



United Methodist Association

Celebrating 70 Years of Caring

The text '2010' is written in a large, light blue, cursive font. A yellow sun icon with rays is positioned above the '0'. Below the '2010' is a blue wavy line.

March 4-6, 2010
Burlingame, CA

Who Should Attend?

The United Methodist Association of Health and Welfare Ministries focuses on education sessions for the following professional disciplines: Senior Management (CYF or OAM); Trustees (TRS); Chaplains (CHP); and Public Relations, Development and Marketing Professionals (PRDM) of healthcare and human service ministries as well as, Health and Welfare Leaders from Annual Conferences of The United Methodist Church (CRU). Our members are Hospitals and Healthcare Systems (HHS); Children, Youth and Family Services (CYF); Ministries to Persons with Disabilities (MPD); Older Adult Ministries (OAM); Community Service Ministries (CSM) and Conference Related Units (CRU). Come learn in a setting where the networking opportunities and spiritual renewal are invaluable.

Continuing Education Credits

Each year UMA applies for CEU approval through the National Association of Boards of Examiners for Long-Term Care Administrators (NAB), the Missouri Board of Nursing Home Administrators, and the National Association of Social Workers (NASW). UMA also maintains individual CEU information for all attendees who complete and turn in the form at the registration desk.

How Do I Register?

To attend National Convention you will need to make your hotel reservation and also register for the Convention using the registration form(s) located at the back of this program or by registering online at www.UMAssociation.org/nat_conv.html. The UMA's discounted rate at the Hyatt Regency Burlingame is \$139.00 for a single/double room and is available for three days before/after the convention. To secure this rate, reservations must be made by midnight, January 29, 2010. Make your hotel reservations by calling 1-800-233-1234 or 1-650-347-1234. The UMA discount registration deadline is also January 29, 2010.



The EAGLE Commission Meeting met during National Convention 2009.



John Lawson, Lyle Hamilton, Marianne Niesen and Louann Lawson at last year's Welcome Reception.

Special Events

EAGLE Peer Reviewer & Team Leader Training, Wednesday, 8:00AM-3:00PM - In 2009, The EAGLE Accreditation Commission successfully completed significant revisions to improve the effectiveness and quality of the accreditation process. Current EAGLE Peer Reviewers are required to attend training on the revised manual and guidelines in order to participate on an EAGLE Peer Review site visit. It is also a great time for new peer reviewers to join the team.

Welcome Reception, Thursday 6:00 - 7:30 PM - Celebrate 70 years of heritage while enjoying friends and colleagues of today. This will be a heavy hors d' oeuvres reception.

Exhibit Hall Breakfast, Friday, 8:30-10:30AM - A buffet breakfast will be served in the exhibit hall. This is a great opportunity for attendees to meet with our exhibitors. This is also the time in which Vendor Game winners are announced. This year winners will be announced throughout the morning. Anyone who registers for this breakfast is eligible to win but you must be present to claim your prize. Complete your Vendor Game cards during Thursday afternoon's exhibit hall hours which are held from 3:30-5:30PM.

EAGLE Gala, Friday, 6:30-9:30PM - The EAGLE Gala recognizes those organizations who have achieved EAGLE Accreditation or Reaccreditation during the past year. This semiformal event includes dinner, a signature dessert and presentations of each accredited organization and their achievements.

Celebration of Excellence, Saturday, 5:00-7:00PM - At this event, UMA will recognize honorees who were nominated by their co-workers and selected by their peers for excellence in service, philanthropy and/or volunteer efforts.

The Hyatt Regency Burlingame

Hyatt Regency Burlingame: The hotel reservation deadline is January 29, 2010. Make reservations by calling 1-800-233-1234 or 1-650-347-1234. The rate of \$139 is available for three days before/after the convention.

The Hyatt Burlingame offers a free shuttle to and from the airport, saving you on taxi fares.

There is free trolley transportation from the Hyatt to downtown Burlingame, which has several boutiques and restaurants.

The Hyatt is located just across the street from the bay, where you can find jogging and biking trails for your enjoyment.

From the hotel, you can be on the coast in less than half an hour, Napa Valley is about 60 miles away, Monterey and Sacramento are just over 100 miles. Burlingame is just a 30-minute train ride (BART) from downtown San Francisco.

