A

Sponsored by Consumers Energy

8:30 – 9:30

General Session

Lake Huron A

Anneshia Freeman – Anneshia Freeman and Associates Consulting Services, LLC

During this keynote presentation, Anneshia Freeman tells her story of surviving horrific childhood trauma and a 15-year addiction to drugs and alcohol. Ms. Freeman talks about the gifts and talents she witnessed going to waste in the drug and crime subcultures she traversed for 15 years. She will share her journey of healing from a trauma-based belief system, completing four college degrees – all summa cum laude, and creating an award winning Cognitive Restructuring and Resocialization Program.

9:45 – 11:00

Optimizing Organizational Culture

OE

Dr. Stormy Trotter – The Artifex Group

St. Clair A

This workshop will emphasize the importance of embracing the unique identity within your organization. Each organization has characteristics, communication and processes that are specific to their day-to-day environment. We will explore how well we navigate these systems, pivot upon necessity and function at our highest capacity.

The What, Why, and How of Developing Monitoring & Evaluation Framework

OE

Jane F. Morgan and Sidney Wuchek, JFM Consulting Group

St. Clair B

This session is designed to increase your understanding and appreciation of the role that monitoring and evaluation should play in your organization as a management tool—not solely as an accountability requirement for funders. You will be introduced to skills that you can share with your colleagues and build on when you return to your organizations.



Sessions

Tuesday | July 30

9:45 – 11:00

Opportunities to Engage with Medicaid Payers to Expand CAA Community Resource Portfolios PP

Linda Vail, Farah Hanley – Health Management Associates Grand Ballroom I

In the Fall of 2023, the MDHHS released an RFP that would renew Michigan Medicaid health plan contracts for the next five years with three one year extensions. CAAs are in a unique position to meet these new requirements on the health plans. CAAs provide services that the managed care plans are not accustomed to delivering, and the plans have the member information CAAs and their role in community navigation, social determinants of health, community partnerships to develop ecosystems, etc. The new state RFP emphasized community partnerships and leveraging a new CMS allowable Medicaid funded In Lieu of Services (ILOS) option. This session will offer ideas in which CAAs can leverage these opportunities and in turn maintain a sustainable funding stream for services. Historically various challenges have discouraged Medicaid health plans and providers from assisting beneficiaries with nonmedical concerns such as housing insecurity or access to healthy foods, both of which that are integral to improving health outcomes and lowering costs. The work that the CAAs do as part of their business ties directly to the ILOS opportunity where Medicaid funding is now allowable for these services.

Transforming Homelessness Response: A Journey Towards Collective Impact PP IP

Lori Johnson – EightCAP, Inc.; Kim Cain and Rachel Pung – Have Mercy; and Jake Gregory – Gratiot County Hope House Grand Ballroom II

Join us as we share the remarkable transformation of the Central Michigan Local Planning Body's approach to homelessness. Discover how EightCAP, in partnership with regional emergency shelter directors, navigated the challenges of coordination, competition, and trust-building to create a unified and effective homelessness response system.



Policy Takes & Policy Stakes

Tom Visco – Michigan Community Action

SU

Riverview Suites A

Join MCA Policy Manager Tom Visco for a discussion of the policy and political issues facing Michigan and Community Action's place in that context. We'll spend the session outlining major structural challenges facing the state, discussing how CAAs can navigate these challenges, and leveraging relationships with policymakers to improve outcomes for CAAs staff and clients.

Using the Right Financial Tools That Help Change Behavior

BP

IP

Jessica Dexter – Capital Area Community Services

Riverview Suites B

Enhance the ways you advocate for others with the right tools and resources FREE of charge from the Consumer Financial Protection Bureau (CFPB).

Financial well-being describes a condition wherein a person can fully meet current and ongoing financial obligations, can feel secure in their financial future, and is able to make choices that allow them to enjoy life.

