

Tuesday, April 12

## Pre-Conference Institutes

12:30 pm-1:00 pm Registration

1:00 pm-4:00 pm Pre-Conference Institutes

\*Our Greatest Challenge: Policy Issues & Advocacy Solutions - Attendees will become familiar with the most significant policy issues affecting PA providers and learn how to advocate on behalf of children, youth and families they serve.

\*Managing for Organizational Effectiveness - This systemic and systematic approach to continuous improvement of an agency's performance, capacities and outcomes is a step-by-step process for CQI that can be used in agencies of all sizes and structures.

\*A Fiscal Perspective on Business Continuity Planning - This session will provide participants with guidance through the thought processes and considerations needed to know the why, how and dollars at the end in business continuity planning.

\*Keeping Current with HR Issues - This session will address what's new in the area of disciplining employees, compliance with FLSA and documentation.

\*A Look at Nonprofit Collaboration & Shared Services - In this economic climate, nonprofits are under pressure to increase services and serve more consumers, while revenue sources continue to shrink. Organizations thinking creatively are engaging in collaborative efforts to reduce costs and maximize mission impact.

## Pre-Conference Fees

Pre-Conference Institute fees include mid afternoon break refreshments.

April 12, 2011

Member: \$45

Non-Member: \$55



## Location

**Sheraton Harrisburg-Hershey Hotel**

4650 Lindle Road, Harrisburg, PA 17111

For lodging reservations, contact the Sheraton directly at 717-564-5511 or online at

[www.starwoodmeeting.com/Book/PCCYFS2011](http://www.starwoodmeeting.com/Book/PCCYFS2011)

Mention the **PCCYFS Group** for the reduced rate of \$94.00 single/double occupancy plus applicable taxes.

This rate is only available until March 29, 2011.

Parking is free.

## Conference Fees

Conference fees include continental breakfasts, break refreshments, lunches, ice cream social and the hospitality event. **To receive the Early Bird discount, payments must be received by March 11, 2011.**

**2 Day Conference: April 13 & 14, 2011**

Member: \$255; Early Bird: \$225

Non-Member: \$305; Early Bird: \$275

**1 Day Options: April 13 or April 14, 2011**

Member: \$130; Early Bird \$120

Non-Member: \$165; Early Bird \$150

**Pennsylvania Council of Children,  
Youth and Family Services**

2040 Linglestown Road, Suite 109

Harrisburg, PA 17110

717-651-1725

[hbgoffice@pccyfs.org](mailto:hbgoffice@pccyfs.org)

## CEUs Available

Visit [www.pccyfs.org](http://www.pccyfs.org) for more information



## 2011 PCCYFS

**Annual Spring Conference  
&  
Anniversary Celebration**

***Making a Difference  
for 35 Years...  
One Child at a Time***

**Pre-Conference Institutes  
April 12, 2011**

**Conference  
April 13-14, 2011**

**Sheraton  
Harrisburg-Hershey  
Hotel**

## Keynote Speaker



### Dr. Kevin Elko

Nationally renowned Performance Consultant, Professional Motivational speaker and Author, Dr. Kevin Elko is one of the hottest inspirational presenters in the country today.

Dr. Elko's appeal in the sports world translates directly to the corporate arena. Dr. Elko has consulted with and presented to a number of FORTUNE 500 companies, and in 2005, was the highest rated speaker at the Million Dollar Roundtable, the conference for the Insurance Industry's highest achievers, with an audience of 6,000 attendees representing multiple Insurance and Financial Services Companies.

In the sports world, Dr. Elko has consulted with football teams from the Universities of Miami, Rutgers, Nebraska, Alabama, Pittsburgh Steelers, Dallas Cowboys, New Orleans Saints, Cleveland Browns, Miami Dolphins, Buffalo Bills and Philadelphia Eagles, as well as The Pittsburgh Penguins, University of Pittsburgh Athletic Department and the Louisiana State University Football and Women's Basketball.

