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CHILD WELFARE LEAGUE OF AMERICA



2018 NATIONAL CONFERENCE

**Advancing Excellence
in Practice & Policy:**

Building Resilience in Changing Times

April 26 – 29, 2018 • Washington, DC

Hyatt Regency Capitol Hill

www.cwla.org/Resilience2018





2018 NATIONAL CONFERENCE

We invite you to join us in Washington, DC, from April 26–29, 2018 for the CWLA 2018 National Conference, *Advancing Excellence in Practice & Policy: Building Resilience in Changing Times*. This exciting conference is a prime opportunity for you to reconnect with your practice and policy colleagues from around the country and to interact with national-level representatives who are focused on improving outcomes for children, youth, and families.

The conference is designed to encourage cross-system, cross-sector, and local to national communication about some of the most pressing issues related to children and families. As in past years, we will be examining these issues through a practice and policy lens. We encourage you to visit the conference website, www.cwla.org/resilience2018, on a regular basis for full details and frequent updates about the conference.

From the pre-conference session focused specifically on the most critical policy issues facing child welfare; to Advocacy Day activities, special learning opportunities for public sector staff members, and five full conference plenary sessions on current issues that were designed by your peers; to workshops, poster sessions, and learning labs; to a special, two-day training institute; the conference planning committee has worked to create an engaging and thought-provoking conference that will meet the needs and interests of our very diverse membership. Special features will include an opportunity for young professionals in the child welfare field to network and an invitation to our *PRIDE Model of Practice* licensees to participate in the PRIDE Learning Collaborative meeting on Sunday. We especially encourage member agencies to join us at the Annual Meeting, scheduled for Friday morning.

The uniqueness of the CWLA National Conference is that it provides an opportunity for people from every state; public and private providers from child welfare and other fields of service; corporations, advocates, educators, youth, and family members to come together and share learning based on our common vision of a better future for all children.

We look forward to you joining us in Washington, DC, in April!



SCHEDULE AT-A-GLANCE

Wednesday, April 25

- 11:00 am – 6:00 pm Registration
- 12:00 pm – 5:30 pm National Advocacy Leaders Convening

Thursday, April 26

- 7:00 am – 5:30 pm Registration
- 10:30 am – 1:00 pm Opening Plenary Session
- 1:00 pm – 4:30 pm Capitol Hill Visits

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- 1:30 pm – 3:00 pm *Public Sector-Focused Workshops A*
- 3:15 pm – 4:45 pm *Public Sector-Focused Workshops B*

-
- 5:00 pm – 7:00 pm Dinner Plenary Session
- 7:00 pm Dessert Reception in Exhibit Hall



Friday, April 27

- 7:30 am – 5:30 pm Registration
- 7:30 am – 8:30 am Annual Meeting Breakfast
- 7:30 am – 8:30 am Breakfast in Exhibit Hall
- 8:45 am – 10:15 am Plenary Session
- 10:30 am – 11:30 am Learning Labs
- 11:45 am – 12:45 pm Learning Labs
- 1:00 pm – 2:00 pm Lunch in Exhibit Hall
- 2:15 pm – 3:45 pm Workshops C
- 4:00 pm – 5:30 pm Plenary Session
- 5:30 pm Networking Reception in Exhibit Hall

Saturday, April 28

- 7:30 am – 8:30 am Poster Sessions Breakfast
- 8:45 am – 10:15 am Workshops D
- 10:30 am – 12:00 pm Workshops E
- 12:15 pm – 1:45 pm Lunch Plenary Session
- 2:00 pm – 6:00 pm Training Institute Sessions

Sunday, April 29

- 8:30 am – 3:00 pm Training Institute Sessions

PLENARY SESSIONS

Advocacy: Speaking Up in Turbulent Times

The goal of this plenary session is to bring together national leaders to share their knowledge about the critical issues in Congress that will impact child welfare and children and families in general. Given the changing dynamics, the decision about topics to be discussed will not be made until after January, when this still-new Administration has introduced its first complete budget and set of policy proposals. Come learn about the current issues and policies that all of us need to be aware of so that we can speak up for children and families who are vulnerable.

