

**43rd Annual
WisconsinAIRS
Conference**

November 8th & 9th, 2023

The Jefferson Street Inn

201 Jefferson Street

Wausau, WI 54403

715-845-6500

[The Jefferson Street Inn](#)

To Register: [2023 WisconsinAIRS Conference](#)

**To Reserve a Room: Call 715-845-6500 and ask for the
WisconsinAIRS 2023 Annual Conference**

CEU's Offered!

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43rd Annual WisconsinAIRS Conference

November 8th & 9th, 2023

Conference Objectives

1. To provide opportunities for knowledge enhancement and skill development for professionals in the field of information and referral/assistance.
2. Promote excellence and professionalism in the fields of I&R and I&A.
3. Provide a vehicle for training, peer support and communication.
4. To convey the mission, purpose about WisconsinAIRS.
5. To offer opportunities for professionals in the field of information and referral/assistance to learn from each other and their experiences and background.

Intended Participants

- 2-1-1 Centers
- Aging & Disability Resource Centers
- Alzheimer’s Agencies
- Area Agencies on Aging
- Brain Trauma Associations/Agencies
- Cancer Associations/Agencies
- Child Care Resource & Referral Agencies
- County/Tribal Aging Departments
- Crisis Centers
- Family Resource Centers
- Hospital Sponsored Information & Referral Programs
- Independent Information & Referral Agencies and Programs
- Independent Living Centers (ILC)
- Mental Health Resource Centers
- Parkinson’s Agencies
- Public Libraries
- Student Interns
- United Ways

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CONFERENCE AGENDA

WEDNESDAY, NOVEMBER 8TH, 2023

TIME	ROOM	SCHEDULE
7:30a – 8:30a	Ballroom	WELCOME! LIGHT BREAKFAST & CONFERENCE KICK-OFF
8:30a – 10:15a	Ballroom	KEYNOTE: Creating Your Own Path Towards the Gold
10:15a – 10:30a		BREAK
10:30a – 12:00p	Ballroom	Crip Camp: A Disability Revolution
12:00p – 1:00p	Ballroom	LUNCH/NETWORKING*
S1: 1:00p – 2:00p	Washington	Getting Ready for the Baby Boomers: What You Need to Know
S2: 1:00p – 2:00p	Grant	Why Community Information Exchange: The Next Step for I&R Services
S3: 1:00p – 2:00p	Lincoln	Say What? Interacting with People who have a Hearing Loss
2:00p – 2:15p		BREAK
S4: 2:15p – 3:15p	Washington	Common Scams & Frauds
S5: 2:15p – 3:15p	Grant	Coping with Crisis: Now What?
S6: 2:15p – 3:15p	Lincoln	Let Us Help You Help Them – Endless Possibilities of Collaboration
3:15p – 3:30p		BREAK – JOIN US FOR AN AFTERNOON SNACK!
S7: 3:30p – 4:30p	Washington	The Board on Aging & Long Term Care: Information & Advocacy for LTC Consumers
S8: 3:30p – 4:30p	Grant	Topical Deep Dive: How Homeless Systems Work
S9: 3:30p – 4:30p	Lincoln	Leveraging Technology for Enhanced Program Efficiency & Impact
THURSDAY, NOVEMBER 9TH, 2023		
7:45a – 8:30a	Lincoln	Light Breakfast
S10: 8:30a – 10:30a	Lincoln	Ethics & Boundaries: Cognitive Bias – Our Internal Disguise
10:30a – 10:45a		BREAK
10:45a – 12:30p	Lincoln	Ethics & Boundaries: Cognitive Bias – Our Internal Disguise

***Wednesday, November 8th, 2023 WisconsinAIRS Annual Membership Meeting: 12:15p – 12:45p**

An annual meeting of the Board of Directors together with the membership will be held at this time. The primary purpose of the meeting is to:

- Receive annual reports of the officers and standing committees
- Promote the purpose of WisconsinAIRS
- Elect board members
- Update on AIRS National Rebrand to Inform USA
- Update on WisconsinAIRS Rebrand to Inform Wisconsin

KEYNOTE: Creating Your Own Path Towards the Gold

Mandi Dornfeld, MS – Association for Professional Coaching (APS) Certified Coach

Our lives are often designed by outside influences, while we need to effectively manage expectations and meet our goals, we can and should still take our whole selves with us. Research shows that the best teams are ones that support individuality and authenticity. This supportive, fun and thoughtful workshop will give participants the chance to consider their needs, wants, and desires in order to create a golden experience for their future.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Understanding how authenticity is a critical supporter of work teams
- Identifying workplace needs and create a plan to meet them
- Examining personal and professional preferences
- Creating a golden plan for the future and identifying strategies to get there

Mandi Dornfeld has created a life that allows her to wear multiple hats, after a long and challenging season of growth and transformation, she made the bold decision to show up with authenticity in every environment. That decision has not been without its own challenges but the rewards have been meaningful. She is a mother, wife, empty nester, professional and a compassionate believer that all people have enough wisdom to create the life they want. She loves celebrating everything, deep conversations and hard questions.

Crip Camp: A Disability Revolution

Angela Brenna, Program & Policy Analyst – DHS Bureau of Aging & Disability Resources

Crip Camp is an inspiring documentary about reclaiming and celebrating identity, telling a story, and discovering the power of community. In the early 1970s, teenagers with disabilities faced a future shaped by isolation, discrimination and institutionalization. Camp Jened, a ramshackle camp “for the handicapped” (a term no longer used) in the Catskills, exploded those confines. Jened was their freewheeling Utopia, a place with summertime sports, smoking and make-out sessions awaiting everyone, and campers experienced liberation and full inclusion as human beings. Their bonds endured as many migrated West to Berkeley, California — a hotbed of progressive activism where friends from Camp Jened realized that disruption, civil disobedience, and political participation could change the future for millions.”

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- How advocacy for people with disabilities is a larger issue of disability rights
- Hearing and understanding the stories of lived experiences with a disability to highlight the relationship between pride, identity, and culture that can often go unseen due to a heavy focus on people’s impairments, needs, and limitations
- Examining the effort and years of dedication it took to finally pass the Americans with Disabilities Act

Angela Brenna is a Program and Policy Analyst with WI DHS Bureau of Aging and Disability starting in June 2023. She graduated UWEC with a BSW and has 15 years professional experience working with individuals with disabilities.

Session 1: Getting Ready for the Baby Boomers: What You Need to Know

Robert J. Best, NHA, MAPS, CSL, Program Manager – Kelly Senior Center, Cudahy, WI

The baby boom generation has been the driving force for social change in American culture throughout the last 75 years. As the youngest of the Boomers are turning 60, they will also have a significant influence on retirement and senior living. The program will present an enlightening glimpse into the mind of the Baby Boomers and suggestions for providing better service and meeting their unique needs.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- How social and historical events have shaped the mindset of Baby Boomers
- The Baby Boomer’s unique worldview and what impact it has had on the world we live in
- What Baby Boomers will expect from the health care and social service system
- How to better meet the needs of this large and influential cohort

Robert Best holds a Bachelor's Degree in Psychology from Carroll University and a Master's Degree in Public Service with a specialization in Gerontology from Marquette University. Robert has over 40 years of experience working with older adults in a variety of settings, including assisted living, skilled nursing, senior apartments and community case management. He is currently the Manager of the Kelly Center in Cudahy, WI. Robert is an adjunct professor of Social Gerontology and has published books and articles on aging issues and presented at conferences across the United States. Robert completed training with Sage-ing International to become a Certified Sage-ing Leader.