11:00 – 11:15 Coffee Break

Sponsored by Consumers Energy & Public Policy Associates

Lake Huron B

11:15 – 12:30

Early Childhood Career Pathway Program

IP

Lisa Farrell and Ally Halbert – Community Action South Central Michigan

St. Clair A

The Early Childhood Career Pathway program is an initiative that was initially funded by the WK Kellogg Foundation in 2019. Community Action of South Central Michigan manages the program on behalf of all child care businesses in Battle Creek. The mission of the program is to recruit and retain individuals in the early childhood education profession by providing free training towards credentials and ECE degrees. The program has gone from 16 in first cohort to currently serving over 200 participants in the community. Over 100 individuals have received a CDA (Child Development Associate), many more have been assisted with renewals and as of January 2024, 5 participants have earned their associate degree in Early Childhood Education. The program's success rate is strengthened by monetary incentives, tech support, barrier assistance, and educational coaching/mentoring. The road to building quality early care workers has resulted in several other ECE initiatives in Battle Creek. The presenters will tell you about creative ways to stretch funding, exciting initiatives, and successful recruiting techniques and incentives that have been effective in Battle Creek, to build a stronger early childhood workforce in the community.



Sessions

Tuesday | July 30

11:15 – 12:30

Nonprofit Single Audits

Marisa Ahrens – Yeo & Yeo

OE

St. Clair B

This training will be designed to better understand the single audit and to help implement best practices to ensure quality results.

My Thought Process – My Greatest Asset or My Greatest Liability

Anneshia Freeman – Anneshia Freeman and Associates Consulting services, LLC.
Grand Ballroom I

BP

This session will challenge service providers to examine the thought processes behind many of the challenging behaviors they see in their communities. Anneshia Freeman will explain the importance of helping clients to address the beliefs that lead them to make poor decisions before trying to introduce them to new concepts. The session will familiarize participants with concepts from the Lies That Bind® Cognitive Restructuring and Resocialization Program that exposes and challenges dysfunctional, unconscious beliefs while simultaneously introducing new life-enhancing principles. While the program is designed to challenge the unconscious beliefs that lead to all forms of negative behavior, this session will be presented with specific reference to asset building and financial security. Anneshia will expose the unconscious belief systems that can lead people to make poor financial choices and identify why it is important for asset building practitioners to incorporate concepts from the Lies That Bind® to help their clients learn to make better financial decisions and work toward financial security.



11:15 – 12:30

empowOR Implementation: Reviewing Year One and Preparing for Year Two

OE

Jeremy Biddle and Keith Schafer – BCAEO

Grand Ballroom II

Software implementation is a critical process that enables organizations to integrate and utilize software solutions effectively. In this presentation, we'll explore the journey from initial implementation to the end of the first year, as well as strategies for a successful transition into year two. We will look at how to evaluate your data entry, setups, as well lessons we've collectively learned from the first year. Let's discuss strategies on how to improve upon these lessons in year two. This session is geared towards empowOR System Administrators, bring your thoughts and ideas to collaborate with other attendees and make this an even more successful year two for all of us.

Unveiling the Health–Energy Connection: Deciphering Social Determinants of Health and Their Dance with Energy Efficiency

PP

Rebeca Barrios–Hurst – CLEAResult

Riverview Suites A

In today's interconnected world, the relationship between health and energy usage is more profound than ever. Join us for an enlightening presentation as we delve into the intricate web of connections between health outcomes, energy consumption, and social determinants of health (SDOH).

This presentation will provide attendees with a comprehensive understanding of the complex relationship between health, energy efficiency, and social determinants, as well as actionable strategies for promoting health equity through energy initiatives.

Creating Smarter, Faster, Easier Strategic Plans and Needs Assessment

OE

Gary Heidel and Nancy McCrohan – Public Policy Associates

Riverview Suites B

Strategic planning and community needs assessment are required of agencies – but need not be drudgery! This session will inspire and guide you on creating the high value learning that comes from these processes. We will share ideas on efficiency, performance metrics, and how to lift up your community voices.

12:30 – 1:30 Networking Lunch

Lake Huron A

Sponsored by Mutual of America



Sessions

Tuesday | July 30

1:45 – 3:00

Storytelling in Spaces of Public Memory

BP

Dr. Stormy Trotter – The Artifex Group

St. Clair A

This workshop will reveal the importance of creating compelling messages that becomes a part of your organization's internal fabric. What are people saying about your organization? What do they remember about your history and impact? We will explore the importance of utilizing strategic and creative communication to aid in shifting collective consciousness.

Back to the Basics (IT)

OE

Richard Maloley – Digital Elevation

St. Clair B

You have to learn to walk before you can run likewise this is true for keeping your organization secure. In this session you'll learn about the common security issues we see during a security assessment and what you should do to prevent these issues in the first place.