Thinking Outside the Box: What Works in Workforce Development and Wellness

This plenary presentation will provide innovative ways to build and sustain the child welfare workforce, including effective workload supports, changes to leadership at all levels, strategic recruitment and retention, and worker resiliency and well-being. Speakers will address special supports ranging from caseload/workload protections to the use of technology.

Building Evidence That Fits Your Community: The Untold Story about Implementation Science

The primary goal of this plenary session is to demonstrate the potential for research to honor, respect, and give voice to community. That is, to show how research can complement rather than compete with practice wisdom and community expertise. A second goal is to illustrate

how research can facilitate opportunities for learning and improvement and generate evidence that is responsive to the needs and culture of a local community.

Emerging Issues Affecting the Mental Health of Children at Risk of or Involved with Child Welfare

While much progress has taken place over the last decade to address the mental health needs of children in general and in particular those at risk of or involved with child welfare, there is still much more that needs to be done in order to achieve the CWLA *National Blueprint* vision of all children flourishing.

Advances in other fields such as neuroscience and implementation science, and such issues as the continuing substance use in this country—in particular the current opioid crisis—compel us to continue to try new approaches and find workable solutions. Plenary presenters, who are leaders at the federal and national level, will address what they see as the emerg-

ing issues that we will need to be paying attention to and addressing going forward.

Reimagining Child Welfare

As children and families are met with new and emerging challenges in our changing society, the field of child welfare must harness developing strategies and technologies to respond effectively to support the healthy development of children, families, and communities. This final plenary session will draw upon the research, approaches, and strategies presented through earlier plenary sessions to create a new vision and way forward for child welfare to achieve its mission and promote resilience.



WORKSHOPS, LEARNING LABS, & POSTER SESSIONS

The 2018 National Conference will provide a variety of learning options for conference attendees, including traditional 90-minute workshops, 60-minute learning labs, and 45-minute poster session presentations. These innovative and engaging presentations will highlight how organizations are advancing excellence in child and family services in changing times; demonstrate the resiliency in organizations, families, and communities in response to current challenges and opportunities; and feature evidence-informed/evidence-based programs and practices that lead to the successful implementation of the CWLA *National Blueprint for Excellence in Child Welfare*.

A full list and descriptions of our 70+ workshops, learning labs, and poster sessions are available at www.cwla.org/Resilience2018. A preview of these presentations includes:

Using Employee Engagement and Strengths-Based Leadership Strategies to Support the Health, Safety, and Well-Being of Children and Families

The leadership style of supervisors is an important consideration for determining organizational effectiveness and employee job satisfaction. Employee performance, morale, and job satisfaction may directly relate to the culture of leadership within the organization. Given that turnover rates of child welfare social workers increase the level of vulnerability for children who are abused and neglected, it is critical for social work administrators to employ engagement strategies to increase the retention and engagement of social work staff. The goal of the session is to provide effective strengths-based employee engagement strategies that support the strategic outcomes of an organization.

What Comes Next? Understanding How Child Welfare Workers and Domestic Violence Agencies Collaborate for Change

This presentation focuses on the overlap of child welfare and domestic violence with a focus on solutions and how to improve family outcomes. Presenters will first review how states are addressing this gap and how this information informs a larger programmatic evaluation. Following this introduction, presenters will discuss what is occurring currently in the state of New Jersey through

the Domestic Violence Liaison program (DVL). This session will include innovative methods of presentation and a variety of handouts while also focusing on how participants can take these lessons back to their home agencies.

