



CWLA 2020 CONFERENCE: 100th ANNIVERSARY YEAR

SHARING IDEAS THAT STRENGTHEN FAMILIES
AND ENGAGE COMMUNITIES TO PROMOTE CHILD WELL-BEING

Hyatt Regency Capitol Hill, Washington, DC

March 25 – 29, 2020

Menu ≡

NAVIGATION



Check out all our
100th Anniversary
activities!

Schedule

Plenary Sessions

Advocacy

Workshops

Super Sessions

Training Session

Awards

Hotel & Travel

Sponsorship

CONFERENCE POSTPONEMENT

As the national public health emergency of the coronavirus (COVID-19) outbreak continues, CWLA made the difficult decision to postpone our 2020 conference until next year.

This decision was made after carefully considering the difficulty that individuals and organizations would have in leaving their communities to attend a conference, these organizations' need to focus on supporting their clients and families in these trying times, and the uncertainty and unknown impact the pandemic has on agency operations, finances, and travel.

In order to bring you some of the critically relevant content that was developed for the in-person conference, plans are well underway to develop a virtual event to be hosted later this year. More details will be shared in the near future.

CWLA is currently focused on addressing the unprecedented situation of the COVID-19 pandemic that is impacting our communities and threatening the health and safety of our workforce and those with whom we work every day – children, families, and communities. We hope you will support our efforts as we work to navigate this challenging public health emergency and address its impact on our member agencies, their clientele, and communities across our nation.

There has never been a more important time for all of us to come together as organizations and individuals concerned about the well-being of children and families. On a series of calls with many of you, we already have seen a strong interest in peer-to-peer sharing of ways to address the impact of the pandemic.

To capture this information, we have developed a [webpage to share news, information, and resources on COVID-19](#). We have created a member agency task force to leverage their great wisdom on responding to crisis and will be scheduling weekly “open mic” meetings for our members to continue to share concerns and suggestions with us and each other. We are also planning to host a series of webinars

based on the pressing issues and concerns identified, and will be partnering with other national organizations to offer virtual town hall meetings to engage a broad audience. As always, CWLA continues all of our ongoing efforts with an additional focus on needs resulting from the pandemic. Our public policy team is listening to the specific needs expressed by you in the field so that they can be shared with key decision-makers at the federal level. Our training, consultation, and publications teams are ensuring that we are able to provide virtual training opportunities on key topics and to develop practice guides and tip cards that agencies, communities, and families can use to keep children safe during the pandemic.

Conference revenue is a major source of CWLA operating funds. Cancellation of the conference poses significant threats to our continued operation during this critical time. Please consider a **donation to support CWLA's ongoing work** to assist the child welfare field in addressing the most basic needs and concerns of children, youth, and families who are vulnerable and facing greater challenges than ever before.

We appreciate your patience and support as we all work through this difficult situation. CWLA looks forward to our continued work together. We know that our combined efforts and support of each other will make the difference in helping us to persevere through this unprecedented crisis.

Contact us at CWLA2020@cwla.org for assistance.

Click image below to view the conference registration program.



Overview

We invite our friends from around the world to join us in Washington, DC, from March 25–29, 2020 for the CWLA 2020 Conference: 100th Anniversary Year, *Sharing Ideas that Strengthen Families and Engage Communities to Promote Child Well-Being*. As we celebrate 100 years of leadership in creating and advancing standards of practice, advocacy, and information-sharing to enhance the well-being of children and families, we look forward to a future that ensures children, youth, and families have what they need to flourish.

Across the globe, there is a growing understanding of the importance of expanding family strengthening and support and moving away from an investigation-based child protective system and institutional care. In the United States, a number of family-strengthening special efforts are underway—such as the federal Family First Prevention Services Act (Family First)—that are designed to facilitate an increased use of programs, support families, and prevent the unnecessary separation of children from their parents and families. But these efforts are not unique to the United States. There are numerous examples of innovations in family supports in other countries such as Australia, Canada, Italy, Mexico, Netherlands, Peru, Taiwan, and Tanzania.

CWLA's 2020 conference will bring together policy, research, and practice professionals from child- and family-serving systems in the United States and other countries, as well as youth, caregivers, and community partners, to share and advance more effective family supports and systems of care for children and families in the 21st century.

The conference is designed to facilitate an exchange of information across systems, sectors, and countries in order to significantly expand the availability of:

- (1) Supports that are family-friendly, culturally responsive, informed by lived experiences, and dedicated to keeping children in their families and communities.
- (2) Intergenerational family supports to protect children who are vulnerable, build new protective factors that enhance their resilience, and support the resilience of their families.
- (3) Indigenous innovations that address not just children, youth, and families who are the most vulnerable, but the services and policies in place that may do harm to those they are trying to protect and help.

As advanced by CWLA's [National Blueprint for Excellence in Child Welfare](#) which calls for a multi-system, community-based approach to protecting children and supporting families, we look forward to sharing the best ideas and proven strategies from around the world that focus on strengthening families and engaging communities to promote child well-being.

We are honored to have the support of the CWLA Conference Planning Committee to develop a thought-provoking conference program, along with additional input from our Global Planning Committee, which includes representatives from 21 countries. We are also pleased to be partnering with the Association of Administrators of the Interstate Compact on Adoption and Medical Assistance (AAICAMA) and will be co-hosting their 2020 National Meeting.

Reasons to Attend the 2020 Conference

- Experience exceptional learning from around the world
- Hear outstanding speakers and presentations
- Advance excellence in child and family services
- Visit attractions in the United States capital
- Meet your U.S. Members of Congress
- Make YOUR voice heard – Promote U.S. child welfare policy priorities
- Visit a local child welfare agency
- Network with colleagues and peers from across the globe
- Share ideas and wisdom on strengthening families and promoting child well-being
- Learn about successful prevention and intervention strategies and programs
- Help CWLA celebrate 100 years of service

We look forward to seeing you in Washington, DC! Contact CWLA2020@cwla.org for assistance.

Thanks to our sponsors for helping CWLA celebrate 100 years of service!



THE ANNIE E. CASEY
FOUNDATION



Schedule

Wednesday, March 25

Pre-Conference Activities:

9:00 am – 12:00 pm

AAICAMA – ICAMA State Member Sessions (*Invitation only*)

Friday, March 27 (cont.)

11:30 am

Coffee Break in Exhibit Hall

12:00 pm – 1:00 pm

Learning Labs

12:30 pm – 5:30 pm
Capitol Hill Policy Briefing & Advocacy Preparation

Thursday, March 26

9:00 am – 10:45 am
National Advocacy Convening

11:00 am – 1:00 pm
Opening Lunch Plenary

1:15 pm
Capitol Hill Visits
& Local Agency Site Visit

1:15 pm – 2:15 pm
Learning Labs

2:30 pm – 3:30 pm
Learning Labs

3:45 pm – 5:15 pm
Workshops

5:30 pm – 6:30 pm
Welcome Reception in Exhibit Hall

6:30 pm – 7:30 pm
Young Professionals Networking Session

Friday, March 27

7:30 am – 8:30 am
Breakfast in Exhibit Hall

8:30 am – 11:30 am
Super Sessions

1:15 pm – 3:15 pm
Lunch Plenary

3:30 pm – 5:00 pm
Workshops

5:30 pm – 6:30 pm
Reception in Exhibit Hall

6:30 pm
Gala Dinner & Entertainment

Saturday, March 28

7:30 am – 8:15 am
CWLA Member Annual Meeting Breakfast

8:30 am – 10:00 am
Workshops

10:15 am – 11:15 am
Learning Lab

11:30 am – 12:30 pm
Learning Labs

12:45 pm – 2:30 pm
Closing Lunch Plenary

3:00 pm – 5:30 pm
Post-Conference Training Session

Sunday, March 29

8:30 pm – 1:00 pm
Post-Conference Training Session (*cont.*)

Plenary Sessions

FEATURED SPEAKER

Dr. Abye Tasse, Ph.D. currently serves as Chief of Mission, Ministry of Social and Humanitarian Affairs, Republic of Congo, where he is leading the development



Abye Tasse

and expansion of social work education. This assignment follows and builds upon his leadership in development of social work education and social development in Ethiopia, Mauritania, and Comoros. In each of these positions, Dr. Tasse demonstrated exceptional leadership in both academic and management skills that enabled the transfer and contextualization of knowledge to create sustainable social work education systems. His capacity to navigate complex systems and bring together academicians, policy-makers, and practitioners from many cultures to achieve the goals of social work and social development is unsurpassed.

