

CWLA 2020 CONFERENCE:
100TH ANNIVERSARY YEAR

**Register
Now!**



**Sharing Ideas
that Strengthen Families
and Engage Communities to
Promote Child Well-Being**

MARCH 25–29, 2020

**EARLY
BIRD
RATE ENDS
DEC. 15!**

**Register
Online!**

**[www.cwla.org/
CWLA2020](http://www.cwla.org/CWLA2020)**



Hyatt Regency Capitol Hill • Washington, DC

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, the 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. 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 encourage you to visit the conference website, www.cwla.org/CWLA2020, on a regular basis for full details and frequent updates about the conference.

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.



The 2020 conference will feature:

- Super Sessions focused on implementation of the Family First Prevention Services Act; Young Professionals as Future Leaders; Global Perspectives on Neglect and Child Protection; and more
- Advocacy sessions and activities that encourage you to reach out to your Washington representatives to speak up for children and families on issues including prevention, nutrition, poverty, immigration, and other challenges
- Local agency site visit for international attendees
- Distinctive learning opportunities for public sector staff members
- Plenary sessions with inspiring keynote speakers and engaging panel presentations
- Workshops and Learning Labs highlighting effective strategies, practices, and programs
- Special celebrations and presentations to commemorate CWLA's 100th Anniversary
- A post-conference training session for discussion and sharing of best practice updates and enhancements to foster, adoptive, and kinship care “models of practice”

CWLA is 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. Special sessions for AAICAMA state members will be held on Wednesday, March 25.

We look forward to you joining us in Washington, DC, as we all come together to share learning based on our common vision of a better future for all children. The Cherry Blossom season will be in full swing and the United States capital is a great place to visit, full of exciting attractions to experience. See you in March!

SCHEDULE AT-A-GLANCE

Wednesday, March 25

- 9:00 am – 10:15 am AAICAMA – ICAMA
State Members Session
(Invitation Only)
- 10:45 am – 12:00 pm AAICAMA – ICAMA
State Members Session
(Invitation Only)
- 12:30 pm – 5:30 pm Capitol Hill Policy Briefing
and Advocacy Preparation

Thursday, March 26

- 9:00 am – 10:45 am National Advocacy
Convening
- 11:00 am – 1:00 pm Opening Plenary Session
- 1:15 pm – 5:00 pm Capitol Hill Visits
Local Agency Site Visit
- 1:15 pm – 2:15 pm Learning Labs
- 2:30 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

- 7:00 am – 8:30 am Breakfast in Exhibit Hall
- 8:30 am – 11:30 am Super Sessions
- 11:30 am Coffee Break in Exhibit Hall
- 12:00 pm – 1:00 pm Learning Labs
- 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 Lab
- 12:45 pm – 2:30 pm Closing Lunch Plenary
- 3:00 pm – 5:30 pm Training Session

Sunday, March 29

- 8:30 pm – 1:00 pm Training Session

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



ADVOCACY: 50 YEARS OF CWLA PUBLIC POLICY

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.

Thursday, March 26, from 1:15 pm–5:00 pm, will be our dedicated time for Capitol Hill visits. 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 viewpoints. It will be more important than ever to make your voices heard.

Connect Anytime — 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 the 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.

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 be the challenges 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!

**50 Years
of Public Policy!
40 Years
of Hill Days!**

SUPER SESSIONS • WORKSHOPS • LEARNING LABS

The 2020 conference will provide a variety of learning options for conference attendees, including 3-hour super sessions, 90-minute workshops, and 60-minute learning labs. These innovative and engaging presentations will focus on effective strategies and practices to:

- Implement a comprehensive array of programs and services;
- Transform and strengthen institutional/residential care and foster care, and create innovative alternatives to these services;
- Advance the successful implementation of the Family First Prevention Services Act;
- Engage in successful collaborations with other related systems to provide holistic, comprehensive, & integrated services;
- Refocus resources to respond to shifting changes in service delivery;
- Implement programs & supports for a healthy & successful workforce;
- Advance successful integration of evidence-informed/evidence-based programs and practices that promote primary prevention;
- Develop evaluation/data to meet the U.S. criteria for programs to be well-supported, supported, or promising;
- Engage families, youth, and communities in rethinking services to increase the focus on family support and strengthening; and
- Advance legislation, funding, and policies for effective services to successfully strengthen and support families, prevent child abuse and neglect, & promote child well-being.