Now Is the Time: Developing a Comprehensive Kinship System of Care

Kinship care practice and policy has progressed over the years with laws, regulations, and services that have supported kinship families and the children and youth in their care. Dynamic attention to current kinship care policy and practice issues was demonstrated during the CWLA 2014 National Kinship Conference in New Orleans and the 2017 CWLA special issue of *Child Welfare* journal, *Kinship Care and Child Welfare: New Directions for Policy and Practice*. Just as kinship care reflects family history, this session will focus on how kinship care evolved over the past 30 years and, most importantly, the direction for the future. Presenters will discuss the current realities of kinship policy and practice, and engage participants in answering the question: What should be a comprehensive response to the needs of all kinship families to create a system of care?



Promising Ways to Serve Families Affected by Substance Use Disorders: Improving Outcomes by Infusing Effective Family Drug Court Strategies into Child Welfare and Dependency Court Systems

Research and practical experience has established the prevalence of parental substance use disorders (SUD) among families in child welfare systems. The Family Drug Court (FDC) Model serves as a promising approach to improving outcomes for children and families affected by parental substance use disorders, and is based on seven Essential Practices. This presentation will explore the FDC movement and the opportunities for serving more families affected by substance use disorders, keeping families together, and reducing child maltreatment by infusing effective FDC strategies into dependency court and child welfare systems.

All Children–All Families Framework for Improving Practice with Youth and Families who Identify as LGBTQ

This session will provide attendees with a foundation of knowledge on youth and families who identify as LGBTQ and their experiences within the child welfare system. Participants will explore key concepts and terminology, research on families who identify as LGBTQ and experiences of youth

in foster care who identify as LGBTQ, as well as the steps every child welfare professional can take to welcome and affirm youth and families who identify as LGBTQ within the walls of their agencies and beyond. The HRC Foundation’s All Children–All Families framework for practice improvement will be explained, including best practice policies and staff training in order to ensure LGBTQ-inclusive practice settings. The program’s free, online, innovative tools for agency self-assessment will be explained. Attendees will walk away with clear ideas for both short- and long-term goals related to LGBTQ practice improvement.

Global Youth in America: Policy Review, Immigration Trends, Fostering Resiliency

At the helm of a national network of foster care providers, Lutheran Immigration and Refugee Service (LIRS) has remained nimble and proactive in the changing landscape of American immigration policy. Session attendees will receive a history of the federally funded Unaccompanied Children (UC) foster care program; an overview of the administration’s impact on the UCs served by the LIRS foster care network; and the LIRS response to this impact at individual, programmatic, and national levels. We will dive into practical examples of the resilience found in the children in care, the agencies serving them, and the national policies shaping the landscape.



PUBLIC SECTOR-FOCUSED WORKSHOPS

These special Thursday-afternoon sessions will feature cutting-edge workshops focused on timely topics for public sector workers and leaders. We hope that you and members of your team will join us for these important sessions. A preview of the presentations includes:

Addressing Secondary Traumatic Stress in Child Welfare Staff

Working in the child welfare field is a demanding and high-stress job. Not only does staff face burnout from a high-demand job; they also can face Secondary Traumatic Stress (STS) due to working with individuals and families who are dealing with trauma in their lives. This often leads to the question, “Is it burnout or STS?” This presentation will look at the impact of STS and ways to differentiate STS from burnout. Looking for the signs of STS, and finding ways to not only help individuals deal with STS but help organizations build processes to help monitor and alleviate STS, will be discussed. Participants will discuss and explore how they can implement the ABCs of Prevention, both individually and organizationally.

