

CAIRS

NEWSLETTER

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Winter 2009

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

CAIRS Annual Conference

On December 4, 2008, some 85 professionals from 14 counties across the California gathered at the California Office of Emergency Services in Mather, California, for the CAIRS Annual Conference. Entitled, "California I&R: Moving Forward Through Hard Times & Disaster", emphasis was placed on how to survive financial challenges and on disaster response. The conference attendees came from several counties throughout California and beyond. This included policymakers, service providers, I&R specialists, Senior I&A specialists, managers and administrators. Participants represented the Department of Consumer Affairs, California Department of Aging, 5 United Ways, American Red Cross, Department of Transportation, Help Inc., Center to Promote Healthcare Awareness, I&R Network, 211's, Area Agency on Aging, California Volunteers, Senior I&A, Child Care Coordinating Council, Department of Social Services California Public Utilities Commission and more.

As the field of Information and Referral continues to grow, this year's theme focused on a variety of different areas needed to enhance and sustain I&R services. Attendees had the opportunity to see where Disaster Operations for State of California takes place, and attend sessions on I&R, Pre-Disaster, Post-Disaster and Beyond I&R. We were privileged to have a variety of presenters and twelve different workshops. Informative sessions showcased major areas

from *Train the Trainer, Primer on Disaster Funding, How to Work with Your Red Cross, Know How to Talk to Your OES, AAA's Role in Disaster Response, Accreditation Pre-*



Elaine Martinez-Curry and Betty Creary facilitate the "Certification Preparation 1A, I&R" workshop



Elaine Martinez-Curry, Henry Renteria, Maribel Marin and Ed Schoenberger meet during a CAIRS Conference break

paredness, Mobility Management, Working with Emergent Volunteers, Sustainability, I&R Software Review, Certification Preparation and many more. Additionally, there were 10 people who took the AIRS Certification Testing.

This year's conference featured Henry Renteria, Director of Governor's Office of Emergency Services (OES) as the keynote speaker. Mr. Renteria talked about his roots as a social worker and recognizing the importance of connecting with community organizations to assist in disasters. He talked about his years in Oakland and the challenges to get multiple agencies to work together during a disaster. He discussed the Oakland fire disaster and how the community realized that the response to the fires was inadequate because agencies were not planning nor working together.

Mr. Renteria highlighted the benefits of working with your local and state OES with a presentation on: Standard Emergency Management System (SEMS); importance of the Public/Private Partnership Initiative; and 25 Questions for

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Letter from the President . . .

Dear CAIRS members:

The Board recently held its annual meeting and training conference in Sacramento at the headquarters of the State Office of Emergency Services. We want to thank our host and keynote speaker, OES Director Henry Renteria, as well as all the members who attended.



The Board meeting was also the first for newly elected member **Pat Clary**, Chief Executive Officer of the United Way of Fresno. We welcome her and look forward to hearing more from her about the progress of 2-1-1 in the Central Valley. At the meeting we also said farewell to long-time Board member and conference co-chair,

Elaine Martinez-Curry. First elected to the Board in 2003, we will miss Elaine's dedication and commitment to ensuring that CAIRS conferences provided value to the membership. We will also miss her friendship and good humor!

2-1-1 California has filled the statewide coordinator position through a contract with a consulting team – **Steve Barrow** (Statewide Coordinator) and **Marc Thibault** (Assistant Statewide Coordinator), two experienced senior consultants with many years working with statewide organizations and coalitions. We look forward to their participation and support in helping 2-1-1 get established throughout the state.

On another front, CAIRS wants to congratulate the Volunteer Center of Sonoma County on September 4, and the United Way of Monterey on October 16, for successfully obtaining CPUC authorization to provide 2-1-1 services in their respective counties. They both expect to officially launch in February 2009. Services will be provided 24 hours per day and 7 days per week. The CPUC continues to demonstrate its support for expansion of 2-1-1 services to all Californians by means such as the very successful September 12 briefing for key state officials and department managers hosted by Commissioner Rachelle Chong. Ed Schoenberger, CAIRS 2-1-1 Committee Chair, provides more details about this event in another part of the newsletter. The CPUC also acted to include 2-1-1's as eligible for discounted rates on various telecommunications services through the California Teleconnect program. Application for these discounts can be found on the 2-1-1 page of the www.CAIRS.org website.