Session 2: Why Community Information Exchange: The Next Step for I&R Services

Emily Kenney, LCSW, Director of Systems Change; Evan Liebetrau, MSW, SDoH Project Coordinator; Charlene Mouille, President & CEO – IMPACT, Inc./United Way WI

Using database technology to look up resources and create care coordination plans is a concept that is gaining traction among health and government systems. The concept of a Community Information Exchange takes this concept and builds on it. This session provides an overview of the core components of a Community Information Exchange, discusses what I&R systems ought to be aware of in this changing landscape, and gives an overview of the work happening in this space across Wisconsin.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Understanding the core components of a Community Information Exchange
- Discussing the connection between CIEs and I&R systems
- Discussing how individual I&R systems can connect to this work happening in their area of the state

Emily Kenney, LCSW, works as the Director of Systems Change for IMPACT, Inc. In that role, she is the facilitator of the Southeastern Wisconsin Community Information Exchange called IMPACT Connect. Ms. Kenney came to this work through homeless services, and worked for 14 years facilitating a homeless service delivery system that worked to decrease homelessness in Milwaukee County by connecting agencies and streamlining care coordination services in the most effective ways. Now, she is broadening the scope of this work to include all sectors and agencies through IMPACT Connect.

Evan Liebetrau MSW, works as a project coordinator for United Way of Wisconsin, specifically engaged with the Wisconsin Information and Referral Exchange (WIRE) project. Evan joined United Way in May of 2022. Before his time with United Way Evan worked as a Direct Care Staff member at an adolescent youth home and completed a yearlong internship for the “Triple P” and “ACT Raising Resilient Children” Programs at Gundersen Health Systems. During his graduate career Evan completed a year and a half internship with IMPACT 211 helping to design and launch IMPACT Connect,

the local CIE in Southeastern Wisconsin. Evan now supports the engagement and partnerships of WIRE to help communities build effective strategies in health and social care coordination.

Charlene Mouille is the President and CEO of United Way of Wisconsin, and partners with Wisconsin's 39 local United Ways that are dedicated to strengthening the nonprofit sector and improve education, financial stability, and health outcomes to improve lives. Charlene joined the United Way network in 2014. In 2015, Charlene was asked to also lead 211 Wisconsin to strengthen the statewide information and referral system and coordinate with Wisconsin's eight regional contact centers that make more than 400,000 referrals annually. Charlene led a 211-modernization initiative and is currently engaged in developing the Wisconsin Information and Referral Exchange.

Session 3: Say What? Interacting with People who have a Hearing Loss

Bette Mentz-Powell, Human Services Program Coordinator, Carly Bieri, ODHH Staff Interpreter

Working effectively with people who have a hearing loss can be confusing due to lack of effective communication, language, myths and limited access to the way the world works. This workshop is designed to help break down these barriers by discussing the differences in this population, effective communication access with a short introduction to people living with a hearing loss which will include the unique experience of many children growing up in homes without communication access, how deaf and hard of hearing and deafblind people communicate and tips to use to more successfully communicate.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Being able to explain differences in the deaf/hard of hearing/deafblind populations
- Understanding how ODHH can be of assistance to Wisconsin AIRS providers
- Knowing three community resources which can be of assistance to deaf/hard of hearing/deafblind people

Bette Mentz-Powell is a Senior Level Human Services Program Coordinator for the Office for the Deaf and Hard of Hearing. A former high school English teacher, Mentz-Powell holds a master's degree in Rehabilitation Counseling Psychology from UW-Madison and is licensed by the State of Wisconsin as a social worker and professional counselor. She has worked in her current position in DHS for the past 39 years. She has a special interest in legal issues as they relate to this population and improving access for deaf and hard of hearing inmates. Mentz-Powell experienced sudden and complete deafness the age of 30 as a result of acoustic nerve tumors and uses Sign as her preferred mode of communication. Away from the office she has a great passion for Saddlebred horses, Chinese Crested dogs, Exotic Shorthair cats and her six grandchildren.