Virginia Children’s Services Practice Model Implementation Study

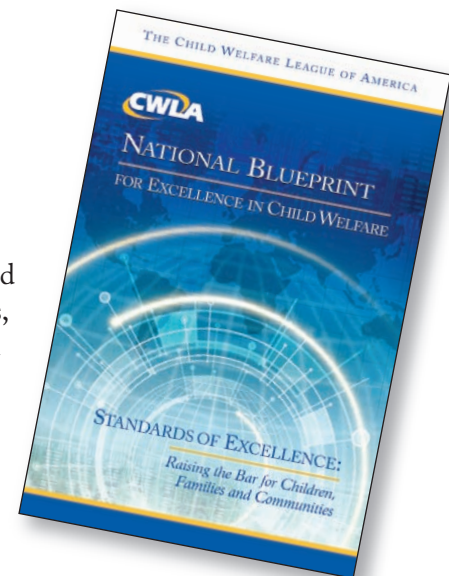
The session will highlight a policy, practice, and research partnership from inception of practice profiles to evaluation of implementation. The practice profiles were developed in partnership with local child welfare agencies “innovators” and rolled out to innovator agencies and other “early adopters,” in preparation for full-scale dissemination to all state agencies. Virginia Department of Social Services presenters will discuss the process used for development and implementation, including use of coaching in supervision. Researchers from the Rutgers School of Social Work will discuss findings from a mixed-methods study of implementation contexts, strategies, and lessons learned for dissemination of the practice to all agencies.



NATIONAL BLUEPRINT FOR EXCELLENCE IN CHILD WELFARE

The *CWLA National Blueprint* states that it will take the combined knowledge, skills, and resources of all systems, services, communities, and individuals to ensure that all children will grow up safely, in loving families and supportive communities, with everything they need to flourish—and with connections to their culture, ethnicity, race and language.

The *CWLA National Blueprint* serves as a foundation for our *Standards of Excellence* and a framework for all children, youth and families to flourish.



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CWLA NATIONAL ADVOCACY LEADERS CONVENING

Wednesday, April 25, 2018 • 12:00 pm – 5:30 pm

Join us for a special pre-conference event that builds on our recent activism and work with CWLA members and leaders. Participants will receive the latest updates from Capitol Hill and have an opportunity to engage in important policy discussions about the legislative challenges and opportunities in these changing times. The Convening will feature several panel discussions and speakers on the vital issues coming before Congress in 2018. Panelists will include key legislative staff from the Senate Finance Committee and House Ways and Means Committee. Of particular focus will be discussion of legislative proposals to address the impact of the opioid epidemic on child welfare, the Administration's 2018 positions and priorities for child welfare, the impact of the latest health care initiatives—especially regarding the Affordable Care Act and Medicaid—and the range of budget cuts and appropriations. The Convening will wrap up with instructions and discussion on going to Capitol Hill—which is conveniently just a few minutes' walk from our conference venue.



CWLA members, led by Tim Briceland-Betts, public policy associate for CWLA, head to Capitol Hill to meet with their Congressional representatives.

CAPITOL HILL VISITS

Thursday, April 26, 2018 • 1:00 pm – 4:30 pm

Join Us for Advocacy Day 2018 and Go to the Hill!

CWLA members and conference participants will have an opportunity to take what they have learned from the National Advocacy Leaders Convening on Wednesday afternoon and information from the Thursday-morning policy plenary to go to Capitol Hill and meet their Senators and House Members.



This year, we are providing a dedicated time to go to Capitol Hill. The conference hotel is a short distance away from Capitol Hill offices—just a brief walk to reach your Senators and Representatives.

The most important thing you can do while you're at the conference is to promote child welfare priorities on Capitol Hill! In these alarming times of budget cuts, devastating health care proposals, and a range of legislative challenges affecting children—from home visiting, to CHIP, to CAPTA, to the Social Services Block Grant and potential changes to foster care, adoption and kinship care—it is more important than ever to make your constituent voice heard. CWLA staff will provide instructions and information so that you can set up meetings with your members of Congress and Senators before you come to Washington.

Meeting with your members of Congress or their key staff is incredibly important—especially in times like these, with the opioid epidemic impacting children and families and 2018 being the first full year of the new administration's legislative agenda. Even if you don't meet with members of Congress themselves, their staff members are their closest advisors and can heavily influence decisions. Value every moment with them!