Getting Beyond Performative DEI

BP

LD

Clint Brugger and Keshia Hamilton – Community Action Agency

Grand Ballroom I

Participants will be offered concrete ways to 'get beyond performative DEI'. DEI initiatives that are stuck at defining the terms, changing wording in our policies, and creating a DEI committee. Let's understand together how we move beyond these surface level initiatives into action steps that transform our places of employment.

Impacting Families: Utilizing the Whole Family Approach with empowOR

BP

OE

Meaghan Arzberger – CSST

Grand Ballroom II

Attendees will learn about how empowOR supports Whole Family practices, workflows, and data collection across all programs within an agency. The session will provide concrete examples of Whole Family practices and setup in empowOR and provide best practices around Whole Family implementation seen across the CAA network nationally.



1:45 – 3:00

Poverty and Homelessness 101: A Workshop for Compassionate Action

BP **PP**

Jake Gregory – Hope House

Riverview Suites A

In this interactive-lecture style workshop, participants will delve into the multifaceted issues of poverty and homelessness. Participants will leave this workshop equipped with a deeper understanding of poverty and homelessness. Through interactive discussion, case studies, and reflection exercises, this session combines firsthand knowledge with practical insights to empower and inspire attendees to make a meaningful difference in their communities. Join us in building a more compassionate and equitable society for all.

Homelessness and Domestic Violence

IP

Kristen Misener – Human Development Commission

Riverview Suites B

This session will offer an overview of the continuum of homeless-to-housing services including the intersection of HUD's Category 4 homeless designation and a review of Human Development Commission's programmatic data to demonstrate the intersection of Category 4 (domestic violence) survivors accessing the homeless system. Information will be shared about "fleeing" including real-life, though provoking examples.

3:00 – 3:30

Sponsored Break

Lake Huron B

Take a break from learning to network with your peers, visit sponsors and exhibitors, and recharge with some yummy snacks.

Breaks sponsored by Consumers Energy and Public Policy Associates



Sessions

Tuesday | July 30

3:30 – 4:45

Marketing Peer to Peer Meet Up

Elena Steele – Oakland Livingston Human Service Agency

BP

St. Clair A

Protecting Your Organization in Crisis

Josh Hovey – Martin Waymire

OE

St. Clair B

Cyber attacks, workplace misconduct, injury, natural disasters. These things – or worse – can happen at a moment's notice. Is your organization ready? When crises are handled properly, organizations can reinforce their values and build trust in their brand. But when they are poorly managed, the long-term reputational damage can be severe, with decades of hard work undone in a matter of hours. This presentation will provide leaders with an overview of the basic principles of crisis communications management that can be applied to any number of situations and help organizations minimize damage to their brands and reputations.

211 As YOUR Resource

Jennie Pollak and Sarah Kile – Michigan 211

PP

Grand Ballroom I

In this session, attendees will explore how Michigan Community Action Agencies can effectively utilize 211 as a vital resource to enhance their service delivery and support for community members. The session will cover the comprehensive suite of services offered by 211, highlight success stories, and provide practical guidance on integrating 211 into your agency's operations.

Targeted Volunteer Recruitment

Frank Cox – MSU Extension

BP

Grand Ballroom II

Do you have all the volunteers you need? Most programs struggle to recruit enough volunteers to meet the needs of people interested in their program. In this session, we will explore the different methods of volunteer recruitment, learn about the different types of volunteer motivation, and learn how to use a targeted message to recruit volunteers. Participants will have time to practice creating a pitch to recruit volunteers from the information given in this session.



3:30 – 4:45

HR/ Finance Peer to Peer Meet Up

Rebecca Bossenbroek – Michigan Community Action

Riverview Suites A



Connect with your peers while stuffing backpacks for the service project.

ROMA for Boards

Jeremy Biddle – BCAEO and Michelle Stevens – Michigan Community Action

Riverview Suites B



This session will provide CAA board members with an overview of ROMA principles and why you play a key role in the ROMA process.

Congratulations

to

Monroe County Opportunity Program
for achieving the Gold Tier in
the National Community Action
Partnership's Pathways to Excellence
Program!



Night on the Town

Explore the charming downtown district of Port Huron, where you can wander through unique shops, art galleries, and a diverse array of eateries. From quaint cafes serving freshly brewed coffee to exquisite restaurants offering local and international cuisine, there's a wide variety of options to choose from. Enjoy leisurely strolls along the walkable waterfront and explore the beautiful marina at the heart of downtown.