If you plan to add a vacation onto this convention visit www.sanmateocountycvb.com or sanfranciscoairport.hyatt.com/hyatt/hotels/index.jsp for helpful information.

Travel Discounts: Please consider using our new discount travel site <http://www.optionstravel.com/uma/> when booking your travel to California. Another savings opportunity through United Group Purchasing, Avis Rent-A-Car offers discounted rates for UMA National Convention attendees, using Avis Worldwide Discount (AWD) number T474500. Call Avis reservations at 1-800-331-1600.

Weather: In March the average low in Burlingame is 47 degrees and the average high is 61 degrees.

Dress: Most convention events are business casual with the exception of the EAGLE Gala (semi-formal) and the Celebration of Excellence (dressy).



**A big “Thank You” to our Training Committee Members
for developing this year’s schedule of educational sessions.**

Committee Chairperson:

Mr. Jaak Juhkentaal
Spokane United Methodist Homes

CRU Section:

Ms. LeoDocia “Dodie” W. Risse
North Georgia Conference

CYF/MPD Section:

Dr. William Oliver
Wesley Glen Ministries

Chaplains Section:

Rev. Ms. Royal Gunter
Gambrill Gardens

OAM Section:

Mrs. Louann Lawson

PRDM Section:

Ms. Julie Payne
The Baby Fold

Trustees Section:

Rev. Mr. Tom Hanover
Otterbein Retirement Community



Convention Schedule At A Glance

Pre-Convention Schedule

WEDNESDAY

8:00AM-3:00PM	EAGLE Peer Reviewer & Team Leader Training See page 1 for details
3:00-4:00PM	Financial Management Committee Meeting
4:00-5:00PM	Training Committee Meeting
6:00-7:00PM	UMA Board of Directors Dinner
7:00-9:00PM	UMA Board of Directors Meeting

Convention Schedule

THURSDAY


7:30-9:00AM	First-Timer's Orientation Breakfast
9:15-10:45AM	Opening Worship Service
11:00AM-12:30PM	Concurrent Education Sessions
12:45-2:00PM	Opening Business Luncheon
2:15-3:15PM	Plenary I
3:30-5:30PM	Exhibit Hall Open
6:00-7:30PM	Welcome Reception See page 1 for details

FRIDAY

8:00-8:20AM	Morning Prayers
8:30-10:30AM	Breakfast in the Exhibit Hall
10:45-11:45PM	Concurrent Education Sessions
12:00AM-2:00PM	Keynote Luncheon Plenary II
2:15-3:45PM	Concurrent Education Sessions
6:30-9:30 PM	EAGLE Gala

SATURDAY

7:00-7:20AM	Morning Prayers
7:30-8:45AM	Membership Section Business Breakfast Mtg.
9:00-10:00AM	Plenary Session III
10:15-11:45AM	Concurrent Education Sessions
12:00-1:30PM	Annual Membership Meeting Luncheon
1:45-3:15PM	Concurrent Education Sessions
3:30-4:30PM	Concurrent Education Sessions
5:00-7:00PM	Celebration of Excellence Awards



What Education Sessions Should I Attend?

UMA has a language that is all its own. Here is a list of our membership sections: **OAM**-for Senior Management of Older Adult Ministries; **CYF**-for Senior Management of Children, Youth and Family Services; **MPD** - for Senior Management of Ministries to Persons with Disabilities; **CSM**-for Community Service Ministries; **PRDM**-for Public Relations, Marketing or Development Staff; **CRU**-for Conference Related Unit (Annual Conference) attendees; **TRS**-for trustees/governance board members of related ministries; and **CHP**-for our Chaplain membership. During each educational time slot we focus on areas of interest for each of our membership sections. However, feel free to attend the session that interests you the most, regardless of section identification. This year we have also added a few Bonus sessions.

Concurrent Education Sessions

THURSDAY 11:00 AM-12:30 PM

Hope in a Hopeless World/

Turning Towards Not Turning Away **CRU/CHP**

This Burlingame based congregation offers food, shelter and other items to individuals in need. Learn how to know what resources are available in our communities and how to help connect those in need with those who have the resources.