In 2017, CWLA was in the fight: the Affordable Care Act, Home Visiting, CHIP, Medicaid block grants, budget cuts, and much more! What will the fight be in 2018? Block Grants? Cuts in Child Welfare funding? Cuts to your children's funding? *Your Voice Is Powerful When You Deliver it in Person!*

Download the CWLA Action Center App

CWLA's Action Center lets you easily connect with your Members of Congress to make your voice heard. Be sure to download the CWLA Action Center App to your smartphone to make your advocacy efforts simple and effective.

Search for VoterVoice (one word) in the Google Play or iTunes App Store. Once you've completed the download and email address verification, find and select Child Welfare League of America to access the mobile app for the CWLA Action Center.



TRAINING INSTITUTE

Saturday, April 28, 2018 • 2:00 pm – 6:00 pm
Sunday, April 29, 2018 • 8:30 am – 3:00 pm

We are very pleased to present the CWLA Training Institute, being held in conjunction with the 2018 National Conference, to offer an extended learning opportunity for conference attendees. Select the “Premium” Full Conference Registration fee to participate in an additional day and half of exceptional educational offerings. The Training Institute sessions provide you with an opportunity for in-depth learning on some of today’s most relevant topics. Lunch will be provided on Sunday. Confirmed sessions include:

Neighbors Helping Neighbors to Reduce Child Abuse and Neglect: How We Are Doing and How We Can Do Better

Almost 25 years ago, the U.S. Advisory Board on Child Abuse and Neglect (CAN) said that a strategy to eliminate child abuse and neglect must ensure neighborhoods are “safe havens” for children and families since “child maltreatment in a neighborhood is often tied to the quality of life in that neighborhood.” Further, the Advisory Board said that addressing CAN requires contributions from many stakeholders, including health, law enforcement, mental health, social services, education, housing, transportation, and the communities themselves. While the Advisory Board did not specifically use the words “social determinants of health” (SDOH), their approach clearly includes addressing them. The Advisory Board also stated that families, communities, and youth should be empowered to identify their needs and identify solutions. This training will engage participants in: critical conversation around the challenges and solutions to address the social determinants of health in the prevention of CAN; assessing how the recommendations of their fatality reviews (child death review, domestic violence fatality review, fetal infant mortality review) could assist in addressing the SDOH; and identifying three new strategies that could be implemented to engage

communities and youth in preventing child abuse and neglect and the most tragic outcome: fatalities.

Including Fathers in Service Delivery to Children and Families to Ensure Their Well-Being

The Fatherhood Engagement Training Institute will highlight fatherhood empowerment strategies that reinforce the importance of improving the well-being of children and families. The session will feature presentations on topics that contextualize and operationalize responsible fatherhood approaches within the context of the CWLA *National Blueprint*. Participants should expect theoretical and practical solutions to better incorporate fathers within the children and families well-being framework. This training institute is for educators, researchers, and other human service practitioners from across the nation who are committed to including fathers throughout the lives of their children and the family’s involvement with supports and services.

Youth Involved with Child Welfare and Juvenile Justice: The Power of Partnership in Building Youth and System Resiliency

Youth who touch both the child welfare and juvenile justice systems, also known as “dual status youth,” are among the most vulnerable served by each system. Those working with these youth recognize the challenges inherent in serving children who often have high needs, significant trauma, and tenuous or largely absent support systems. Systems are strained by these challenges, and youth are suffering the consequences, as demonstrated by poor outcomes in both adolescence and adulthood. The Robert F. Kennedy National Resource Center for Juvenile Justice has developed a framework for addressing these challenges and promoting collaboration

between agencies that together can achieve what no single system can alone. In this training, staff from the RFK National Resource Center will provide dynamic guidance on the tools, approaches, and recommended practices to improve outcomes for this population of youth, thereby strengthening the systems and agencies serving these valuable young people.