A full list and descriptions of our 80+ super sessions, workshops, and learning labs are available at www.cwla.org/CWLA2020. Confirmed sessions include:

Social Inclusion Model and Outcomes: Fighting Marginalization of Families with Parents who are Adolescents

To promote effective social ties that will result in open community participation and interpersonal connections for families with adolescent parents, a social inclusion approach is required. Throughout this workshop session, the presenter will address the social exclusion mechanisms that impact parents who are adolescents and their families, using the social inclusion model as a framework to understand the need for complex systems and services. The presenter will share Proyecto Nacer's "family incubator" model of service as a practical reference. Proyecto Nacer, a non-profit organization based in Bayamon, Puerto Rico, developed this service model with the purpose of breaking the social disadvantage cycles and increasing the potential for social inclusion in parents who are adolescents.

Presenter: Anayra Tua, Proyecto Nacer, Bayamon, PR

Engaging Clients who are Involuntary through Parental Programs — A Study on Services for Families in Taiwan who are High-Risk

To prevent child maltreatment, the Caring for Family at High-Risk program has been implemented for 15 years in Taiwan. It has reached more families with children facing physical, mental, social, and financial challenges every year. As the main service provider, Child Welfare League Foundation will share our experiences of program implementation and management. Presenters will focus on how they have supported the parents of these families, based on their studies, to improve parenting skills during home visits and community activities. Presenters will also share the collected personal experiences from service users and practitioners in order to increase evidence to support their studies and promote the program.

Presenter: Li-Fang Pai, Children Welfare League Foundation, Taipei City, Taiwan



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 (PC-CARE; Timmer et al., 2019), a 7-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, UC Davis Children's Hospital, CAARE (Child and Adolescent Abuse Resource and Evaluation) Diagnostic and Treatment Center, Sacramento, CA

Creating Conditions for Change: The Evidence-Based CARE Program Model for Residential Settings

CARE is a trauma-informed, principle-based, organizational (setting) level model designed to enhance the social dynamics in group care settings to create a living environment that provides developmentally enriching experiences for children and families. This workshop will give participants a unique look at how CARE is implemented and sustained through the experience of two organizations. The CARE developer and representatives from two CARE agencies will explain the CARE model, review the evidence base supporting its level 3 promising practice status in the California Evidence-based Clearinghouse for Child Welfare Programs, and describe the implementation process and illustrate its impact on organizations.

Presenters: Martha Holden, Residential Child Care Project at Cornell University, Ithaca, NY; Debra Bunce and Candace Rowell, Spurwink Services, Portland, ME; and Ezra Buchdahl and Aggie Callahan, Villa Maria School at Catholic Charities of Baltimore, Baltimore, MD

Regulate then Educate!

This workshop session will illustrate the connection between trauma and its impact on regulation and relationship and academic, social, and behavioral struggles, as well as successes. It will also explore a simple antidote to the impact of trauma that is surprisingly at the fingertips of anyone at any time. This session will give participants the opportunity to put on a trauma lens—“trauma goggles”—to deepen understanding of the impact of trauma on the mind, body, and soul. It will also provide a practical overview of basic brain function and the impact of trauma on the brain’s organization, function, and structure.

Presenter: Donna M. Lucero, All Faiths Child Advocacy Center, Albuquerque, NM

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; Shelly Nolan, Connecticut Department of Mental Health & Addiction Services, Hartford, CT; and Elena Trueworthy, Connecticut Office of Early Childhood, Hartford, CT

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 and Mark McDaniel, Chapin Hall at the University of Chicago, Chicago, IL

Developing a Comprehensive Approach to Post-Adoption Services and Supports

Adoptive families face challenges and have needs that manifest at different times across the life course. Yet families often struggle to find appropriate help, particularly in rural areas or when problems arise years following the adoption. The presenters will share how Virginia Department of Social Services (VDSS) conducted a needs assessment for post-adoption services. Attendees will learn about: how the needs assessment informed the creation of a coordinated, comprehensive service strategy; the tools, products, and communications strategy developed to disseminate this information to relevant audiences; and how VDSS leveraged a revised funding structure to implement the new service array.