Ms. Mary L. Watt, MPA
CALL Primrose Center
Burlingame, CA

The Risks and Rewards of Executive Coaching

CYF/MPD

By listening to this President/CEO and his Executive Coach attendees will learn about the benefits of using an executive coach. What kind of tools are involved? What kind of commitment is required by both participants? What are the potential benefits to a leader and his/her organization?

Mr. Edwin C. Thomas III, President & CEO
Asbury Communities, Germantown, MD
Dr. Robert Duggan, Duggan & Associates
Gaithersburg, MD

Meet Your Colleagues:

Learn Their Secrets to Success **PRDM**

In this Public Relations, Development and Marketing session break into roundtable discussions to swap trade secrets and build networking relationships that you can build upon throughout the convention.

Going Beyond LEED: Creating Sustainable Communities from the Bottom Up **OAM/TRS**

The session will begin with an introduction to creating sustainable programs in senior living communities, and present the AASHE (Association for the Advancement of Sustainability in Higher Education) STARS sustainability rating system for higher education campuses. Since environmental sustainability is fundamental to the mission of most senior living communities, attendees will see, through case studies, how AASHE's comprehensive STARS system adapts well to such communities. Attendees will then form groups, to discuss sustainable measures already adopted

in the attendees communities, and how they might be broadened.

Leslie Moldow, AIA, LEED AP,
Perkins Eastman, Oakland, CA
Jaak Juhkentaal, Vice President of Operations,
Rockwood Retirement Communities,
Spokane, WA

The New EAGLE Accreditation **ALL**

In 2009, EAGLE Accreditation underwent an extensive rewrite of its principles and training. Commission members and consultant, Robert Ellis have worked extremely hard to make this accreditation process even more rewarding for its organizations. Come learn how your organization will gain additional benefits, as EAGLE strives harder than ever to help your organization achieve excellence.

Robert L. Ellis, Consultant
Steve Vinson, EAGLE Chairperson

THURSDAY 2:15 -3:15 PM

Plenary I - Outcomes Driven Excellence **ALL**

Bob will present an outcomes focused view of organizational performance, discuss the benefits and challenges of such an approach, and address how it can support the drive for excellence at the organizational, leadership and personal levels.

Robert L. Ellis, Consultant

FRIDAY 10:45 -11:45 AM

The Order of Good Shepherds: Proven and Practical Ways to Establish a New Chapter and Expand Existing Ones **ALL**

Because a ministry in the workplace makes for a better work environment, this workshop will help participants get off to a good start with a new OGS chapter. For existing chapters, a variety of tips, resources, books, and study guides will be made available. Participation in OGS is free to UMA member organizations.

OGS Chairperson

We All Worship The Same God **CRU/CHP**

What was it like for a Lutheran Pastor to walk into a United Methodist retirement center for the first time?
Rev. Gail Young Duba, Director of Pastoral Care
Rockwood South Hill, Rockwood, WA

Leadership and Stress: What's It Really About, And How Best To Manage It? **CYF/MPD/OAM**

Bowen Systems Theory says stress is about the dynamics of relationships and emotional process, not about the amount of work we have, our looming deadlines, or other factors generally described as “causing” burnout in a leader. Bob Duggan will introduce participants to the Resilient Leadership model and its approach to how CEOs and other leaders can avoid burnout and other debilitating symptoms typically ascribed to “stress”.

Dr. Robert Duggan, Duggan & Associates
Gaithersburg, MD

Online Strategies, Tools & Trade Secrets **PRDM**

Over the past decade nonprofit organizations have been inundated with Internet services and technology options. This session is based on the new book Nonprofit Internet Management: Strategies, Tools and Trade Secrets. While nonprofit organizations continue to embrace the use of the Internet for a variety of purposes, the challenge organizations face is not whether they should be using the Internet, but instead HOW they should manage their Internet applications in a coordinated, cost-effective and efficient manner to leverage these efforts for maximum benefit. Following the guidance offered in this book will help address increasing public demands for accountability and performance measurement of nonprofits.