Dr. Tasse has provided leadership in social work and social development globally for many years, including as past president of the International Association of Schools of Social Work (IASSW). An especially impactful aspect of Dr. Tasse's work with IASSW has been his leadership of the Global Agenda, which unites the work of three international bodies: IASSW, International Federation of Social Workers, and International Council on Social Welfare. Dr. Tasse's work has been widely recognized internationally with an Honorary Doctorate in Social Sciences and Social Work from the VID Specialized University in Norway and the Chevalier de l'Ordre des Palmes Academiques for contributions to the Ministry of Education by Decree of the Prime Minister of France.

Dr. Tasse's personal story is as compelling as his professional accomplishments. Born in Ethiopia, at an early age he was forced to flee amid great civic turmoil after the overthrow of the Emperor Haile Selasse. He made his way to France where he claimed asylum and eventually gained French citizenship. These personal challenges have informed his scholarship. Dr. Tasse is one of the foremost scholars on migration and social work. He has published extensively and provided numerous lectures around the globe on this topic. The massive movement of peoples around the world in recent years due to civil unrest, war, and persecution based upon race, culture, religion, and poverty, and the challenges experienced by receiving countries including the United States, is a compelling and timely topic. Dr. Tasse has a unique perspective on the historical global experience of migration, the current challenges, and

informing the path forward to address the many aspects of this phenomenon.

100th ANNIVERSARY & GALA DINNER

The CWLA 2020 Conference: 100th Anniversary Year will feature celebrations and presentations to commemorate this important milestone. We are planning to acknowledge the incredible contributions to the field of child and family services by professionals and volunteers with special recognition and awards; highlight CWLA's accomplishments over the years and significant landmarks in child welfare with a unique history display; present input gathered from special meetings of member agencies and community partners to help define future priorities to support and promote well-being for children and families in their communities; and host a memorable Gala Dinner and entertainment on Friday, March 27.



A special 100th Anniversary series of essays, *Child Welfare: Reflections on the Past for Excellence in the Future*, focusing on key issues in child welfare practice and policy by leaders in the field, will be published; and CWLA has developed a social media campaign to promote increased visibility for the needs of children, youth, and families, and the incredible work being done by professionals, volunteers, advocates, caregivers, youth and others – #100YearsofCWLA.

We look forward to celebrating CWLA's 100th Anniversary with you!

PERFORMANCE BY THE CAPITOL STEPS

We are thrilled to welcome back the Capitol Steps to perform their hilarious political satire at CWLA's 100th Anniversary Gala Dinner. The Capitol Steps began over 30 years ago as a group of Senate staffers who set out to satirize the very people and places that employed them. They dug into the news of the day and created song parodies and skits that conveyed a special brand of satirical humor.



The Capitol Steps have recorded over 34 albums, including their latest, “How to Succeed in Congress Without Really Lying.” They’ve been featured on NBC, CBS, ABC, and PBS, and can be heard twice a year on National Public Radio stations nationwide during their Politics Takes a Holiday radio specials.

No matter who or what is in the headlines, you can bet the Capitol Steps will tackle both sides of the political spectrum and all things equally foolish. What more would you expect from the group that puts the “mock” in Democracy?!



Advocacy

JOIN US FOR ADVOCACY DAY 2020 AND GO TO CAPITOL HILL!

Thursday, March 26

Not only is this the 100th Anniversary of CWLA—2020 also marks the golden anniversary of the creation of CWLA's Center on Government Affairs and 40 years since CWLA went to Capitol Hill with its first “Public Policy Conference.” CWLA members and conference participants will have an opportunity to take the information and learning gained from the pre-conference Advocacy Preparation Calls, the Wednesday afternoon Policy Briefing and preparation for Hill Day, and the Thursday morning Advocacy Convening to go to Capitol Hill and meet their Senators and House Members.



We are thrilled that **Representative Joseph P. Kennedy, III** (MA-04) will be our featured speaker for the National Advocacy Convening on Thursday, March 26 at 9:00 am.

Congressman Kennedy serves as a member of the influential House Energy & Commerce Committee. His legislative agenda is driven by the needs of the families he represents back home. He has worked to expand STEM education to underserved students, fortify community health centers, increase legal assistance for low-income families, end discrimination in health care, and bring down monthly energy bills. He has established national leadership on the issues of mental health and substance use disorder. He has led legislation to strengthen mental health parity laws, expand Medicaid coverage, and ensure that all children and pregnant women have access to mental health treatment.

Our dedicated time for Capitol Hill visits will be the afternoon of Thursday, March 26, 1:15 pm–5:00 pm. The conference hotel is only a short distance away from Capitol Hill offices—just a brief walk or quick ride to reach your

Senators and Representatives—making it easy for you to share your constituent voices without missing important conference programming.

The most important thing you can do while you're at the conference is promote child welfare priorities on Capitol Hill! There have been many issues that have engaged and even riled CWLA membership over this past year: family separation, limitations on nutrition services, budget debates, and pending child welfare legislation. This is a critical time to share your concerns with the people who can make a difference: your elected representatives.

The 2020 conference will give us a chance to examine how far states have come in implementing the Family First Prevention Services Act. Congress has passed legislation to help implement some provisions and they will be eager to hear your experiences and viewpoint. It will be more important than ever to make your voices heard.

CWLA staff will provide instructions and information so that you can set up meetings with your members of Congress before you come to Washington. Meeting with your Representatives or Senators is incredibly important. And even if you don't meet with members of Congress themselves, their staff members are their closest advisors and can heavily influence decisions—and you'll make connections that you can bring back to your agencies and communities. Value every moment with them!

In 2019, CWLA was in the fight: supporting Family First transition legislation, protecting the Affordable Care Act, opposing family separation policies, defending DACA children, fighting budget cuts, promoting justice and ensuring opportunities for youth and young adults, and much more. What will the challenges be in 2020? What will be your role?

[Join us on Capitol Hill for Advocacy Day. Your voice is powerful when you share it in person!](#)



Workshops & Learning Labs

The 2020 Conference will provide a variety of learning options for conference attendees, including traditional 90-minute workshops and 60-minute learning labs.

THURSDAY, MARCH 26, 2020

Thursday, March 26

1:15 pm – 2:15 pm

Learning Lab Sessions A

A1 – The Child’s Perspective on Child Welfare and Justice Systems

Child welfare and justice systems are intimidating, confusing, and overwhelming to many adults, but especially so for children, whose systems involvement may exacerbate their trauma and distress. This presentation will discuss the support and informational needs of children involved in the child welfare and justice systems, and how child welfare system practitioners can best meet these needs through provision of trauma-informed and developmentally appropriate court information and guidance, including through the use of interactive child witness support materials.