Using the 3-5-7 Model to Improve Child Well-Being: Fidelity and Implementation Management

Children and youths engaged with the child welfare system can experience grief and loss because of trauma, broken relationships, and inadequate attachments. Interventionists are often challenged to implement effective strategies that help youths to reestablish trusting relationships and to promote overall psychological well-being. The 3-5-7 Model, a strengths-based approach that empowers children, youths, and families to engage in grieving and integrating significant relationships, is an evolving scientifically based model. In this session, participants will learn about the 3-5-7 Model. A multifaceted learning approach is used to impart critical lessons about model implementation, coaching, training, supervision, and evaluation.

Technology and Teen Suicide

Advancements in technology and social media have brought the world closer in many ways. For some, their online presence is directly related to social status and peer acceptance. When faced with rejection, many users are turning to injurious behavior often resulting in suicide. This training will explore ways to identify and reduce risks associated with social media and suicide, particularly for children in child welfare. The intended audience for this training includes administrators, supervisors, direct service workers, and caregivers of children and youth in care.

Becoming Trauma-Informed: Moving from Awareness to Action

Exposure to traumatic stress is increasingly understood as a public health issue with far-reaching consequences for individuals and society. Impacts are seen in the behavioral health, physical health, homelessness, child welfare, and justice systems. Awareness of the effects of trauma has led to a call to adopt a trauma-informed approach organization- and system-wide. In a trauma-informed agency, all aspects of a service delivery system—

from how the workforce is trained to what procedures and policies are adopted—are designed to promote resilience and healing for service users, providers, and organizations.

Participants in this training will have the opportunity to learn about: a framework and process for adopting a trauma-informed approach program- or organization-wide; individual and organizational strategies for providing trauma-informed care; and an instrument that measures current capacity in trauma-informed care at an organizational level.



Rural Community Models for Recruiting, Retaining, and Supporting African American Families who Adopt

Although African American youth represent 14.5 % of the U.S. child population, they represent 23% or 24,312 of the 111,820 children waiting to be adopted in the U.S. foster care system. Most state and local agencies are challenged to find permanent families for these waiting children. Often, recruitment of African American families is primarily focused on urban communities. However, this training session will focus on the successful adoptions of hundreds of African American children by African American families living in rural communities in South Carolina and Texas. Specifically, the presenters will focus on findings from a recent study that identified agency, community, spiritual, and familial factors that led to these successful placements of more than 700 African American children from foster care. This hands-on

training will provide strategies for developing innovative, community-based models to expand options for achieving permanency for African American children and will include exercises related to the recruitment, retention, and support of families for all children.

Protecting Our Children: Domestic Minor Sex Trafficking

What is human trafficking—also known as modern-day slavery—and what is domestic minor sex trafficking (DMST)? The biggest concern for those combating human trafficking in the United States is helping U.S.-born youth in DMST. This training will give professionals and caregivers the skills and tools needed to recognize the signs of DMST, and to engage and protect the children involved. The training is interactive and uses scenarios, group discussion, and videos to demonstrate how to address DMST.

The training, based on the CWLA curriculum *Protecting Our Children: Domestic Minor Sex Trafficking Training for Out-of-Home Care Professionals*, utilizes a train-the-trainer model designed to equip participants to engage others in learning how to identify, report, and prevent DMST in the community at large and in out-of-home-care settings (family foster care, residential facilities, drop-in centers, homeless shelters, juvenile justice settings, aftercare programs).



Mental Health First Aid

This eight-hour certification training will teach participants how to recognize the signs and symptoms of mental illness and substance use disorders, provide comfort, de-escalate those in crisis, and if necessary, refer someone to professional help. This interactive and evidence-based session has been taught to more than a million people in the United States and hundreds of thousands more in 25 other countries around the world.

The Value of Accreditation: Moving Your Agency toward Excellence

Accreditation provides agencies the opportunity to make a commitment to excellence and best practice standards by providing quality services and effectively managing resources. Come meet with key accrediting bodies to learn more about the importance and value of accreditation, as well as how you can move your agency toward excellence.

