

AGENDA

2019 National Home Care Cooperatives Conference

Tuesday, November 19

6:30 pm to 9:00 pm | Registration and Dinner, PF Chang's

Wednesday, November 20—Content Intensives

7:00 - 8:00 am | Breakfast, Courtyard—Meeting Room A/B

9:00 am - 3:00 pm | Registration Opens, NRUCFC—Peterson Foyer

Co-op Track: Enhancing Board/Management Relations

*Join cooperative managers and boards in a discussion of how to improve board and management relations. The track will be led by **Deborah Craig**, Cooperative Development Specialist, Northwest Cooperative Development Center.*

9:00 am - 12:00 pm

- Introduction/Ice Breaker
- Board's Role/Manager's Role
- Where Areas of Potential Conflict
- Small Group Activity

Break

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- Small Group Activity
- Wrap Up

Developer Track: Strategies for Developing and Scaling Home Care Cooperatives

Join home care cooperative developers for an interactive discussion of strategies to improve start-up success and scale development. Each facilitator will introduce a topic and lead the group in a discussion to improve the home care development process.

9:00 am - 12:00 pm

Welcome and Introduction

Leslie Mead, Executive Director, Cooperative Development Foundation

Accelerating start-ups

Margaret Lund, Principal, Co-opera Co

Incubating Home Care Cooperative Development

Diane Gasaway, Executive Director, Northwest Cooperative Development Center

Jamie Doung, Cooperative Specialist, California Center for Cooperative Development

Maria Jimenez, Cooperative Facilitator, California Center for Cooperative Development

Working with Partners

Margaret Bau, Cooperative Development Specialist, USDA

Rapid scale through conversions and acquisitions

David Hammer, Executive Director, The ICA Group

12:00 pm - 1:00 pm

Lunch

Policy Advocacy Training for Co-ops and Developers

State and federal policies significantly impact the livelihoods of home care workers and their cooperatives. Learn to tell your compelling home care story in a way that makes policymakers take notice. **Kate LaTour**, Government Affairs Manager, NCBA and **Tim Palmer**, consultant, will facilitate this session.

Influencers on Home Care Policy

- Tim Palmer, Consultant

Home Care Legislative Agenda

- Allison Cook, New York Policy Manager, PHI
- Terrell Cannon, Director of Training and Workforce, Home Care Associates

Break

Making Your Voice Heard

- Yvette Beaty, Caregiver, Home Care Associates
- Rebecca Koehler, Board Chair, Cooperative Care

Talking to Your Legislators

- Kate LaTour, NCBA CLUSA

Crafting Your Message

1:00 pm - 4:00 pm

5:30 pm - 6:00 pm

Reception, Courtyard--Lobby

6:00 pm - 7:00 pm

Dinner, Courtyard—Meeting Room A/B

Thursday, November 21—Main Conference, Day 1

7:00 am - 8:00 am

Breakfast, Courtyard—Meeting Room A/B

8:30 am - 9:00 am

Welcome & Introductions

Leslie Mead, Executive Director, Cooperative Development Foundation

9:00 am - 9:30 am	Quantifying the “Co-op Difference” in Home Care: 2019 Home care co-op benchmarking survey results <i>Katrina Kazda, Program Director, The ICA Group</i>
9:30 am - 10:30 am	Magnetic Recruitment: Stop chasing and start attracting caregivers in 3 easy steps <i>Leigh Davis, Principal, Davis & Delany</i>
10:30 am - 11:00 am	Break & Team Photographs/Head Shots
Homecare Marketing and Sales Deep Dive	
11:00 am - 11:35 am	Training Members as Community Ambassadors <i>Linda DeJesus, Community Engagement Coordinator and Juan Carlos Lopez, Executive Associate, Cooperative Home Care Associates</i>
11:35 am - 12:10 pm	Marketing Basics: Making the co-op value proposition work for you <i>Jannae Knospe and Arianne Graham, Co-Founders, Samara Collective</i>
12:10 pm - 1:00 pm	Lunch & Team Photographs/Head Shots
1:00 pm - 1:35 pm	Marketing They Can Feel: The power of storytelling to stand out, build trust, and get more clients <i>Shavon Prophet, Outreach Manager, The ICA Group</i>
1:35 pm - 2:45 pm	Marketing Break-outs <ul style="list-style-type: none"> ➤ Track 1: Taking Action: Interactive marketing plan workshop <i>Led by Jannae Knospe and Arianne Graham</i> ➤ Track 2: Brand Story Bootcamp <i>Led by Shavon Prophet</i>
2:45 pm - 3:15 pm	Break & Team Photographs/Head Shots
Expanding into the Public Pay (Medicaid) Market: What you need to know before you leap	
3:15 pm - 3:45 pm	Understanding Medicaid Homecare <i>Stephen Campbell, Director of Policy, PHI (30 min)</i>
3:45 pm - 4:15 pm	Key Financial and Operational Considerations <i>Nic Miragliuolo, Social Enterprise Consultant, The ICA Group</i>
3:15 pm - 4:30 pm	Concurrent Session: Expanding into Private Pay (Invitation Only)
4:15 pm - 4:30 pm	Facilitated Medicaid Q & A and Community Discussion
4:30 pm - 4:45 pm	Day 1 Wrap-up and Evening Announcements
4:45 pm - 6:00 pm	Team Photographs/Head shots

6:30 pm - 8:00 pm | Dinner, Matchbox

Friday, November 22—Main Conference, Day 2

7:00 am - 8:00 am	Breakfast, <i>Courtyard - Meeting Room A/B</i>
8:30 am - 9:15 am	From Field Worker to Business Owner: Empowering caregivers to lead <i>Nora Edge, Administrator, Capital Homecare</i> Successfully Navigating Leadership Transitions: An Interview with Karen Kulp & Tatia Cooper
9:15 am - 10:00 am	<i>Tatia Cooper, President and CEO, Home Care Associates</i> <i>Karen Kulp, Former President & CEO. Home Care Associates</i> <i>Facilitated by: David Hammer, The ICA Group</i>
10:00 am - 10:30am	Break Building a Strong Membership Culture/Best Practices in Member Engagement Membership Breakouts
10:30 am - 11:30 am	Track 1: Building Member Culture through Events & Celebrations <i>Denise Hernandez, Director of Operations, & Juan Carlos Lopez, Executive Assistant, Cooperative Home Care Associates</i> Track 2: Member Communications: The co-op newsletter <i>Mary Byrne, Communications Consultant</i>
11:30 am - 12:30 pm	Track 1: Member Orientation: The front line in member engagement <i>Debra Schultz, Financial Administrator/Board, Cooperative Care</i> Track 2: Metrics Dashboards for Board & Member Engagement <i>Margaret Lund, Principal, Co-opera Co.</i>
12:30 pm - 1:00 pm	Closing Remarks & Lunch to Go