CAIRS also wants to encourage all members and I&R agencies to AIRS-certify their staff. Materials to prepare and train staff for certification testing were presented at this year's annual conference and are now available on the conference page of the CAIRS website. Also, www.AIRS.org provides several on-line trainings. Individuals can sign up for testing via the AIRS website, and CAIRS offers certification testing opportunities at its annual conference and at other locations throughout the year (check locations on the AIRS website). Participants must register with AIRS 60 days in advance of the test date to ensure eligibility.

Letters to the Editor

As always, the Board of Directors is looking for your input. You can provide feedback and comments by contacting the Editor, Barbara Bernstein



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State Leaders Meet to Promote 2-1-1 Statewide

On September 12, 2008 some 20-25 State Agency and Departmental Executives, including the Governor's Office and the California Public Utilities Commission, met for a half-day 2-1-1 briefing at the California Chamber of Commerce. This much anticipated meeting was conducted by the California Public Utilities Commission in partnership with CAIRS and the United Ways of California. Another 15-20 representatives of Local Government, Law Enforcement, First Fives, United Ways and 2-1-1 providers were also in attendance along with AT&T and Verizon.



CPUC Commissioner Rachelle Chong welcoming statewide attendees to the CPUC 211 California Stakeholders Meeting

The purpose of the gathering was to bring 2-1-1 to the attention of the state; build understanding of how the system could assist state departments in their work; and, most importantly, continue the efforts of CAIRS and its partners to strengthen commitment in all corners of the state and at every level of government to achieve 100% California coverage by 2010.

The meeting was chaired by Commissioner Rachelle Chong of the CPUC. Some 40 people attended representing State Agencies and Departments as diverse as the Consumer Affairs Agency, California Energy Commission, the Department of Managed Health Care, the Department of Mental Health and the Highway Patrol.

Playing significant roles in the meeting were:

The California State Association of Counties (Greg Cox, Supervisor, San Diego County and Supervisor Richard Gordon, San Mateo County and President of the CSAC Board of Directors) and the League of California Cities (Jim Madaeffer, San Diego City Councilman) who urged support for statewide coverage, sustainable funding, and State departmental participation. They stressed the critical public safety role played by 2-1-1 during the Southern California Fires and the many ways 2-1-1's community information

could be used by local government for planning and decision-making.

The Governor's office urged each State Department to look hard at their work plans, programs and budgets for ways in which 2-1-1 could assist in their work; and for ways to develop and plan for 2-1-1 expansion programmatically and geographically.

The head of California's Office of Emergency Services, Henry Renteria, described 2-1-1 as an essential ingredient in the state's overall disaster response plan, and his office's investment in the 2-1-1 Partnership to develop the overall continuity/connectivity and 100% 2-1-1 coverage blueprint.

Charmaine Caccioppi (President of Louisiana Association of United Way and Louisiana 211 State Director) and Melissa Mo (Louisiana 211 Project Manager/United Way of Louisiana), Louisiana 2-1-1 Representatives in the midst of Ike's aftermath, reported in by speaker phone thanking California for its assistance to Gustav victims through 2-1-1's in San Francisco, Los Angeles and San Diego. They encouraged the state and local participants with a description of the work done since Katrina in building a 2-1-1 statewide system, and a vivid depiction of their current efforts to respond to calls from Hurricane Ike and Gustav returnees.



Dave Smith, CEO, United Way of Ventura County, addressing the topic, "2-1-1 California: Status, Accomplishments, and Future"

Dave Smith, CEO, United Way Ventura County and Mari-bel Marin, Executive Director, 211-LA, the co-Chairs of the 2-1-1 California Partnership, provided an overview of 2-1-1 which included:

- ◆ a national/state 2-1-1 status report;
- ◆ key 2-1-1 program opportunities for government; *e.g.* improved outreach for a variety of programs critical to vulnerable populations (food stamps, Earned Income Tax Credits, etc.);

Continued from page 3

- ♦ current State 2-1-1 partnerships – e.g., piloting rural access to services using 2-1-1 and Emergency response capacity; and,
- ♦ critical steps necessary to achieve the goals of a statewide system that would be a) available to every Californian, b) disaster response ready, and c) a clearinghouse for information about all California services.

As many as 15 state agencies responded to the question – “How would you engage with 2-1-1?” with a series of questions, recommendations and observations. Most expressed a willingness to work with the 2-1-1 California Partnership to explore next steps and ways they could get involved. Also surfaced was the need for a longer term strategy for a funding stream from state sources as well as a possible tax increment on phone bills. An effort to bring 2-1-1 forward at the highest California Cabinet level to complement the individual departmental involvement was included as a critical next step.

