



CWDA

# CWDA 2014 CONFERENCE

---

**OCTOBER 8-10, 2014**

Sheraton Park Hotel • Anaheim, California

*Protecting Families,  
Building Prosperity,  
Restoring Hope*

**PROGRAM GUIDE**

# TABLE OF CONTENTS

Welcome .....	1
Agenda At-A-Glance .....	2
Keynote Speakers .....	4
Program Agenda .....	6
Speaker Biographies .....	14
Sponsor Biographies .....	28
Facility Map and Exhibit Space .....	33

# WELCOME

On behalf of the County Welfare Directors Association of California, we welcome you to the CWDA 2014 Conference:  
*Protecting Families, Building Prosperity, Restoring Hope.*

As we emerge from the recession, we recognize that significant unmet needs remain in our communities, and call upon our creativity, collaboration, and a renewed commitment to action. We invite participants to rebuild and retool our social service programs in response to changing needs, new technology, and growing opportunities and expectations.

Poverty continues to be the foundational issue that undermines the success of our programs and the families we serve, and California continues to suffer a poverty rate – particularly among its children – that is higher than the national average. With a child poverty rate of 22%, and a food insecurity rate of 26.3% that ranks it 13th among the states, California has a longer journey to prosperity. We, the members of CWDA and our partners, accept and embrace our role in this journey. We analyze data, we study what works, we plan its implementation, and we advocate for the necessary resources. You are not merely an attendee of this convening; you are a planner, a mentor, an integral part of the solution.

During our three days together, we examine new approaches to protecting families, including immigrant families, and those in which a parent has been incarcerated. We consider new partnerships that help protect the elderly from financial abuse, and discover the “Health Homes” approach to serving medically fragile populations.

We gather the tools to build prosperity in our communities: We explore the value of an enhanced Earned Income Tax Credit, study the use of data in improving performance, and learn new ways of applying the growing science of behavioral economics, brain science, and new pathways out of poverty. We confront the challenges of homelessness among families, serving noncustodial parents, and reaching out to those who lack access to medical care.

We take stock of our own systems, and find new ways to retain staff, to promote excellent service, and enhance customer communication. We take a critical look at Child Welfare, Adult Services, In-Home Supportive Services and the Relative Approval Process and commit to improvement in protecting families. We look at CalWORKS, CalFresh and Medi-Cal and embrace new ways to build prosperity.

And throughout it all, we dedicate ourselves to restoring hope. We help participants find their voices in “Hunger Through My Lens.” We reject the notion that poverty is a life sentence, and help build the pathways to more secure lives and stronger families. We reach out to those who have been exploited, to those who have been abused and neglected, and offer safe haven. We look beyond the confines of programs and rules, and invite our communities to join us in forging new partnerships and protocols that enable us to overcome poverty and build security.

Challenges remain, but hope abides. We thank you for joining us in this convening, and for contributing your skills, your experiences, and your ideas.



Susan von Zabern  
CWDA President  
Director, Riverside County Department of Public Social Services



Leland W. Collins  
CWDA Conference Chair  
Director, San Luis Obispo County Social Services Department

## AGENDA AT-A-GLANCE

Wednesday, October 8	Plaza ABC	Park Plaza D
8:30 a.m.	Sponsor Exhibits Open	Park Plaza Foyer
8:30 a.m. – 10:00 a.m.	Registration	Palm East/West
10:00 a.m. – 12:00 p.m.	<b>Opening Keynote: TAVIS SMILEY</b>	Park Plaza Ballroom
12:00 p.m. – 12:15 p.m.	Break/Sponsor Exhibits	Park Plaza Foyer
12:15 p.m. – 1:00 p.m.	Lunch	Tiffany Terrace & Patio
1:00 p.m. – 1:30 p.m.	Break (Refreshments Sponsored By: IBM)	Park Plaza Foyer
1:30 p.m. – 3:00 p.m. Breakout Session ONE	<b>Child Welfare Workforce – Better Understanding Employee Retention, Organizational Culture and Climate</b>	<b>Homelessness and Health Homes: Potential Impact of a Health Home Medi-Cal Benefit</b>
3:00 p.m. – 3:30 p.m.	Break (Refreshments Sponsored By: Accenture)	Park Plaza Foyer
3:30 p.m. – 5:00 p.m. Breakout Session TWO	<b>Rolling Out the Resource Family Approval Process</b>	<b>Medi-Cal Enrollment for Jail and Prison Inmates – Multiple Paths to Success</b>
5:00 p.m. – 6:30 p.m.	Reception	Tiffany Patio

Thursday, October 9	Plaza ABC	Park Plaza D
8:00 a.m.	Sponsor Exhibits Open	Park Plaza Foyer
8:00 a.m. – 8:30 a.m.	Breakfast	Park Plaza Foyer
8:30 a.m. – 10:00 a.m.	<b>Keynote: BETH BABCOCK</b>	Park Plaza Ballroom
10:00 a.m. – 10:15 a.m.	Break (Refreshments Sponsored By: Northwoods)	Park Plaza Foyer
10:15 a.m. – 11:45 a.m. Breakout Session THREE	<b>Working with Immigrant Families in Child Welfare Services</b>	<b>New Approaches and Opportunities to Address Homelessness, Engage Families</b>
11:45 a.m. – 12:00 p.m.	Break/Sponsor Exhibits	Park Plaza Foyer
12:00 p.m. – 12:45 p.m.	Lunch	Tiffany Terrace & Patio
12:45 p.m. – 1:15 p.m.	Break (Refreshments Sponsored By: HP)	Park Plaza Foyer
1:15 p.m. – 2:45 p.m. Breakout Session FOUR	<b>Community Collaboration in Health Care Reform Enrollment</b>	<b>Client Communication: Enhancing Customer Service through Effective Use of Technology</b>
2:45 p.m. – 3:15 p.m.	Break (Refreshments Sponsored By: UNISYS)	Park Plaza Foyer
3:15 p.m. – 4:30 p.m. Breakout Session FIVE	<b>Data, Dashboards and Decision-Making Making it Work for the Customer</b>	<b>Serving the AB 109 Population</b>

Friday, October 10	Palm East/West	Park Plaza D
7:30 a.m.	Sponsor Exhibits Open	Park Plaza Foyer
7:30 a.m. – 8:30 a.m.	Breakfast	Tiffany Terrace & Patio
8:30 a.m. – 10:00 a.m. Breakout Session SIX	<b>Making the Case for Social Support Programs</b>	<b>The Shift from Customer Satisfaction to Customer Experience – What does it Mean for Human Services?</b>
10:00 a.m. – 10:30 a.m.	Break/Sponsor Exhibits	Park Plaza Foyer
10:30 a.m. – 12:00 p.m.	<b>Closing Keynote: RACHEL LLOYD</b>	Park Plaza Ballroom

# AGENDA AT-A-GLANCE

Park ABC	Garden ABC	Tiffany Terrace
Making the Case for an Earned Income Tax Credit in California	Collaborating with Mental Health, Enhancing Services for IHSS Clients	Social Services Financing 101
Advocacy and the Power of Storytelling – Hunger Through My Lens	Using Data to Improve Performance	Comprehensive Approaches to Retooling and Delivering a World Class Customer Service Experience – The Tale of Two Counties

Park ABC	Garden ABC	Palm East/West
Child and Elder Death Review Team Meetings: Purpose, Facilitation, Outcomes	Understanding the Complex World of Financial Elder Abuse	Behavioral Economics – From Customer Experience to Customer Action
California’s Child Welfare Core Practice Model	Working Together on the Road to Family Self-Sufficiency	Preparing California’s Adult Protective Services Programs for Federal Initiatives
Is the Third Time a Charm? Improved CFSR3 Measures and Opportunities for Innovation	CalFresh Participation and Healthy Eating	Succession Development and Mentoring

Park ABC	Garden ABC	Palm East/West

## KEYNOTE SPEAKERS



**Wednesday, October 8, 2014**

10:00 a.m. – 12:00 p.m.

### **Tavis Smiley**

**Broadcaster, Author, Publisher, Advocate, & Philanthropist**

From his celebrated conversations with world figures to his work to inspire the next generation of leaders, Tavis Smiley — broadcaster, author, publisher, advocate, and philanthropist — has emerged as an outstanding voice for change. Smiley is currently the host of the late-night television talk show *Tavis Smiley* on PBS, as well as *The Tavis Smiley Show* from Public Radio International (PRI), and the daily online radio program, *Tavis Talks*, on the Tavis Smiley Network (TSN) on BlogTalk Radio.

Smiley has written 16 books. His memoir, *What I Know for Sure: My Story of Growing Up in America*, became a *New York Times* best seller, and the book he edited, *Covenant with Black America*, became the first nonfiction book by a Black-owned publisher to reach #1 on *The New York Times* best-sellers list.

In the *New York Times* best seller, *The Rich and the Rest of Us: A Poverty Manifesto*, Smiley and his co-author Dr. Cornel West challenge all Americans to re-examine their assumptions about poverty in America — what it really is and how to eradicate it.

His most recent publication is *Death of a King: The Real Story of Dr. Martin Luther King Jr.'s Final Year*. *Death of a King* is an eye-opening account of widespread assaults on MLK's character, ideology, and political tactics and how they shaped both the year leading up to his death in 1968 and his lasting legacy.

He is also the presenter and creative force behind **AMERICA I AM: The African American Imprint** — an unprecedented traveling museum exhibition celebrating the extraordinary impact of African American contributions to our nation and to the world.

The nonprofit Tavis Smiley Foundation recently announced a \$3 million four-year campaign called **ENDING POVERTY: America's Silent Spaces** to alleviate endemic poverty in America.

*TIME* magazine has honored Smiley as one of "The World's 100 Most Influential People." On April 24, 2014, the Hollywood Chamber of Commerce honored Mr. Smiley with a star on the Hollywood Walk of fame.



**Thursday, October 9, 2014**

8:30 a.m. – 10:00 a.m.

### **Elisabeth (Beth) Babcock**

**President & CEO, Crittenton Women's Union**

Elisabeth (Beth) Babcock is the President and CEO of The Crittenton Women's Union (CWU), a Boston-based, non-profit organization, dedicated to transforming the course of low-income women's lives so that they can attain economic independence and create better futures for themselves and their families.

Since 2006, CWU's "action-tank" operating model of combining direct service delivery, research, and advocacy has allowed it to rapidly innovate new anti-poverty approaches such as Mobility Mentoring®, which has been recognized by government, philanthropy, and national policy experts as a promising intervention creating significant gains in education, earnings, and savings, for low-income families.

Babcock earned both her master's degree and Ph.D. in non-profit strategy from Harvard University. She regularly teaches at the graduate level at Brandeis and Harvard universities about designing organizational strategies that deliver powerful social impact. Her most recent article, "*Rethinking Poverty*" appears in the fall 2014 *Stanford Social Innovation Review*. For more information on CWU, visit [www.liveworkthrive.org](http://www.liveworkthrive.org)

## KEYNOTE SPEAKERS



**Friday, October 10, 2014**  
10:30 a.m. – 12:00 p.m.

### **Rachel Lloyd**

**Founder & Chief Executive Officer, Girls Educational & Mentoring Services (GEMS)**

In 1998, at just 23 years old, Rachel Lloyd founded GEMS at her kitchen table with \$30 and a borrowed computer. She was driven by the lack of services for commercially sexually exploited and domestically trafficked girls and young women and the incredible stigma and punishment they faced from service providers, law enforcement, the courts, their families and society. Sixteen years later, her indelible impact on the issue of commercial sexual exploitation and domestic trafficking has helped shift the perception of trafficked girls from criminals to victims and now to survivors and leaders. GEMS is now the largest service provider of its kind in the nation providing intensive services and support to over 350 girls and young women, preventive outreach and education to 1,500 youth, and training over 1,300 professionals each year.

Lloyd's courageous advocacy ensured the passage of New York State's Safe Harbour for Sexually Exploited Children Act, which in 2008 became the first law in the nation to protect and not punish trafficked and exploited youth. Since then 13 other states have followed suit. She co-produced the ground-breaking Showtime documentary "Very Young Girls," which has been seen by more than four million people and created a national dialogue on the issue. She is also the author of the critically acclaimed Girls Like Us, and has used her unique voice to advocate for survivors at the White House, the United Nations, and before Congress.

Nationally recognized for her innovative work in transforming the movement's understanding of survivor leadership, Lloyd continues to pave the way for survivor leaders across the country. She was honored as one of the "50 Women Who Change the World" by Ms. Magazine and recognized with a Reebok Human Rights Award. Lloyd received her bachelor's degree in psychology from Marymount Manhattan College and her master's degree in applied urban anthropology from the City College of New York. For more information, visit [www.gems-girls.org](http://www.gems-girls.org)



# AGENDA

## WEDNESDAY, OCTOBER 8, 2014

8:30 a.m.	Sponsor Exhibits Open . . . . .	Park Plaza Foyer
8:30 a.m. – 10:00 a.m.	Registration . . . . .	Palm East/West
10:00 a.m. – 12:00 p.m.	<b>GENERAL SESSION – OPENING KEYNOTE . . . . . Park Plaza Ballroom</b> <b>Ending Poverty: America’s Silent Spaces</b> Poverty may be the most important issue we tackle in our lifetime. Many great Americans have been part of the battle. President Franklin Roosevelt spearheaded an Economic Bill of Rights, President Lyndon B. Johnson declared a national war on poverty, and Dr. Martin Luther King, Jr. worked tirelessly to wage his Poor People’s Campaign. With nearly 50 million people in this nation struggling with poverty (more than 16 percent of the population), we are now hanging over the precipice of a threat that jeopardizes democracy in America as we know it. Tavis Smiley’s riveting keynote address will point a critical finger at the institutions implicated in this protracted social and economic malaise. He will also offer a ray of hope by highlighting platforms that are educating the population and engaging the nation in the battle to end poverty in America’s silent spaces. <i>Welcome: Susan von Zabern, Director, Riverside County Department of Public Social Services &amp; CWDA President</i> <i>Tavis Smiley, Broadcaster, Author, Publisher, Advocate &amp; Philanthropist</i>	
12:00 p.m. – 12:15 p.m.	Break/Sponsor Exhibits . . . . .	Park Plaza Foyer
12:15 p.m. – 1:00 p.m.	Lunch . . . . .	Tiffany Terrace & Patio
1:00 p.m. – 1:30 p.m.	Break (Refreshments Sponsored By: IBM) . . . . .	Park Plaza Foyer
1:30 p.m. – 3:00 p.m.	<b>BREAKOUT SESSION ONE</b> <b>Child Welfare Workforce – Better Understanding Employee Retention, Organizational Culture and Climate . . . . . Plaza ABC</b> Ample research supports the links between a stable child welfare workforce and better outcomes for children and families. It is well known that lowering turnover and retaining competent workers results in less disruption of services to clients. However, understanding and successfully resolving the multi-faceted reasons for high turnover among child welfare workers remains an elusive and challenging task. This workshop will review the main areas of thought in the workforce development literature and offer strategies, methods, and recommendations for implementation in agencies, including but not limited to: organizational strategies for retention, implementing professional development pathways, and assessing and building an organizational culture and climate to support learning. <i>Moderator: Michelle Callejas, Deputy Director, Child Protective Services, Sacramento County Department of Health &amp; Human Services</i> <i>Barrett Johnson, Program Director, Family &amp; Children’s Services, Human Services Agency of San Francisco</i> <i>Chris Mathias, Director, Title IV-E Stipend Program, California Social Work Education Center</i> <i>Sandhya Rao Hermon, Director, Research &amp; Evaluation, California Social Work Education Center</i>	
	<b>Homelessness and Health Homes:</b> <b>Potential Impact of a Health Home Medi-Cal Benefit . . . . . Park Plaza D</b> Homelessness, particularly among individuals and families who are repeatedly homeless or homeless for long periods, causes family separation, worsening health, and severe isolation. Evidence shows housing with services promoting housing stability allows chronically homeless individuals and families to live stable, healthy, independent, and productive lives, while also saving county resources. The “Health Home” bill, signed by Governor Brown last year, can create a sustainable source of funding for services connecting Californians to housing and promoting housing stability. This workshop will review data demonstrating the impact of homelessness and supportive housing, discuss the potential impact of the health home legislation, and present models of existing health homes. The workshop will also include robust discussion around meaningful implementation of the legislation. <i>Moderator: Sherri Heller, Director, Sacramento County Department of Health &amp; Human Services</i> <i>Va Lecia Adams Kellum, Executive Director, St. Joseph Center</i> <i>Kris Freed, Director of Homeless Programs, L.A. Family Housing</i> <i>Brenda Goldstein, Director of Services, LifeLong Medical Care</i> <i>Sharon Rapport, Associate Director, California Policy, Corporation for Supportive Housing</i>	



# AGENDA

## WEDNESDAY, OCTOBER 8, 2014

1:30 p.m. – 3:00 p.m.