Presenters: Shashika Peeligama and C.J. Glackin, Center for Court Innovation, New York, NY

A2 – What About Dad?: Pursuing and Promoting Paternal, Sibling, and Relative Connections

Although the ancient proverb “it takes a village” has been widely accepted across cultures, it has only been codified in the child welfare laws of the U.S. fairly recently. Fathers especially play an important role, yet they often are overlooked or misunderstood in a child welfare case. This session strives to educate the audience on the importance of early father and relative identification and engagement, as well as associated barriers. We will also present successful strategies employed in Pennsylvania, with new data to support our claims that these measures find and support relative resources.

Presenters: Ilene L. Dubin and Charity Brallier, Family Design Resources, Inc., Harrisburg, PA

A3 – Integrated Care Consulting as a Path to Permanency

Indiana has a unique service line that provides integrated care consultation to family case managers regarding cases that are experiencing behavioral, medical, or educational difficulty. The focus is to help build resiliency around these needs in order to improve permanency options, through reunification, adoption, or long-term guardianship. Often, a child’s living situation disrupts due to behavioral, educational, or medical issues. Presenters will share how this program helps prevent disruption and improves opportunity for successful permanency.

Presenters: Heidi Monroe and Leslie Miller, Indiana Department of Child Services, Indianapolis, IN

A4 – Making It Better: Creating and Sustaining a Vibrant Collaboration in Service to Youth who are LGBTQ

The Vermont Department for Children and Families has partnered with Outright Vermont, a youth-serving nonprofit agency, to better serve youth in the Vermont child welfare system who are LGBTQ through best practice discussions, consultation, service referrals, and support with legal and/or medical decision-making. Vermont is excited to share their vibrant and collaborative model with other states and child and family service agencies.

Presenters: Amanda Rohdenburg, Outright Vermont, Burlington, VT; Heather McLain and Lindsay Barron, Vermont Department for Children and Families, Family Services Division, Waterbury, VT

A5 – A Mental Health—Child Welfare Services Collaboration to Improve Behaviors and Placement Stability for Young Children in Foster Care

Young children in foster care are at high risk for mental health problems and placement instability. To address this issue, UC Davis Children’s Hospital, CAARE (Child and Adolescent Abuse Resource and Evaluation) Diagnostic and Treatment Center, is working with county Child Welfare Services to implement Parent-Child Care, a seven-session dyadic intervention for children who have or are at risk of developing externalizing problems, as a preventive service for all children aged 1-5 years in new foster placements. The presenters will share how, through this collaboration, they were able to provide services to children who may not have qualified for mental health treatment, and observed improvements in trauma symptoms, behaviors, relationships, and placement stability.

Presenters: Brandi Hawk and Susan Timmer, University of California-Davis CAARE Center, Sacramento, CA

A6 – Enhancing Child Welfare Client Service and Experience: From Principles to Process to Product, and Using Intersectional Data Analysis

While understanding the client experience is important from a customer satisfaction perspective, it is essential when mandated child welfare services intersect with clients from communities experiencing oppression, racism and trauma. Clients frequently relay difficult experiences when receiving Children's Aid Society (CAS) services: too many departments, too many worker changes, too many people involved in their case. In late 2018, CAS Toronto began a process to answer two questions: How does organizational structure impact good client service? How can we change service structure in order to improve client/community experience? This session presentation will detail the process and challenges of aligning organizational structure to our service principles to achieve improved client experience. Additionally, presenters will demonstrate how intersectional analysis (i.e., using organizational, child, case, and placement variables) can provide critical insight into informing more effective organizational strategies in three key areas: reducing entry to care/unnecessary separation; decreasing long-term stays in care; and addressing disproportionality.

Presenters: Deborah Goodman, Children's Aid Society of Toronto, Toronto, ON; Mahesh Prajapat, Children's Aid Society of Toronto, Toronto, ON

A7 – Findings of the SAFE-CORE Study: Strategies for Serving Child Welfare Clients with Substance Use Disorders in Rural Communities

Rural communities have been at the epicenter of the opioid epidemic, and families living in rural areas have endured the full brunt of its impact. This presentation will present results of a study focused on the challenges rural communities face in delivering services to families with substance use disorders who are involved with the child welfare system—and the service models that show promise in addressing these challenges. Findings are based on site visits and key informant interviews conducted in diverse rural communities across the nation. Researchers will present national findings; local program officials will describe their service arrays and how they have been adapted for rural communities.

Presenters: Laura Radel, U.S. DHHS, Office of the Assistant Secretary for Planning & Evaluation, Washington, DC; and Elizabeth Weigensberg, Mathematica, Chicago, IL

Thursday, March 26

2:30 pm – 3:30 pm

Learning Lab Sessions B

B1 – Strengthening Families by Engaging Youth, Parents, Families, and Communities: Results from the Child and Family Services Reviews

This presentation uses Child and Family Services Reviews (CFSR) data from 50 states and the District of Columbia to highlight evidence-informed challenges and solutions to promoting well-being through youth, parent, family, and community engagement. Data represent 4,067 cases of children involved with child welfare (2015–2018). The results indicate ways in which agencies can promote engagement through case planning, needs assessment and service provision, caseworker-parent visits, parent-child visitation, and caseworker-child visitation. They also indicate the importance of promoting positive relationships between children and their parent(s), as well as preserving children's connections to their neighborhood, community, faith, extended family, Tribe, school, and friends.

Presenters: Katelyn Blair and Peter J. Lovegrove, JBS International, Inc., North Bethesda, MD

B2 – Early Outcomes from a Pilot Evaluation of Multisystemic Therapy-Intimate Partner Violence (MST-IPV): Comprehensive Family Treatment for Families Involved in the Child Protective Service System

In this session, the presenters will provide a clinical overview and preliminary outcome data for an innovative new treatment model, Multisystemic Therapy for Intimate Partner Violence (MST-IPV), designed to

comprehensively address the co-occurring problem of child maltreatment and IPV within families involved in the child protective service system. MST-IPV provides evidence-based conjoint couples therapy to help partners stay together without violence or separate safely while maintaining a coparenting relationship. In MST-IPV, conjoint couples treatment is provided along with an array of individualized treatments for all family members to address the drivers (e.g., parental substance abuse) and consequences (e.g., adult and child trauma symptoms) of IPV.

Presenters: Cindy M. Schaeffer, University of Maryland Child Psychiatry, Baltimore, MD; and Cynthia C. Swenson, Division of Global and Community Health, Medical University of South Carolina, Charleston, SC

B3 – Realizing the Promise of Family First: Lessons Learned from the District of Columbia’s Family First Implementation Team

This session will focus on the role of the District of Columbia Child and Family Services Agency’s (CFSA) implementation team in advancing timely and successful implementation of the Family First Prevention Services Act (Family First). Participants will gain an understanding of the scope and nature of the tasks the team was charged with carrying out, as well as key aspects of the membership, roles, and functioning of the team that enabled it to be successful. Presenters will reflect on firsthand experience related to the challenges and strengths of the team, and invite dialogue to help other jurisdictions leverage CFSA’s experience to further Family First implementation.