During the concluding discussion about the future of 2-1-1, and the essential actions needed to be taken, the group embraced a series of next steps in three broad areas:

2-1-1 Legislative Agenda: Develop a legislative agenda engaging with the Governor’s office, the cabinet, the California State Association of Counties, the League of California Cities, the California Public Utilities Commission and other statewide policy leadership groups.

2-1-1 Partnerships with State Agencies and Departments: 2-1-1 California Partnership leaders, with individual State Agencies, to explore 2-1-1 pilot programs, database sharing and development, pilot programs with local state offices, joint funding applications for federal and other funds, and support for broad legislative and revenue initiatives.

Outreach to other local government, professional and related associations – Fire Chiefs, Police Chiefs, Welfare Directors, Mental Health Directors, 911 Directors and others to promote 2-1-1, and explore ways the system can support existing programs and services.

— Ed Schoenberger

Continued from page 1

Emergency Managers during a disaster regarding cause, population affected, damage, response and action plans. Emphasis was placed on communicating with Emergency Operations Centers by learning SEMS. A workshop followed in the afternoon, “Know How To Talk To Your OES,” presented by Jerry Kopp, OES Senior Emergency Services Coordinator.

Recognition Certificates were awarded to Ed Schoenberger, Executive Director, 2-1-1 United Way HELPLINK, for his outstanding work on the CPUC 2-1-1 Stakeholders Meeting held on September 12, 2008; and Mona Freels, Chief Operating Officer 2-1-1 San Diego, for negotiating the statewide Food Stamp Agreement program.

As another year draws to a close we would like to take a moment to thank all of you who helped make this another successful year for the CAIRS Annual Conference. We are grateful to the fourteen presenters who contributed their thoughts and talents to enriching our knowledge in information and referral, disaster response, senior services, working with special needs populations, and sustainability.

A special thank you to Judy Miller, Senior Emergency Services Coordinator, Governor’s Office of Emergency Services Preparedness Branch, who helped coordinate the OES facility and setup.

As our conference grows we continue to draw new sponsors. Many attendees visited the sponsors’ resource tables and gathered new information on web-based software products and disaster preparedness resources. Thank you to conference sponsors; One-e-App, VisionLink and Refer by RTM Design.

The food was important to all attendees, especially the spinach salad, so a special thank you to the caterer, Edible Events.

In case you missed the CAIRS Annual Conference this year, the materials and presentations from the December 4th conference are now available at <http://www.cairs.org/conferences.htm>. We look forward to seeing you next year!

—Elaine Martinez Curry



Gary Madden, Director of 2-1-1 San Bernardino presents at the “Mobility Management: What Does It Mean For Your 2-1-1 and What Should You Know” workshop

Reach a Statewide Audience with CAIRS

Have a conference, service or product you want to promote statewide? Consider purchasing ads in the CAIRS Newsletter. The current circulation is over 200, with membership in CAIRS continuing to grow. We are offering very low advertising rates:

For-Profit rate = \$200 for one-quarter page ad

Non-Profit rate = \$100 for one-quarter page ad

If you are interested, contact Barbara Bernstein at (510) 537-2710, ext. 8; or by email: bbernstein@edenir.org

An Introduction to the Newest Member of the CAIRS Board, Ms. Pat Clary

New CAIRS board member and non-profit veteran **Pat Clary** joined United Way of Fresno County (UWFC) as the President and Chief Executive Officer in April 2008. Clary has more than 25 years experience in the non-profit industry. Prior to joining UWFC, Clary served as the Senior Vice President of Resource Development at United Way of the Inland Valleys. Clary's career with United Way started at Orange County's United Way which raised over \$24 million dollars annually. Clary was the Manager of Leadership Giving and worked with major donors. She was responsible for individual gifts ranging from \$1,000 to \$9,999.

Under Clary's management at United Way of the Inland Valleys, more than \$27 million dollars were raised in Western Riverside County through the local United Way and public sector campaigns, with an annual campaign generating \$4.5 million.

"I am very pleased to be returning to Fresno," said Clary. "Having raised our family in Fresno, my heart has always been with the people of Fresno County and I am looking forward to settling in, becoming reacquainted with friends, agency directors, leaders in business, government and the community. United Ways have always been an anchor institution against the backdrop of the social reform movement in the United States. We have a lot of work ahead and the community can look to United Way in bringing transformational leadership to bring about long-lasting systemic change in health and human services." Clary graduated with a Masters Degree in Organizational Management from Azusa Pacific University.