### **BREAKOUT SESSION ONE** (continued)

**Making the Case for an Earned Income Tax Credit in California** . . . . . Park ABC  
The federal Earned Income Tax Credit (EITC) provides a supplement to low-income families with earnings from work. The EITC is a well-targeted tool to support work and reduce poverty. Half of the states in the U.S. have created their own EITCs to further leverage the benefits of the federal credit. Establishing a refundable EITC in California would boost the incomes of working families most in need of assistance, bringing nearly 170,000 Californians out of poverty each year. This session will address what an EITC would mean for California, and how Colorado and Washington have successfully enacted EITCs.

Moderator: **Linda Haugan**, *Assistant Executive Officer, San Bernardino County Human Services Agency*  
**Carol Hedges**, *Executive Director, Colorado Fiscal Institute*  
**Chris Hoene**, *Executive Director, California Budget Project*  
**Remy Trupin**, *Executive Director, Washington Budget and Policy Center*

**Collaborating with Mental Health, Enhancing Services for IHSS Clients** . . . . . Garden ABC  
In-Home Supportive Services (IHSS) clients experience many risk factors linked to depression. Depression worsens the course of chronic illness, and late-life depression increases risk for medical illness and cognitive decline. Sonoma County IHSS and Behavioral Health departments partnered to identify depression in IHSS clients and connect these clients to appropriate mental health services. Mental Health Services Act funding was used to develop and implement an evidenced-based intervention that has improved outcomes for IHSS clients. Panel members will discuss the development of the partnership, the intervention model, and program outcomes.

Moderator: **Diane Kaljian**, *Adult & Aging Director, Sonoma County Human Services Department*  
**Eric Glentzer**, *Program Manager, In-Home Supportive Services, Sonoma County Human Services Department*  
**Sara Obstarczyk**, *Behavioral Health Clinician, Sonoma County Department of Health Services*  
**Anne Percival**, *Supervisor, In-Home Supportive Services, Sonoma County Human Services Department*

**Social Services Financing 101** . . . . . Tiffany Terrace  
Back this year by popular demand! Social service financing is like putting together a puzzle given the constraints of the Statewide Cost Allocation Plan, regulations, and legislation. This session will provide a high-level overview on what is allowable under current rules, how the rules can be used to fund new and/or expanded programs, how changes in one program affect another, basic funding streams, and how all this can be used to enhance program resources to benefit service outcomes.

Moderator: **Bruce Wagstaff**, *Director, Santa Clara County Social Services Agency*  
**Terri Concellos**, *Deputy Director of Administrative Services, Santa Barbara County Department of Social Services*  
**Kim Dysert**, *Assistant Chief Financial Officer, Stanislaus County Community Services Agency*  
**Robert Manchia**, *Deputy Director of Finance, San Mateo County Human Services Agency*

3:00 p.m. – 3:30 p.m.

Break (Refreshments Sponsored By: Accenture) . . . . . Park Plaza Foyer

3:30 p.m. – 5:00 p.m.

### **BREAKOUT SESSION TWO**

**Rolling Out the Resource Family Approval Process** . . . . . Plaza ABC  
Legislation took effect on January 1, 2008, authorizing the California Department of Social Services, in consultation with county child welfare departments, to develop and implement a unified, family-friendly, child-centered Resource Family Approval process (RFA). The RFA is intended to replace existing multiple processes for licensing foster family homes, assessing/approving relatives and non-related extended family members, and authorizing adoptive parents, as well as legal guardians. Five counties are piloting these efforts, with the goal of statewide rollout in 2017. This workshop will help others understand the development and implementation process, new requirements, various organizational structures in different county models, resources and funding required for the program, resolutions to barriers that have arisen during implementation of the program, and current data from the pilot counties' implementation.

Moderator: **Karen Gunderson**, *Chief, Child & Youth Permanency Branch, California Department of Social Services*  
**Linda Belch**, *Program Manager, San Luis Obispo Social Services Department*  
**Tina Garcia**, *Deputy Director, Social Services Division, Kings County Human Services Agency*  
**Amy Kruger**, *Division Chief, Adult & Children's Services, Santa Barbara County Department of Social Services*

# AGENDA

## WEDNESDAY, OCTOBER 8, 2014

---

3:30 p.m. – 5:00 p.m.

### **BREAKOUT SESSION TWO** (continued)

#### **Medi-Cal Enrollment for Jail and Prison Inmates – Multiple Paths to Success . . . . .** Park Plaza D

In the evolving world of Medi-Cal enrollment, county human services departments are working with county jails and state prisons to increase Medi-Cal enrollment for incarcerated individuals. Whether Medi-Cal enrollment is provided upon or during incarceration, or prior to release, there are several ways county human services agencies can facilitate the enrollment process. Learn about the different programs and resources available for Medi-Cal enrollment at varying stages of incarceration at both the jail and prison levels. This workshop will provide insight on efforts used by state prisons, county sheriffs, and county human services agencies for increasing Medi-Cal enrollment.

Moderator: **Cheryl Davis**, *Director, Placer County Health & Human Services Department*

**Brenda Doyle**, *Clinical Nursing Director, Los Angeles County Sheriff's Department*

**Sgt. Allan Lamonte**, *Los Angeles County Sheriff's Department*

**Timothy Siler**, *Employment Resource Specialist, San Luis Obispo County Department of Social Services*

**Robert Storms**, *Chief Clinical Program Administrator, California Department of Corrections and Rehabilitation*

#### **Advocacy and the Power of Storytelling – Hunger Through My Lens . . . . .** Park ABC

To advance efforts to end hunger, and increase awareness about the issue, we need to connect our audience to the issues in a meaningful way that helps them see things from another perspective. An essential tool in reframing the conversation about hunger is storytelling that appeals to deeply held values, and leads audiences through a day in someone else's shoes. This session will examine a project of Hunger Free Colorado, Hunger Through My Lens, an advocacy project based on the real experts – individuals who experience hunger – telling their stories through powerful use of the photovoice model.

Moderator: **Lee Collins**, *Director, San Luis Obispo County Social Services Department*

**Lauren Engle**, *Project Manager, Hunger Through My Lens, Hunger Free Colorado*

#### **Using Data to Improve Performance. . . . .** Garden ABC

This session will focus on innovative uses of data as tools for program improvement. Attendees will see several examples of how data are being used to help better understand caseload demographics, program access and performance, and will leave the session with a deeper understanding of how data can aid in strategic decision making.

Moderator: **Jerry Dunn**, *Director, Sonoma County Human Services Department*

**Akhtar Khan**, *Research Services Branch Chief, California Department of Social Services*

**Vicky Lovell**, *Research Services Branch Bureau Chief, California Department of Social Services*

**Linda Patterson**, *Chief, CalFresh Branch, California Department of Social Services*

#### **Comprehensive Approaches to Retooling and Delivering a**

##### **World Class Customer Service Experience – The Tale of Two Counties . . . . .** Tiffany Terrace

Health Care Reform's new opportunities and requirements inspired human service departments to new levels of customer service provision. Implementing a more aggressive customer service model is challenging; doing so while also implementing new programs, processes, and technologies and meeting the needs of an increased population is Herculean. In this session, Santa Cruz and Sacramento counties will share strategies for re-imagining customer service in this environment of rapidly expanding programs and customer base.

Moderator: **Kouji Nakata**, *Organizational Development Consultant*

**Eduardo Amenityro**, *Human Services Program Manager, Sacramento County Department of Human Assistance*

**Emily Balli**, *Employment & Benefit Services Director, Santa Cruz County Human Services Department*

**Kristin Gibbons**, *Human Services Program Manager, Sacramento County Department of Human Assistance*

**Ellen Timberlake**, *Deputy Director, Santa Cruz County Human Services Department*

5:00 p.m. – 6:30 p.m.

Reception . . . . . Tiffany Patio

# AGENDA

## THURSDAY, OCTOBER 9, 2014

---

8:00 a.m.	Sponsor Exhibits Open . . . . .	Park Plaza Foyer
8:00 a.m. – 8:30 a.m.	Breakfast . . . . .	Park Plaza Foyer
8:30 a.m. – 10:00 a.m.	<p><b>GENERAL SESSION</b> . . . . . Park Plaza Ballroom</p> <p><b>Using Brain Science to Create New Pathways Out of Poverty</b></p> <p>Recent press has made much of the stresses of living in poverty and the ways that this stress can impact the development of children and the decision-making of low-income adults. We read that such stress can be “toxic” and that it can compromise the very decision-making skills that low-income families most need to do well in school, obtain good jobs, and ultimately break the poverty cycle. But when we get past the hype and examine the research, can it provide us with insights for building stronger programs and policies to bridge the opportunity divide? Speaker Elisabeth (Beth) Babcock, President of the Crittenton Women’s Union (CWU), believes the answer is an enthusiastic “yes”! For the past six years, CWU has been creating breakthrough economic mobility outcomes with low-income families using lessons from brain science. In her presentation, Babcock will share practical ways that human service programs can apply this new research to create significant improvements in their own clients’ outcomes.</p> <p>Welcome: <b>Susan von Zabern</b>, <i>Director, Riverside County Department of Public Social Services &amp; CWDA President</i>  <b>Toby Douglas</b>, <i>Director, California Department of Health Care Services</i>  <b>Will Lightbourne</b>, <i>Director, California Department of Social Services</i>  Moderator: <b>Frank Mecca</b>, <i>Executive Director, CWDA</i>  <b>Elisabeth (Beth) Babcock</b>, <i>President &amp; CEO, Crittenton Women’s Union</i></p>	
10:00 a.m. – 10:15 a.m.	Break (Refreshments Sponsored By: Northwoods) . . . . .	Park Plaza Foyer
10:15 a.m. – 11:45 a.m.	<p><b>BREAKOUT SESSION THREE</b></p> <p><b>Working with Immigrant Families in Child Welfare Services</b> . . . . . Plaza ABC</p> <p>Children of immigrants comprise one quarter of all children in the United States, and 4.5 million children are U.S. citizens who have at least one undocumented parent. Child welfare services professionals and community stakeholders face unique challenges in providing services whenever these children enter our system. This session will discuss the difference between an immigrant, refugee, and asylee; court and consulate requirements; and best practice tips for how child welfare programs can work effectively with clients, consulates, and community services groups. The panel will highlight the importance of establishing Memorandums of Understanding, notification, reunification in other countries, repatriation, Special Immigrant Juvenile Status, obtaining full correct names, visitation, and collaborating with available resources.</p> <p>Moderator: <b>Gary Taylor</b>, <i>Director, Children &amp; Family Services, Orange County Social Services Agency</i>  <b>Raquel Amezcua</b>, <i>Family Mediator &amp; Consultant</i>  <b>Nahia Kayali</b>, <i>Founder &amp; Executive Director, Access California Services</i>  <b>Loreta Ruiz</b>, <i>Cónsul de Protección, Consulado de México en Santa Ana</i></p> <p><b>New Approaches and Opportunities to Address Homelessness, Engage Families</b> . . . . Park Plaza D</p> <p>For years, California and many other states have struggled to deal with homelessness across their communities. Much has been learned in recent years about family homelessness and how homeless service systems are changing to accommodate new approaches – approaches that bring renewed focus, hope, and fresh opportunities for collaboration. In this session, learn why rapid re-housing has grown as a recommended intervention for many homeless families, and how Temporary Assistance for Needy Families agencies in other states are partnering with homeless service providers to achieve better outcomes. Find out why progressive engagement – a “light touch” first model rather than intense services at the onset – is taking hold in many places. Finally, hear about Mercer County, New Jersey’s experience with rapid rehousing, from creation to implementation, and what the data show thus far.</p> <p>Moderator: <b>John Bauters</b>, <i>Policy Director, Homelessness, Housing California</i>  <b>Frank Cirillo</b>, <i>Director, Mercer County Board of Social Services, New Jersey</i>  <b>Katharine Gale</b>, <i>Focus Strategies</i>  <b>Christina Harcar</b>, <i>Administrative Supervisor of Social Services, Mercer County Board of Social Services, New Jersey</i>  <b>Sharon McDonald</b>, <i>Director for Families &amp; Youth, National Alliance to End Homelessness</i></p>	

# AGENDA

## THURSDAY, OCTOBER 9, 2014

10:15 a.m. – 11:45 a.m. **BREAKOUT SESSION THREE** (continued)

**Child and Elder Death Review Team Meetings: Purpose, Facilitation, Outcomes . . . . .** Park ABC  
Many jurisdictions in California conduct Child and Elder Death Review Team meetings. But often the focus is too case specific, taking either the form of a meeting for meeting's sake or an accusation of the agency directly involved. This session will focus on three aspects of what experts in Riverside County consider to be crucial elements of successful Child/Elder Death Review Team meetings: a clearly defined purpose, directed facilitation of the meeting itself, and ensuring that something is done with the information gleaned. In this way, not only are the meetings themselves more purposeful, but there is a greater likelihood that Child and Elder Death Reviews will contribute to an overall decrease in death due to abuse and/or neglect.