Ted Hart, ACFRE, ePMT,
CEO, TedHart.com

Board Ambassadors: Carrying the Mission to the Community/Engaging the Board in Philanthropy Part I of III **TRS**

Focusing on the pivotal role of board members in developing and maintaining the philanthropic capacity of an agency, this series will examine strategies and tactics for engaging and supporting board members so that they are empowered to take active roles in the development process. Included in the presentation will be an examination of the basic business model of a charitable organization and the need for a subsidizing “business” to underwrite a charitable mission. Attendees will engage in a discussion about a relationship management tool that can be used to further strengthen the stewardship of relationships with donors, as well as identify fertile areas for fund development cultivation. Presenters will offer an overview of philanthropic fundamentals, as well as lead a discussion about what might be expected for the nonprofit sector. This is a highly interactive workshop; participants will be encouraged to share their concerns

as well as their specific situations and questions.

Bob Jones, Ph.D., President and CEO
Children's Aid and Family Services, Inc.
Betsy R. Vander Velde, MSW, MBA,
President and CEO
The Family Conservancy

FRIDAY 1:00-2:00 PM

Keynote Speaker

ALL

Rev. Dr. William L. Minnix, Jr.
President/CEO, American Association of Homes
and Services for the Aging (AAHSA)

FRIDAY 2:15-3:45 PM

EAGLE: Best Practices Your Organization Needs To Know About

ALL

One great benefit about being an EAGLE Peer Reviewer is that you get to see the great things that EAGLE agencies are doing. Inspired to share these stories with others the EAGLE Commission created the annual Best Practices Award, and now this panel discussion. Come listen to several “finalists” tell about the best practices at their organization and hopefully you can determine how to implement some of them into your own agency.

Steve Vinson, EAGLE Chairperson

Partnering with the Connection:

A Model for Success **CRU/CYF/MPD/PRDM**

See how Florida United Methodist Children's Home works at all levels of The United Methodist Church connection to develop meaningful partnerships that map tremendous rewards.

Mike Galloway, President/CEO
John Rivas, Chief Development Officer
Florida United Methodist Children's Home
Enterprise, FL

Benefit Plans Available to Clergy Appointed to Extension Ministries

CHP

This session will provide an overview of General Board-administered benefit plans available to United Methodist clergy in extension ministries. It will cover the questions clergy should ask their employer to determine if the employer is eligible to sponsor a benefit program and to understand the benefit consequences of their appointment.

Manuel Vargas, Plan Sponsor Liaison
General Board of Pension and Health Benefits
Evanston, IL

**The State of Senior Living
Through a United Methodist Lens** OAM/TRS

This session will provide a series of research data and key observations on senior living trends, financing and the economy, with a profile of the United Methodist senior living organizations and how they are fitting within these trends.

**Dan Hermann, Senior Living Managing Director
Ziegler's Senior Living Finance Group
Chicago, IL**

SATURDAY 9:00-10:00 AM

Plenary III ALL
**Bishop Sally Dyck, Resident Bishop
Minnesota Area**

SATURDAY 10:15-11:45 AM

**Bringing Your Whole Self to Work: Kind Self Care
For Compassionate People** CRU/CHP

Sometimes those who work in end-of-life settings, although excellent in offering kind care to client individuals and families, may be slow to recognize, monitor, and implement their own need for kind care. One consequence is burnout and turnover among staff. You really do need kind care today!

**Dr. Harold Ivan Smith, Thanatologist
St. Luke's Hospital & Carondelet Medical Center
Kansas City, MO**

Evaluating Your Fundraising Efforts CYF/MPD/PRDM

In this session, the group will look at many different forms of fundraising, and how to measure their success beyond the net dollars raised.

**John Rivas, Chief Development Officer
Mike Galloway, President, CEO
Florida United Methodist Children's Home
Enterprise, FL**

**Tailor Your Sales Process To
Achieve Occupancy Goals** OAM

Communities spend precious resources identifying a target market through market research and generating leads for the community. Teach your sales team to recognize and focus on the prospects who are the most probable new residents. This session will identify specific techniques to connect with customers to accelerate the sales cycle.

**Joy Evans
The Asbury Group, Germantown, MD**

**Board Ambassadors: Carrying the Mission to the
Community/Engaging the Board in Philanthropy
Part II of III** TRS

SATURDAY 1:45-3:15 PM

**Eleanor Roosevelt: The Spirituality That
Fueled The Activism** CRU/CHP/CYF/MPD

Eleanor Roosevelt was both First Lady of the United States (1933-1945) and First Lady of the World. She was beloved and despised for her stands on race, justice, women's rights, and peace. A deep stream of spirituality, particularly Christian, fueled her commitments. These were not "causes" but rather a response to the call of the New Testament.