Counties with Operational 2-1-1 Services

Ventura	Interface Children and Family Services
Los Angeles	211 LA County (Los Angeles)
Orange	211 OC (Orange County)
Riverside	Volunteer Center of Riverside County
San Diego	211 San Diego County
Santa Barbara	Family Service Agency of Santa Barbara
Contra Costa	Contra Costa Crisis Center
San Francisco	United Way of the Bay Area - HELPLINK
San Bernardino	Inland Empire United Way
Alameda	Eden I&R, Inc.
Santa Clara	United Way Silicon Valley
Kern	Community Action Partnership of Kern
Stanislaus	United Way of the Stanislaus Area, Inc.
San Luis Obispo	HOTLINE of San Luis Obispo
Fresno	United Way of Fresno - 211 Central Valley
Marin	United Way of the Bay Area - HELPLINK
Solano	United Way of the Bay Area - HELPLINK
Napa	United Way of the Bay Area - HELPLINK
Sacramento	Community Services Planning Council - InfoLine Sacramento
Monterey	United Way of Monterey (<i>Official Launch 2/11/09</i>)
Sonoma	United Way Sonoma-Mendocino-Lake (<i>Official Launch 2/11/09</i>)



(updated 12/16/08 by Ed Schoenberger)



Direct Deposit for Financial Safety

Take Control of Your Financial Safety with *Go Direct and Direct Express® Debit MasterCard®*

Those individuals that still receive their federal benefit payments by check may already know that checks are susceptible to mail delays due to severe weather and other natural disasters. These checks are also vulnerable to financial crimes! In fiscal year 2008, nearly 70,000 Treasury-issued checks – totaling an estimated \$64 million – were stolen or fraudulently endorsed.

While you can't control the weather or the actions of others, you can improve your financial safety. With identity theft on the rise, taking steps to help protect your money is more important than ever.

Go Direct is a campaign by the U.S. Department of the Treasury's to encourage those who receive federal benefit checks to sign up for direct deposit.

By switching to direct deposit, individuals are choosing a tried-and-true way to receive your money. Direct deposit eliminates the risk of lost or stolen checks and helps guard against identity theft. Plus, money in your bank account is FDIC-insured, so you can rest assured your money is secure.

Direct deposit is not only safer than paper checks, it's also more convenient. With direct deposit, you have immediate access to your money from virtually everywhere, so there's no need to wait for the mail or run an errand to cash or deposit a check.

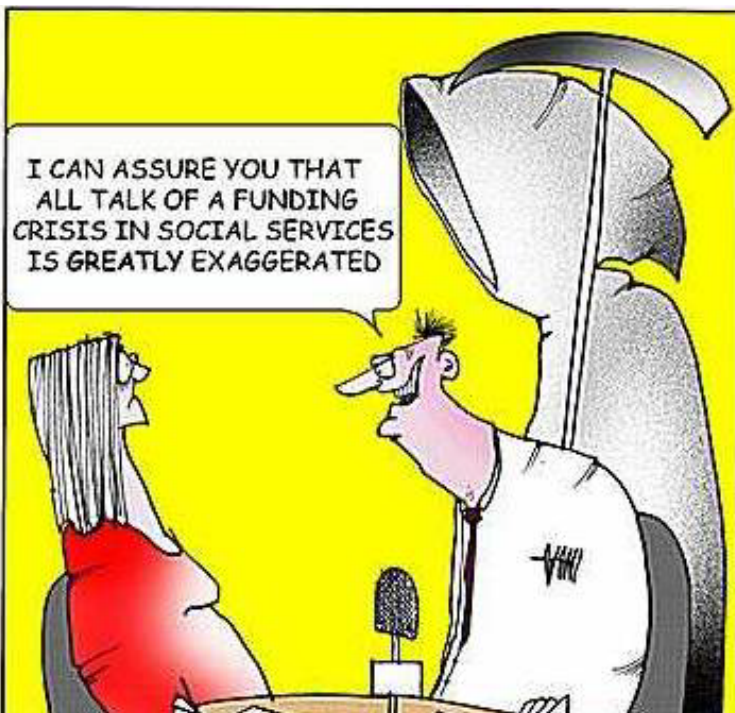
Signing up for direct deposit is free, quick and easy. If you receive Social Security, Supplemental Security Income (SSI), or VA Compensation or Pension payments by check, you can call the **Go Direct** helpline at (800) 333-1795, go online to www.GoDirect.org or visit your local bank branch.