**Moderator: Ryan Uhlenkott**, Deputy Director, Riverside County Department of Public Social Services  
**Gerald W. Fineman**, Supervising Deputy District Attorney, Riverside County District Attorney's Office  
**Laurie Fineman**, Regional Manager, Child Protective Services, Riverside County Department of Public Social Services  
**Bobbie Garza**, Senior Investigator, Riverside County District Attorney's Office

**Understanding the Complex World of Financial Elder Abuse . . . . .** Garden ABC  
The fastest growing area of abuse among seniors is financial abuse. Financial abuse is hard to detect, difficult to prove, and often times is complicated by familial relationships. With the world of new and increasing scams, identity theft, and aggressive predators, the ability to protect and safeguard an aging community is growing more complex and cannot be accomplished alone. Learn how to work directly with financial institutions and focus your resources to achieve financial security for the senior population. Understand how aging impacts financial discernment, and why that often leads to greater vulnerability for seniors.

**Moderator: Barry Zimmerman**, Director, Ventura County Human Services Agency  
**Gavin Bradley**, Senior Vice President, Retail Sales, Ventura County Credit Union  
**Marcy Snider**, Social Worker, Ventura County Human Services Agency  
**Representative from Bank of America**, Fraud and Investigation Unit

**Behavioral Economics – From Customer Experience to Customer Action . . . . .** Palm East/West  
Why do our clients struggle to take advantage of available services? Research shows that economic pressures lead to a scarcity mindset and a preference for short-term solutions at the expense of better long-term decisions. We can learn from the private sector about how to improve the customer experience and support clients to find lasting solutions for self-sufficiency using insights from behavioral economics research. This panel will present lessons learned from U.S. Department of Health and Human Services and the Corporation for Enterprise Development supported projects that incorporate these concepts. Examples will include improving Temporary Assistance for Needy Families job search engagement in Illinois; child support order modifications in Texas; and timeliness of rent payments in the Cleveland Housing Network.

**Moderator: Stephan Betz**, Deputy Director, Solano County Health & Social Services  
**Pamela Chan**, Senior Program Manager, Applied Research, Corporation for Enterprise Development  
**Emily Schmitt**, Social Science Research Analyst, Office of Planning, Research & Evaluation, Administration for Children and Families, U.S. Department of Health & Human Services  
**Jacob Solomon**, Fellow, Code for America

11:45 a.m. – 12:00 p.m. Break/Sponsor Exhibits . . . . . Park Plaza Foyer  
12:00 p.m. – 12:45 p.m. Lunch . . . . . Tiffany Terrace & Patio  
12:45 p.m. – 1:15 p.m. Break (Refreshments Sponsored By: HP) . . . . . Park Plaza Foyer  
1:15 p.m. – 2:45 p.m. **BREAKOUT SESSION FOUR**

**Community Collaboration in Health Care Reform Enrollment . . . . .** Plaza ABC  
The Affordable Care Act has provided county human services departments with several opportunities to use various enrollment and outreach efforts with their local community partners to enhance the overall enrollment experience for individuals as well as increase enrollment statewide. Learn how to effectively reach out to community partners in order to enhance the Medi-Cal enrollment experience locally and build efficient partnerships. This workshop will demonstrate how county human services agencies have partnered and successfully collaborated with local entities such as clinics and assistors in order to maximize Medi-Cal enrollment and retention.

**Moderator: Cathy Senderling-McDonald**, Deputy Executive Director, CWDA  
**Hector Flores**, Medi-Cal Human Services Administrator, Los Angeles County Department of Public Social Services  
**Njeri McGee-Tyner**, Eligibility & Enrollment Director, Alameda Health Consortium  
**Randy Morris**, Assistant Agency Director, Adult, Aging, & Medi-Cal Services Department, Alameda County Social Services Agency  
**Donald Nollar**, Health Programs Trainer, Maternal & Child Health Access

# AGENDA

## THURSDAY, OCTOBER 9, 2014

1:15 p.m. – 2:45 p.m.

### **BREAKOUT SESSION FOUR** (continued)

#### **Client Communication: Enhancing Customer Service**

**through Effective Use of Technology** . . . . . Park Plaza D

Technology has allowed counties to seek innovative ways to better serve today's customers. We will discuss the use of video conferencing in San Diego, text messaging in San Francisco and mobile app technology in Los Angeles. Lassen County will lead a discussion on how technology is allowing them to move away from our traditional brick-and-mortar service delivery model to one that allows for greater customer access and flexibility. But does technology alone break down communication gaps and contribute to more effective outcomes? This session will raise critical questions around technology's role as a tool to improve customer service.

Moderator: **Eric Nielson**, *Social Services Director, Lassen County Community Social Services*

**Jose Perez**, *Assistant Director Bureau of Program & Policy, Los Angeles County Department of Public Social Services*

**Tiana Wertheim**, *Senior Analyst, Human Services Agency of San Francisco*

**Deanna Zotalis-Ferreira**, *Chief of Agency Operations, San Diego County Health & Human Services Agency*

**California's Child Welfare Core Practice Model** . . . . . Park ABC

California's child welfare community has a long and respected history of creating and implementing successful approaches to serving children and families. However, multiple emerging and established initiatives and practices have affected our ability to have a consistent statewide approach for child welfare practice. This workshop will describe efforts currently underway to develop a Child Welfare Core Practice Model for California that is intended as a framework to support child welfare practice and allow child welfare professionals to be more effective. The framework will give meaning to the work currently in practice and improve accountability and outcomes for children and families.

Moderator: **Stuart Oppenheim**, *Executive Director, Child & Family Policy Institute of California*

**Diana Boyer**, *Senior Policy Analyst, CWDA*

**Tina Garcia**, *Deputy Director, Social Services Division, Kings County Human Services Agency*

**Judy Webber**, *Deputy Director, Children & Family Services Department, Ventura County Human Services Agency*

**Working Together on the Road to Family Self-Sufficiency** . . . . . Garden ABC

Community services agencies, child support agencies, workforce investment departments, and non-profits – we're all working toward the same goal, on the same road. We are driving separately toward the same destination of lifting families out of poverty to reach self-sufficiency. But we get caught up in traffic jams because we are not always working together. This session looks at the Stanislaus County Non-Custodial Parent Employment Demonstration Grant Project, locally known as PASS, Pathways to Self-Sufficiency. This federal random assignment grant project aims to lower barriers that unemployed and underemployed parents face when paying child support, by establishing partnerships between local agencies. Hear how agencies are successfully working together as partners on grant opportunities and shared projects to help families in our communities.

Moderator: **Kathy Harwell**, *Director, Stanislaus County Community Services Agency*

**Baljit Atwal**, *Assistant Director, Stanislaus County Department of Child Support Services*

**Tamara Thomas**, *Director, Stanislaus County Department of Child Support Services*

**Sharon Wardale-Trejo**, *Director, Merced County Department of Child Support Services*

**Preparing California's Adult Protective Services Programs for Federal Initiatives** . . . . . Palm East/West

Is California ready for national elder justice initiatives that will impact the Adult Protective Services (APS) program statewide? The realignment of California's APS programs in 2011 has strengthened local control and supported some model county-based programs. However, new federal resources and mandates will require statewide changes to the program in order to support the federal goals for improved data quality and increased uniformity of services. This workshop will review anticipated initiatives, evaluate the current status of the APS system in California, and make recommendations for moving the program into a place of readiness.

Moderator: **Kelly Woodard**, *Director, Madera County Department of Social Services*

**Kris Brown**, *Deputy Director of Comprehensive Services for Older Adults, Napa County*

**Jill Nielsen**, *Adult Protective Services Program Director, Human Services Agency of San Francisco*

**Mary Twomey**, *Co-Director, Center for Excellence on Elder Abuse and Neglect, University of California, Irvine*

2:45 p.m. – 3:15 p.m.

Break (Refreshments Sponsored By: UNISYS) . . . . . Park Plaza Foyer



# AGENDA

THURSDAY, OCTOBER 9, 2014

3:15 p.m. – 4:30 p.m.

## BREAKOUT SESSION FIVE

**Data, Dashboards and Decision-Making – Making it Work for the Customer** . . . . . Plaza ABC  
How can technology improve the efficiency and quality of customer service? How do we know or measure the impact of a business process change or increased client base? In a data-driven management environment, these questions and more can be routinely asked and answered. This session will demonstrate the use of technology to improve customer service; a description and use of interactive dashboard reports; and data analysis for staffing and customer service decision making.

Moderator: **Trent Rhorer**, *Executive Director, Human Services Agency of San Francisco*  
**John Corniel**, *Program Manager, Yuba County Health & Human Services Department*  
**Sanja Kovacevic Bugay**, *Deputy Director, Fresno County Department of Social Services*  
**Deborah Martinez**, *Interim Deputy Director, Fresno County Department of Social Services*  
**Laura Scott**, *Program Manager, Shasta County Health & Human Services Department*

**Serving the AB 109 Population** . . . . . Park Plaza D  
It's been three years since AB 109 took effect, transferring responsibility for certain populations of low-level inmates from the state to the counties. Finding what works best to serve this population as they transition back into mainstream life hasn't been easy. Several county social service departments have forged strong partnerships with local law enforcement, and brought in other key departments too. Learn how Sacramento, Butte and San Mateo counties have created collaborative and cohesive relationships to serve the AB 109 population and what's worked well, including how planning and meetings have evolved. Attendees will also hear about the importance of service locations for those on probation and paroled and various approaches to providing services, as well as the array of services being offered – mental health and substance abuse services, peer-mentoring services, Moral Recognition Therapy programming, and family engagement support, among others.

Moderator: **Gladys Deloney**, *Deputy Director, Sacramento County Department of Human Assistance*  
**Kristi Chauvin Baker**, *Social Worker Supervisor, Service Connect - Criminal Justice Realignment Program, San Mateo County Human Services Agency*  
**Ethan Dye**, *Human Services Program Manager, Sacramento County Department of Human Assistance*  
**Cathi Grams**, *Director, Butte County Department of Employment & Social Services*

**Is the Third Time a Charm? Improved CFSR3 Measures and Opportunities for Innovation.** . . . Park ABC  
The federal government increasingly asks child welfare systems to be more responsive to the needs of their local populations and connect strategies to outcomes using continuous quality improvement (CQI). The third round of the Child and Family Services Review (CFSR3) promises to support states and counties in these efforts. This session will discuss the revised performance measures and the onsite review process, as well as state and county perspectives on the benefits and challenges presented by CFSR3. San Francisco County will describe examples of how the revised measures allow jurisdictions to link outcome improvements to specific policy and practice changes.

Moderator: **Sylvia Deporto**, *Deputy Director, Family & Children's Services, Human Services Agency of San Francisco*  
**Bridgette Lery**, *Senior Analyst, Human Services Agency of San Francisco*  
**Dave McDowell**, *Chief, Performance & Program Improvement, Children & Family Services Division, California Department of Social Services*  
**Barbara Needell**, *Principal Investigator/Research Specialist, California Child Welfare Performance Indicators Project, University of California, Berkeley*

**CalFresh Participation and Healthy Eating.** . . . . . Garden ABC  
Increasing CalFresh participation is an essential ingredient for reducing food insecurity in our state and creative outreach efforts are needed to reach CalFresh eligible clients. CalFresh participants and eligible clients also benefit from education about healthy eating and ways to stretch their food dollars. This session will present innovative and practical ways that county social service departments, county health departments, and community based organizations are working together to integrate nutrition education with CalFresh outreach. Presenters from Riverside and Orange counties will discuss their successful strategies and partnerships, and attendees will walk away with new ideas that can be implemented back home.

Moderator: **Elliott Robinson**, *Director, Monterey County Department of Social & Employment Services*  
**Maridet Castro Ibanez**, *Administrative Manager, Nutrition Services/WIC Program, County of Orange Health Care Agency*  
**Estera Heiberger**, *Program Manager, CalFresh & General Relief Programs, Orange County Social Services Agency*  
**Caryn Rizell**, *CalFresh Outreach Manager, California Department of Social Services*  
**Gayle Shockey-Hoxter**, *Program Chief, Riverside County Department of Public Health*

# AGENDA

## THURSDAY, OCTOBER 9, 2014

---

3:15 p.m. – 4:30 p.m. **BREAKOUT SESSION FIVE** (continued)

**Succession Development and Mentoring** . . . . . Palm East/West  
Succession planning and mentoring is more important than ever to employers. Identifying, selecting, developing, and retraining talent to fill our positions requires an innovative management strategy designed specifically for our workforce. A succession plan can help us identify key individuals from within our organization who can be trained, developed, refocused, and monitored to elevate their roles. Learn how Riverside County is utilizing mentoring as a way to identify, recruit, and develop individuals to fill these positions.

Moderator: **Anna Martinez**, Assistant Director, Self-Sufficiency Division, Riverside County Department of Public Social Services

**Angela Noel**, Regional Manager, Self-Sufficiency Division, Riverside County Department of Public Social Services

**Bill Traynor**, Supervising Employment Services Counselor, Riverside County Department of Public Social Services

## FRIDAY, OCTOBER 10, 2014

---

7:30 a.m. – 8:30 a.m. Breakfast . . . . . Tiffany Terrace & Patio

8:30 a.m. – 10:00 a.m. **BREAKOUT SESSION SIX**

**Making the Case for Social Support Programs** . . . . . Palm East/West  
Public attitudes about government, public programs and poverty all create hurdles to recognizing the crucial role public support programs play in the lives of individuals and the quality of community life. This interactive workshop will unpack some of these dominant cultural stereotypes and offer insights and recommendations for creating better public understanding and support.

Moderator: **Charlene Reid**, Director, Tehama County Department of Social Services

**Patrick Bresette**, Executive Director, Public Works

**The Shift from Customer Satisfaction to Customer Experience**

– **What does it Mean for Human Services?** . . . . . Park Plaza D

In the last 10 years, there has been a dramatic shift in the field of customer service from focusing on customer satisfaction to designing, delivering and measuring the Customer Experience. For example, the Mayo Clinic fulfills its vision to provide an unparalleled patient experience that fosters hope, well-being and healthy lives by focusing on the totality of a patient's experience, from first phone call to the last appointment. What is the Human Services customer experience that you want your customers to have? How do you want them to experience each step of your service delivery process? What impact do you want to have on their lives? The workshop will introduce some of the basic concepts, new tools and methodologies of designing and delivering the customer experience in a highly interactive format.

Moderator: **Bruce Wagstaff**, Director, Santa Clara County Social Services Agency

**Kouji Nakata**, Organizational Development Consultant

10:00 a.m. – 10:30 a.m. Break/Sponsor Exhibits . . . . . Park Plaza Foyer

10:30 a.m. – 12:00 p.m. **CLOSING KEYNOTE** . . . . . Park Plaza Ballroom

**Girls Like Us: The Commercial Sexual Exploitation and Trafficking of Girls in the United States**

This session will address the inter-related issues of commercial sexual exploitation of children (CSEC) and domestic trafficking in the United States. It will explain the risk factors that make girls and young women vulnerable to exploitation and trafficking as well as common pathways into the sex industry. Founded in 1998, GEMS is nationally recognized and is now the largest service provider to commercially sexually exploited and domestically trafficked youth in the U.S. Rachel Lloyd will discuss its unique model of holistic care, including comprehensive case management, trauma-informed systems of care and survivor leadership. Lloyd will use her memoir, *Girls Like Us*, as the framework for the session detailing her own experiences as a Survivor Leader.