Your Port Huron gift card* can be used at these participating restaurants.

Bootlegger's Axe Co
402 Quay St, Port Huron, MI

Casey's
628 Huron Ave, Port Huron, MI

Lynch's Irish Tavern
210 Huron Ave, Port Huron, MI

Raven Cafe
932 Military St #1, Port Huron MI

Sperry's Moviehouse & Arcadehouse
301 Huron Ave, Port Huron, MI

Senor Tequila Mexican Restaurant
321 Huron Ave, Port Huron, MI

Vintage Tavern
103 Michigan St. Port Huron, MI



Vintage Tavern



Casey's

***Sponsored by SEMCO
ENERGY Gas Company***

* MCA members will receive a gift card to downtown Port Huron



Sessions

Wednesday | July 31

7:30 – 8:30 Breakfast

Sponsored by DTE Energy

Lake Huron A

8:30– 9:30

General Session

Lake Huron A

Julia Dale, Director - Unemployment Insurance Agency

9:45– 11:00

De-mystifying the Audit

Alan Panter - Yeo & Yeo

A down-to-earth discussion of what the annual audit is all about.

OE

St. Clair A

Microaggressions in the Workplace

Clint Brugger and Kesha Hamilton - Community Action Agency

Let's understand together microaggressions. What they are, how they occur and what we actively do to reduce or eliminate them in ourselves. If you're serious about being an employee, co-worker, supervisor and C-suite person that actively works to be an ally, an accomplice - you want to be in this session.

LD

OE

St. Clair B

The Art of Podcasting for a Non-Profit and Engaging with the Community

Erica Austin - Northwest Michigan Community Action Agency and Ryan Buck - New Leonard Media

Discover the magic behind storytelling through an auditory medium and how a non-profit organization can benefit from sharing more about their services and programs through the perspective of clients, volunteers, employees and community partners.

BP

IP

Grand Ballroom I



Sessions

Wednesday | July 31

9:45– 11:00

Referrals – Building an Integrated Service Model

BP

Meaghan Arzberger – CSST

Grand Ballroom II

Attendees will learn how empowOR can support internal integration across programs using internal referrals as well as connect with external providers through referrals. Strong internal referral practices support both internal workflows as well as Whole Family efforts supporting a “no wrong door” approach.

Grant Writing 101 – Unlocking Funding for Your Agency

OE

Dr. Susan Harding – Oakland Livingston Human Service Agency

Riverview Suites A

In this session, attendees will learn the essential skills and strategies needed to secure funding for their projects. Whether you are new to grant writing or looking to refine your skills, this session will provide you with practical tools and actionable advice to increase your chances of success in the competitive world of grant funding.

Leadership Pathways Panel – Cultivating Excellence at the Individual and Organizational Level

LD

Stephanie Kasprzak – Monroe County Opportunity Program, Eva Rohlman – Mid Michigan Community Action Agency, Elena Steele – Oakland Livingston Human Service Agency, Michelle Stevens – Michigan Community Action

Riverview Suites B

Join us for an in-depth discussion about the different avenues for leadership development, both at the state and national level. This session will highlight key aspects and outcomes for the different programs available to Community Action staff who are interested in beginning their leadership journey or who may be further along.

11:00 – 11:15 Coffee Break

Lake Huron B

Sponsored by Consumers Energy & Public Policy Associates



11:15 – 12:30

Fathers Get Stressed Too! Tips for Helping Father's Manage Anxiety and Frustration

BP

Kevin Zoromski and Darien Wilkerson – MSU Extension

St. Clair A

In this session, we will discuss and learn ways to help fathers and male caregivers pay attention to stress triggers during times of conflict, anxiety and frustration. We will discuss mindful ideas, and activities, which can help fathers and male caregivers, understand their emotions and recognize how feelings impact their personal relationships. We will explore research about mental health for fathers, supportive mindful practices and the importance of helping male caregivers move out of “auto-pilot” mode.

Partnering to Support Safe and Healthy Housing in Oakland County

PP

Carrie Hribar – Oakland County Health Division, Lindsay TerHaar – Oakland County Health and Human Services, and Khadija Walker-Fobbs – Oakland County Neighborhood and Housing Development

St. Clair B

Oakland County Health and Human Services staff will outline the ways that housing impacts health, programs that support healthy housing, and interventions that can help create positive health outcomes. Attendees will hear how the Health and Neighborhood and Housing Divisions have aligned programming to address this important social determinant of health, including their home improvement loans and their environmental health and home nursing programs.