Presenters: Berenice Rushovich, Child Trends, Baltimore, MD; Allison Hebert, Child Trends, Bethesda, MD; and Traci B. Jones, Division of Family Services, Virginia Department of Social Services, Richmond, VA

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; John Cosgrove and Kelly O'Brien, University of Maryland, School of Social Work, The Institute for Innovation and Implementation, Baltimore, MD; and Vanessa O'Conner, Catholic Charities Child and Family Services, Millersville, MD



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; and Heather McLain, Vermont Department of Children and Families, Family Services Division, Waterbury, VT

Secondary Traumatic Stress-Breakthrough Series: Strengthening Agency Practice to Respond to Staff Trauma and Promote Workplace Wellness

This session will focus on the work of seven local Departments of Social Services in Maryland who spent 12 months engaged with content experts in the Secondary Traumatic Stress-Breakthrough Series Collaborative (STS-BSC). Presenters will discuss the Breakthrough Series

Collaborative process and how this model was leveraged to address secondary traumatic stress among social service workforce, the use of the Secondary Traumatic Stress Informed-Organizational Assessment (STSI-OA) to create a baseline and determine outcomes as a result of this process, and how to translate STSI-OA outcome data into action steps.

Presenters: Ginny Sprang, University of Kentucky, Center on Trauma and Children, Lexington, KY; Jen Agosti, JRA Consulting, Ltd., North Andover, MA; and Carrie Gould-Kabler, University of Maryland School of Social Work, The Institute for Innovation and Implementation, Baltimore, MD

Don't Forget About All of Me—Understanding the Impact of Social Determinants of Health

Social Determinants of Health (SDoH) look at gaps in health across society that can stem from multiple factors, ranging from scarce educational or income opportunities, to unsafe or unhealthy housing, to limited access to good hospitals and primary care. This workshop session will look at impacts of SDoH and interventions that the Centene Corporation is doing to improve health outcomes by addressing issues impacting the whole person.

Presenters: Stan Waddell, Roy Van Tasse, and Jennifer Funaro, Centene Corporation, Lubbock, TX

PLENARY SESSIONS

FEATURED SPEAKER



Dr. Abye Tasse, Ph.D.

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 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, policymakers, 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.

CWLA Conference App

Check out our mobile app for the 2020 conference!



The CWLA conference app has all the important information you will need for workshops, presenters, activities, attendees, and many other features to enhance your conference experience. You will be able to take notes from your workshops, download handouts, network with old and new colleagues at the conference, post conference photos on social media, complete evaluations about your sessions, send questions to moderators during a plenary session, and even market yourself by uploading your bio and photo! Be sure to look for our email inviting you to download the app. Check out the "getting started" and app flyer in your tote bag and review the FAQs on the app for "how to guides" and more.

CWLA 100TH ANNIVERSARY & GALA DINNER

Throughout 2020, CWLA will be celebrating its 100 years of leadership in creating and advancing standards of practice, advocacy, and information sharing to enhance the well-being of children and families.

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, is being developed for publication. The essays will offer insights, discuss

major policy developments, share reflections on changes in practice over the years, and discuss where child welfare is today.

CWLA has also 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.

We hope to remind key opinion leaders and the general public about the contributions that CWLA, its members, and partners have made over the last 100 years to the shared goal of improving outcomes for children and families who are vulnerable. As CWLA moves forward into the challenges of our second century, we look forward to working together—public sector representatives, private sector representatives, professionals, advocates, communities, caregivers, parents, and more—to advance excellence and ensure that children, youth, and families have all they need to succeed and flourish.

We also look forward to celebrating CWLA's 100th Anniversary with you! Follow the hashtag #100YearsofCWLA on Facebook, Twitter, and Instagram to stay connected to our conference-related social media work.



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?!

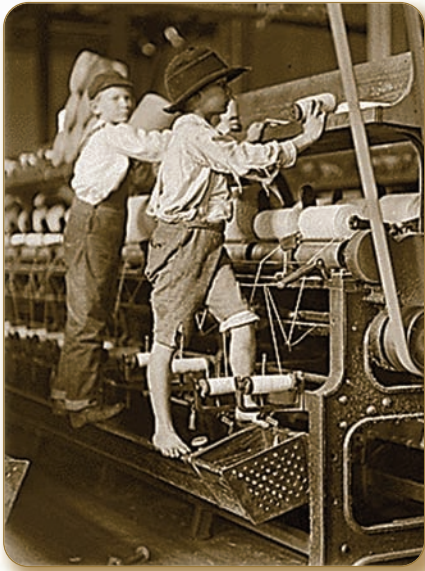




C.C. Carstens
CWLA's first Executive Director

CWLA'S HISTORICAL DISPLAY

The CWLA 2020 Conference: 100th Anniversary Year features a special exhibit on CWLA's history, significant milestones, and longstanding presence in the field of child welfare. Visitors can view historical displays featuring photographs spanning decades. Find out more about the organization's 100 years of work in child welfare and child protection.