Carly Bieri is a Nationally Certified Sign Language interpreter and holds a Wisconsin Sign Language Interpreter – Advanced license. She has been in the interpreting field now for over 15 years. She joined the Office for the Deaf and Hard of Hearing in 2014 and has been working as a staff Sign Language Interpreter and Accommodations Coordinator. She graduated from the University of Wisconsin-Milwaukee and holds her B.S. degree with majors in both Sign Language Interpretation and American Sign Language Studies. Upon graduation she moved to Minneapolis and interpreted in Video Relay service and worked for a non-profit organization focusing on issues related to global Deaf awareness. After a few years she moved to Madison and began interpreting in an educational setting with elementary students. She has experience working with diverse Deaf, Hard of Hearing and Deafblind individuals of all ages and backgrounds and has provided countless hours of professional mentoring to aspiring interpreters enrolled in various interpreter training programs. Outside of interpreting she enjoys spending time with her family, friends and the great outdoors.

Session 4: Common Scams and Frauds

Jeff Kersten, Agency Liaison, WI Department of Agriculture, Trade and Consumer Protection

The Wisconsin Bureau of Consumer Protection will discuss the details of common scams, the warning signs of a scam, and what to do if you or someone you know falls victim to a scam or fraud. Helpful factsheets from The Bureau of Consumer Protection will be available. As Wisconsin's lead agency for consumer protection, the Bureau of Consumer Protection at the Wisconsin Department of Agriculture Trade and Consumer Protection, provides information and education, mediates complaints, investigates cases, and takes enforcement actions to fight fraudulent and deceptive practices that harm consumers and honest businesses.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Being able to spot the red flags of a scam
- Knowing/understanding who is most vulnerable to scams
- How to file a complaint with the Bureau of Consumer Protection

Jeff Kersten is the Agency Liaison for the Bureau of Consumer Protection within the Wisconsin Department of Agriculture, Trade and Consumer Protection. As the Agency Liaison, Jeff travels around the state to educate the public, businesses and law enforcement on privacy protection, data security, identity theft, and other areas of consumer protection. Jeff has over 12 years of experience as a police officer and is a prior Consumer Protection Investigator for the Bureau of Consumer Protection.

Session 5: Coping with Crisis: Now What?

Ashley L. Williams, MSW, LCSW & Director of Burnett County Department of Health and Human Services

Information and Referral (I&R) Professionals are an integral part in bringing people and services together. As a vital part of health and human services sector, I&R Professionals provide support, direction, and assistance to diverse populations seeking services across the spectrum of wellbeing. Within their work, I&R Professionals are engaging in crisis situations which have a direct impact on their human experiences. Being able to effectively recognize, process, and cope with crises is essential in maintaining optimal wellness and job performance in the I&R field.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Defining the impact of crisis situations on our human experience – burnout, compassion fatigue, and trauma
- Understanding wellness techniques to employ to process and cope with our experiences
- Identifying strategies for wellness to develop a personalized wellness plan

Ashley Williams has served as social worker in the human services field for the fifteen years, primarily in the area of behavioral health. Ashley has a Bachelor's of Social Work from UW-Eau Claire and a Masters of Social Work from UW-Milwaukee focusing in behavioral health practice. She is a Licensed Clinical Social Worker in the state of WI having served in variety of private and public settings to include residential treatment, inpatient psychiatry, and county services. Ashley had been in supervisory management positions specializing in emergency mental health crisis services for the past eight years before taking on her role in county administration. She is passionate about the wellbeing of persons living with mental health and substance use, and is an advocate for the advancement of mental health services in WI. Ashley has largely focused her supervisory efforts in building empathetic relationships with her teams and offering avenues for enhancing self-awareness, self-compassion, and self-care.