Moderator: **Barry Zimmerman**, Director, Ventura County Human Services Agency

**Rachel Lloyd**, Founder & Chief Executive Officer, Girls Educational & Mentoring Services (GEMS)



## SPEAKER BIOGRAPHIES

### **Va Lecia Adams Kellum**

has been Executive Director of St. Joseph Center in Venice since 2008. She also serves as the chair of the Westside Shelter and Hunger Coalition, and for the last two years she has participated on the Los Angeles Homeless Services Authority Coordinating Council as the SPA 5 representative. In the last six years St. Joseph Center has been a leader in using Housing First/ Permanent Supportive Housing to help the most vulnerable homeless individuals in its community obtain and maintain stable housing. Before joining St. Joseph Center, she spent six years as director of transitional living for United Friends of the Children, where she helped create and oversee Pathways, an innovative 18-month transitional housing program for former foster youth. Adams Kellum was raised in Southern California, and completed her Ph.D. at Stanford University.

**Eduardo Ameneiro** is a Human Services Program Manager with the Sacramento County Department of Human Assistance (DHA). Over the last 15 years with the department, Ameneiro has served in various capacities including, determining eligibility, supervising, and training. He has directly managed or been involved with many of the department's projects in relation to improving customer service. These projects have included serving on a leadership committee for developing DHA's Service Center, standardization and implementation of the lobby kiosks at the benefit issuing bureaus as well as implementing the same day intake procedure for the largest CalWORKs intake bureau within DHA. Through this experience he has been able to develop processes that have been effective in providing quality customer service to the residents of Sacramento County.

**Raquel Amezcua** is a former Orange County Social Services Agency, Children & Family Services Administrative Manager, and bilingual Spanish-speaking social worker, teacher, and dependency mediator. She is dedicated to increasing awareness and community partnerships on behalf of children and families of

color, specifically those who are facing dependency through the county welfare system, foster care, social services, and juvenile court. Amezcua developed strong ties for the county social services agency with the Consulate of Mexico, and with community partners through the Eliminating Racial Disparity and Disproportionality Workgroup. She promoted Father Engagement and Cultural Brokers programs, and developed resources regarding foster children/ transitional aged youth, incarcerated parents, and Veterans and military-involved families. She created essential training tools for how to work with immigrants, refugees, fathers, and other cultures through collaboration with the social services agency, court, families and community partners.

**Baljit Atwal** is Assistant Director with the Stanislaus County Department of Child Support Services and has been with the department for 17 years. She is engaged extensively with the Child Support program locally, statewide, and at the federal levels. Locally, she is involved with daily leadership and administrative duties of the department, and has overseen system conversions and business process redesign. She works closely with the California State Department of Child Support Services and is a board member of the Child Support Directors Association. She is also a member of the association's program, policy, and regulations committee. Since 2012, Atwal has overseen the National Child Support Parent Employment Grant project, known locally as Pathways to Self-Sufficiency (PASS). The PASS grant has facilitated Stanislaus to further expand its reach to partners and to develop collaborative partnerships in order to take a more proactive and holistic approach to supporting families in the community.

**Emily Balli** is the Division Director of the Santa Cruz County Employment and Benefit Services Division. She began her career with the county almost 25 years ago as an eligibility worker and has worked in benefit and employment programs. Santa Cruz County is

undergoing an effort to focus on the customer experience through retooling staff interaction processes, facilities, and the use of technology.

**John Bauters** joined Housing California in January 2014 as Policy Director of Homelessness, and is primarily responsible for the implementation of Housing California's homelessness policy objectives. Prior to joining Housing California, he spent the last six years working in legal aid defending tenants in eviction trials. His practice focused both on defending disabled tenants entitled to protections under the Fair Housing Act as well as public housing residents accused of violating HUD's "one strike" policy for drug and criminal-related activity. Prior to practicing law, Bauters served as judicial clerk to the Superior Court of the United States Virgin Islands and worked as a disaster relief operations manager for the American Red Cross. Bauters received his bachelor's degree in government and psychology from the University of Notre Dame, and his J.D. from Boston College Law School.

**Linda Belch** currently serves as a Program Manager for the San Luis Obispo County Social Services Department. In her role, she provides leadership overseeing the areas of Licensing, Adoptions, Placement, and the Independent Living Program as well as serving as the San Luis Obispo County Quality Parenting coordinator and Foster Youth Education liaison. Belch also strives to bring innovation to Child Welfare Service programs in San Luis Obispo County while maintaining a high level of accountability and program integrity.

**Stephan Betz, Ph.D.**, has a 32 year career focused on applying behavioral sciences to social services with appointments in Europe, Australia, and the U.S. In Australia, he directed a public-private partnership for a recovery, employment and housing based therapeutic community; in Contra Costa County the Welcome Home Baby program for first time mothers; and in Solano County the Women's Reentry Achievement

## SPEAKER BIOGRAPHIES

Program focused on trauma-informed recovery and employment. He wrote two books on child development and disabilities assessments, and currently directs Solano County's Aging and Adult Services.

**Diana Boyer** is a Senior Policy Analyst for the County Welfare Directors Association of California. She joined CWDA in 2005, and specializes in the program areas of In-Home Supportive Services, Adult Protective Services, Child Welfare, and Foster Care. Prior to joining CWDA, she served as a program planner/specialist for Sacramento County Department of Health and Human Services, and as legislative analyst and director of governmental relations for Santa Clara County Social Services Agency. Boyer earned her bachelor's degree from the University of California, Davis, and a master's degree in public administration from the University of Southern California.

**Gavin Bradley** is the Senior Vice President of Retail Services at the Ventura County Credit Union, and is responsible for managing all member service touch points whether in person or via phone. He has worked in the financial services industry for 27 years, primarily in retail sales and service management positions. Bradley has held management and vice president positions in banks (Washington Mutual), savings and loans (Great Western Savings/Bank), and three different credit unions throughout Los Angeles and Ventura counties.

**Patrick Bresette** has 22 years of leadership experience in non-profit management, policy advocacy, strategic communications and social change. As Executive Director of Public Works, he leads a team dedicated to rebuilding support for the role of government in American society. Over his career he has developed a broad knowledge of social policies and programs and helped both public sector managers and program advocates articulate the importance of public programs and services to the quality of community life. He is a sought after speaker and facilitator, able to impart new tools and concepts effectively in a motivating and engaging manner.

**Kris K. Brown** is Deputy Director for Aging and Disability Programs for Napa County's Health and Human Services Agency. She has been in the field of gerontology for more than 25 years. She first came to Adult Protective Services in 1998, when she participated in regional work groups leading up to the passage of Senate Bill 2199, the 1999 California legislation that led to the expansion of Adult Protective Services as a 24-hour/day program. She holds a master's degree in social work.

**Michelle Callejas** is Deputy Director of Child Protective Services for the Sacramento County Health and Human Services. She has a bachelor's degree in criminal justice, master's degree in counseling, and earned her license as a marriage and family therapist after graduate school. She began her career in the domestic violence field providing services for victims of intimate partner abuse, sexual assault, and for children living in violent homes. She started working for Sacramento County in 1996 when she became a social worker for Child Protective Services. Since beginning her career with the county, Callejas has worked in Child Welfare, Mental Health and the District Attorney's Victim-Witness program where she worked with family members of homicide victims and victims of hate crimes. As Deputy Director, she has focused on continuous quality improvement and better utilization of data to inform practice and systemic changes that lead to improved outcomes for children and families involved in child welfare.

**Maridet Castro Ibanez**, is a Registered Dietician and an Administrative Manager of Nutrition Services/WIC Program for the County of Orange Health Care Agency. Since 2002, she has managed the implementation of various nutrition education and food programs in her county that serve the low-income population. One of them being the California Department of Social Services funded Nutrition Education and Obesity Prevention Program. Responsible for the overall implementation of the

program in Orange County, Castro Ibanez works together with the local social services agency by providing nutrition education to CalFresh recipients and referring families who receive nutrition education in the community to CalFresh. This active collaboration has resulted in Calfresh recipients making healthier choices when using their Calfresh benefits at the markets and the meals that are served to families.

**Pamela Chan** is a Senior Research Manager at the Corporation for Enterprise Development, a national non-profit based in Washington, D.C., that seeks to expand economic opportunity in the U.S. In her work, she draws lessons from marketing research, consumer insights and behavioral economics to create, manage and enhance financial capability and asset-building programs. Chan holds a juris doctorate from Northwestern University, a master's degree in public administration from Harvard University and a bachelor's degree in business administration from The University of Texas at Austin. She has worked for the Nielsen Company, New America Foundation, Sargent Shriver National Center on Poverty Law, Legal Assistance Foundation of Metropolitan Chicago and International Justice Mission.

**Kristin Chauvin Baker** is the Program Supervisor at Service Connect, San Mateo County's Criminal Justice Realignment program. She has worked with San Mateo County's AB 109 program since its inception in 2011, and is instrumental in the program planning and coordination with multiple county departments and service providers. In 2012, Chauvin Baker was recognized as San Mateo County Women in County Government's Rookie of the Year for her work with Service Connect. She received her master's degree in social work from San Jose State University and received her bachelor's degree in psychology and art from UC Berkeley.

## SPEAKER BIOGRAPHIES

**Frank Cirillo** the Director of the Mercer County Board of Social Services (MCBOSS). He has more than 40 years experience in administering a variety of social service programs. Under his direction, MCBOSS has continued and expanded upon its tradition of developing strong and effective governmental and community partnerships in implementing program reforms, and advocating for new and creative efforts in addressing the challenges confronting poor and working poor individuals and families. MCBOSS has received numerous commendations and awards for program excellence in recognition of its efforts. In August 2012, Cirillo was honored at the White House as a Champion of Change in the fight against child and youth homelessness. He also serves as a member of the Mercer County Alliance to End Homelessness, the New Jersey Child Support Council, and the New Jersey Hunger Coalition. He is the past president of the County Welfare Directors of New Jersey. He also served 12 years as a councilman for the City of Trenton.

**Leland W. Collins** is the Director of the San Luis Obispo County Department of Social Services, where he has been employed since 2000. Prior to this appointment, he served as the director of the San Benito County Health and Human Services Department from September 1983 through December 1998, and was the county administrative officer for San Benito County from January 1999 through July 2000. He graduated from the University of California, Santa Cruz, with a bachelor's degree in sociology and began his career in social services with Santa Cruz County in 1976. Collins has served on the State's County Medical Services Program Governing Board, the CWDA Executive Committee, Workforce Investment Board and First 5. He has delivered keynote addresses on poverty at events sponsored by organizations including the University of California at Davis, the California State University at Stanislaus and the Children's Hospital of California.

**Terrie Concellos** is the Deputy Director of Administration for the Santa Barbara County Social Services Department. She has a master's degree in business administration, a bachelor's of science degree in accounting, and has more than 20 years in social service financing. In her current role, Concellos has oversight of finance, information technology systems, facility and disaster response administration, staff development, human resources, and compliance. She has taught social service financing at both UC Davis and for the Leaders in Action program, and has worked on a number of state and county workgroups to support new program initiatives and the development of allocations. She is a member of the CWDA's Fiscal Committee and Financial Analysis and Data Systems Sub-committee. Prior to her experience with the department, Concellos was an auditor for many governmental agencies while working at a public accounting firm.

**John Corniel** has worked for Yuba County since December 2006. Starting as an eligibility technician, he worked as a senior eligibility technician, eligibility supervisor, and most recently a C-IV regional project manager. He holds a bachelor's of science degree in business administration degree.

**Cheryl Davis** is the Human Services Director for Placer County Health and Human Services. She has held the positions of director of Community Services at the Sacramento Housing and Redevelopment Agency, director of the Sacramento County Department of Human Assistance, and director of Employment and Training for the Commonwealth of Pennsylvania Department of Public Welfare. Davis holds a bachelor's of science in sociology from St. Joseph's University in Philadelphia and a master's of science in human development from the University of California, Davis.

**Gladys Deloney** is Human Services Deputy Director for Sacramento County Department of Human Assistance. She started with Sacramento County in 1983 as a typist clerk in the Public Works

Department. She moved to the Department of Human Assistance in 1985, holding a variety of positions including eligibility worker, human services specialist, supervisor, program and division manager. Deloney has been served on the first AB 109 re-entry team and worked to ensure that staff were co-located at our Rio Correctional Correction Center and Probation Department. Sacramento County has been a leader in collaborating with law enforcement to ensure AB 109 released individuals have Medi-Cal and CalFresh benefits upon release.

**Sylvia Deporto** is currently the Deputy Director of Family and Children's Services Division of the Human Services Agency of San Francisco. Prior to this position, she was the assistant director for the Children's Services Division in Riverside County. She was employed with Riverside County Children's Services Division for 21 years serving in the capacity of social worker, supervisor, trainer, manager and director. Deporto received her bachelor's degree in psychology from the University of California, Riverside, and a master's degree in counseling from California State University, San Bernardino. She has more than 27 years of experience in the field of social work including child protective services; services to elderly, blind and disabled adults; and services to developmentally delayed children.

**Toby Douglas** on January 7, 2011, Governor Brown appointed Toby Douglas as Director of the California Department of Health Care Services (DHCS). Home to the state's Medicaid program, called Medi-Cal, DHCS administers programs to support the vital health care needs of nearly 11 million Californians. DHCS employs 3,683 staff members and manages expenditures of more than \$70 billion in public funds. Before being named director, Douglas was chief deputy director since 2009, and held leadership positions in the department since 2005. From 2001 to 2005, Douglas was a senior manager of activities related to health access, policy, and planning at the San Mateo County Health Department. Before that, he was a research associate at the Urban Institute, a non-partisan, social



## SPEAKER BIOGRAPHIES

policy research organization in Washington, D.C., and an AmeriCorps VISTA volunteer. Douglas graduated from UC Berkeley, with a bachelor's degree in economics. He also earned master's degrees in public health and public policy from Cal.

**Brenda Doyle** is a Clinical Nursing Director with the Los Angeles County Sheriff's Department, where she has worked for 20 years. Doyle has 24 years of nursing experience. She graduated with an associate degree in nursing from Weber State University in 1990, and went on to complete a bachelor's degree of nursing in 2000 and a master's degree in health care management in 2011. Doyle has worked in a variety of settings including, ICU, open heart step down units, emergency rooms, corrections, and substance abuse treatment facilities. Most recently, she has worked on development of Medi-Cal application assistance programs for the Los Angeles County jail.

**Jerry Dunn** began serving as the Director of the Sonoma County Human Services Department in December 2011. He began his career in Orange County, where he worked for a city matching low-income youth with government-subsidized jobs. When he experienced the power a job could have in turning a young person's life around, he was hooked into public service and has continued working in government for more 35 years. He joined Sonoma County in 1997 to oversee the implementation of federal welfare reform, and subsequently assumed responsibility for the Workforce Investment Board and SonomaWORKS. Both programs received national and state recognition under his leadership. He was promoted to assistant director and has directed budget development, human resources, contracts and purchasing, information technology, staff development, fair hearings, and fraud investigations. Dunn holds a bachelor's degree in developmental psychology from the University of California, Santa Barbara, and is a graduate of the University of California, Davis, and Executive Development Program.