**Dr. Harold Ivan Smith, Thanatologist
St. Luke's Hospital & Carondelet Medical Center
Kansas City, MO**

**Creating and Growing Your
Brand For Marketing Success** OAM/PRDM

Creating a brand for your organization is a key imperative for marketing success. This session will explore the importance of brand development and the best way to create and tell your own brand "story" in the marketplace. Once the brand is established, other marketing priorities fall in line, from product development to social networking media. Learn from trade secrets and case studies from a nationally recognized expert in the field of branding, healthcare, and marketing.

**Rob Rosenberg, President
Springboard Brand & Creative Strategy
Arlington Heights, IL**

**Board Ambassadors: Carrying the Mission to the
Community/Engaging the Board in Philanthropy
Part III of III** TRS

SATURDAY 3:30-4:30 PM

**Facing A Crisis In The
Glaring Light Of The Media** ALL

There is a defining moment in which an organizations will thrive or be broken in the public arena. If we knew when there would be we would prepare carefully in advance. While we cannot know the specific nature or cause of the crisis we will face, we know that being prepared in advance through thoughtful planning, we will be better able to inspire confidence and trust from our residents, staff and the public.

**Current and Retired Staff of
Otterbein Homes, Lebanon, Ohio**

SPOUSE/GUEST REGISTRATION FORM

Fill out this form or register online at www.UMAssociation.org

Spouses and guests must be registered to attend ANY convention event! A separate registration form or online registration must be completed for each registrant. Photocopies of this form will be accepted. Registrations and payment must be received by the UMA office on or before **January 29, 2010** to qualify for discounted rates! You will be invoiced for any difference between the amount due and the actual amount received.

Step I: Your Registration Information

(Type or print all information)

Prefix _____ Name (First, M.I., Last) _____

Job Title (if applicable) _____

First Name/Nickname for Badge _____

Organization/Annual Conference _____

Mailing Address _____ City _____ State _____ Zip _____

(Area Code) Telephone _____

_____ SPECIAL NEEDS OR REQUESTS!

UMA is committed to meeting the needs or requests of all meeting attendees. Please place an (X) in the space provided, if you have any special needs or requests. A UMA staff member will personally contact you for additional information.

Step II: Special Events

	Time	Attendance (Mark for counts)	Cost
THURSDAY			
1st Timer's Orientation Breakfast	7:30-9:00AM	_____	\$ 29
Welcome Reception	6:00-7:30PM	_____	\$ 40
FRIDAY			
Exhibit Hall Breakfast	8:30-10:30AM	_____	\$ 33
Keynote Luncheon/Plenary II	12:00-2:00PM	_____	\$ 47
EAGLE Accreditation Gala	6:30-9:30PM	_____	\$ 59
SATURDAY			
Celebration of Excellence	5:00-7:00PM	_____	\$ 59

Step III: Payment

TOTAL PAYMENT ENCLOSED \$ _____

Select one: MasterCard Visa Discover Check (payable in U.S. dollars to UMA)

Credit Card Number _____ Exp. Date: _____

3 Digit Security Code _____ Name as it appears on card _____

Authorized Signature _____

*Refund Policy: Each refund request is subject to a \$25 handling fee. Registration Fees and meal tickets are 100% refundable, less handling fee, if notification is received in UMA office by **January 29, 2010**. No refunds after this date.*

Photos may be taken during the course of the convention unless notified in advance photos may be published and or utilized in UMA marketing.

Return completed form to: United Methodist Association, 407 Corporate Center Drive, Suite B, Vandalia, OH 45377-1165
Phone: 937-415-3624, Fax: 937-222-7364, Email: UMA@UMAssociation.org

ATTENDEE REGISTRATION FORM

Attendees must be registered as a Spouse/Guest or Attendee in order to attend ANY convention event!

UMA's 70th NATIONAL CONVENTION
March 4-6, 2010

**For your convenience you can now
Register online at www.UMAssociation.org**

Registrations and payment must be received by the UMA office on or before **January 29, 2010** to qualify for discounted rates! A separate registration form or online registration must be completed for each registrant. Photocopies of this form will be accepted, but be sure to copy and complete both sides. You will be invoiced for any difference between the amount due and the actual amount received.