Helping the Helper: Unaddressed Issues Affect Our Work

LD

Anneshia Freeman – Anneshia Freeman and Associates Consulting Services, LLC

Grand Ballroom I

This workshop will decode dysfunctional, unconscious beliefs that drive various dysfunctional behaviors in the workplace while quantifying the impact. Many professionals can articulate that they struggle with certain issues such as people-pleasing, perfectionism, poor anger management, procrastination, and so forth. The issues are generated by unconscious beliefs that hinder productivity and hurt the bottom-line – directly and indirectly. The dysfunctional beliefs can be exposed and challenged creating a more efficient work force.



Sessions

Wednesday | July 31

11:15 – 12:30

Illuminate Your Listening

LD

Jennifer Grau – Grau Interpersonal Communication

Grand Ballroom II

Listening is a key part of our everyday lives. It is the communication skill that shines light on other people's perspectives. Whether we are working with clients, teammates, board members, or the community at large, listening is fundamental to comprehension, connection, and collaboration. This workshop focuses on developing foundational knowledge and effective listening skills through a series of small group and interactive experiences, exercises and prompts. Participants explore the complexity and challenges of listening, examine factors that influence misinterpretation, and practice an assortment of listening methodologies.

Community Partnerships for Navigating Community Resources

PP

Sally Mellema – District Health Dept. #10

Riverview Suites A

This presentation provides strategies in Northern Michigan used to increase the navigation of health and human services. Community Connections provide free navigation to any resources a community member needing assistance using Community Health Workers. Frequent resource navigation includes but not limited to healthcare, health insurance, dental, community action agencies, housing and Mi Bridges Navigation.

The Community Connections program is facilitated through local public health agencies in Northern Michigan. More information is available at <https://northernmichiganchir.org/>.

Weatherization Assistance Program: Braiding and Leveraging Funding While Expanding the Program

SU OE

Maddy Kamalay – BCAEO

Riverview Suites B

Learn about braiding LIHEAP and WAP funds during BIL. Whether you're wondering how to develop a workforce development plan, how to manage the BIL ACPU, or reporting requirements, this is the session for you. BCAEO staff will discuss BIL funds, LIHEAP funds, preweatherization funds, reporting requirements, and sharing how to streamline implementation at the local level.



12:30 – 1:30 Lunch

Lake Huron A

Sponsored by MSHDA

The View from Up Top: A Conversation with the Governor's Administration

SU

Susan Corbin, Director – LEO, Elizabeth Hertel, Director – MDHHS, Moderator: Dr. Susan Harding – Oakland Livingston Human Service Agency

MCA is honored to be joined by two of Governor Whitmer's executive team, Susan Corbin, Director of the Department of Labor and Economic Opportunity, and Elizabeth Hertel, Director of the Department of Health and Human Services. Both Directors have brought decades of public service experience to these two departments, and lead sizable teams that work every day to improve economic opportunity and public health for all Michiganders. We will hear updates from them on their Departments and how their work intersects with Governor Whitmer's overall agenda for the state of Michigan. Beyond that, we will be guided through lively, deep conversation by moderator Susan Harding, as we explore the intersections of these Departments and our work in our local communities.

1:45 – 3:00

County Treasurers Investing in Foreclosure Prevention: Facilitating Partnerships Between Government and Community Action Agencies

PP

Alan Fox – Ingham County Treasurer

St. Clair A

County Treasurers are in a unique position to facilitate foreclosure prevention within their communities. Treasurers have two sources of funds, Auction Proceeds and the Delinquent Tax Revolving Fund. They can use these funds for foreclosure prevention programs, but do not always have the additional means to bring these resources to the community. Establishing partnerships with community action agencies can bridge the gap between county funds and the ability to implement programs in their counties. County Treasurers can promote these relationships in various ways, including inter-agency collaborations and fostering relationships between CAAs and other local officials.



Sessions

Wednesday | July 31

1:45 – 3:00

Thriving Through Change

Tamela Spicer - The Intentional Catalyst

LD

St. Clair B

It's been said that the only thing constant in life is change. While it's inevitable, it's not always easy. This session will help you thrive through change by understanding the emotions of change and learning to a practical model for managing change. Participants in this workshop will... Understand the emotions that come with change, learn a model to lead a team through change, gain tips for success to navigate change.