For individuals who don't have a bank account already, the **Direct Express® Debit MasterCard®** card is a safe, easy-to-use and convenient option. It's a prepaid debit card that is available to anyone who receives Social Security payments, even if you don't have a bank account. Sign-up is free and no credit check is required. Federal benefits will be automatically posted to the account on payment day each month. The card can be used to make purchases, pay bills and get cash at retail locations and ATMs nationwide. It is possible to use the **Direct Express** card for free - there are no monthly fees and most services are offered free of charge.

The money on the **Direct Express** card is FDIC-insured (up to the maximum allowed by law) and the card account is protected by a Personal Identification Number (PIN) for ATM withdrawals and at retail locations. If your card is ever lost or stolen, it will be replaced.

The **Direct Express** card is being issued by the U.S. Department of the Treasury's financial agent, Comerica Bank. **Signing up is quick and easy** – call toll free 1-877-212-9991 or visit www.USDirectExpress.com.

— Maribel Marin



2-1-1 Monterey County Set to Launch

The contracts are signed, the database is finalized – well, almost – and Monterey County residents are anxiously awaiting the start of a much needed comprehensive information and referral service. Spearheaded by United Way Monterey County, the collaborative of county departments, nonprofit agencies, private foundations and public service groups is well-positioned to ensure quality 2-1-1 service is delivered to all county residents.

A soft launch is planned in mid-January with a public event, and official launch scheduled for February 11, 2009. The public event will include a media component as well as a promotion with collaborative partner Monterey Salinas Transit, allowing us to showcase 2-1-1 throughout remote areas of Monterey County.

— Mary L. Adams

2-1-1 San Diego Training Across California

2-1-1 San Diego's Service Design Coordinator has been traveling across the state meeting with the 2-1-1's in California to train staff on the new USDA Food Stamp Program, a federally funded initiative. The training includes eligibility training, quality assurance, and, most important, knowledge-based scripting which ensures that clients are learning about the program while receiving the services they need. 2-1-1 received \$46,000 to support this initiative, and the majority of 2-1-1's who joined the

program have been trained. The Food Stamp Program provides nutrition assistance to people with low income including informational help about buying food for a better diet. With 2-1-1 leading the effort on the Food Stamp Program training, we have been requested by other 2-1-1's in California to train staff on the basic essentials of information and referral, a component we look forward to exploring in the New Year.

— John Ohanian

Disaster Websites

Emergency Preparedness Information Sites

<http://www.whatsyourrrq.org/>

<https://www.citizencorps.gov/>

<http://www.homeland.ca.gov/>

<http://www.hhs.gov/disasters/>

<http://www.hrsa.gov/emergency/>

<http://www.fda.gov/>

<http://www.fda.gov/oc/opacom/hottopics/bioterrorism.html>

<http://www.aoa.gov/prof/preparedness/preparedness.asp>

<http://www.atsdr.cdc.gov/2p-emergency-response.html>

<http://www.fema.gov/hazard/index.shtm>

<http://emergency.cdc.gov/>

<http://www.foodsafety.gov/~fsg/fsgdisas.html>

<http://www.disastersafety.org/>

<http://www.ed.gov/admins/lead/safety/emergencyplan/index>

What's your Readiness Quotient? – tool to evaluate person's readiness for emergencies

Citizen Corp site with information on preparedness, training, volunteer opportunities during disasters

CA Homeland Security website

Department of Health & Human Services – information on emergency preparedness

Health Resources & Services Administration – include scenarios from natural disasters to terrorist attacks

US Food & Drug Administration – Protecting & Promoting Your Health

US Food & Drug Administration – role of FDA in counter-terrorism

Emergency preparedness by Administration on Aging (AoA) on the special needs of older disaster victims

Agency for Toxic Substances & Disease Registry information on emergencies involving hazardous substances in the environment

FEMA's Disaster information page

Center for Disease Control & Prevention information on public health emergencies

Government food safety information

Institute for Business & Home Safety – tips & information for preparing home & businesses for disasters

US Department of Education site on emergency planning for schools including information on various natural disasters & terrorism

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Become a California Leader in the Information and Referral Field. Explore Joining the CAIRS Board!

CAIRS is looking for new leadership, new ideas and fresh energy on the Board.

Like any other professional association CAIRS does not run itself. It takes the leadership, hard work and cooperation of its members to simply survive, much less flourish, prosper and succeed. Because we do not have paid staff, it has taken the participation, planning and implementation efforts of Board members and other individual CAIRS members for our conferences, training, newsletters and advocacy to succeed.