Step I: Tell Us About Yourself

(Type or print all information)

Prefix Name (First, M.I., Last)

Job Title

First Name/Nickname for Badge

Organization/Annual Conference

Mailing Address

City/State/Zip Code +4

(Area Code) Telephone

(Area Code) Fax

E-mail Address

Please indicate your PRIMARY (One) Membership Section by placing an (X) in one of the spaces provided:

- Chaplains (CHP)
- Children, Youth and Family Services (CYF)
- Community Service Ministry (CSM)
- Conference Related Unit (CRU)
- Hospitals and Health Systems (HHS)
- Ministries to Persons with Disabilities (MPD)
- Older Adult Ministries (OAM)
- Public Relations/Development/Marketing (PRDM)
- Trustees/Boards of Directors (TRS)

SPECIAL NEEDS OR REQUESTS!

UMA is committed to meeting the needs of all meeting attendees. Please place an (X) in the space provided, if you have any special needs or requests. A UMA staff member will personally contact you for additional information.

Step II: Your Base Registration Fee

Note: To qualify for "member" rates, your organization's Membership renewal dues must be received prior to the opening session of national convention.

Registration Categories: (Please circle appropriate rate)

	Discount Rate	Full Fee
UMA Member:		
Older Adult Ministry	\$595	\$745
Children, Youth and Family	\$595	\$745
Ministries to Persons with Disabilities	\$595	\$745
Hospitals/Health Systems	\$595	\$745
Community Service Ministry	\$595	\$745
<i>Additional attendees (same OAM, CYF, MPD, HHS, CSM facility)</i>		
Conference Related Unit	\$495	\$645
Student/AIT	\$395	\$545
Retired/Emeritus	\$195	\$245
Other:		
Nonmember	\$695	\$895

Single Day Registration: (Identify day by checking line)

This section is for those who are attending for one FULL day only.

<input type="checkbox"/> Thursday	\$295	\$345
<input type="checkbox"/> Friday	\$295	\$345
<input type="checkbox"/> Saturday	\$295	\$345

-OVER-

Deadline for discounted rate - January 29, 2010

Hotel Reservations can be made at 650-347-1234 or www.sanfranciscoairport.hyatt.com

Step III: Special Events

	Time	Attendance = X	Cost
WEDNESDAY			
(Mark for counts)			
EAGLE Peer Reviewer & Team Leader Training	8:00AM-3:00PM	_____	* Included
THURSDAY			
1st Timer's Orientation Breakfast	7:30-9:00AM	_____	* Included only for 1st Time Attendees
Opening Business Luncheon	12:45-2:00PM	_____	* Included
Welcome Reception	6:00-7:30PM	_____	* Included
FRIDAY			
Exhibit Hall Breakfast	8:30-10:30AM	_____	* Included
Keynote Luncheon/Plenary II	12:00-2:00PM	_____	* Included
EAGLE Gala	6:30-9:30PM	_____	\$ 59
SATURDAY			
Section Business Breakfast & Meeting:	7:30-8:45AM	_____	\$ 33
Please Select Section Breakfast Below <input checked="" type="checkbox"/>			
<input type="checkbox"/> Chaplains	<input type="checkbox"/> Children, Youth & Family, MPD and CSM		
<input type="checkbox"/> Conference Related Units	<input type="checkbox"/> Older Adult Ministries		
<input type="checkbox"/> PR/Development/Marketing	<input type="checkbox"/> Trustees		
Annual Membership Meeting Luncheon	12:00-1:30PM	_____	* Included
Celebration of Excellence	5:00-7:00PM	_____	\$ 59

Step IV: Payment

+ Sub-Total of Registration Fee (Step II) from front	_____
+ Sub-Total of Fellowship Events (Step III) above	+ _____
- Special Discount	_____ - _____
= TOTAL PAYMENT ENCLOSED	Total \$ _____

Select one:

___ MasterCard ___ Visa ___ Discover ___ Check (payable in U.S. dollars to UMA)

Credit Card Number _____ Exp. Date: _____

3 Digit Security Code _____ Name as it appears on card _____

I authorize UMA to charge applicable registration and ticket purchase fees to the above credit card.

Authorized Signature _____

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