**Ethan Dye** has been with the Sacramento County Department of Human Assistance (DHA) for nearly a decade. He began at DHA as a human services specialist in CalWORKs. He was promoted to eligibility supervisor where he worked in various capacities, first in staff development, then at the County Medically Indigent Services Program (CMISP) bureau, and finally as performance measures supervisor. Dye was later promoted to program specialist in the CMISP, Low-Income Health, and Affordable Care Act programs. He was then assigned as the acting human services program planner, where he was part of the Affordable Care Act program implementation in Sacramento County. Within the last year, Dye was promoted to human services program manager and is currently responsible for the Medical Assistance Program and CalFresh staff located at the Pat Wright Building, Primary Care and Davis II. Dye is a veteran of the United States Army and is currently working on his bachelor's degree in public administration.

**Kim Dysert** is Financial Services Manager, Assistant Chief Financial Officer at the Stanislaus County Community Services Agency. She has an associate's degree in business administration/ accounting and more than 27 years of financial accounting experience. During her 17 years at Stanislaus County, she has worked in contracts, was a lead in the implementation of outcome based contracts, and has managed the public assistance budgets.

**Lauren Engle** is the Project Manager for Hunger Through My Lens with Hunger Free Colorado. After spending time working for an anti-hunger organization in Washington, D.C., Engle obtained a master's degree in social work. She has been with Hunger Free Colorado since 2011, and during this time she has worked to research, develop, and create Hunger Through My Lens, a storytelling advocacy project. Since the beginning of 2013, Engle has been managing the project and working with the 15 project participants.

**Gerald Fineman** serves as Supervising Deputy District Attorney at the Riverside County District Attorney's Office. A prosecutor since 1988, Fineman has spent most of his career handling family violence cases. He serves as co-chairperson of the California District Attorney's Association (CDA) domestic violence committee. He also serves on the sexual assault, human trafficking, and legislative committees for CDA. Fineman chairs the Child Death Review and Domestic Violence and Elder Death Review Teams in Riverside County. He has testified before the legislature on family violence. His knowledge and experience has lead Fineman to teach to prosecutors and law enforcement in California and at various states across the nation. In 2012 CDA recognized him as the Instructor of the Year.

**Laurie Fineman** is a Regional Manager at Riverside County Children's Services. She has worked for the department since 1989. Her assignment history includes emergency response social worker, child forensic interviewer, supervisor, and manager. Her current assignment is manager of the child abuse hotline and project lead for the Human Trafficking Project. Fineman has participated in the multi disciplinary team since 1997. She has attended the Riverside County Child Death Review Team since 2005.

**Hector Flores** is currently a Human Services Administrator of the Medi-Cal Program Section for the Los Angeles County Department of Public Social Services. He began his career with Los Angeles County as a Medi-Cal eligibility worker. Flores has had extensive and varied management experience with responsibility for several major programs within Medi-Cal. He also leads the coordination and implementation of the Affordable Care Act in Los Angeles County.

**Kris Freed** is Associate Vice President of Programs at LA Family Housing. In that role, she is responsible for the management and oversight of all temporary housing and services for families

## SPEAKER BIOGRAPHIES

and children. Freed has been a social service provider for more than 16 years working primarily in homeless services and substance abuse. Over the past few years, she has actively participated in the development, implementation and roll out of the coordinated entry system for families in Los Angeles. She is currently directing the coordinated entry system for families in the San Fernando and Santa Clarita valleys and is providing emergency housing to families for the system in the Boyle Heights, Downtown LA, and Hollywood areas. Freed holds a bachelor's degree in sociology and recently completed her master's degree in public administration at California State University, Northridge.

**Katharine Gale** is a consultant from the San Francisco Bay Area with more than 20 years of experience in the fields of homelessness, special needs housing, and community development. She is co-founder and Principal Associate of Focus Strategies, a Sacramento-based firm dedicated to helping communities use local data to shape programs and develop systems to end homelessness. With Focus Strategies, Gale has facilitated needs assessments and system design plans, conducted program evaluations, and developed analytic tools including the Performance Improvement Calculator. She also provides training and technical assistance nationally on implementing coordinated assessment, improving crisis response programs, and expanding effective rapid re-housing. During 2013, Gale served as a policy director for the United States Interagency Council on Homelessness, where her portfolio focused on ending homelessness among families. Prior to consulting, she worked for the Alameda County Housing and Community Development Department overseeing a variety of homeless and housing programs.

**Tina Garcia** has 17 years of experience in child welfare services, and is currently Deputy Director of Social Services with the Kings County Human Services Agency. She also works as an associate clinical social worker. She possesses a master's

of arts degree in social work, graduating with distinction from the California State University, Fresno. She serves on numerous CWDA and Kings County committees, in addition to the California Children's Justice Act Taskforce. Garcia is a sexual abuse forensic interviewer, has taught for Chapman University and the California Central Regional Training Academy, and she subcontracts as a child welfare expert consultant on state and federal civil lawsuits.

**Bobbie Garza** earned a bachelor's degree in public administration from San Diego State University before becoming a police officer in 1994. She worked at the Oceanside Police Department for more than nine years in patrol and the detective unit. In 2003, she transferred to the Riverside County District Attorney's Office as a senior investigator. She earned a master's degree in criminology, law and society at the University of California, Irvine in 2005. She has specialized in Elder and Dependent Adult abuse cases for the past 8 years. She is a member of Riverside County's CARE Team and the D.V./Elder Death Review Team. She frequently teaches at the Ben Clark Training Center and Academy, and visits local law enforcement agencies to provide training and guidance on difficult cases.

**Kristin Gibbons** is a Human Services Program Manager for the Sacramento County Department of Human Assistance. She oversees a large bureau serving a diverse population and manages the Cash Assistance Program for Immigrants (known as CAPI) for 28 counties throughout California. She has worked for the department for the past nine years and served as a member of the leadership team for the implementation of the Affordable Care Act in Sacramento County. Gibbons has a background in business and education, has owned her own businesses, and traveled the world providing English training to adult learners. She has a great interest in improving the customer service experience for customers and staff alike. Her customer service experience stems from work with a Radisson Hotel management team.

**Eric Glentzer** is the Program Manager for In-Home Supportive Services (IHSS) with the Sonoma County Human Services Department, which has 40 employees who support 5,300 clients and 4,500 providers. Glentzer has worked for the county's Adult and Aging division since 2006, starting out as a social worker in IHSS and Adult Protective Services. He has a bachelor's of science in nursing from Point Loma Nazarene University.

**Brenda Goldstein**, is the Psychosocial Services Director at LifeLong Medical Care, a community health center serving Berkeley, Oakland and west Contra Costa County. Goldstein is a vocal advocate for increased access to care for the underserved and has fostered numerous partnerships between public and community agencies to create medical, mental health and social services systems of care for those experiencing homelessness, mental illness and lack of access to health services. Goldstein has developed LifeLong's Supportive Housing Program into a nationally recognized model of care serving dually diagnosed homeless adults and is recognized as a leader in developing policies and programs to promote integrated primary care and behavioral health services. She received her master's degree in public health from UC Berkeley in 1984.

**Cathi Grams** is the Director and Public Guardian/Public Administrator for the Butte County Department of Employment and Social Services. She earned a bachelor's degree from Chico State University in social welfare and a master's degree in public administration. She has spent the past 35 years of her career in the field of social services serving the children and families of Butte County.

**Karen Gunderson** is Chief of the Child and Youth Permanency Branch for the California Department of Social Services. Gunderson has worked in the field of child welfare for more than 30 years, including direct service with probation youth and county child welfare services and state adoptions. Her current responsibilities focus on policy related to children in

## SPEAKER BIOGRAPHIES

foster care – placement, reunification, adoption, kinship care and services that support their well-being and successful transition to adulthood. Gunderson has also worked on implementation of many system change efforts, including: the 1996 Adoptions Initiative; the California Child and Family Services Review; the Fostering Connections-After 18 (AB 12) program extending foster care over 18; the Continuum of Care Reform and California Partnership for Permanence project, a grant from the federal Children’s Bureau.

**Christina S. Harcar** is Administrative Supervisor of Social Services with the Mercer County Board of Social Services, New Jersey. Harcar has been employed at Mercer County Board of Social Services since 1975. She began her career as an income eligibility worker for the Supplemental Nutrition Assistance program and soon was promoted to a social worker in the Adult Protective Service program. For most of her career she worked in the Adult Protective Service Unit as a social worker and then supervisor. In 2006, Harcar was appointed assistant administrative supervisor of social services. In 2010, she instrumental in creating an in-house program at the Board to assist Temporary Assistance for Needy Families clients with housing that follows the Rapid Rehousing model, Family Housing Initiative. The goal of the program is to assist clients with housing stability while wrapping around services that allows the client to resolve barriers that may be holding them back from securing and maintaining self-sufficiency.

**Kathryn Harwell** is the Director of Stanislaus County’s Community Services Agency. The Community Services Agency offers a wide range of programs and services to the community, including Child Protective Services, Adult Protective Services, In-Home Supportive Services and safety net programs that assist in meeting the basic needs of individuals and families related to food, shelter, and health care. The Community Services Agency also provides job training opportunities to help adults and families become self-sufficient. Harwell is a native Californian

and a graduate of Saint Mary’s University. She has spent the majority of her career, more than 30 years, in the field of social services. Throughout her career, she has worked on projects focused on improving the well-being of children, adults, and families. Harwell also serves on numerous boards throughout the community and is an active member of the CWDA.

**Linda Haugan** is Assistant Executive Officer for San Bernardino County Department of Human Services. Her responsibilities include overseeing Transitional Assistance, Children and Family Services, Department of Aging, Child Support, Preschool Services, Public Health, Behavioral Health and Veteran’s Affairs. Haugan has more than 30 year of experiences in social services, and began her career as an eligibility worker for San Bernardino County Department of Social Services. Since then, she’s held various positions within the agency, including supervisor, district manager, program specialist, and deputy director. She became the interim director for the Department of Aging and Adult Services in 2001. She then was promoted to director of the Transitional Assistance Department in October 2001. She received a bachelor’s degree in community development from Penn State University, and a master’s degree in business administration from Cal Poly Pomona. She is currently the co-chair of CWDA’s Fiscal Committee.

**Carol Hedges** serves as the Executive Director of the Colorado Fiscal Institute and has been an important part of the research, policy and advocacy community in Colorado for nearly 20 years. Born and raised in Kansas, Hedges and her family moved to Colorado in 1996, from Washington, D.C., to be a part of the Governor Roy Romer’s administration. A passionate immigrant to Colorado, Hedges is a recognized expert on Colorado’s TABOR amendment and related constitutional provisions as well as an advocate for an adequate, sustainable and equitable revenue system that supports widespread prosperity in the state.

**Estera E. Heiberger** has worked for the Orange County Social Services Agency for more than 22 years. She began as an eligibility technician before moving on to supervisor, and then a manager for the past eight years. Currently, as the CalFresh Program Manager, Heiberger works with community partners on a variety of efforts that champion stability and self-reliance for the residents of Orange County.

**Sherri Z. Heller** is the Director of Health and Human Services for the County of Sacramento where she manages public health, indigent care, adult protective services, child protective services, in-home health services, WIC, and behavioral health services. She received her bachelor’s degree in psychology from Franklin and Marshall College and her doctorate in measurement and program evaluation from Harvard University Graduate School of Education. She has been a public official for more than two decades at the county, state, and federal levels, where she has managed programs including mental health, drug and alcohol, child welfare, aging and adult protective services, nursing home, juvenile detention, public health, child care, child support, job training, and indigent healthcare programs. As deputy secretary for Income Maintenance, she managed the roll-out of welfare reform for the Commonwealth of Pennsylvania. As commissioner of the Federal Office of Child Support Enforcement, she led development of a national strategic plan and was recognized for leadership in IT advances. In the private sector, Heller consulted with state and city human services agencies nationwide on customer service and business process reengineering.

**Chris Hoene** joined the California Budget Project (CBP) as executive director in 2012. Prior to joining the CBP, he was director of the Center for Research & Innovation at the National League of Cities in Washington, D.C., leading efforts to analyze trends in local and state government and promote constructive policy



## SPEAKER BIOGRAPHIES

action on issues including public finance, economic development, governance, housing, sustainability, and infrastructure. Hoene previously worked for the Center on Budget and Policy Priorities and the Public Policy Institute of California. In 2010, he was inducted as a fellow of the National Academy of Public Administration for his service and expertise in the areas of public policy and government. Chris holds a Ph.D. in political science from Claremont Graduate University and a bachelor's degree in political science from the College of Idaho.

**Barrett Johnson** is the Program Director of Family and Children's Services for the Human Services Agency of San Francisco. Previously, he was the director of In-Service Training at California Social Work Education Center at the UC Berkeley's School of Social Welfare, where he provided leadership for CalSWEC's coordination of statewide training efforts in child welfare, including development and implementation of common core training, and strategic planning for a statewide training evaluation system.

**Diane Kaljian** is Director of the Sonoma County Human Services Department Adult and Aging Division. The division includes In-Home Supportive Services, Adult Protective Services, Multipurpose Senior Services Program, Linkages, Veterans Services, Public Authority, and Public Administrator, Guardian, Conservator and the Area Agency on Aging. Kaljian has a bachelor's degree in social work with a gerontology minor from California State University, Fresno, and a master's degree in social work with an aging services emphasis from San Diego State University. She is a licensed clinical social worker.

In 1998, **Nahla Kayali** founded Access California Services (AccessCal), a culturally and linguistically competent family resource center dedicated to enhancing the quality of life for underserved Arab and Muslim American communities. Under Kayali's leadership as Executive Director, AccessCal has

expanded its budget from \$2,000 to \$1.5 million annually, serving 8,700 clients and providing 18,000 services annually. AccessCal's programs include: health access and mental health services, emergency financial assistance, client advocacy, educational classes including ESL, employment services, and citizenship/immigration assistance. She serves on local, national, and international boards and has been recognized for her work by federal, state, and county entities. She is President of the Orange County Refugee Forum and holds the State Refugee Forum Seat for the State Advisory Council. Most recently, she was recognized by the White House where she was named a "Champion of Change" for her commitment to improving the lives of individuals who are underserved.

**Akhtar Khan** holds a Ph.D. in agricultural economics from the University of Nebraska and has more than 20 years of experience in socio-economic research. As Chief of the Research Services Branch in the California Department of Social Services, he directs analysts in social welfare research, data collection, federal reporting and performance evaluation of social welfare programs and advises administrators and external stakeholders on complex statistical protocols related to research, federal program performance indices and federal sanction methodologies. Before joining CDSS, Khan was a research section chief in the California Department of Health Services, where he led research and audits to detect and deter fraud, abuse and waste in health care programs. Khan's state employment includes research on wage mobility, farm labor needs assessment and development of labor demand-supply indicators at the Employment Development Department and the design and development of statistical projects for the California Department of Education.