Session 6: Let Us Help You Help Them: Endless Possibilities of Collaboration

Kelsey Flock, Pam Kul-Berg, Karen Tennyson – Dementia Care Specialists

This presentation provides foundational information about the Dementia Care Specialist (DCS) role for those providing information and resources to community consumers regarding programs and services. Specifically, the presentation time focuses on detailing DCS services and programming. Presenter conversation encourages the beneficial interdependent relationships between information & referral agencies and county or tribal DCS with emphasis on communication and collaboration.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Basic information about dementia, the different types and how it differs from normal brain changes as we age
- What types of challenges caregivers of persons with dementia experience
- Communication strategies for caregivers when caring for persons with dementia

The presenters – Kelsey Flock, Pam Kul-Berg and Karen Tennyson have served a combined 11 years as Dementia Care Specialists (DCS) serving 10 counties. The varied experiences of these DCS includes: geriatric and in-patient mental health, long term care positions of recreational and expressive arts therapy, memory care director, hospice social work and Alzheimer's Association care navigation. All have personal experience with loved ones living with Alzheimer's or another form of dementia. Each brings distinctive experience and expertise to the consumers they serve.

Session 7: The Board on Aging and Long Term Care: Information & Advocacy for Long Term Care Consumers

Vicki Buchholz, Medigap Services Supervisor, WI Board on Aging and Long Term Care

Joan Schmitz, Lead Ombudsman, WI Board on Aging and Long Term Care

This presentation will inform attendees about the Information and Assistance services offered by the Board on Aging and Long Term Care. Included will be information about accessing Medicare and other long-term care services, and resources for other advocates and I&R providers. The Ombudsman Program Lead will facilitate a discussion of how referrals and complaints are managed by the Ombudsman Program, and will review trends in current long-term care consumer issues.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- About the types of I & A referrals received by the Board on Aging and Long Term Care's Medigap and Ombudsman programs
- About the variety of materials, resources and services available from the Board on Aging and Long Term Care
- About some of the broader systems issues impacting long-term care consumers

Vicki Buchholz is the Supervisor for the Medigap Helpline Services with the State of Wisconsin's Board on Aging and Long Term Care, providing advocacy and education to Medicare beneficiaries of all ages to better understand their options surrounding their individual healthcare needs. Vicki has been at the Board on Aging and Long Term Care since 2003, first as a Medigap Insurance Counselor, Lead Counselor and now as the Supervisor for the past 12 years. Prior to coming to BOALTC, she was an elder benefit specialist/outreach specialist with the aging programs at the County level for eight years.

Joan Schmitz has worked for the past 22 years as a Certified Regional Ombudsman and then Lead Ombudsman for The State of Wisconsin Board on Aging and Long Term Care. Joan's vast experience includes investigating and resolving issues for residents of long-term care settings and managed long-term care program members, providing education for staff and communities, as well as systems advocacy work with other private, public and governmental entities. Joan is BOALTC's primary technical assistance resource for the Ombudsman Program's seventeen regional ombudsmen. Prior to coming to BOALTC Joan worked for the Interfaith Older Adult Program, as well as within Medicaid Managed Care organizations. Joan also holds certification as a Board Certified Patient Advocate.

Session 8: Topical Deep Dive: How Homeless Systems Work

Emily Kenney, LCSW, Director of Systems Change, IMPACT, Inc.

Homelessness is one of the top reasons people call I&R services, and finding the resolution to someone's housing crisis is one of the most complex tasks. This workshop goes over the homeless service delivery system, why it is as complex as it is, and reviews tips for taking calls for housing crises.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- The current status of homeless/housing system statewide
- Understanding the role of 2-1-1 in resolving complex community issues
- Knowing next steps to take locally to help with homelessness/housing issues

Emily Kenney, LCSW, believes that we can end homelessness in our lifetimes. She has worked in the area of housing and homeless services for 14 years in the capacity of street outreach worker, case manager, as a supervisor of teams, and is currently serving as the Director of Systems Change at IMPACT. Ms. Kenney oversees the homeless services delivery system for Milwaukee County, which is called Coordinated Entry. With her collaborative leadership style, Milwaukee County has seen a reduction in chronic homelessness by 90%, a reduction in family homelessness by 25%, and the lowest street homeless count per capita in the nation in 2021. She strives to end homelessness by putting systems in place that are accessible, effective, and work for the people who use them most.