Right now, making 2-1-1 a reality in every California community is our priority! This is a remarkable opportunity and challenge to us as the premier Information and Referral organization in the State. This is the moment for increased involvement from more of you in the field.

If you are interested in being on the Board or would like to nominate someone, please send the appropriate information to Ed Schoenberger, Nominations Committee, CAIRS at eschoenberger@uwba.org.

Write *CAIRS BOARD* in the subject line.

—Ed Schoenberger

It's time to RENEW your CAIRS and AIRS membership for 2009

CAIRS and AIRS are membership partners: A single integrated membership structure provides automatic membership to both CAIRS and AIRS (the national membership organization).

Important facts about membership:

- ◆ You may join as an agency or as an individual — the price is still the same. However, for individuals, the membership benefits apply only to the person concerned and not to everyone within the organization. An organizational membership covers all current staff and volunteers.
- ◆ There are four levels of membership. For many organizations, ENHANCED MEMBERSHIP provides the best combination of benefits and cost savings throughout the year.
- ◆ Probably the most significant benefit to joining as a PREMIUM or ENHANCED member, is the free hardcopy and electronic copy of the ABCs of I&R. This 450-page publication is updated every year and is the foundation of all standards-driven I&R training. The membership fee is split between AIRS and CAIRS.
- ◆ All memberships begin on January 1st. Any new agency joining after July 1st will pay a partial prorated fee providing membership coverage until December 31st at which time, a full renewal can be made for the following year.

Membership applications and renewals can be completed online.

For new members, go to http://www.airs.org/i4a/ams/public/memberapp_description.cfm

Current members should have received an invoice in the mail with instructions for renewing membership. If you did not receive a renewal invoice, go to: <http://www.airs.org/i4a/pages/index.cfm?pageid=3292>

Membership applications can also be downloaded from [airs.org](http://www.airs.org) and mailed to:

AIRS MEMBERSHIP
11240 Waples Mill Road, Suite 200
Fairfax, VA 22030

Questions? Contact Tara Sullivan-Hames, CAIRS Membership, tsullivanhames@ncen.org

MEMBERSHIP LEVELS AND BENEFITS

PREMIUM MEMBERSHIP (\$750)

Membership Benefits

- ◆ Free hardcopy *and* electronic copy of the ABCs of I&R (value \$450)
- ◆ Member prices for all applicable CAIRS and AIRS products and services (for example, \$75 certification fees

compared to \$225 for non-members and reduced rates for local and national conferences)

- ◆ Voting Privileges
- ◆ CAIRS and AIRS Newsletter
- ◆ Tele-Interpreters Discount
- ◆ Access to AIRS Online Training
- ◆ Free access to I&R Toolkit (value \$200)
- ◆ Free Access to Online 2-1-1 Toolkit (value \$100)
- ◆ AIRS Journal (value \$20)
- ◆ Additional 15% discount on most AIRS products and services

ENHANCED MEMBERSHIP (\$500)

Membership Benefits

- ◆ Free hardcopy *and* electronic copy of the ABCs of I&R (value \$450)
- ◆ Member prices for all applicable CAIRS and AIRS products and services (see above)
- ◆ Voting Privileges
- ◆ CAIRS and AIRS Newsletter
- ◆ Tele-Interpreters Discount
- ◆ Access to AIRS Online Training Free access to I&R Toolkit (value \$200)
- ◆ Free Access to Online 2-1-1 Toolkit (value \$100)
- ◆ AIRS Journal (value \$20)
- ◆ Additional 10% discount on most AIRS products and services

STANDARD MEMBERSHIP (\$250 for agencies with budgets below \$75,000; \$350 for agencies with budgets over \$75,000)

Membership Benefits

- ◆ Member prices for all applicable CAIRS and AIRS products and services (for example, \$75 certification fees compared to \$225 for non-members, and reduced rates for local and national conferences)
- ◆ Free Access to Online I&R Toolkit (value \$200)
- ◆ Free Access to Online 2-1-1 Toolkit (value \$100)
- ◆ AIRS Journal (value \$20)
- ◆ Access to AIRS Online Training
- ◆ Tele-Interpreters Discount
- ◆ Free CAIRS and AIRS Newsletter
- ◆ Additional 5% discount on most AIRS products and services

BASIC MEMBERSHIP (\$50)

Membership Benefits

- ◆ Member prices for all applicable CAIRS and AIRS products and services (for example, \$75 certification fees compared to \$225 for non-members, and reduced rates for local and national conferences)
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