**Sanja Kovacevic Bugay** is a Deputy Director for the Fresno County Department of Social Services, overseeing Medi-Cal and CalFresh programs. She has worked for the department for more than 13 years, initially in administration and as a chief

over the finance division. Two and a half years ago she became a deputy director over Medi-cal and CalFresh programs and has led Fresno's service delivery redesign for these program areas. Fresno implemented task based management along with new technology for lobby modernization, appointment management, and the call center. Kovacevic Bugay was also responsible for leading the planning and the implementation of the Affordable Care Act in Fresno County. Through these significant process and program changes, Fresno County has made significant strides in reporting that has led to improved data informed management.

**Amy Krueger** is the Adult and Children's Services Operations Manager for the Santa Barbara County Department of Social Services. She is the Project Manager for the Resource Family Approval Program. She has had a variety of positions in the agency where she has served for the past 15 years including social services supervisor and program manager for the Foster Care licensing, Relative Approval, and Adoption and Permanency Programs. She has a bachelor's degree in psychology, and a master's degree in clinical/counseling psychology from Cal Poly San Luis Obispo.

**Sergeant Allan Lamonte** has been with the Los Angeles County Sheriff's Department for 27 years. As a deputy, he worked the custody and patrol assignments prior to being selected for the Success Through Awareness and Resistance Unit (STAR). During this three-year assignment, he instructed 4th through 6th grade students on life skills and gateway drugs. After promoting to sergeant in 1999, Sgt. Lamonte worked custody, patrol, and court services. Returning to STAR Unit in 2007, he supervised the entire operation. When Sgt. Lamonte transferred to the Community Transition Unit (CTU) in July 2014, he saw it as a logical transition: At STAR Unit, he strove to help children lead their lives in a way which would help them avoid the criminal justice system. As the programs sergeant with CTU, he supervises programs which assist inmates in transitioning back into the community and helps them avoid the revolving door of recidivism.



## SPEAKER BIOGRAPHIES

**Bridgette Lery** is a Senior Analyst at the San Francisco Human Services Agency. She uses administrative data for research, evaluation, and performance measurement in child welfare. Lery worked as a researcher at Chapin Hall at the University of Chicago, received a master's degree in social work from Columbia University and a Ph.D. in social welfare from UC Berkeley, where she worked on the California Child Welfare Performance Indicators Project.

**Will Lightbourne** has been Director of the California Department of Social Services since 2011. Having served as the director of three county social services agencies as well as being a member of numerous commissions, councils, boards and nonprofits, over the past four decades, he has been deeply involved in a wide range of social welfare issues in California.

**Vicky Lovell** is Chief of the California Department of Social Services' Performance Monitoring and Research Bureau. She leads CDSS's geographic analysis of CalFresh program access, development of accurate program participation methodologies and identification of underserved populations and localities. Prior to joining CDSS, Lovell served as a senior policy analyst for the California Budget Project and study director for the Institute for Women's Policy Research in Washington, D.C. Her research has focused on public policies that increase the economic well-being of low-income individuals by reducing barriers to employment in high-quality jobs and by providing income support.

**Robert Manchia** is currently the Deputy Director of Finance for the San Mateo County Human Services Agency. He started his career with the agency in November 1996 as the production manager for the Vocational Rehabilitation Services Division. In this capacity he expanded the existing business model to assist clients in securing employment. Manchia was selected as the budget and revenue enhancement manager in January 2004, and in August 2012 he assumed the role of deputy director of

finance. Learning from both program and business arenas, he has developed methods of braiding and leveraging funds to maximize revenue for the Agency. He has many years of experience leading collaborative efforts with the Board of Supervisors, other government agencies and staff organizations. He is a member of the CWDA's Fiscal Committee and is the Chair of the Financial Analysis and Data Systems (FAADS) Sub-committee. He is also one of the faculty for CSAC Institute facilitating the Realignment 301: "Where the Funds Flow", a course designed to help counties understand the realignment overview, structure, growth and forecasting.

**Anna Martinez** is the Assistant Director of the Self-Sufficiency Division for the Riverside County Department of Public Social Services. She has been employed by the department for more than 28 years. Starting as office assistant, Martinez has worked her way through the ranks and held positions in program eligibility, appeals, operations management, human resources, and executive management. In 1998, she was promoted to regional manager and served in that capacity for 10 years. She transitioned to human resources, and was later appointed to serve as executive director of the In-Home Supportive Services Public Authority. In July 2011, Martinez was appointed assistant director of the Self-Sufficiency Division. She holds a bachelor's degree in business management, and is also a graduate of the University of Riverside, A. Gary Anderson School of Management, Executive Management and Advanced Management Programs.

**Deborah Martinez** is a Principal Staff Analyst for the Fresno County Department of Social Services, where she has worked for the past 17 years. Deborah has worked with virtually every county administered program including; non-assistance CalFresh program, Medi-Cal, General Relief, Foster Care and CalWORKs/Welfare-to-Work. Her experience in managing a cross section of staff from eligibility and child welfare, along with the experience of working with

program managers in all departments of social services areas has provided Martinez invaluable insight as to the departments' business processes, which along with an understanding of staffs' capacity to grow and adapt, allowed her to be an integral member of the department's service center design and implementation. Martinez led the staff development division in preparing staff through change management, training on new business processes and on the use of the technological tools necessary in an age of limited resources and ever-growing demand for social services.

**Chris Mathias** is the Director of the Title IV-E Stipend Program at the California Social Work Education Center, a consortium of 21 schools of social work, county welfare directors, mental health directors, National Association of Social Workers and the California Department of Social Services. She currently oversees the development and evaluation of the program to provide specialized social work education preparing students for careers in public child welfare. In her role as director, she provides leadership to the consortium on the workforce development needs of California's public child welfare system. Prior to coming to CalSWEC she worked with children in out-of-home care starting in 1986, first providing direct care, case management, family engagement, case planning and wraparound services. In the 1990s, she worked extensively in the area of staff and program development and training and education for workers in the child welfare system.

**Sharon McDonald** is the Director for Families and Youth at the National Alliance to End Homelessness where her primary focus is on policy and program strategies to prevent and end family and youth homelessness. Before joining the Alliance in 2001, McDonald was a direct practitioner in a Richmond, Virginia community-based service center for people experiencing homelessness. She has experience providing and supervising the delivery of social work services to families in a

## SPEAKER BIOGRAPHIES

service-enriched subsidized housing development for low income families. McDonald was the 1999 National Association of Social Workers/Council on Social Work Education Congressional Fellow and served in Senator Paul D. Wellstone's office where she focused on welfare and housing issues. She holds a master's degree in social work and a Ph.D. in social work and social policy from Virginia Commonwealth University.

**Dave McDowell** is the Chief of Performance and Program Improvement for the Children and Family Services Division at the California Department of Social Services. McDowell is responsible for the oversight and monitoring of county child welfare and probation department performance on child welfare outcomes. Additionally, his bureau now works with counties to enhance local continuous quality improvement and quality assurance processes. Finally, his staff is responsible for the development of the five-yr Title IV-B Child and Family Services Plan for the federal government. McDowell earned his Ph.D. in psychology at the University of California, Riverside with a minor in quantitative methods. Prior to joining CDSS, McDowell was on the faculty at the University of Rochester in clinical and social psychology.

**Njeri McGee-Tyner** is the Eligibility and Enrollment Director at the Alameda Health Consortium, a private, non-profit regional association of eight community health centers, operating 24 primary care delivery sites throughout Alameda County. She provides leadership, technical assistance, and training opportunities to enrollment services staff at Consortium member health centers. She also manages projects supported by funders to develop best practices and strategies for increasing enrollment into publicly funded health insurance and retention of benefits. McGee-Tyner is extremely dedicated and passionate about her work with a desire to implement projects that provide access to healthcare services for underserved communities. She is a recent graduate from the Clinic Leadership Institute Emerging Leaders program, a signature project of Blue Shield of California

Foundation administered by Center for the Health Professions at the University of California, San Francisco. She received a bachelor's degree in health sciences from California State University, East Bay.

**Frank Mecca** is Executive Director of the County Welfare Directors Association of California. He has served in that role for more than 20 years, during which he has helped establish CWDA as a leading advocacy and policy organization in the field of public human services. Prior to joining CWDA, Mecca served as a fiscal and policy analyst for the California Legislative Analyst's Office, where he had oversight responsibility for most child welfare programs, including Child Welfare Services, Foster Care and Adoptions. He holds a master's degree in public affairs with a concentration in social welfare policy from the Lyndon B. Johnson School of Public Affairs at the University of Texas, Austin. He earned his undergraduate degree in government and economics from Franklin and Marshall College in Lancaster, Pennsylvania.

**Randy Morris** is Assistant Agency Director of the Adult, Aging and Medi-Cal Services Department for the Alameda County Social Services Agency. He has worked for the agency since 1994, where he started as a child welfare worker in the Child Welfare Department. Morris held various positions in Child Welfare until 2011 when he promoted to his current position. He worked closely with the public Health Care Services Agency and local community based organizations as the county prepared to implement Health Care Reform. He worked with these public and private partners to co-facilitate multiple community information sessions, presentations to the Board of Supervisor's health and social services committees, and facilitated a monthly forum with public and private partners in preparation for and during implementation of the eligibility and enrollment aspects of Health Care Reform.

**Kouji Nakata** is an organizational development consultant with extensive experience in change management, leadership development, and managing

the customer experience. He received his doctorate from the Andersen School of Management at the University of California, Los Angeles, and has worked with private and public sector clients for over 30 years. He continues to work extensively with CWDA and the county health care reform implementation teams on culture change and customer service, and is working on projects with Sacramento County Department of Human Assistance, Sonoma County Human Services Department, Santa Clara County Social Services Agency and WCDS.

**Barbara Needell** is a Research Specialist at the Center for Social Services Research at UC Berkeley. As Principal Investigator of the California Child Welfare Indicators Project – funded by the California Department of Social Services and the Stuart Foundation – she has worked extensively with statewide and county specific administrative data. Needell and her team at Berkeley collaborate with state and county colleagues to produce and publicly disseminate the data used to support the California Child Welfare Outcomes and Accountability System. She is a member of California's Child Welfare Council, and co-chairs the Data Linkage and Information Sharing Committee. The Center for Social Services Research has joined with Casey Family Programs to provide technical assistance nationally with the Casey-Berkeley Data Advocacy Project. Needell graduated Phi Beta Kappa from Mills College, and received her master's degree in social work and Ph.D. with distinction from the School of Social Welfare at Berkeley.

**Jill Nielsen** is the Program Director for the Human Services Agency of San Francisco's Adult Protective Services Program (APS), located within the Department of Aging and Adult Services. She has spent the past nine years working for APS and initially started out as a frontline social worker in Alameda County. She is on the steering committee for the California Elder Justice Coalition, and is passionate about protecting elders and adults with disabilities from abuse, exploitation, and neglect.

## SPEAKER BIOGRAPHIES

**Eric Nielson** is the Director of Social Services for Lassen County. After completing a bachelor's degree in human biology and a brief career with biotech start-ups, he returned to his hometown of Susanville with aspirations of taking a year off to write a novel. He took a part-time job as receptionist at the local One-Stop, which quickly led to an integrated caseworker position. Two years later, he became the department's information systems technician and took responsibility for coordinating the county's migration from ISAWS to C-IV. He was appointed Director in July 2012.

**Angela Noel** is a Regional Manager with the Self-Sufficiency Division for the Riverside County Department of Public Social Services. Noel is a native of California and has lived in Hemet for the last 23 years. Prior to her current position, she worked 10 years as a training officer. Her focus has been the development of new and existing staff. In an effort to retain qualified staff and improve the potential for succession planning, Noel led her team in the development and execution of a mentor program.

**Donald Nollar** works as a Health Programs Trainer at Maternal and Child Health Access (MCHA). MCHA trains certified enrollment counselors and community health care workers on eligibility for health care programs such as Medi-Cal, Covered California, and other state and county health programs. The trainings also focus on program retention and advocacy skills. Nollar has worked as an advocate for improved access to health care in Los Angeles for the last 25 years.

**Sara Obstarczyk** is a Behavioral Health Clinician with the Sonoma County Department of Health Services. She works as a mental health liaison to the In-Home Supportive Services program and with several community partners serving older adults. Her focus is on providing field-based mental health services in an effort to prevent depression among older adults. She has a master's degree in counseling psychology, a certificate in geriatric mental health, and is a licensed marriage and family therapist.

**Stuart Oppenheim** is the Executive Director of the Child and Family Policy Institute of California (CFPIC). After 32 years in public human services, including 15 years as the child welfare director in San Mateo County, Oppenheim retired in 2004 to found CFPIC, where he currently oversees research, training, education, and technical assistance activities that are helping to improve the delivery of human services programs throughout California.

**Linda Patterson** is Chief of the CalFresh Branch with the California Department of Social Services (CDSS). She has worked with state social service departments for more than 25 years. Her focus over the years has been improving the lives of children in this state by improving the performance of critical safety net programs. In her previous positions, she managed legislation for all California health and human services agency departments. Prior to that, she managed state and federal legislation for the Child Support Program and had responsibility for various policy areas, including implementation of a very successful state program, the Paternity Opportunity Program. In the past, she has managed the corrective action function in CDSS to improve performance in the welfare and food stamp programs. Previously, she was a program manager in Placer County where she managed all eligibility programs and two offices. She began her career as an eligibility worker in Riverside County. She received her bachelor's degree from the University of California, Irvine.

**Anne Percival** has been serving older adults and individuals with disabilities in various capacities with the Sonoma County Human Services Department since 1999. She worked in the field as a social worker for eight years investigating allegations of abuse for Adult Protective Services. She currently serves as a supervisor in the In-Home Supportive Services Program. Her primary focus has been in developing clinical interventions for clients with mental health issues to assist them in overcoming barriers to receiving services. She has a master's degree in counseling psychology and is a California-licensed marriage family therapist.

**Jose R. Perez** is the Assistant Director of Los Angeles County Department of Public Social Services' Bureau of Program and Policy. His responsibilities include oversight of the CalWORKs, CalFresh, Medi-Cal, In-Home Supportive Services and General Relief programs. His 24-year career in public service started as an eligibility worker and has included management assignments over quality control, research and contracting. Prior to his current assignment, he served for seven years as the department's chief financial officer. Perez received his master's degree in public policy from Claremont Graduate University and his bachelor's degree in psychology from Stanford University. He uses his middle initial to narrow a Google search from 100,000 Angelinos to a more manageable 20,000.

**Sandhya Rao Hermon** is the Director of Research & Evaluation at California Social Work Education Center (CalSWEC). Her research interests relate to child welfare workforce development, organizational change, and the evaluation of learning. Rao Hermon works closely with CalSWEC's university, county and Regional Training Academy partners to evaluate the effectiveness of the Title IV-E stipend program and California's core training for newly hired social workers. Her current project includes testing an ecological model of workforce effectiveness, which examines the interrelatedness between social worker and agency characteristics and their impact on case outcomes. She is also involved in creating the evaluation strategy for California's revised Common Core 3.0 curriculum.