Session 9: Leveraging Technology for Enhanced Program Efficiency and Impact

Lauren Lotter, Well Badger Program Manager; Nadean Kannal, Well Badger Resource Management Specialist; Julia Michalski, Well Badger Resource Management Specialist

Information and Referral (I&R) programs face increasingly complex capacity challenges in their efforts to serve their communities. Fortunately, technology offers an array of powerful tools and solutions that can change the way I&R programs operate, leading to improved efficiency and enhanced impact. The Well Badger Resource Center has been embracing technology solutions such as ChatGPT, real-time data monitoring, and customizations to improve health literacy, resource navigation, monitoring and reporting, and operational efficiency. In this presentation, Well Badger Resource Center team members will offer practical insights, actionable strategies, mini-tutorials, and lessons learned from the field. Join us for this practical, interactive presentation to explore the possibilities of technology in I&R, navigation, and community resource database work.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Describing how Well Badger Resource Center has used emerging technology to improve health literacy, resource navigation, monitoring and reporting efforts, and operational efficiency
- Identifying and applying technological strategies, tools, and approaches to improve workflow for I&R staff and programs

- Articulating opportunities and potential challenges of using technology in I&R, navigation, and community resource database work

Lauren Lotter, CHES Lauren is the Well Badger Program Manager at the Wisconsin Women's Health Foundation, where she has served in various roles over her 8+ years with the organization. She holds a bachelor's degree in Community Health Education from the University of Wisconsin – La Crosse and is a Certified Health Education Specialist (CHES). As Well Badger Program Manager, Lauren supervises Well Badger Information & Referral specialists, oversees program operations, and actively builds and maintains relationships with partners.

Nadean Kannal, CHES Nadean Kannal is a young, dedicated public health professional. Her past experience includes an internship at Data You Can Use and work as a student research technician in the Department of Pathology and Laboratory Medicine at the University of Wisconsin- Madison. Nadean is currently a Resource Management Specialist for the Well Badger Resource Center (managed by the Wisconsin Women's Health Foundation, in partnership with the Wisconsin Department of Health Services). In this position, she works with various health and social service providers throughout the state to maintain their invaluable resources and services in Well Badger's Online Directory. She also helps design educational and promotional materials for Well Badger. She had her three-year anniversary with the Foundation this past August. Her interests include design, data monitoring and analysis, and problem-solving. Nadean earned a Bachelor of Science from Carroll University in 2020 and became a Certified Health Education Specialist in 2021.

Julia Michalski Julia is a Resource Management Specialist and part-time Information and Referral (I&R) Specialist for the Well Badger Resource Center, a program of the Wisconsin Women's Health Foundation (WWHF). She has been with WWHF for a little over a year and is excited to grow with the organization. She received her Bachelor of Arts in Spanish and minors in Environmental Studies and Public Health from Carroll University in 2021. As a Resource Management Specialist, Julia is passionate about ensuring that Well Badger's Online Directory maintains the most up-to-date information possible. She also works hard to make sure the content is accessible to all individuals. Julia also does Spanish translations, design work, and website development for Well Badger and other WWHF programs.

Thursday, November 9th, 2023

Session 10: Ethics & Boundaries: Cognitive Bias – Our Internal Disguise

Dana Johnson, MSW, Grow My Life LLC

Emotions impact the decisions we make, including the 'good', the 'bad', and the 'ugly' influencers that rest in the deep areas of our mind: heuristics. We say we are not biased individuals but the reality; our underlying thoughts and emotions are based on preconceptions and lived experience. We will take a deep dive into the cognitive biases that are subconsciously impacting your decision making, your role as a helper, and may be disguising your awareness, discernment, and your perceptions when making the best decisions. We will explore how these biases affect your personal relationships, judgments regarding equity, diversity, and inclusion, and the day-to-day responses in working with others. Take a journey to provide clarity, removing the bias within your frame of reference. This training is structured to meet the continuing education requirements as outlined under MPSW 19.