Please visit www.cwla.org/Resilience2018 for a complete list, descriptions, and date and time details for the Training Institute offerings. Be sure to check back regularly for updated information regarding additional training sessions!

SPONSOR/EXHIBIT/ADVERTISE

Connect With Hundreds of Child and Family Experts!

Join us as a CWLA National Conference Sponsor and Exhibitor to enjoy networking with hundreds of the most influential experts and service providers for America's children, youth, and families.

This year, we have an exciting mobile event app that assures increased impressions and exposure for sponsors and exhibitors and will maximize attendee engagement with you. Additionally, there are numerous opportunities for you to promote your brand, including specialty items like recharging stations, room key cards, flash drives, adhesive cell phone wallets, lanyards, and more. Or go big and sponsor the overall conference or a meal function. There's an opportunity for nearly every business and budget!

CWLA exhibitors will enjoy a host of events in the exhibit hall including meal functions, a scavenger hunt, and exciting raffle prizes. Plus, you'll receive our conference attendee list for pre- and post-conference marketing. Shake hands with customers, launch new products, and gain priceless feedback from current and prospective clients.

Be sure to take advantage of our advertising offerings like the tote bag inserts and final program ads. Visit www.cwla.org/resilience2018 for more details on sponsorship, exhibiting, and advertising opportunities. Contact us at Resilience2018@cwla.org for assistance.

Please see pages 14 and 15 for detailed information on sponsorship opportunities.

CONFERENCE INFORMATION

Conference registration is available online at www.cwla.org/Resilience2018.

Registration Fees

Early Registration* (ends December 31)

Full Conference: CWLA Member: \$575 Non-Member: \$650	“Premium” Full Conference: (includes Training Institute and CEUs) CWLA Member: \$675 Non-Member: \$750
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Regular Registration* (begins January 1)

Full Conference: CWLA Member: \$650 Non-Member: \$750	“Premium” Full Conference: (includes Training Institute and CEUs) CWLA Member: \$750 Non-Member: \$850
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*15% Discount available for a group of 5 or more Full Conference registrations. Contact Resilience2018@cwla.org for assistance with your group registration.

One-Day Conference Registration: \$325 • Presenter Conference Registration: \$425
Training Institute Only Registration: \$175

CWLA member agencies receive the best conference rates! If you're interested in becoming a CWLA member, please contact MemberServices@cwla.org.

CONTINUING EDUCATION UNITS (CEUs) will be available at the conference. This program has been approved for CEUs by the NASW Washington State Chapter. Licensed social workers, marriage and family therapists, and mental health counselors are eligible. Provider number is #1975-176. Conference participants must sign in with the conference registration desk and submit session evaluations to receive credit.

CEUs Fees: CWLA Members – \$35 Non-Members – \$50

HOTEL

Hyatt Regency Capitol Hill

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

Conference Room Rate: \$249



Hotel reservations must be made directly with the hotel. You can reserve by phone at 1-888-421-1442 or online at <https://aws.passkey.com/go/CWLA218>. Room availability and special rates are guaranteed only until April 5, 2018, or until the space is filled.

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 <https://washingtondc.regency.hyatt.com/en/hotel/home.html>.

If you have questions or need assistance, please contact us at Resilience2018@cwla.org.



2018 NATIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

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. For more information, please contact Resilience2018@cwla.org.

All Conference Sponsors Receive:

- Company logo and name billing on conference signage
- Inserts for conference tote bags
- Company logo on sponsor page in conference final program

Bronze Sponsors — \$10,000

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

Silver Sponsors — \$15,000 (All the above AND)

- One-time use of the pre- and post-conference attendee mailing lists
- Half-page ad space in the conference final program
- Exhibit booth
- Acknowledgement from the podium during a General Session
- Recognition in five conference e-blasts

Gold Sponsors — \$25,000 (All the above AND)

- Add-On Eligibility (see options below)
- Company logo on CWLA conference material and on the CWLA website, www.cwla.org
- Full-page ad space in the conference final program
- Special recognition in five conference e-blasts