Presenters: Natalie Craver and Robert Matthews, District of Columbia Child and Family Services Agency, Washington, DC; and Katie Rollins, Chapin Hall at University of Chicago, Chicago, IL

B4 – Implementing Systems-Level and Direct Service Interventions to Improve Outcomes for Youth who are LGBTQ

The Prince George’s County Department of Social Services is collaborating with the Human Rights Campaign as part of their All Children-All Families program to offer LGBTQ Foundations trainings to staff, foster parents, and community partners. The agency is also conducting the AFFIRM program with youth in foster care who are LGBTQ and their caregivers. AFFIRM is a supportive program based around the clinical treatment modality of cognitive behavioral therapy, which is an evidence-based practice. Presenters will share data collected from each component of this initiative, their experience with implementation, and successes and learning opportunities for program enhancement.

Presenters: Harry Morgan, Prince George’s County Department of Social Services, Landover, MD; Alison Delpercio, Human Rights Campaign, Washington, DC

B5 – A Collaborative Effort to Increase Staff’s Emotional Intelligence and In Turn Youth and Family Outcomes

In this session, participants will learn how Casey Family Programs and Walker, located in Massachusetts, collaborated with the Kentucky Department of Community-Based Services (DCBS) to create and deliver a train-the-trainer module in permanency practice to support ongoing permanency efforts in the state. Through this collaboration, supervisors, trainers, and key stakeholders in the Kentucky DCBS system were trained in key aspects of agency level support of permanency such as emotional intelligence, empathy, perspective taking, and trauma-informed practice.

Presenters: Shannon Lee and Mina Burbridge, Walker, Needham, MA; and Ella Bridgewater, Casey Family Programs, San Antonio, TX

B6 – CAPTA Notification of Infants Born Substance-Exposed: Connecticut’s Collaboration Between Child Welfare, Early Childhood, and Substance Use Stakeholders to Achieve Meaningful Plans of Safe Care

Building upon positive collaborations, Connecticut’s Department of Children and Families (DCF) partnered with key stakeholders to ensure that Notification of Infants Born Substance-Exposed, and Plans of Safe Care for these infants and their families, achieve the intended purpose of ensuring that infants who are vulnerable do not

“fall through the cracks” and have Plans of Safe Care without further discriminating against persons with substance use disorders. Presenters will share how this collaboration helps families impacted by substance use, including those affected by the opioid crisis.

Presenters: Mary Painter, Connecticut Department of Children & Families, Hartford, CT; Kimberly Karanda, Connecticut Department of Mental Health & Addiction Services, Hartford, CT; and Elena Trueworthy, Connecticut Office of Early Childhood, Head Start State Collaboration Office, Hartford, CT

B7 – Childonomics: Measuring the Immeasurable – The Social Return on Investment in Children

Childonomics is a methodology that helps decision-makers at various levels consider the long-term social and economic return of investing in children and families. The model assesses the value of different types of social service by considering costs of various services and approaches to support children and families and outcomes achieved for them, as well as for the community and society as a whole. Childonomics and the methodology adopts a rights-based foundation and outcomes focus for understanding investment in children and families to ensure the well-being of children and families within communities in order to prevent and reduce any form of developmental delay, harm, and, especially, the unnecessary separation of children from their parents or family. Two pilot countries, Malta and Romania, demonstrate the possible adaptation in different circumstances, provide information on how the methodology can be implemented, and identify the challenges and needs for further development. The model was developed as a research project coordinated by Eurochild; the economic model was developed by the Oxford Management Group and funded by the OAK Foundation.

Presenters: Maria Herczog, Family, Child, Youth Association, Budapest, Hungary

Thursday, March 26

3:45 pm – 5:15 pm

Workshop Sessions C

C1 – Shared Responsibility for Child Safety and Family Well-Being: A Public-Private Partnership Effort

This presentation introduces participants to Community Partnerships for Protecting Children (CPPC), a public-private collaborative effort in Southern Maine focused on strengthening families and communities by improving the ways multi-sector partners share responsibility to promote the safety and well-being of children and youth. The strategy includes parents and youth as partners, nurtures meaningful partnerships among community members, and works directly in neighborhoods where families experience a lack of resources and supports. The CPPC approach encourages local innovation that removes systems barriers. Established in a single community in 2006, the pilot continues to grow and has shown promising results.

Presenters: Debra Dunlap, Tiffany Greco and Jamie Brooks, Community Partnerships for Protecting Children (CPPC) Southern Maine, South Portland, ME; and Bobbi Johnson, Maine Office of Child and Family Services, Augusta, ME

C2 – Growing a Parent-Child Interaction Therapy Partnership within a Maryland Community

Through the Title IV-E Waiver Demonstration project in 2015, the Anne Arundel County Department of Social Services and Catholic Charities entered into a partnership to bring Parent-Child Interaction Therapy (PCIT) services to Anne Arundel County in Maryland. With a common goal of strengthening the parent-child bond to build resilience and protective factors, implementing an evidence-based intervention that is trauma responsive is a journey. The initial implementation of PCIT has expanded to include families in out-of-home care to help facilitate reunification as well as to support placements and prevent disruptions, and will continue expanding with Family First.

Presenters: Rachael Maconachy, Anne Arundel County Department of Social Services, Annapolis, MD; Kelly O'Brien and John Cosgrove, The Institute for Innovation & Implementation, University of Maryland School of Social Work, Baltimore, MD; and Vanessa O'Conner, Catholic Charities Child and Family Services, Millersville, MD

C3 – North Carolina’s Approach to Building Capacity for Family First Implementation

Achieving healthier families and communities is a top priority for North Carolina’s Department of Health and Human Services. Recent state legislation to reform the state’s child welfare system was enacted in 2017, followed by the Family First Prevention Services Act of 2018. Both offer transformative opportunities to improve outcomes for children and families through comprehensive systemic assessments, which identified opportunities to reshape our policy, practice, and organizational structure. This workshop session will highlight North Carolina’s collaborative efforts to engage legislative, state, county, and community partners and stakeholders in leveraging our existing child welfare reform efforts with integration and implementation of Family First.

Presenters: Alycia Blackwell-Pittman and Lisa Tucker Cauley, North Carolina Department of Health and Human Services, Raleigh, NC; Yolanda Green-Rogers, Chapin Hall at University of Chicago, Chicago, IL; and Mark McDaniel, Chapin Hall at the University of Chicago, Chapel Hill, NC

C4 -Planning is Protecting: Best Practice for Safe Repatriation and Reintegration in Guatemala

In this session, presenters will share International Social Service-USA’s Guatemala safe reunification and reintegration program, an evidence-based approach that strengthens families, prevents unnecessary separation, addresses how the lack of resources contributes to displacement and migration, and offers solutions to keep families together. The presentation will describe the innovative family-based model as grounded in the internationally recognized best practices in child protection. Additionally, presenters will provide resources and guidance for practitioners working with international or cross-border families, including how to engage in culturally responsive approaches to family strengthening and reunification.

Presenters: Felicity Sackville Northcott and Elaine R. Weisman, International Social Service-USA, Baltimore, MD

C5 – An Innovative and Strategic Partnership in New York City Prevention Services: Investigative Consultations for Strengthening and Supporting Families at Risk of Domestic Violence

The New York City Administration for Children’s Services (ACS), Division of Prevention Services oversees the largest continuum of evidence-based/evidence-informed prevention programs in the country, serving 47,000 children per year. In 2018, ACS launched the Investigative Consultation Initiative providing background clearances on prevention services cases where there are domestic violence risk factors and/or criminal history. The aim is to address safety and risk factors around family violence more adequately. This presentation will cover the innovative approach to research, service design, and implementation of the initiative to support families experiencing domestic violence and expand the use of trauma-informed practices and resources citywide.