**Sharon Rapport** is the Associate Director for California Policy at Corporation for Supportive Housing (CSH). Rapport advances a California policy agenda across multiple issues affecting people experiencing homelessness. She has worked to facilitate state interagency collaboration on homelessness, to channel Medi-Cal resources toward more effective services for people experiencing homelessness, and to fund the creation of



## SPEAKER BIOGRAPHIES

apartments for people living in extreme poverty. Ms. Rapport was instrumental in passing CSH-sponsored legislation to create a Medicaid benefit for supportive services through health homes, and a ballot initiative to repurpose existing bonds to fund the creation of thousands of apartments affordable to low-income and homeless veterans, recently passed as Proposition 41. Prior to joining CSH, Rapport worked as a Congressional Fellow for U.S. Senator Jack Reed (D-RI), focusing on housing and judiciary issues, and as a Hearing Office Director for the Office of Hearings and Appeals.

**Charlene Reid** is Director of the Tehama County Department of Social Services. She graduated with a master's degree in social work from California State University, Fresno. For more than 28 years, she has committed herself to serving children and families as a social worker. She has held numerous roles as supervisor, manager, trainer and agency director. Critical to her success in public social services is her ability to provide direction in collaborative, team driven, and partnership processes. She is respected as a leader in change management and innovation both locally and statewide. Reid has dedicated her career to improving systems, services, and programs for the most vulnerable and disenfranchised populations. She is the CWDA Past President.

**Trent Rhorer** has served as Executive Director of the Human Services Agency of San Francisco since 2000, when he was appointed by former Mayor Willie Brown. Prior to this appointment, Rhorer served as the executive director's chief of staff and was the chief policy analyst for the department, where he has worked since 1996. For four years, Rhorer served as former Mayor Gavin Newsom's point person on homelessness as well as chair of the Mayor's Interagency Homeless Cabinet. Prior to joining the Human Services Agency, Rhorer led community and program planning for San Francisco's non-profit Community Action Agency and also worked as a consultant to public housing agencies. He has a bachelor's degree in political

science from University of California, Los Angeles, and a master's degree in public policy from the Kennedy School of Government at Harvard University.

**Caryn Rizell** is the CalFresh Outreach Manager for the California Department of Social Services (CDSS). She manages the CalFresh Outreach program, overseeing eight contractors and more than 100 subcontractors performing outreach and application assistance for CalFresh. Prior to joining CDSS, Rizell worked for the California Department of Public Health Women, Infants, and Children (WIC) program, training grocery stores about the program. She has worked with community health clinics serving the low income and uninsured. She has also managed the creation and implementation of a housing and recovery program for homeless women and children. Rizell holds a master's degree from George Washington University, and a bachelor's degree from the University of Oregon.

**Elliott Robinson** is the Director of the Monterey County Department of Social Services, an organization committed to building community well-being, the success of families, a safe and supportive home for every child, and the independence and dignity of frail seniors and individuals living with disability. Robinson believes these outcomes are best achieved through collaborative partnerships between the department and those we serve, community organizations, local businesses, and public partners at the local, state and national level. Robinson received his bachelor's degree from Stanford University in 1986, and his master's degree in social work from UC Berkeley in 1988. He has worked in public human services since 1988 and began serving as the Director of Monterey County in 2001. Currently, he is co-chair of the CWDA CalFresh Committee.

**Loreta Ruiz** is the Consul for Protection and Legal Affairs for the Consulate of Mexico in Santa Ana. Through the Memorandum of Understanding, Consul Ruiz worked to strengthen the relationship between the Consulate of Mexico and

Children and Family Services. This collaboration increased the number of successful reunifications of children with their parents in Mexico. Consul Ruiz helped develop the protocol for visitation at the San Ysidro Port of Entry between children and their deported parents. She involved Consular staff in TDM meetings, and trained Children and Family Services and the courts regarding Consular services to families of Mexican origin, from emergency response to international adoptions. She contributed to the Toolkit for Working with Immigrant Families, and is a certified Cultural Broker. She began her career at the Ministry of Foreign Affairs. As a member of the Foreign Service, she has held Consular responsibilities in Media/Public Relations, Protocol, Documentation, and Legal Affairs.

**Emily Schmitt** is a Social Science Research Analyst in the Office of Planning, Research and Evaluation (OPRE), Administration for Children and Families with the U.S. Department of Health and Human Services. She manages a portfolio of research related to human services and the well-being of low-income families. She leads OPRE's work on the application of behavioral economics to human services, as well as projects related to Temporary Assistance for Needy Families, employment and training, and homeless and disconnected families. Previously Schmitt worked for the U.S. House of Representatives and the National Alliance to End Homelessness. She is a graduate of Harvard College and Harvard Kennedy School.

**Laura Scott** is Program Manager with the Shasta County Health and Human Services Agency. She has worked for health and human services for 24 years – 21 years in eligibility and three years as an analyst at Children & Family Services. Prior to becoming a, she was a senior analyst for Medi-Cal, CalFresh and CalWORKs. She has served on several committees including, the Northern Region CWDA Committee, Northern Trainers Exchange, and chair of the Shasta County Business Processing and Re-Engineering. She has also co-chaired training workgroups for the implementation of the Affordable Care Act.

## SPEAKER BIOGRAPHIES

**Cathy Senderling-McDonald** is the Deputy Executive Director for the County Welfare Directors Association of California. In that role, she works with the Association's executive director and the social service directors in all 58 of California's counties to promote legislative, budget and policy changes that improve human services programs and the delivery of those services. Senderling-McDonald joined CWDA in August 2000 as the Association's legislative advocate and later became senior legislative advocate until her promotion to deputy executive director in July 2010. Prior to joining CWDA, she served as the California Senate Budget Committee consultant for social services programs and a fiscal and policy analyst for the California Legislative Analyst's Office. She has a bachelor's degree in journalism from the University of Missouri at Columbia, and a master's degree from the Heinz School of Public Policy and Management in Pittsburgh, PA.

**Gayle Shockey-Hoxter** is the Program Chief for Riverside County Department of Public Health, Nutrition and Health Promotion Branch. She and her staff of 225 serve more than 100,000 residents each month to enhance the health and well-being of residents throughout Riverside County through programs that have increased Healthy Eating Active Living (HEAL) and focus on Farm-to-Fork and Healthy Retail. Hoxter created the first Riverside County Food Security Advisory Board, which later became the County Nutrition Action Plan (CNAP) in 2005. For the past eight years, CNAP has focused on increasing fruit and vegetable intake among Riverside County residents. Hoxter has served as a board member of the National WIC Association. She is past president, treasurer, legislative and state task force member of the California WIC Association, and also a member of the Network for Healthy California State Committee. In 1982, Hoxter founded Heart Keeper, a consulting company providing food media, marketing and nutrition education.

**Timothy Siler** is an Employment Resource Specialist with the San Luis Obispo Department of Social Services.

Born and raised in San Luis Obispo County, he has worked for the department for the last four years. He's gained valuable experience working in the call center during the roll out of the Affordable Care Act and has been most recently focused on enrolling inmates into Medi-Cal. He has a bachelor's degree in English.

**Marcy Snider** is the Program Coordinator for the Adult Protective Services Program with the Ventura County Human Services Agency. She has worked for the county for 30 years and has worked in Adult Services for 28 of those years, first as a social worker then as a supervising social worker before moving onto administration. Among Snider's responsibilities are: community outreach, educating the public and partners regarding the abuse and neglect of elders and dependent adults, and how to report abuse and neglect.

**Jacob Solomon** is a Fellow with Code For America and a policy analyst located in Oakland where he works on bridging a cultural chasm and building a new kind of public good: the data infrastructure for our country based on a growing patchwork of open source tools to collect, process, and disseminate government data. Most recently, he studied the quality of care for mentally ill veterans, the forthcoming Medicaid expansion, and medical marijuana policy in California at RAND Corporation. Previously, he worked as a Forward Deployed Engineer at Palantir Technologies. Solomon studied economics at Occidental College.

**Robert Storms** is the Chief Clinical Program Administrator for the Division of Adult Parole Operations of the California Department of Corrections and Rehabilitation (CDCR). In his current position, Storms provides leadership and oversight of the statewide inmate pre-release benefits application program, parole mental health services and parole case records, which include approximately 250 state staff and \$30 million in contract programs. From 2006 through 2008, Storms developed the pre-release benefit application program with the United States

Social Security Administration, California Department of Health Care Services and United States Department of Veterans Affairs. Since beginning his CDCR career in 1992, Storms has held multiple positions related to continuity of medical and mental health care for releasing inmates, parole mental health treatment, correctional case records, inmate self-help programs and employee wellness.

**Gary Taylor** is Division Director of Children and Family Services with the Orange County Social Services Agency, has been employed with the county since 1985. His work experience and leadership have spanned the entire spectrum of work responsibilities in Child Welfare Services. He sets the strategic direction for the division, ensuring the safety of children, quality customer service, and continuous system improvement. Taylor says that one of the most rewarding aspects of his job is collaborating with the faith Community, the Consulate of Mexico, the Arab and Muslim Community, NAACP, Veterans Administration, Child Welfare League of America, CWDA, and other counties throughout the state to develop strategies for system-wide improvement. He holds a master's degree in human services counseling from Murray State University in Kentucky, and a bachelor's degree in health care administration from Western Kentucky University.

**Tamara Thomas** is the Director for Stanislaus County Department of Child Support Services. She has been in child support for more than 25 years. She received her bachelor's degree from the University of San Francisco's School of Management in Organizational Behavior. She has been the director since 2010 and prior to this was the assistant director for 14 years. During her early years in child support she held supervisory, and management positions in the establishment, enforcement legal, and enforcement units. She has extensive experience with child support automation systems managing Stanislaus County through four automation case management

## SPEAKER BIOGRAPHIES

system changes over the past 20 years. Thomas is a certified facilitator for Vital Smarts, teaching Crucial Conversations and is a Certified Master Facilitator for Achieve Global. She currently teaches Effective Communication and Managing Employee Performance for Stanislaus County's Supervisory College.

**Ellen Timberlake** is the Deputy Director for the Santa Cruz County Human Services Department. The department administers public social service and employment and training programs. She has been with department for 20 years. Previous positions with the department include director of Early Intervention and Prevention Services and senior analyst for Adult, Family and Children's Services. Prior to her social services career, Timberlake spent 10 years in higher education holding administrative and counseling-related positions at the University of California, Santa Cruz, and Vassar College in New York. Timberlake earned a master's degree in counseling, and a bachelor's degree in economics from the University of Virginia.

**William Traynor** is Supervising Employment Services Counselor with the Riverside County Department of Public Social Services. He has been with Riverside County since June 2008, starting as an employment services counselor, before becoming a case manager and class facilitator. Traynor developed the department's Succession Development program in 2012, which has been introduced into four Riverside County offices. In 2013, he became a supervising employment services counselor and now has a staff of 11 case managers and facilitators. His staff training knowledge comes from his vast past work experience includes director of operations and franchising positions with El Pollo Loco, Winchell's and Yum Yum Donuts, Freshens, and the director of international training and development with Allied Domecq, the parent company of Baskin Robbins, Dunkin' Donuts, and Togo's Eateries. He has a bachelor's degree in business management.

**Remy Trupin** is the founding Executive Director of the Washington State Budget & Policy Center. His experience includes serving as the government affairs director for the Jewish Federation of Greater Seattle, and also as legislative consultant to United Way of King County. In addition, he has a diverse array of public policy experience, including working for the U.S. Conference of Mayors in Washington, D.C., and researching programs and strategies to improve health outcomes for children at the Urban Health Initiative. Trupin currently serves on Governor Inslee's Carbon Emissions Reductions Task Force. He has been named to several budget advisory groups by previous gubernatorial administrations, is active in the community, and is an American Marshall Memorial Fellow of the German Marshall Fund. His undergraduate and graduate degrees are from the University of Washington; a bachelor's degree in political science and a master's in public administration from the Evans School of Public Affairs.

**Mary Twomey** is the Co-Director of the Center of Excellence on Elder Abuse and Neglect at the University of California, Irvine, with the Division of Geriatric Medicine and Gerontology. UC Irvine's Center of Excellence also serves as the National Center on Elder Abuse, which Twomey co-directs. Before coming to UC Irvine, she was director from 200-2007 of the San Francisco Consortium for Elder Abuse Prevention, a program of the Institute on Aging. She spent 11 years with the national office of AARP in Washington, D.C. where she coordinated the National Guardianship Monitoring Program. Twomey has her master's degree in social work with a concentration in gerontology and mental health from Catholic University in Washington, D.C.

**Ryan Uhlenkott** is Deputy Director with the Riverside County Department of Public Social Services. He received his bachelor's degree in developmental psychology and his master's degree in Gerontology from San Francisco

State. Before joining Riverside County, Uhlenkott worked with autistic children at the University of Judaism in Los Angeles, and with homebound clients as a medical social worker for the Desert AIDS Project. He has been with the county for 10 years; in Children's Services as a social worker and supervisor, and then as the assistant regional manager and regional manager. He also administered Riverside County adoptions before transferring to Adult Services where he worked for three years, as a manager for Adult Protective Services, In-Home Supportive Services and Medi-Cal.

**Susan von Zabern** is Director of the Riverside County Department of Public Social Services. She has served in various capacities in the County Executive Office including legislative and intergovernmental affairs, interim director of the Edward-Dean Museum, budget and policy analyst for the library, registrar of voters and health and social service departments. Von Zabern has a bachelor's degree in political science and administrative studies from the University of California, Riverside. She is the CWDA President.

**Bruce Wagstaff** is the Director of the Santa Clara County Social Services Agency, a role he was appointed to July 2012. Previously, he served as chief deputy county executive for Sacramento County, overseeing 10 county departments, including Health and Human Services, and Human Assistance. From 2005-2009, he was the director of Sacramento County Department of Human Assistance. Prior to working with Sacramento County, Wagstaff spent 31 years with the California Department of Social Services, including a combined 10 years as deputy director for the Children and Family Services Division and deputy director of the Welfare-to-Work Division. He served as the administration's lead representative in the development and implementation of California's CalWORKs welfare reform initiative. Wagstaff holds a master's degree in public administration from California State University, Sacramento, and a bachelor's degree



## SPEAKER BIOGRAPHIES

in political science/public service from University of California, Davis. He is a co-chair of the CWDA Fiscal Committee and a CWDA Past President.

**Sharon Wardale-Trejo** is the Director for the Merced County Department of Child Support Services. Having 16 years' experience in child support, work in both Merced and Stanislaus counties, she has learned the value of shared services and the benefits to customers drawn from effective partnerships. Wardale-Trejo has provided training at the Child Support Directors Association's (CSDA) annual training conference on Critical Thinking in Decision Making and been a presenter at the CSDA Leadership Institute for the last three years on the topic of business analysis/process improvement. She is currently on the CSDA Board of Directors and is the chair of both the emerging issues workgroup and the 2015 policy symposium planning committee, partnering with CWDA to co-sponsor this event. Wardale-Trejo has a bachelor's degree in political science and obtained her master's degree in public administration, with distinction, both California State University, Stanislaus.