Trust in Leadership

Tom Moore and Ryan Root - BHS Insurance

OE

LD

Grand Ballroom I

The Trust in Leadership session is intended for leaders who are interested in creating a more transparent culture and atmosphere where employees feel comfortable being open with their challenges.

Cultivate Your Curiosity: Listening Beyond Silence

Jennifer Grau - Grau Interpersonal Communication

BP

LD

Grand Ballroom II

Listening and speaking are not opposites. Many people equate listening with silence. But research shows high-quality listening usually involves talking. The question is: What kind of talking? Finding words that signal interest and openness can be difficult. While curiosity is a good place to start, curiosity can unintentionally become interrogation. Join us for a nuanced, interactive, deep dive into listening techniques to unlock your curiosity, gather important information while deepening connection with others.

CCAP Peer to Peer Meet-UP

Stephanie Kasprzak

LD

Riverview Suites A

Calling all CCAPs. Join fellow CCAPs to connect, raise questions, and provide feedback on the new CCAP process.



1:45 – 3:00

Leadership Development Institute Final Session

Rebecca Kraus – Rebecca Kraus and Associates, LLC

Riverview Suites B

3:00 – 3:30 Snack Break

Take a break from learning to network with your peers, visit sponsors and exhibitors, and recharge with some yummy snacks.

Breaks sponsored by Consumers Energy and Public Policy Associates

3:30 – 4:45

Yes, You Need a Security Assessment

Richard Maloley – Digital Elevation

OE

St. Clair A

Do you know what you need to protect within your organization? In this session we will walk through what a security assessment is, why it is imperative that you get one done, and why you should have a trusted technology advisor that you can call.

Lead Poisoning Prevention Fund

Imoni Williams – Michigan Department of Health & Human Services

PP

St. Clair B

The Lead Fund offers loans to homeowners and rental property owners who want to abate their property and seeking to operate within the legal framework of local, state, and federal regulations. We work closely with Michigan Saves Non-Profit Green Bank to provide fixed-interest rate and affordable loan term options through statewide network of community credit union partnerships. We service all of Michigan but focus on our target areas: Detroit, Grand Rapids, Benton Harbor, Flint, and rural communities.

Engagement and Team Building

Denise Neuhaus – BHS Insurance

LD

OE

Grand Ballroom I

Engagement of our teams continues to be critical as we work to retain our employees, keep them motivated, and also work toward a culture of belonging. We will discuss strategies for creating strong teams, keeping our teams engaged and connected, and how a little fun in the workplace can go a long way toward creating a positive culture!



3:30 – 4:45

Tell Your Story and Guide Your Future with empowOR Reports

BP OE

Meaghan Arzberger – CSST

Grand Ballroom II

Attendees will learn about key reports in empowOR that will support federal and state reporting requirements as well as strategic decision-making within an organization. CSBG reporting will be discussed in this session. Learn how to access the data you need to support the best programs and services possible and really change lives in our community.

MSHDA Homeownership Programs Delivering the Dream to Michigan Families

PP

Eric Dusenbury – MSHDA

Riverview Suites A

Provide an understanding of MSHDA's competitive interest rate mortgages, Michigan Down Payment Assistance, Federal Tax Credits, Homebuyer Education and Step Forward Michigan.

Leadership Development Institute Final Session

Rebecca Kraus – Rebecca Kraus and Associates, LLC

Riverview Suites B

6:00 – 9:30 Dinner and Evening Activities

Lake Huron A

Congratulations

To the New 2024 Michigan Certified Community Action Professionals (CCAP)

Hurley Coleman	Saginaw Community Action Committee, Inc.
Mary Frontiero	Macomb Community Action
Jacquelyn Kaptur	Macomb Community Action
Amber Leverette	Community Action Agency of South Central MI
Paige Xiong	Oakland Livingston Human Service Agency