Learner Objectives/Outcomes – Participants will leave with increased skills in:

- Gaining an understanding of heuristics
- Exploring and interpreting personal cognitive biases that affect decision making
- Examining personal biases and the role of power to improve self-awareness in a helping role

- Developing and enhancing interventions with clients from differing identities and cultures than oneself, through a critical-self bias review lens
- Recognizing ethical dilemmas faced by bias and implementing an ethical decision-making model to process and improve future social work practice.

Dana Johnson, from Wisconsin, is a career social worker practicing in senior level management in state government, county human services, an educator in higher education, and operating a consulting and professional development firm. His experience includes child welfare practice, policy, and reform, transformational organizational leadership and culture change, supervision of teams, continuous quality improvement, and dynamic equity, diversity, and inclusion efforts across micro, mezzo, and macro systems.

Join our Board

The work of WisconsinAIRS is guided by a dedicated group of professionals who serve on the Board of Directors. We are actively looking for new members for the Board. Members of the Board come from roles as Information and Referral/Assistance Specialists, Resource Specialists, or Supervisors. They work around the state of Wisconsin in 2-1-1 Call Centers, ADRCs, Aging Units, or specialized referral/assistance agencies.

The Board meets a minimum of four times a year with a mix of in-person and virtual meetings. Members serve a three-year term and may be re-elected to a second three-year term. Members are expected to assist on one (or more) committees, which include: communications, conference, marketing, and membership. If you would like to join the board, please complete and return the WisconsinAIRS Board Member Application. For more information about serving on the Board of Directors of WisconsinAIRS, please contact the Board President at wisconsinairs@gmail.com. For a listing of the current WisconsinAIRS Board Members and/or a WisconsinAIRS Board Member Application, please [Click Here!](#)

GENERAL CONFERENCE & REGISTRATION INFORMATION

TWO DAY CONFERENCE RATE (Includes 10 CEU's!) AIRS MEMBERS			OR	DAY ONE CONFERENCE RATE (Includes 6 CEU's!) AIRS MEMBERS		
	“Early Bird” Registration On or Before 09/15/23	Registration After 09/15/23			“Early Bird” Registration On or Before 09/15/23	Registration After 09/15/23
Individual	\$150	\$175		Individual	\$100	\$125
Gold or Silver	\$142	\$166		Gold or Silver	\$95	\$118
Corporate	\$127	\$148		Corporate	\$85	\$106
Platinum	\$127	\$148		Platinum	\$85	\$106
NON-AIRS MEMBERS				NON-AIRS MEMBERS		
	\$200	\$225		\$120	\$145	

Day Two Only: Ethics and Boundaries \$100, no discount. (Includes 4 CEU's!)

● **FOR CONFERENCE REGISTRATION GO TO:
2023 WisconsinAIRS Conference**

- **TO RESERVE A ROOM:** Call 715-845-6500 and ask for the WisconsinAIRS 2023 Annual Conference Room Block (state rate!)
- Room reservations received after 10/07/23 will be provided on a space available basis at best available rate
- Conference Registrations must be received by Friday, 10/20/23

CANCELLATIONS: To cancel, please call 920-674-8140

- Cancellations prior to 10/20/23 will be charged a \$25 non-refundable fee
- Cancellations after 10/20/23 will be charged a \$50 non-refundable fee
- No Refunds Will be Provided Within 72 Hours of the Conference Start Time

What is WisconsinAIRS? (Soon to be known as Inform Wisconsin)



Today more than ever, information and referral and assistance programs fulfill a vital need in our communities and throughout Wisconsin. Human needs are more complex and having access to community resources oftentimes requires the guidance of information and referral professionals. To help meet the demands of the job, information and referral specialists turn to professional organizations for training and support. WisconsinAIRS is just that organization! Our mission is to promote the information and referral profession and support professionals engaged in Information & Referral and Information & Assistance.