Presenters: Kelly Acevedo, Jacqueline Martin, Susan Morley and Eva Mardak, New York City Administration for Children’s Services, New York, NY

C6 – Implementation of Qualified Residential Treatment Programs and Accreditation in States: Where are We Now? Where are We Going? What have We Learned?

Hear from representatives from three states that are at different stages of implementing the Family First Prevention Services Act (FFPSA) (implementation dates of October 2019, 2020 and 2021). Additionally, providers from each of these states will share their experiences with current FFPSA-related activities, lessons learned, and next steps in their implementation of Qualified Residential Treatment Programs (QRTP) under FFPSA. This session will be a dynamic panel conversation providing practical advice for state regulators and service providers who are navigating the strategic transition to QRTPs. Accrediting bodies approved under FFPSA (CARF, COA and The Joint Commission) will share their perspective on lessons learned to help providers prepare for and successfully achieve national accreditation.

Presenters: Jennifer Flowers, Accreditation Guru, Inc., Mamaroneck, NY; Zoë Hutchinson, COA, New York, NY; and Yvonne Rockwood, The Joint Commission, Oakbrook Terrace, IL; and Leslie Ellis-Lang, CARF International, Tucson, AZ

C7 – Becoming a Trauma-Informed Child Welfare Organization: A Conceptual Framework and Resources to Promote Trauma-Informed Practices, Policies, and Systems

Few resources exist to assist child welfare agencies in integrating trauma-informed policies into their organizations; available resources often focus on high-level principles that are difficult to translate into practice. This session will present a framework for becoming a trauma-informed organization and introduce assessment and evaluation tools that will form part of a comprehensive resource to guide child welfare agencies toward becoming trauma-informed. Grounded in implementation science, the framework components include: (1) organizational readiness/assessment; (2) building a resilient workforce; (3) leadership/staff capacity-building; (4) practice and policy development and implementation; (5) evaluation/measurement; and (6) sustainability.

Presenters: Melinda J. Baldwin, Center for Mental Health Services, SAMHS, Rockville, MD; Colleen M. Killian, James Bell Associates, Arlington, VA; Sarah Kelly Palmer, Family Service of Rhode Island, Providence, RI; and Keitha Wilson, Oklahoma Department of Human Services, Child Welfare Services Oklahoma City, OK

C8 – Medicaid 101: A Primer on the Provision of Medicaid in Adoption and Foster Care Assistance Programs

Participants will receive a basic training in the federal Title IV-E Adoption and Foster Care Assistance and Medicaid Programs, understanding the important interdependence of the two programs and the implications for interstate permanency practice. The session will be presented in three parts with an overlay of the role that the Interstate Compact on Adoption and Medical Assistance (ICAMA) plays in the delivery of Medicaid interstate: (1) Title IV-E Recipients – Participants will receive education and training on Medicaid law – Title XIX – and its intersection with Title IV-E law on issues such as its mandatory receipt, services and their types, Medicaid State Plans, Medicaid coverage, recipient age(s), and the importance and role of EPSDT in in-state and interstate Medicaid; (2) Non-Title IV-E Recipients – Participants will receive an education on Medicaid law – Title XIX – as it applies to youth receiving non-title IV-E adoption assistance, the role of the Assistance State in determining benefits and the reciprocal, Medicaid coverage in most states; and (3) Medicaid as a Post Adoption Service – A look at public, post adoption services in the states and the funding potential that the Family First Prevention Services Act represents for state programs.

Presenters: Sharon McCartney, AAICAMA, Washington, DC; Julie Collins, CWLA, Washington, DC; and TBA (Centers for Medicare and Medicaid Services – invited)

C9 – This session will feature two presentations:

The Practice of Rights of Children Should Start with the Family

Presenters: Rob van Pagée, Eigen Kracht Centrale, Zwolle, The Netherlands

Breaking the Cycle Through Relationships: Improving Maternal and Child Outcomes in Families who are Substance-Involved

Presenters: Mary Motz and Margaret Leslie, Canadian Mothercraft Society, Toronto, ON

FRIDAY, MARCH 27, 2020

SATURDAY, MARCH 28, 2020

Super Sessions

SUPER SESSIONS

Friday, March 27

8:30 am – 11:30 am

FAMILY FIRST FISCAL IMPLICATIONS, OPPORTUNITIES, AND CHALLENGES

One of the aspects that has created significant challenges for states and tribes planning for and implementing the Family First Prevention Services Act (Family First) has been understanding and navigating fiscal issues while maximizing the opportunities. This super session is structured to provide information about the various types of funding options that can be braided together for the continuum of prevention services and one state's experience in understanding the implications, opportunities, and challenges of this legislation.

The first part of this super session will introduce the Title IV-E Prevention Services Toolkit, developed by the HHS Office of the Assistant Secretary for Planning and Evaluation in collaboration with several other HHS agencies. The presentation will focus on the range of federal funding streams that can be used together to fund the state's prevention services array. It will identify key choices states face as they decide how best to fund preventive interventions under the Title IV-E Prevention Services Program. In addition, it will describe alternative funding strategies that could be advantageous depending on the state's current programmatic and policy context. Staff from The Institute for Innovation and Implementation at the University of Maryland-School of Social Work, who are providing technical assistance to a number of states on these issues, will offer examples of strategies that have emerged in their work with several states.

The second half of this super session will feature a panel of representatives from the Kentucky Department for Community Based Services – both key programmatic staff involved with the Department's Family First implementation and their financial division/consultant colleagues who assisted with implementation strategies and planning. This team will take a deeper dive into the fiscal-related issues of Family First and explain how they navigated unexpected challenges and opportunities as they planned for and implemented their Family First plan. With this vast expertise, attendees will have opportunity to hear from and ask questions of the team around how the fiscal analysis and strategies played a part in Kentucky's preparation for implementation.

Presenters: Emily Madden and Laura Radel, U.S. DHHS, Office of the Assistant Secretary for Planning & Evaluation, Washington, DC; Jessica Brown, Christa Bell, and Misty Sammons, Kentucky Department for Community Based Services; Frankfort, KY; Katie Knutson, Public Consulting Group, Indianapolis, IN; Krista Thomas, Chapin Hall, Chicago, IL; Michelle Zabel, The Institute for Innovation and Implementation, Baltimore, MD; and Julie Collins, CWLA, Washington, DC

GLOBAL PERSPECTIVES ON CHILD WELL-BEING, FAMILY STRENGTHENING, AND COMMUNITY ENGAGEMENT

The importance of preserving and strengthening families is a central focus in our ongoing commitment to assure the safety, well-being, and permanence of children. Families are recognized as the environment best suited to protect and nurture children worldwide and child welfare scholars, policy makers, and practitioners in various countries are exploring approaches to strengthen families and engage communities to promote the well-being of children. Many innovative strategies address the underlying conditions that challenge the well-being of children such as poverty, lack of health and mental health resources, and trauma. Cross-national sharing of data and strategies can promote development and implementation of innovative approaches that are effective in meeting the needs of children and families.

Presentations in this super session will be by authors of a special issue of *Child Welfare* journal published to promote cross-national learning and innovation of family strengthening approaches. Perspectives on research, best practices, and innovations to promote more family supportive interventions by child welfare systems globally will be shared. Presenters from various countries and continents will share efforts in their jurisdictions and cultures to address

issues related to the safety and well-being of children. Presentations will include research on the status of children and child protection, policy and programmatic approaches that address the needs of children and families, and innovative programs and services. Lessons learned and implications for practice will be addressed.