SPECIAL SESSIONS & TRAINING SESSIONS

SPECIAL SESSIONS

Special sessions will be featured during the conference to provide additional opportunities for engagement, learning, and sharing.

- Invitation-only special sessions for **AAICAMA State Members** to network and learn with colleagues in adoption, interstate, and Medicaid to create, develop, and strengthen the relationships necessary to make interstate permanency successful.
- Various activities throughout the conference for **Young Professionals** in child welfare to network, share wisdom, develop opportunities to enhance their skills, grow a young leaders coalition, and prepare themselves to lead the child welfare system into the future.

Visit the conference website at www.cwla.org/cwla2020/ for full details on all our special session offerings.

TRAINING SESSION

SATURDAY, MARCH 28 • 3:00 PM – 5:30 PM
SUNDAY, MARCH 29 • 8:30 AM – 1:00 PM

We are excited 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.

Presenters: Maria Herczog, PhD, Chair, Family, Child, Youth Association, Budapest, Hungary; Rob van Pagée, Founder Eigen Kracht Centrale, Amsterdam, Netherlands; and CWLA Training Team — Charlene Ingram, MSW; Eileen Mayers Pasztor, DSW; Donna D. Petras, PhD, MSW; and Marcus Stallworth, LMSW

To participate in this in-depth learning opportunity, select the **Premium Full Conference Registration fee**.

SPONSOR/EXHIBIT/ADVERTISE

Connect With Hundreds of Child and Family Experts!

Join us as a CWLA Conference Sponsor and Exhibitor to enjoy networking with hundreds of the most influential experts and service providers from across the world working for children, youth, and families.

Again 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 tote bags, lanyards, WiFi, and more. Or go big and sponsor the overall conference or a meal function. There’s an opportunity for nearly every organization and budget. And our 2020 conference sponsor will experience enhanced recognition throughout the year for supporting CWLA’s 100 years of service!

CWLA exhibitors will enjoy a host of events in the exhibit hall, including meal functions and exciting raffle prize drawings. 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/CWLA2020 for full details on sponsorship, exhibiting, and advertising opportunities. Contact us at CWLA2020@cwla.org for assistance.



Please see pages 16-18 for detailed information on sponsorship opportunities.

CONFERENCE INFORMATION & CEUs

Conference registration is available online at www.cwla.org/CWLA2020.

Day 1 (March 25) will feature invitation-only special sessions for AAICAMA state members who are registered for the full conference, and a pre-conference Capitol Hill Policy Briefing open to all full conference registrants.

Days 2–4 (March 26–28) will include conference materials, plenary sessions, workshops, super sessions, learning labs, Advocacy Day activities, and all meal functions including the Gala Dinner & Entertainment (dinner guest tickets available).

Applicable for Full Conference Registration and One-Day Conference Registration.

Days 4–5 (March 29) Saturday afternoon and Sunday will feature a special post-conference training session.

Applicable for “Premium” Full Conference Registration.

CONTINUING EDUCATION UNITS (CEUs):

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:

Members – \$35 Non-Members – \$50

Registration Fees

“Early” Registration *(ends December 15)*

Full Conference:
CWLA Member: \$580
Non-Member: \$655

“Premium” Full Conference:
(includes post-conference Training Session)
CWLA Member: \$670
Non-Member: \$745

Regular Registration *(begins January 1)*

Full Conference:
CWLA Member: \$675
Non-Member: \$750

“Premium” Full Conference:
(includes post-conference Training Session)
CWLA Member: \$765
Non-Member: \$840

*15% Discount available for a group of 5 or more Full Conference registrations.**

*Registrations must be completed at the same time as a group for the “15% for 5 or More” discount to apply and is only applicable for new Full Conference Registrations. It does not apply to the special rates detailed below and cannot be combined with any other discount rate offer. Contact CWLA2020@cwla.org for assistance with a group registration.