**Judy Webber** is Deputy Director with the Ventura County Human Services Agency and is a licensed clinical social worker. She has overseen the Children & Family Service programs since 2004. Webber's career spans almost 30 years in both the public and private sector of social services and health care. She is a former manager with the Transitional Services department, and Business & Employment Services department and was previously the deputy director for Adult Services. She describes her work in child welfare as both the ultimate challenge, and her greatest achievement.

**Tiana Wertheim** is a Senior Analyst with the San Francisco Human Services Agency, currently working on CalFresh outreach and on the development of a Supplemental Nutrition Assistance Program (SNAP) education website: EatFresh.org. In 2007-2000, she led a

city-wide effort to create benefitsSF.org, an online application portal for CalFresh and Medi-Cal. The website was a prototype for MyBenefitsCalWIN, now used by the CalWIN Consortium. Wertheim has been involved in several community initiatives as the former co-chair of the City's Family Economic Success Committee, and as the director of the Career Advancement Center at the Goodwill Industries in San Francisco. She directed program evaluation for the Corporation for Supportive Housing and as a private consultant. In the late 1990s, she developed one of the City's first welfare-to-work programs at the San Francisco Human Services Agency. She has a bachelor's degree from Brown University, a master's degree in public policy from UC Berkeley, and is a Coro Foundation Fellow.

**Kelly Woodard** is Director, Madera County Department of Social Services. She was born and raised in the California Central San Joaquin Valley. She received a bachelor's degree in criminology and a master's degree in social work. Her professional experiences include public guardian/public administrator/conservator for Madera County; social worker in Child Welfare; administrative analyst working with emerging refugee populations; administrator over Child Welfare; and various roles in CalWORKs, Cal Learn, and Adult Protective Services programs. She also teaches at California State University, Fresno in the health and social work department.

**Barry L. Zimmerman** is Director of the Ventura County Human Services Agency, which employs approximately 1,400 people and provides a wide range of social services to more than 180,000 residents. Zimmerman has held numerous leadership positions with the county for the past 18 years, including in the County Executive Office, Human Resources Division and Human Services Agency. He also has experience working with the federal government as well as the private sector in areas of defense and the hazardous waste industries. He

is an active member of CWDA and has led various CWDA committees, including current chair of the IT Committee and Vice President at Large.

**Deanna Zotalis-Ferreira** has been employed with the San Diego County Health and Human Services Agency for 25 years. She promoted from a line staff worker and gained management experience overseeing 220 staff at the largest Family Resource Center in San Diego. She was the strategy manager for San Diego's North County, working to increase access to services for residents living in rural areas. She led the collaborative effort to launch Video Interviewing, a nationally recognized program utilizing technology to improve efficiency while increasing access to services. She was project manager for the County's Nutrition Security Plan increasing children and seniors on CalFresh and infused nutrition education into CalFresh outreach. She was the CalFresh program manager overseeing policy and program and community outreach. She is currently the Chief of Agency Operations for San Diego's North County Regions and supports the County of San Diego's Live Well San Diego initiative to help all county residents become healthy, safe, and thriving.



## SPONSOR BIOGRAPHIES



**Northwoods**  
**[www.teamnorthwoods.com](http://www.teamnorthwoods.com)**  
**Exhibitor Booth #11 & 12**

Northwoods' only focus is helping state and county human services agencies increase client service levels and productivity while cutting costs — allowing them to do more with less. We know the processes, and the pains, of human services agencies intimately. That's why we specialize in providing social services software solutions and technology for state and county public assistance, child and adult protective services, and child support agencies.

Northwoods' software solutions are designed around caseworkers and social workers, not simply data collection. Our Compass® products for desktop productivity, mobile productivity, and appointment management, automate the flow of client and case information based on how caseworkers throughout the agency need to use it. By streamlining tasks and dramatically reducing paperwork, our solutions save our customers an average of two hours per day, per worker. By providing all the right tools in the office and the field, Northwoods' solutions eliminate duplicative work and reduce stress. Time-consuming tasks are automated, helping caseworkers and social workers have more time to accomplish their mission: protecting families.

Our solutions are improving the work lives of caseworkers at more than 100 human services agencies across the country.



**Accenture**  
**[www.accenture.com](http://www.accenture.com)**  
**Exhibitor Booth #9 & 10**

Accenture is a global management consulting, technology services and outsourcing company, with more than 293,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. Our health and human services professionals combine proven solutions, innovative technologies and delivery excellence to help agencies put families first.

Visit [www.accenture.com/humanservices](http://www.accenture.com/humanservices)

## SPONSOR BIOGRAPHIES

The UNISYS logo is written in a bold, red, sans-serif font.

### UNISYS

[www.unisys.com](http://www.unisys.com)

Exhibitor Booth #7 & 8

Unisys is a global information technology company that solves complex IT challenges through the implementation of innovative products and services. We work with more than 1,500 government clients worldwide to secure and keep mission-critical operations running at peak performance. Our Health and Human Services practice streamlines and transforms agency infrastructure through the implementation of enterprise applications. Our solutions are focused on ensuring agency staff and clients have tools at their disposal to deliver or access services efficiently and effectively. We do this by providing innovations while protecting and building on legacy IT investments. Our offerings include SACWIS and Integrated Eligibility solutions, as well as outsourcing and managed services, systems integration and consulting services, high-end server technology, cybersecurity and cloud management software, and maintenance and support services.



### HP

[www.hp.com](http://www.hp.com)

Exhibitor Booth #5 & 6

HP is one of the largest providers of Health & Human Services IT Services. HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com)



### IBM

[www.ibm.com](http://www.ibm.com)

Exhibitor Booth #3 & 4

Health and Human Services organizations turn to IBM because of our technologies, experience, and people.

**Improve personal outcomes and strengthen entire communities by delivering health and social services that are integrated, efficient, and transparent.** Using technology solutions that enable robust case management, collaboration between public, private and non-profit agencies, and fraud and error detection, IBM can help you create a unified view of the client across programs, facilitate coordinated delivery of services, reduce costs and increase program integrity.

**Connect individuals and families to the right programs and coordinate the delivery of benefits and services across organizational boundaries.** By administering to families and individuals in a targeted way, IBM can help you make caseworkers more effective and productive, and ensure accurate compliance reporting.

**Enable the coordinated delivery of health, social and community services that are tailored to individual needs.** Using an integrated care management platform, IBM can help you screen clients to assess their needs, determine eligibility, recommend interventions that can improve health outcomes, and coordinate the delivery of social and community services such as transportation, food, and home care. Case workers can help clients develop plans to maintain or regain self-sufficiency.

## SPONSOR BIOGRAPHIES



### **Time Study Buddy** **www.teamnorthwoods.com** **Exhibitor Booth #2**

The Time Study Buddy™ is a web-based time study “service” founded in 2009 by a former county fiscal officer. We host the hardware and software and county workers access our platform using a computer with Internet access.

Our design goals include making it easy and intuitive for the worker and providing powerful tools for the fiscal staff to help them successfully manage the revenue that time studies can generate.

Every quarter we listen to county suggestions for improvements and have implemented many of them. We are currently working with 15 counties containing several thousand worker accounts.

For more information please visit us here at the conference.



### **InTelegy** **www.intelegy.com** **Exhibitor Booth #13**

InTelegy Corporation is the leader in developing Client Needs-Based Service Centers. Founded in 1996, InTelegy Corporation specializes in assisting California Health and Human Service Agencies streamline their client service delivery models for intake and ongoing case maintenance operations. InTelegy has designed and built 19 California County Client Needs-Based Service Centers that have dramatically improved case management efficiency, call response times, and client satisfaction levels using new technologies and improved business processes.

The InTelegy team is comprised of executive and senior level consultants that have 10+ years of public and private sector expertise. The InTelegy team will work with your organization to collaboratively redesign your service delivery processes and systems.

InTelegy has been a proud sponsor of CWDA since 2007. Stop by and visit us at Booth 13, or call Vail Dutto at 925.997.8129 and discover what InTelegy can do for you.

# SPONSOR BIOGRAPHIES



## First Data

[www.firstdata.com](http://www.firstdata.com)

Exhibitor Booth #14

First Data powers the global economy by making it easy, fast and secure for people and businesses to buy goods and services using virtually any form of electronic payment. Whether the choice of payment is a gift card, a credit or debit card or a check, First Data securely processes the transaction and harnesses the power of the data to deliver intelligence and insight for millions of merchant locations and thousands of card issuers in 37 countries.

For more information, visit [www.firstdata.com](http://www.firstdata.com)



## Deloitte

[www.deloitte.com](http://www.deloitte.com)

Exhibitor Booth #15

For over 45 years Deloitte has helped agencies and departments within the state, local and federal government implement and manage complex systems, including multiple health and human service programs that promote the health, safety and well-being of citizens.

Our dedicated public sector consultants understand the business of government and help our clients deliver proven results to program recipients and taxpayers through improved business operations, accessibility, and responsiveness.

Deloitte is a source of best practices in strategy, financial management, enterprise risk management, technology integration, and human capital. We bring innovative solutions to solve challenges, improve outcomes and control costs.

For more information, please contact:

- Jason Salzetti, Principal  
916-288-3902  
[jsalzetti@deloitte.com](mailto:jsalzetti@deloitte.com)
- Benush Venugopal  
916-288-3214  
[bvenugopal@deloitte.com](mailto:bvenugopal@deloitte.com)
- Deb Saha, Principal  
415-783-5374  
[dsaha@deloitte.com](mailto:dsaha@deloitte.com)
- Erminja Maganja  
916-288-3107  
[emaganja@deloitte.com](mailto:emaganja@deloitte.com)

Please also visit us at:  
[www.deloitte.com/us/california](http://www.deloitte.com/us/california)



## MAXIMUS

[www.maximus.com](http://www.maximus.com)

Exhibitor Booth #1

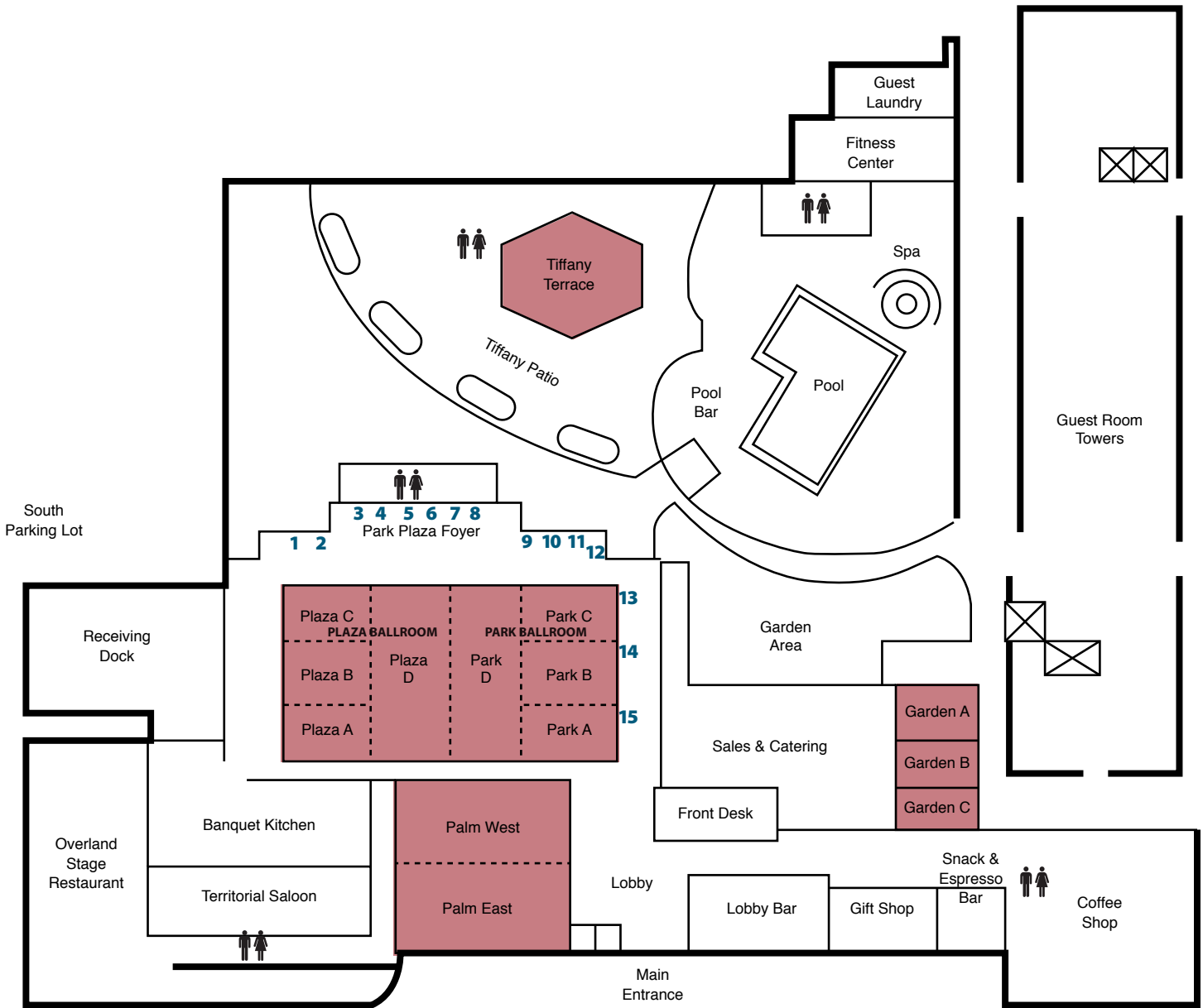
For nearly 40 years, MAXIMUS has operated under our founding mission of *Helping Government Serve the People*.® We deliver business process solutions for Medicaid, CHIP, Medicare, welfare-to-work programs, child support services, as well as specialized consulting services. MAXIMUS offers a single-market focus and a unique understanding of how to deliver high quality, cost-effective solutions tailored for all levels of government.

Headquartered in Reston, Virginia, MAXIMUS has approximately 11,000 employees located in the United States, Canada, Australia, the United Kingdom and Saudi Arabia. Our success and solid brand reputation reflects our employees' dedication to public service and uncompromising commitment to our government clients and the citizens they serve.

MAXIMUS is listed on the New York Stock Exchange, under the ticker symbol MMS. With annual revenue of more than \$1 billion and strong recurring cash flows, we have the financial strength that represents a high level of stability and reliability to our clients.



# FACILITY MAP & EXHIBIT SPACE



**1. MAXIMUS**  
www.maximus.com

**2. Time Study Buddy**  
www.timestudybuddy.com

**3/4. IBM**  
www.ibm.com

**5/6. HP**  
www.hp.com

**7/8. UNISYS**  
www.unisys.com

**9/10. Accenture**  
www.accenture.com

**11/12. Northwoods**  
www.teamnorthwoods.com

**13. Intelegy**  
www.intelegy.com

**14. First Data**  
www.firstdata.com

**15. Deloitte**  
www.deloitte.com

# THANK YOU TO OUR 2014 SPONSORS!

## PLATINUM LEVEL



## SILVER LEVEL