Presenters: Katharine Briar-Lawson, University of New York at Albany, Albany, NY; Peter Pecora, Casey Family Programs and University of Washington School of Social Work, Seattle, WA; Theresa Kaijage, Department of Social Work and Social Development, Hubert Kairuki Memorial University, Dar es Salaam, Tanzania; Amana Mbise, University of Alaska at Anchorage, Anchorage, AK; Meseret Kassahun Desta, Research Consultant, Nairobi, Kenya; Kim Schmidt, Department of Social Work and Social Development, University of Fort Hare, East London, South Africa; Lenette Azzi-Lessing, Boston University School of Social Work, Boston, MA; Allison Cox, Director Take Two, Berry Street, Victoria, Australia; and Donna D. Petras, CWLA, Lincolnshire, IL

BUILDING THE NEXT GENERATION OF CHILD WELFARE LEADERS

Many young professionals are eager to begin their careers in child welfare, but often encounter challenges when they are ready to climb up the career ladder. In creating a career path, many young professionals in child welfare desire a more diverse workplace that is willing to incorporate their creative and innovative ideas, as well as increased opportunities to take on leadership roles. Many young professionals lack a blueprint or pipeline that provides them with strategies or opportunities to progress to leadership roles in the field of child welfare. Furthermore, the field is increasingly managing serious challenges and complexities that requires a diverse and inclusive workforce of professionals to transform and lead the public and private sectors. This special session will engage participants in reciprocal learning where participants will hear from accomplished young child welfare professionals; and also have the opportunity to have their voices heard to better understand what our emerging professionals need to stay in the field as future child welfare leaders.

Presenters will engage in discussions about the challenges and opportunities of supporting young professionals in the child welfare workforce. We will also engage young professionals to learn about their needs. Topics covered will include leadership development, supervision and mentorship, and capacity building for young professionals. Presenters will share their professional work experiences in child welfare and how their journey has manifested. Participants will have the opportunity to learn about practical strategies and tools they can use for their development, or to build infrastructures for young professionals in their own workplaces.

Presenters: Lucas Daniel Boyce, Orange County Florida Government, Orlando, FL; Gabrielle Aiosa-Perrin and Barry Chaffkin, Fostering Change for Children, Brooklyn, NY; Sandra Gasca-Gonzalez, Annie E. Casey Foundation, Baltimore, MD; Sharon Kollar, National Child Welfare Workforce Institute (NCWWI), Albany, NY; and Billy McMullen, Richmond, VA

ADVANCING OUTCOMES FOR YOUTH IN TRANSITION THROUGH STRATEGIC COLLABORATIONS

In this session you will hear from youth and providers about the critical importance of tribal, public and private child welfare agencies working together and in partnership with other community-based resources to provide comprehensive and seamless services for youth who are transitioning to adulthood. You will hear from three different communities about the innovative approaches they are taking to better serve youth in transition to adulthood through partnerships and collaborations, including concrete examples and specific steps to develop and sustain partnerships.

Presenters: Paige Rosemond and Diamond Wimbish, Wake County Human Services, Division of Child Welfare, Raleigh, NC; Meredith Yuckman, The Hope Center at Pullen, Raleigh, NC; Dulcey Laberge, Maine Office of Child and Family Services, Augusta, ME; Kimberly Lipp, Jobs for Maine's Graduates, Augusta, ME; Kolenya Holly, Utah Navajo Health System, Behavioral Health, Montezuma Creek, UT; Ming Wang and Kristin Swenson, Utah Department of Human Services, Salt Lake City, UT; and Griselda Rogers, Ute Mountain Ute Tribe, White Mesa, UT

ADDRESSING THE NEEDS OF INFANTS, CHILDREN, AND PARENTS AFFECTED BY PARENTAL SUBSTANCE USE: WHAT WORKS?

This super session will include information and insights from the National Center on Substance Abuse and Child Welfare (NCSACW), the National Quality Improvement Center for Research-Based Infant-Toddler Court Teams, the National Infant-Toddler Court Program, and the National Quality Improvement Center for Collaborative Community Court Teams (QIC-CCCT). The session will highlight recent legislative changes and the requirements for States regarding infants with prenatal substance exposure, the development of strategies to support families affected by substance use and child welfare involvement and highlight current progress on court-based strategies focused on collaboration and service integration. Presenters will share key practices and policy supports fundamental to sustaining these effective strategies.

The session will highlight the Safe Babies Court Team™ (SBCT) approach, recognized as promising by the California Evidence-Based Clearinghouse for Child Welfare. This session will share research and analysis of the associations between child and family characteristics, risk factors, and Adverse Childhood Experiences (ACE) scores associated with permanency within 12 months through the use of SBCT's which focus on healing the experiences of maltreatment and returning young children to normal development.

The discussion of effective strategies will be reinforced through the presentation of integrated, collaborative approaches being implemented by QIC-CCCT demonstration sites to enhance implementation of collaborative, comprehensive family-centered approaches that improve family engagement and outcomes for infants, young children and families affected by substance use.

Presenters: Nancy Young and Kim Coe, Children and Family Futures, Lake Forest, CA; Sarah Smith, Family Support Services of North Florida, Jacksonville, FL; Kimber Strawbridge, Duval County Courts, Jacksonville, FL; Cecilia Casanueva and Sarah Harris, RTI International, Research Triangle Park, NC; and Jenifer Goldman Fraser, ZERO TO THREE, Washington, DC

DESIGNING AND EVALUATING KINSHIP NAVIGATOR PROGRAM SERVICES TO SUPPORT KINSHIP FAMILY STABILITY AND WELL-BEING: LESSONS LEARNED FROM THREE STATES

Kinship Navigator programs provide kinship caregivers and their families with information and support that enables them to achieve their well-being and that of the children. There is a lack of evidence-based programming that produces empirical findings on the effectiveness of kinship navigator programs. While services may be available to kinship caregivers, the caregivers may not be aware of them or how to gain access. In addition, some kinship caregivers feel isolated and not aware of other families caring for the children of their kin. The experience of kinship navigator program staff and evaluators in three states (Washington, Nevada, and Utah) will discuss the design and components of a Kinship Navigator model of practice, results of an evaluation study, program tools to enhance services from a cultural perspective, and a program service to promote peer connections and support.

Presenters: Angelique Day, University of Washington School of Social Work, Seattle, WA; Holly Luna, Washington State Department of Children, Youth, and Families, Olympia, WA; Rosalyn Alber, Washington State Department of Social and Health Services, Home and Community Services, Tacoma, WA; Alison Caliendo, Foster Kinship, North Las Vegas, NV; Mark Preston, Mark Preston Consulting, LLC, North Las Vegas, NV; Bob Ruble, Foster Kinship, Buena Park, CA; and Bacall Hincks, Children's Service Society of Utah, Salt Lake City, UT

Training

TRAINING SESSION

Developing and Supporting Caregivers: A Cross-National Exchange

Saturday, March 28 • 3:00 pm – 5:30 pm

Sunday, March 29 • 8:30 am – 1:00 pm

We are especially pleased to present a special post-conference training session, ***Developing and Supporting Caregivers: A Cross-National Exchange***, to share best practice updates and enhancements to foster, adoptive, and kinship care “models of practice,” and provide an opportunity for discussion and sharing of effective family supports and systems of care focused on strengthening families and engaging communities to promote child well-being. This training will be organized using Open Space Technology, which provides maximum input by participants to focus presentations on topics of most interest to them. Themes related to the development and support of kinship, foster, and adoptive caregivers will be the focus of presentations and discussion. Examples include: implementation of models of practice including how to anchor a model of practice within the organization and culture; the importance and practice of including all members of caregiving families and caregiving teams; commonalities and differences in caregiving across jurisdictions and cultures; ongoing support of caregivers; the role of supervision in maintaining fidelity to models of practice.