Platinum Sponsors — \$50,000

Includes Bronze, Silver & Gold level items, plus:

- Webinar opportunity
- Two “specialty advertisements” in CWLA’s *The Networker*, our twice-monthly e-news brief
- Upgraded exhibit booth (Premium)
- Company logo on conference tote bag
- Full-page ad space in the conference registration program (mailed to 13,000+ mailing list)
- Special recognition in ALL conference e-blasts
- Discounted Add-Ons (25%)

Sponsor Add-Ons

(For Gold and Platinum Levels Only)

- **Path to Excellence — \$5,000 (per day)**
 - Company name, logo, and booth number on floor arrows from front door of hotel directly to your exhibit booth, featured outside of the exhibit hall entrance (first come, first served)
- **Keys to Excellence — (two options):**
 - **Key Cards: \$3,000**
Company name/logo (your design and message) on all attendee hotel key cards
 - **Adhesive Cell Phone Wallet: \$5,000**
Company name/logo (your design and message) on all attendee souvenir adhesive cell phone wallet for key cards/credit cards

Coffee/Snack Break Sponsors — \$10,000 (four available)

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

Box Lunch Sponsor — \$15,000 (Exclusive)

- One-time use of the pre- and post-conference attendee mailing lists
- Half-page ad space in the conference final program
- Exhibit booth
- Acknowledgement from the podium during a General Session
- Recognition in five conference e-blasts
- Company logo and name billing on meal function signage
- Exclusive sponsor for conference box lunch (ONE available)

Conference Breakfast/Lunch Sponsors — \$25,000 (All the above AND)

- Company logo on CWLA conference material and on the CWLA website, www.cwla.org
- Full-page ad space in the conference final program
- Special recognition in five conference e-blasts
- Four breakfast or lunch sponsorships available

Visit www.cwla.org/Resilience2018 for Exhibiting and Advertisement opportunities. For more information, contact us at Resilience2018@cwla.org.

Power-Up Charging Station — \$7,500

- Exclusive sponsor of conference charging station
- Company logo and name billing on charging station signage
- Quarter-page ad space in the conference final program

Conference Wi-Fi — \$5,000 (two available)

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

Business Card Flash Drive/USB — \$5,000

- Company name and logo on business card flash drive/USB

Conference Lanyards — \$3,000

- Company name/logo on conference name badge lanyards

Health and Fitness Sponsor — \$2,000

- Exclusive sponsor of conference Zumba class
- Company logo on water bottles for all class participants

Dinner Plenary or Opening Reception Sponsor — \$50,000

Includes Box Lunch & Conference Breakfast/Lunch sponsor level items, plus:

- Webinar opportunity
- Two “specialty advertisements” in CWLA’s *The Networker*, our twice-monthly e-news brief
- Upgraded exhibit booth (Premium)
- Company logo on conference tote bag
- Full-page ad space in the conference registration program (mailed to 13,000+ mailing list)
- Special recognition in ALL conference e-blasts
- Acknowledgement during reception champagne toast
- Exclusive sponsor for opening reception (ONE available)



CHILD WELFARE LEAGUE OF AMERICA
727 15TH STREET, NW, SUITE 1200
WASHINGTON, DC 20005



CHILD WELFARE LEAGUE OF AMERICA
2018 NATIONAL CONFERENCE

CWLA 2018 NATIONAL CONFERENCE

Reasons to Attend:

- Experience exceptional learning
- Hear outstanding presentations
- Meet your Members of Congress
- Make YOUR voice heard—Promote child welfare policy priorities
- Network with colleagues and peers
- Advance excellence in child and family services
- Share ideas and wisdom on responding to change
- Learn about resiliency in organizations, families, & communities
- Visit monuments & attractions in our nation’s capital

Register NOW for the Biggest Discounts!
See conference details at www.cwla.org/Resilience2018.

Early Registration ends December 31!