Presenter Conference Registration – \$425

“Premium” Presenter Conference Registration – \$515
(Includes post-conference Training Session)

Thursday One-Day Conference Registration – \$325**

Friday One-Day Conference Registration – \$365**

Saturday One-Day Conference Registration – \$325**

***One-Day Conference Registration
Includes Participation for Specified Day Only.*

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

Enjoy Membership with **CWLA**

Join CWLA in Advancing Excellence in Practice and Policy to Improve the Lives of Children, Youth and Families

CWLA Members receive great Conference Discounts!

CWLA Membership affords **Everyone** an opportunity for participation and leadership in establishing best practices and engaging in policy development and related activities.

CWLA Membership engages **Everyone** in a national network that advances best practices and improves outcomes for children, youth and families.

CWLA Membership is for **Everyone**. You can find a membership category that works especially for you. All are encouraged to join: Organizations (public and private), advocacy groups, schools, foundations, corporations, research groups, students, resource parents, parents, employees, judges, and concerned citizens.

CWLA new dues schedule makes Membership affordable and accessible for **Everyone**.

Dues Schedule

Full Membership: \$500 – \$6,000 public and private

Supporting Partner Membership: \$750 – \$1,500
non direct service

Corporate Membership: \$2,500 - \$7,500

Individual Membership: \$95 – \$175
students & resource parents — foster/adoptive/kinship



Rhode Island members at CWLA's 2019 National Conference.

Membership Benefits Can Include:

- ◆ Regular electronic policy and practice updates
- ◆ Annual subscription and electronic access to *Children's Voice Magazine*
- ◆ Annual subscription and electronic access to *Child Welfare Journal*
- ◆ Access to employment/recruitment opportunities in the online Career Center
- ◆ Inclusion in online Member Directory
- ◆ Discounts on training and consultation services and on CWLA publications
- ◆ Eligibility to participate in CWLA networking and shared learning sessions
- ◆ Eligibility to participate in CWLA partnership opportunities, including online training, group purchasing, funding resources, and more
- ◆ Eligibility to be nominated to serve on CWLA's National Commission and Board of Directors
- ◆ Priority eligibility to present at CWLA conferences and to publish in CWLA publications
- ◆ Discounts for accreditation and state association membership
- ◆ Discounts on registration, exhibiting, and advertising rates for CWLA events and conferences

Visit www.cwla.org/membership for additional information and to access an online application or contact us at memberservices@cwla.org.



CONFERENCE HOTEL



Hyatt Regency Capitol Hill

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

Conference Room Rate: \$259

Hotel 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 <https://www.hyatt.com/en-US/group-booking/WASRW/G-CW24>. Room availability and special rates are guaranteed only until March 3, 2020, or until the space is filled.

If you have questions or need assistance, please contact us at CWLA2020@cwla.org.

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. Visits to the Washington, Jefferson and Lincoln memorials, as well as the White House and the Smithsonian museums, will leave lifetime impressions.

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>.





CWLA 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.

For more information, contact us at CWLA2020@cwla.org.

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
- 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

Sponsorship Opportunities *continued*

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
- 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 below)

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

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
- 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



Sponsorship Opportunities *continued*

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 – \$25,000

- 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 – \$7,500

- Company logo on business card style flash drives/USB



LANYARDS SPONSOR – \$5,000

- 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

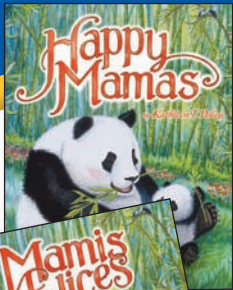
SPONSOR CONFERENCE REGISTRATION – \$500

- Discounted full conference registration fee for sponsors

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

CWLA is Helping Children Flourish

The following books are intended to encourage early literacy and learning; build joyful connections with young children through reading aloud; and promote healing, mindfulness, and well-being in children and youth.

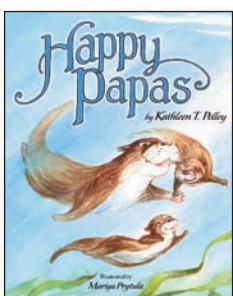


Happy Mamas

Happy Mamas is an award-winning picture book with rich poetic text depicting a range of animals and humans with their babies.