Presenters: We have an international team of well-known and highly regarded presenters who have vast experience in the development and support of kinship, foster, and adoptive families and in implementing models of practice across multiple countries and continents.

Maria Herczog, PhD, Chair, Family, Child, Youth Association, Budapest, Hungary; Rob van Pagée, Founder, Eigen Kraht Centrale, Amsterdam, The Netherlands; Delia Pop, MD, Director of Global Programmes, Hope and Homes for Children, London, United Kingdom; and CWLA Training Team — Charlene Ingram, MSW; Eileen Mayers Pasztor, DSW; Donna D. Petras, PhD, MSW; Marcus Stallworth, LMSW; and Eshale Williams, PsyD, LMFT

To participate in this in-depth learning opportunity, select the **Premium Full Conference Registration** fee when you complete your online conference registration.

Awards

CWLA 100TH ANNIVERSARY CHAMPIONS FOR CHILDREN AWARDS

CWLA is pleased to announce that we are accepting nominations for our 100th Anniversary Champions for Children Awards. The awards program is designed to encourage excellence and innovation in serving children and families who are vulnerable and to acknowledge the various stakeholder groups that are committed to advancing excellence in child welfare.

As CWLA celebrates 100 years of leadership in creating and advancing standards of practice, advocacy, and information sharing to enhance the well-being of children and families, we look to recognize and acknowledge the exceptional commitment of individuals, organizations, and corporations who serve as champions for children and those who work on their behalf.

We plan to honor **100 Champions for Children**, past and present, for their contributions to promoting child well-being and advancing the field of child welfare. There are many champions working among us in a variety of roles, from direct service workers and administrators, resource parents and kinship caregivers, to youth, faith-based leaders, community members, elected officials, media outlets, authors, researchers, teachers, and so many more who

all contribute to our shared goals of improving outcomes for children, youth, and families and helping them all to succeed and flourish.

We are especially interested in honoring youth and/or young professionals and organizations who embody the principles of the CWLA [National Blueprint for Excellence in Child Welfare](#), which has a critical focus on advancing child welfare services that are linked to and operate in partnership with families and communities.

As always, we need the active involvement of CWLA members and partners to identify the exceptional individuals and organizations that positively impact your work, deserve this national level recognition, and will serve as role models to others.

All nominees will be acknowledged in CWLA's 100th Anniversary Social Media Campaign. Selected nominees will be invited to receive their award in person at the CWLA 2020 Conference: 100th Anniversary Year, scheduled to take place from March 25-29, 2020.

Award Nomination

Interested individuals should complete an [online nomination form](#), which includes a brief statement addressing how the nominee exhibits the award's overall vision and description, and, if applicable, embodies the principles and vision of the CWLA *National Blueprint for Excellence in Child Welfare*. Nominators may also submit additional materials, including articles, letters, videos, etc., to support the nomination.

Nomination forms and supporting materials must be received by **Friday, January 17, 2020**.

Contact CWLA2020@cwla.org for assistance.

Hotel & Travel

Conference Location and Accommodations



Hyatt Regency Capitol Hill

400 New Jersey Avenue, NW
Washington, DC 20001
(202) 737-1234

Conference Room Rate: \$259

Hotel Reservations

Room reservations must be made directly with the hotel. You can reserve by phone at 1-888-421-1442 (reference group code: G-CW24) or online at [Hyatt Reservations](#). Room availability and special rates are guaranteed only until March 3, 2020, or until the space is filled. Please be sure to make your reservation under our conference group block to ensure waiver of the destination fee charged at this hotel.

Please note: Our group block at the Hyatt is almost sold out, and there is no longer availability for the night of Wednesday, March 25. Make your room reservations ASAP!

Also, we have secured an overflow group room block at The Liaison Hotel, which is directly across the street from the Hyatt. The conference room rate is \$269. For reservations, book online at [Liaison Reservations](#) or call 1-888-513-7445 and reference group code: CWLA.

Travel

The closest airport to the conference is Reagan Washington National Airport (DCA). A map of the area, driving directions, and ground transportation options are available at [Hyatt Regency Capitol Hill](#).

Visiting Washington, DC

Washington, DC is filled with exciting and memorable places to visit. Only a handful of cities rival Washington, DC's history and influence. Make plans to enjoy the nation's capital by taking in the sights of your favorite American landmarks. Check out the [Official Tourism Site of Washington, DC](#) to plan your visit.

Sponsorship

Sponsorship Opportunities

Help CWLA celebrate our 100th Anniversary and make a lasting impression on child and family experts and advocates. Become a **Conference Sponsor** or sponsor a special event, food function, or conference item. There is an opportunity for every organization and budget!

We will again feature our exciting conference mobile event app and advertising options that assure increased impressions and exposure for our sponsors and help maximize your brand awareness with our attendees. Check out all the features available to heighten your visibility. Also, our 2020 conference sponsors will experience enhanced recognition throughout the year for supporting CWLA's 100 years of service.

Contact us at CWLA2020@cwla.org for more information or to discuss which sponsor opportunities work best for your organization!

ALL CONFERENCE SPONSORS RECEIVE:

- Recognition in 100th Anniversary social media campaign
- Company logo and website link on 100th Anniversary website
- Acknowledgement in 100th Anniversary e-communications
- Company logo on sponsor page in conference programs
- Recognition on conference e-communications and website
- Company logo and name billing on conference signage

Additional Benefits for Specialty Sponsorship

COFFEE BREAK SPONSOR – \$15,000

- Company logo and name billing on meal function signage
- Quarter-page ad space in the conference final program
- Exhibit booth discount (50%)
- Banner ad on conference mobile event app

BREAKFAST OR LUNCH SPONSOR – \$20,000

- Company logo and name billing on meal function signage

- Insert for conference tote bags
- Company listing on conference mobile event app

Additional Benefits for Sponsorship Levels

FRIENDS OF CWLA – \$1,000+

For general underwriting expenses needed to host the conference. A perfect add-on for conference exhibitors and advertisers, or CWLA members and supporters who wish to help us commemorate 100 years of service.