His presentations and personal consultations have had a major impact on the performance objectives of these teams and individual players. Dr. Elko also developed a highly successful personality test to help various professional football teams evaluate potential draft choices.

Dr. Elko is the author of four books: *Nerves of Steel*, *The Pep Talk*, *True Greatness: Mastering the Inner game of Business Success* and *Touchdown: Achieving Your Greatness on the Playing Field of Business and Life*, as well as several audio CD programs.

Born in Brownsville, PA, Dr. Elko completed his BS in Biology and Coaching Education at California University of PA. He went on to West Virginia University where he earned Master's degrees in Counseling and Sports Psychology, a Graduate Certificate in Gerontology and his Ed.D. in Education with a major emphasis in Sport and Counseling. He is also a Certified Addictions Counselor.

## Wednesday, April 13

Exhibits Open 7:30am-5:00pm

**7:30 am Registration & Continental Breakfast**

**8:30 am Welcoming Remarks & Keynote Address**

**10:30 am Session 1**

- \*Risky Business: Exposure & Risk Management in the Social Services
- \*Creating & Sustaining an Environment of Self Care A Guide for Supervisors
- \*Developing Workplace Culture for Kids' Sake
- \*Outcomes - How are you Measuring Up?
- \*Creating a Voice Through Advocacy

**12:00 pm Networking Luncheon**

**1:00 pm Session 2**

- \*Do the Right Thing: Ethical Practice in Child Welfare Permanency, Part 1
- \*Stressless
- \*How to Get Your Staff to Say, "I Do!"
- \*Marketing Made Simple in Response to Child Welfare Trends
- \*Leadership and the Parallel Process

**2:30 pm Exhibitor Ice Cream Social**

**3:15 pm Session 3**

- \*Do the Right Thing: Ethical Practice in Child Welfare Permanency, Part 2
- \*Capturing Spirituality's Transcendent Strengths
- \*Perfecting and Piecing Together the Hiring Puzzle
- \*Fund Raising Strategies that Work
- \*Social Networking in the Workplace

**5:00 pm PCCYFS Board Meeting**

Open to all Member Executives

**6:00 pm Dinner** on your own but... not alone... join a group of your choice!

**8:00 pm Hospitality Event**

**Come Travel Through Time With Us**



## Thursday, April 14

Exhibits Open 7:30am-1:30pm

**7:30 am Registration & Continental Breakfast**

**8:30 am Session 1**

- \*Fetal Alcohol Spectrum Disorders & Impact on Brain Development
- \*Case Management - Impact on Treatment
- \*Using Motivational Interviewing To Enhance Engagement
- \*Quality Improvement Initiative (Qii)
- \*Children of Incarcerated Parents: Therapeutic Issues & Policy Recommendations

**10:30 am Session 2**

- \*Psychiatric and Behavioral Challenges In Adolescents with Intellectual Disabilities
- \*Making a Difference for Those with Autism
- \*The Sanctuary Grant Ends: What Now?
- \*PACTT for All
- \*Connecting the Dots: Housing Stability & Child Development

**12:00 pm Networking Lunch & Annual Business Meeting**

**1:30 pm Session 3**

- \*Serving GLBTQ Youth: Risk, Challenges, and Resiliency
- \*Assessing Children with Complex Trauma & Disorders of Attachment, Part 1
- \*Recovery Principles in Child & Adolescent Mental Health Services
- \*Sounds of Sanctuary: Trauma Informed Music Therapy Part 1
- \*Family Behavioral Therapy for Substance Abuse

**3:15 pm Session 4**

- \*Changing the Rules of the Game: Addressing Brain Injury in Program Design, Staffing, & Delivery
- \*Assessing Children with Complex Trauma & Disorders of Attachment, Part 2
- \*Meeting the Educational Needs of Children in Residential Settings
- \*Sounds of Sanctuary: Trauma Informed Music Therapy Part 2

**CEUs Available**

Visit [www.pccyfs.org](http://www.pccyfs.org) for more information