This beautiful bedtime read-aloud celebrates the universal joys of motherhood by exploring how mothers nurture their little ones. Perfect for one-on-one sharing, a play date, group story time, or a baby shower gift, *Happy Mamas* is a must-have for anyone who has ever been moved by the power of motherly love. Ages 1-8.

Item #: 1606 (English) • Item #: 1613 (Spanish) • Price: \$14.95 ea.



Happy Papas

Happy Papas is the follow-up book to *Happy Mamas*. Both books are award winners! *Happy Papas* is a beautiful read-aloud that celebrates the universal joys of fatherhood. It explores how fathers shelter and nurture their little ones. A must-have for anyone who has ever been moved by the power of fatherly love. Ages 1-8.

Item #: 1682 • Price: \$14.95 • ISBN #: 978-0-87868-168-2



The Giant King

Some people say that Rabbie, the carpenter's son, is a dreamer, but Rabbie says he works from his heart, carving "not what is, but what could be." When Rabbie goes to a distant town to sell his carvings,

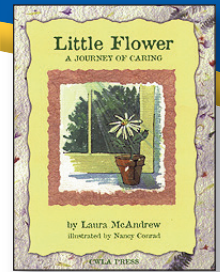
he finds the town besieged by a fierce and destructive giant. The townspeople despair, but Rabbie suggests that if the giant were treated like a king, he might behave like one. Readers will be charmed by the message of this heartwarming Scottish fable: that what is loved will reveal its loveliness. Ages 4-8.

Item #: 8807 • Price: \$14.95 • ISBN #: 978-0-87868-880-7

Little Flower: A Journey of Caring

This story depicts a small, potted daisy who is neglected by her family. She finds help and a new place to stay until the people she was living with can learn how to take better care of her. *Little Flower* also includes healing project ideas for children. The activities are useful tools in identifying abuse or neglect and provide a safe forum for discussion. Ages 4-8.

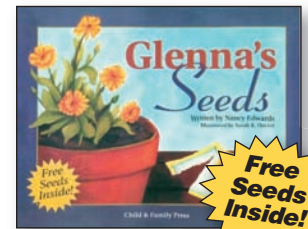
Item #: 7145 • Price: \$6.95 • ISBN #: 978-0-87868-714-5



Glenna's Seeds

Something magical happens when we do nice things for other people. This book illustrates how one tiny, random act of kindness grows and multiplies. By the end of the story, a packet of seeds has transformed an empty street into a place full of colorful flowers, thoughtful neighbors, delicious food and happy feelings. Ages 4-8.

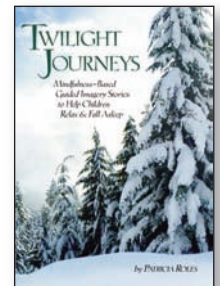
Item #: 7886 • Price: \$12.95 • ISBN #: 978-087868-788-6



Twilight Journeys: Mindfulness-Based Guided Imagery Stories to Help Children Relax & Fall Asleep

Twilight Journeys is a series of mindfulness-centered guided imagery stories geared to help children, teenagers, and even adults decompress, be mindful, and fall asleep soundly. Beautiful, full-color images also ease the reader into a tranquil state of mind. Ages 8-adult.

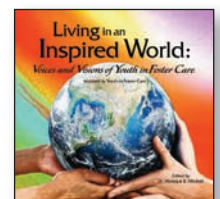
Item #: 1729 • Price: \$14.95 • ISBN #: 978-1-58760-172-9



Living in an Inspired World: Voices and Visions of Youth in Foster Care

This CWLA title consists of 365 days of inspirational messages for youth throughout the world. Beautiful, full color images are utilized throughout to illustrate the message within this publication—to affirm that youth in foster care, and all youth, are competent, capable catalysts of change. Ages 8-21.

Item #: 1620 • Price: \$14.95 • ISBN #: 978-1-58760-162-0



Order at 202-688-4171 or www.cwla.org/pubs

Also available at the CWLA Press bookstore located in the registration area of the conference hotel!



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



CHILD WELFARE LEAGUE OF AMERICA 2020 NATIONAL CONFERENCE

CWLA 2020 NATIONAL CONFERENCE



REASONS TO ATTEND

- 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

Register NOW!
Early Registration ends Dec. 15!

For more information visit: www.cwla.org/CWLA2020