CONFERENCE SPONSOR – \$5,000

- Quarter-page ad space in the conference final program

BRONZE SPONSOR – \$10,000

- Quarter-page ad space in the conference final program
- Exhibit booth discount (50%)

SILVER SPONSOR – \$15,000

- Quarter-page ad space in the conference final program
- Exhibit booth discount (50%)
- Banner ad on conference mobile event app

GOLD SPONSOR – \$25,000

- Half-page ad space in the conference final program
- Exhibit booth
- Banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists

PLATINUM SPONSOR – \$50,000

- Half-page ad space in the conference final program
- Upgraded exhibit booth (Premium)
- Premium banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- One (1) complimentary full conference registration

- Quarter-page ad space in the conference final program
- Exhibit booth
- Banner ad on conference mobile event app

RECEPTION SPONSOR – \$25,000

- Company logo and name billing on meal function signage
- Half-page ad space in the conference final program
- Exhibit booth
- Banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists

GALA DINNER CO-SPONSOR – \$30,000

- Company logo and name billing on meal function signage
- Half-page ad space in the conference final program
- Upgraded exhibit booth (Premium)
- Banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- Acknowledgement from the podium during Gala Dinner

TECHNOLOGY SPONSOR – \$50,000

- Company logo and name billing on A/V signage in General Session
- Half-page ad space in the conference final program
- Upgraded exhibit booth (Premium)
- Premium banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- One (1) complimentary full conference registration
- Acknowledgement from the podium during a General Session
- Special recognition in a conference e-blast

LIVE STREAM SPONSOR – \$25,000 (SOLD)

- Acknowledgement from the podium during a General Session
- Special recognition in a conference e-blast

DIAMOND SPONSOR – \$75,000

- Full-page ad space in the conference final program
- Upgraded exhibit booth (Premium)
- Premium banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- Two (2) complimentary full conference registrations
- Acknowledgement from the podium during a General Session
- Special recognition in a conference e-blast
- Premium sponsor listing on event app (includes logo, website and social media links)
- Option for one (1) specialty sponsorship activity/item (see list)

100th ANNIVERSARY SPONSOR – \$100,000

- Full-page ad space in the conference final program
- Upgraded exhibit booth (Premium)
- Premium banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- Four (4) complimentary full conference registrations
- Acknowledgement from the podium during a General Session
- Special recognition in a conference e-blast
- Premium sponsor listing on event app (includes logo, website and social media links)
- Webinar opportunity
- Option for two (2) specialty sponsorship activities/items (see list)

- Company logo and name billing on live stream signage at General Session
- Half-page ad space in the conference final program
- Banner ad on conference mobile event app
- One-time use of the pre- and post-conference attendee mailing lists
- Acknowledgement from the podium during a General Session

PHOTO BOOTH SPONSOR – \$15,000

- Company logo and name billing on photo booth signage

TOTE BAGS SPONSOR – \$15,000

- Company logo on conference tote bags

HISTORY DISPLAY SPONSOR – \$10,000

- Company logo and name billing on history display signage

WI-FI SPONSOR – \$10,000

- Company logo on Wi-Fi cards distributed to attendees with password

FLASH DRIVES/USB SPONSOR – \$7,500 (SOLD)

- Company logo on business card style flash drives/USB

LANYARDS SPONSOR – \$5,000 (SOLD)

- Company logo on conference name badge lanyards

Add-On Sponsorship Options

Conference sponsors can increase their visibility, promote brand awareness, and make lasting connections by selecting an advertising or mobile event app enhancement or discounted full conference registration.

UPGRADE TO HALF-PAGE AD – \$2,000

- Increase ad space in the conference final program to a half-page

UPGRADE TO FULL-PAGE PROGRAM AD – \$5,000

- Increase ad space in the conference final program to a full-page

MOBILE EVENT APP SPLASH PAGE – \$3,000

- Company logo on full screen display when mobile event app is launched or refreshed

MOBILE EVENT APP CUSTOM ICON – \$5,000

- Company logo as an icon on home screen on mobile event app

MOBILE EVENT APP BANNER ADS – \$2,000

- Rotating ad/logo displayed at top of screen on mobile event app

MOBILE EVENT APP PREMIUM BANNER ADS – \$4,000

- Extend your banner ad's viewing time on mobile event app

MOBILE EVENT APP PREMIUM SPONSOR LISTING – \$2,000

- Enhanced company listing can include logo, images, website and social media links, brochures, and more

SPONSOR CONFERENCE REGISTRATION – \$500

- Discounted full conference registration fee for sponsors

Exhibiting & Advertising

Exhibiting

Exhibiting

Meet face-to-face with CEOs, administrators, workers, researchers, advocates, and caregivers who are eager to explore new thinking and new products. As a bonus, CWLA exhibitors also receive the pre- and post-conference attendee mailing lists for marketing, and are listed on our conference mobile event app.

Exhibiting is an easy and economical way to share your company brand and products. The exhibit hall is the hub of the conference, featuring meal functions including breakfast, lunch, a coffee break, and two receptions. Special activities, raffles, and prize giveaways also drive excitement and traffic to and through the exhibit hall!

Past exhibitors who have experienced success at our conference include software companies, publishers, insurance brokers, banks, trainers, accreditors, member and non-member agencies, and other organizations with a message for child and family professionals and leaders. Exhibiting at CWLA is easy, effective, and rewarding.

Interested in sponsoring the overall conference, a coffee break, Wi-Fi, tote bags, or lanyards? Check out our [Sponsorship Opportunities](#), which will also provide you with enhanced recognition throughout the year for supporting CWLA's 100 years of service. We have options for every organization and budget!

Special Events in the Exhibit Hall:

- Coffee Break
- Meal Functions
- Two Networking Receptions
- Raffles and Prizes Giveaways

Exhibit Fees (per 8' x 10' space):

- \$1,550 for Premium Exhibitor (high-traffic space)
- \$1,295 for General Exhibitor
- \$1,095 for CWLA Member Organizations

Includes:

- 8' x 10' space with standard booth drapery
- 6' x 2' draped table
- 2 side chairs
- A complimentary registration for one exhibit staffer with access to all conference sessions, workshops, and meal functions. **Additional exhibit staffers must register at a special rate of \$425.**
- A 7" x 44" booth identification sign
- Company listing on conference mobile event app
- Optional add-ons: tote bag insert, event app and program ads (see below)
- Registrant mailing list for pre-conference marketing (one-time use)
- Post-conference attendee list for follow-up outreach (one-time use)
- Dedicated exhibit hall times and functions
- A 30% discount on conference program advertising

Raffles and Prize Giveaways

Special activities, raffles, and prize giveaways featured in the exhibit hall will increase exhibitor exposure and attendee engagement. Raffled items will include gift cards. Exhibitors can "sponsor" the cards by selecting to contribute as an add-on option when registering. Exhibitors can also donate prizes to be raffled. Help us drive excitement and traffic to and through the exhibit hall!

Tote Bag Inserts – An Exhibitor/Sponsor Exclusive!

- Cost: \$400
- Limit: One item per bag, per exhibitor ([see Specifications](#))

Interested in promoting your products and services in the conference program or on the conference app? Explore our **Advertising Opportunities** (on 2nd tab of this section) to maximize your impressions and exposure!

Exhibit Hall Dates & Times (*subject to change without notice*)

- **Set up:** Thursday, March 26, 2020, 4:30 pm

- **Dismantle:** Friday, March 27, 2020, 8:00 pm
- **Exhibiting Dates & Times:** Thursday, March 26, 2020, 5:30 pm – Friday, March 27, 2020, 6:30 pm

Registration and Payment:

- To Exhibit, REGISTER ONLINE. Registering means you agree with the TERMS AND CONDITIONS.
- Payment in full is due with ONLINE REGISTRATION. Pay by credit card or select “Bill Me” option to receive an invoice.
- Space will be assigned on a first-come, first-served basis beginning November 15, 2019.

Other:

- Please review the EXHIBITING GUIDELINES & TERMS.
- Exhibit Hall Floor Plan to be posted.

Questions? E-mail CWLA2020@cwla.org

Can't be with us in person? Check out our **Take-One Exhibiting** (on 3rd tab of this section) to share your message with conference attendees.

Advertising

Take-One Exhibiting

Conference registration is open!

We look forward to celebrating CWLA's 100th Anniversary with you in Washington, DC in March.

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Washington, DC 20006

Phone: 202-688-4200

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