2024 Leadership Development Institute Graduates

<i>Bridget Akre</i>	Chippewa-Luce-Mackinac CAA
<i>LaVonda Boulter</i>	Community Action Agency
<i>Hurley Coleman</i>	Saginaw County Community Action Center
<i>Katherine Cramer</i>	Community Action South Central Michigan
<i>Aderonke Daramola</i>	Capital Area Community Services, Inc.
<i>Lyn DeGroot</i>	Community Action Alger-Marquette
<i>Laura Dehnke</i>	Northwest Michigan Community Action Agency
<i>Nicki Eycler</i>	Monroe County Opportunity Program
<i>Jacob Fryer</i>	Mid Michigan Community Action Agency
<i>Amanda Gascho</i>	Macomb Community Action
<i>Pebbles Glaspie</i>	Community Action Agency
<i>Kathleen Hart</i>	Community Action Agency
<i>Laura Jones</i>	Community Action Agency South Central Michigan
<i>Sierra Jones</i>	Community Action Agency
<i>Kathy Kackmeister</i>	Monroe County Opportunity Program
<i>Daniel Klink</i>	Community Action Agency
<i>Jen LaBonte</i>	Chippewa-Luce-Mackinac CAA
<i>Melissa McKellip</i>	Mid Michigan Community Action Agency
<i>Kim Nardo</i>	Oakland Livingston Human Service Agency
<i>Sharon Norman</i>	Community Action Agency South Central Michigan
<i>Amanda Rogers</i>	Community Action Agency South Central Michigan
<i>Edward Scott</i>	Macomb Community Action
<i>Elizabeth Sergent</i>	Macomb Community Action
<i>Kay Simmons</i>	Oakland Livingston Human Service Agency
<i>Oxsanna Stoken</i>	Community Action Alger-Marquette
<i>Leigh Sullivan</i>	Northeast Michigan Community Service Agency
<i>Marcey Thorne</i>	Chippewa-Luce-Mackinac CAA
<i>Jeremy Truog</i>	Northwest Michigan Community Action Agency
<i>Marie Verheyen</i>	Oakland Livingston Human Service Agency
<i>Angela Webb</i>	Community Action Agency
<i>Terry Youmans</i>	Community Action Agency South Central Michigan



Sessions

Thursday | August 1

7:30– 8:30 Breakfast

Sponsored by FHL Bank

Lake Huron A

8:30– 9:30

ALICE in a Post-COVID Michigan

SU

Kaitlynn Lamie - Michigan Association of United Ways

Lake Huron A

ALICE (Asset Limited, Income Constrained, Employed) households were disproportionately impacted by the economic effects of COVID-19. In this plenary session, learn about the newest ALICE data and how ALICE households fared in the early phases of pandemic recovery.

9:45– 11:00

Developing a Board for Impact

OE

Tamela Spicer - The Intentional Catalyst

St. Clair A

Nonprofit boards can be your organization's greatest asset, but developing that asset needs to be thoughtful and intentional. It starts with understanding what kind of board your organization needs, only then can you build it! In this fast-paced workshop, participants will... Be introduced to the basic responsibilities of a nonprofit board, learn a model for developing a healthy board, and share tips for success.

Faster Alone, Further Together **Canceled**

PP

IP

Justin Al-Igoe - Macomb/St. Clair Michigan Works! and Edward Scott - Macomb Community Action

St. Clair B

"Partnerships are key to the success of any and all community organizations. Community Action Agencies working with Michigan Works! Agencies are a natural partnership. The directors of Macomb/St. Clair Michigan Works! and Macomb Community Action will discuss their work together, support for each organization and strategy to expand an encompassing partnership model in Macomb County."



9:45– 11:00

BCAEO Update

SU

Kris Schoenow and Melanie Sanford - BCAEO

Grand Ballroom I

Join us for an essential update session by the Michigan Department of Health and Human Services Bureau of Community Action and Economic Opportunity (BCAEO). We will provide detailed updates on all our programs, including CSBG, Weatherization, and Water Assistance. This session will offer a comprehensive walk-through of our processes, from Grants Management to Compliance and Reporting. By attending, you'll gain a clear understanding of our entire workflow and learn from us as we address our most common questions.

NEMCSA Presents Bridges Out of Poverty

BP

IP

Frances Ommani Northeast Michigan Community Service Agency

Grand Ballroom II

Dr. Ruby Payne offers a myth shattering framework for understanding poverty. This session is a unique and powerful tool designed to help participants more effectively serve their clients who live or have lived in poverty. It gives a deeper understanding of their challenges, strengths, and barriers to change.