WisconsinAIRS is a statewide, non-profit professional association of Information & Referral (I&R) and Information & Assistance (I&A) organizations and individuals. The association is dedicated to developing and maintaining a high quality, coordinated information and referral network for Wisconsin and is an affiliate of AIRS, the national organization.

The objectives of WisconsinAIRS are to:

- Promote excellence and professionalism in the fields of I&R and I&A
- Provide a vehicle for peer support, regular communication, and training
- Support cooperation between information and referral providers
- Promote public awareness and understanding of the role and function of I&R services as a vital link between service seekers and service providers.

What will WisconsinAIRS do for you?

- Reduced rates at trainings and conferences
- Opportunities for AIRS certification exams
- Networking opportunities
- Consultation and technical assistance from other WisconsinAIRS members
- Opportunities to become involved with board and committee activities
- Keep you up-to-date on current trends and information that impacts on-going initiatives
- Email listserv offers instant access to experts and peers
- Promote adherence to Alliance of Information & Referral Systems, Inc. (AIRS) standards for delivery of I&R/A services.

Who are our members?

- 2-1-1 Centers
- Child Care Resource & Referral Agencies
- County/Tribal Aging and Disability Resource Centers
- Crisis Centers
- Hospital sponsored Information & Referral Programs
- Independent Information & Referral Agencies and Programs
- Public Libraries
- United Ways

WisconsinAIRS will be changing to Inform Wisconsin as a part of the change from AIRS to Inform USA effective 1/1/2024.



Inform USA (formerly known as the Alliance of Information and Referral Systems AIRS) is the professional membership association for community Information and Referral (I&R). Inform USA's Mission: To provide leadership and support to the membership and affiliates to advance the capacity of a standards-driven information & referral industry that brings people and services together.

Our diverse membership consists of individuals, agencies, community organizations, governmental departments and others, located primarily in the United States and Canada, who help connect people to the services they require. Thousands of I&R practitioners in our member organizations answer approximately 28 million inquiries a year about community, social and health services.

For more information about Inform USA visit their website at: [Inform USA | Formerly AIRS](#)

INFORM USA (formerly known as AIRS) CERTIFICATION TEST OPTIONS

[Click here to see current in-person exam dates & locations](#)

Currently, most Inform USA certification exams are being delivered remotely online through Examity: for your choice of location - at home or at work! Providing you have a webcam and a high-speed Internet connection, the Inform USA Certification exam can be taken either at home or at work. Inform USA is partnering with a commercial service called Examity that provides online one-on-one proctoring via webcam. Essentially, you log on to the system and connect with a staff member at Examity who will:

- Check your photo ID
- Ensure that your computer has no other programs running
- Ensure your work area is clear
- Observe you during the exam to make sure you remain in your chair and attentive only to the exam

There is a charge for this service that is included in the Inform USA application fee. Inform USA does not receive any revenue from this service. However, this is a viable option particularly for someone wanting a re-test or facing a long journey to another testing site. Please click the link below for additional information:

[Online Exams - Inform USA, Formerly the Alliance of Information and Referral Systems](#)

Questions about the Conference?

If you have questions about registration please contact Erika Holmes at: erikah@jeffersoncountywi.gov

If you have general questions or questions about conference sessions
please contact Mary Updike at: mary.updike@co.barron.wi.us

Email wisconsinairs@gmail.com or contact

Any WisconsinAIRS Board Member!

**The WisconsinAIRS Board
wishes to thank you
for attending our
43rd Annual Conference**

See You Next Year!



WisconsinAIRS
Bringing People and Services Together