MI–Neighborhood Statewide Housing Opportunity for Subrecipient Agencies

PP

Tonya Joy - MSHDA

Riverview Suites A

Fifteen regional housing partnerships around the state have completed action plans that identify regional goals and priorities. In response to those plans, MSHDA has launched a new coordinated program offering application in 2024 entitled MI-Neighborhood. This tool removes barriers and increases efficiencies by becoming a single point of entry to grant resources offered by the Neighborhood Housing Initiatives Division. The funding components and program parameters will be discussed. Participants will learn how agencies can become MI Neighborhood applicants now and/or get ready for October 1st.

11:00 – 11:15 Coffee Break

Lake Huron B

Sponsored by Consumers Energy & Public Policy Associates



Sessions

Thursday | August 1

11:15 – 12:30

Understanding Bias to Develop Equity

LD

Tamela Spicer – The Intentional Catalyst

St. Clair A

No one is immune to it. We are physiologically wired to react with fear and defense when faced with the unknown. In our daily interactions with people groups that are unfamiliar to us, this pre-wired response is often described as unconscious or implicit bias. By itself, implicit bias isn't an issue, but when it causes us to treat people differently it can become a problem. Participants in this engaging workshop will... Deepen their understanding of bias, learn tips to respond well when bias shows up, and explore ways to outsmart their bias to reduce harm and develop equity.

A Roadmap to Accelerate Higher Education Attainment

PP

Camara Lewis – Office of Sixty by 30

St. Clair B

Join the Michigan Office of Sixty by 30 (60x30) with the new Michigan Department of Lifelong Education, Advancement and Potential (MiLEAP) for an interactive session as we explore innovative strategies to support postsecondary education attainment, and chart the path towards achieving 60% of working-age Michiganders with credentials beyond high school. Participants will gain a greater understanding of how the Michigan Reconnect scholarship program is making earning an associate degree or certificate more affordable and accessible. The 60x30 team will share success stories, best practices, and practical insights to empower attendees to foster higher education aspirations and attainment culture in their communities.

Community Services Block Grant

SU

Ben Gulker – BCAEO

Grand Ballroom I

Bring your input for the Community Services Block Grant State Plan! In this interactive, working session, BCAEO will present the draft of the CSBG State Plan for fiscal years 2025-2026. This spring, we began the collaborative development of the State Plan. Join us to refine the ideas we have developed together and inform the work to come.



Sessions

Thursday | **August 1**

11:15 – 12:30

Unlocking Potential: Harnessing ALICE Data for Community Impact

OE

Kaitlynn Lamie – Michigan Association of United Ways

Grand Ballroom II

In this deep dive session, learn how to utilize comprehensive ALICE data products including the Economic Viability Dashboard and Indicators of Well-Being and how you can leverage community-specific ALICE data to increase your impact.

Understanding the Federal Funding Landscape

OE

Joel Howani Heeres – Public Sector Consultants and Eli Lieberman – Michigan Saves

Riverview Suites A

The Inflation Reduction Act of 2022 (IRA) invests over \$60 billion in critical clean energy, climate and electrification measures and puts the U.S. on path to a 40 percent emissions reduction by 2030. The IRA contains numerous opportunities for municipalities to leverage these dollars to improve the quality of life for residents, reduce their utility costs, and modernize homes and businesses.

Thank you speakers, sponsors, exhibitors, and attendees for your support of the 2024 MCA Summer Conference. We hope to see you next year in Grand Rapids, July 14 – 17, 2025.



Meals

TUESDAY, JULY 18

7:30 – 8:30 Breakfast

Sponsored By: Consumers Energy

Lake Huron A

12:30 – 1:30 Lunch

Sponsored By: Mutual of America

Lake Huron A

WEDNESDAY, JULY 19

7:30 – 8:30 Breakfast

Sponsored By: DTE

Lake Huron A

12:30 – 1:30 Lunch

Sponsored By: MSHDA

Lake Huron A

6:00 – 7:00 Dinner

Lake Huron A

Snack Breaks

Sponsored By: Consumers Energy and Public Policy Associates

*Thank You
Sponsors*



JOIN US!

Unlock the power of renewable energy with eCAP!

- ✓ Community Action Solar Services
- ✓ Advisory Services
- ✓ Access to \$27B in GGRF funds



SCAN HERE FOR A
COMPLIMENTARY SOLAR STUDY



Download the Conference App

Currently, the event will go live on 7/29/24. Use the QR codes below to download the Eventify app. Once downloaded search **MCA** to locate our event.



Google Play



Apple

