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INDIVIDUALS WITH DISABILITIES

VETERANS AND REFUGEES

Creating employment
opportunities for
people of all abilities.



Rochester
Rehabilitation

Thursday, May 18, 2018
8 a.m. to 4:30 p.m.

RIT Inn & Conference Center
5257 W. Henrietta Road
Henrietta, NY 14467

Work. Wellness. Independence.



CP Rochester and Rochester Rehabilitation are proud members of the AI Sigl Community of Agencies.



Lilliputian Foundation Chairperson of the Board Lilliput ('Lilli'), center, is joined by her family and fellow Board Members Dee Mosteller and Henry Simon.

The Lilliputian Foundation is honored to sponsor Rochester Rehabilitation's Employment First Conference.



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Very special thanks to the staff and management of the RIT Inn & Conference Center and our volunteers for their help in making this event successful!

YOUR HOST

Rochester Rehabilitation has served the Rochester area community since 1919 with an array of physical, mental health and employment services. Rochester Rehabilitation has an outpatient mental health clinic, Ventures Personalized Recovery Oriented Services (PROS), and an extensive array of vocational programming services. Rochester Rehabilitation's DriveOn program is a driver evaluation and training service. OneSource Solutions operates three business ventures (Employment Services & Training, Contract Manufacturing, and Janitorial Services) employing more than 150 workers with and without disabilities. Rochester Rehabilitation serves 3,000 people every year living with physical and cognitive disabilities, as well as veterans, refugees, individuals living in poverty, and others.



The emphasis to create jobs and employment opportunities for individuals with disabilities, veterans, individuals living in poverty and those with other disadvantages has become a priority for New York State and local leaders. In order to successfully improve employment outcomes for special populations, human service providers must continue to develop partnerships with businesses who embrace diversity and inclusion within their workforce.

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BenOfficial Goods™ is a start-up company created to help fill the gap in work opportunities for individuals of differing abilities.

BenOfficial Goods™

provides meaningful employment to individuals who are supported by Happiness House, CP Rochester, and Rochester Rehabilitation. The goal is to establish rewarding work environments for adults with special needs that encourages, supports, and fosters their success in an inclusive work setting. www.benofficialgoods.org

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United Healthcare Community Plan

WORKSHOP TOPICS

10:15 a.m.

1

- A.) Peer and Recovery Services
 - B.) Hiring Incentives and Tax Credits Panel (for businesses)
 - C.) Job Readiness, Job Coaching and Soft Skills Training
 - D.) Work Incentive Benefits and Ticket to Work
-

1:15 a.m.

2

- A.) Innovative Employment/Vocational Services for Special Populations
 - B.) Public-Private Partnerships That Create Jobs
 - C.) Successful Placement Strategies
 - D.) Transportation to Work
-

3:00 p.m.

3

- A.) Individual Placement Support (IPS) Model
- B.) Reasonable Accommodations: What Businesses and Providers Need to Know
- C.) Resumé Development for Vocational Providers
- D.) Financial Literacy: Educating and Empowering Individuals

ABOUT OUR KEYNOTE SPEAKER



Adrian Hale is a native of Rochester, New York, and the Manager of Strategic Initiatives at the Greater Rochester Chamber of Commerce. As a former United States Marine, he completed two combat deployments in support of Operation Enduring Freedom to Afghanistan, and is a former member of the United States Air Force reserves. Hale is a graduate of Monroe Community College and holds a Bachelor of Arts in Political Science from Yale University. He currently serves as a community board member on the Democrat and Chronicle's Editorial Board.

SPEAKERS, PANELISTS, AND INSTRUCTORS

Maggie Brooks — Maggie is VP of Strategic Initiatives at Regional Transit Service (RGRTA). Maggie previously served as the first female Monroe County Executive for 12 years. She was also the Monroe County Clerk, Monroe County Legislator and a news reporter/anchor at WHEC-TV 10 for 15 years. Maggie is currently a member of the Rochester Rotary and serves on the boards of Lifetime Assistance and the Bayview YMCA.

Mubarak Bashir — Mubarak serves as the YouthBuild Program Director for the Urban League of Rochester. Mubarak has been with the Urban League of Rochester since 2009. He began his employment with the Urban League as a Case Manager and was quickly promoted to Program Director. Mubarak has a degree in Sociology and is currently pursuing his Master's Degree in Public Administration from the College at Brockport State University of NY. He has a passion for assisting youth and young adults with breaking barriers, gaining employment and entering into vocational and or higher education. Mubarak is also passionate about developing and maintaining strong relationships and collaborations within the community to help create valuable services and resources for our youth.

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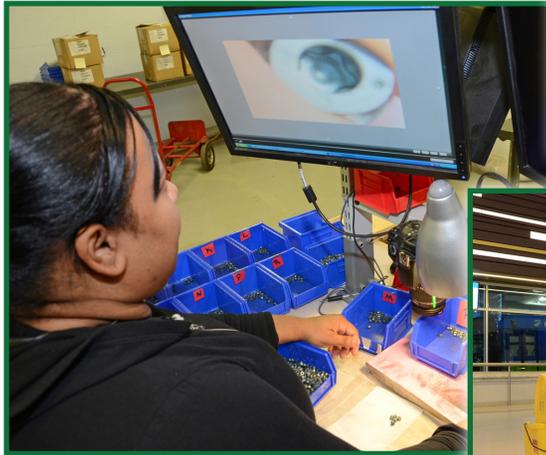
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Rochester Rehabilitation
Work. Wellness. Independence.

Ability Partners, Inc.
CP Rochester
Happiness House
Rochester Rehabilitation

Together, our three organizations benefit 6,500 individuals per year with and without disabilities and those who are disadvantaged in the Finger Lakes and Greater Rochester regions.





Matt Fico — Matt is a Peer Independent Living Specialist with Regional Center for Independent Living (RCIL). He is part of a unique Peer Pilot Program between the Rochester RCIL and ACCES-VR. The Rochester branch of RCIL is one of only two locations to receive grant funding from New York State for facilitation of the Peer Pilot Program. The program utilizes peer support to assist current participants of ACCES-VR in obtaining their vocational goals. Matt's main focus is to assist and advocate for participants with disabilities, through one-on-one counseling sessions and group trainings. He encourages participants to gain the knowledge, tools and self-advocacy skills to continue to live independently. Matt is a graduate of John Carroll University, with a Bachelor of Arts in History. Before coming to RCIL, he had over 20 years of sales and marketing experience, primarily in the medical and health fields. Matt is a person with a disability and he takes great pride in working with other people with disabilities to successfully achieve their goals.

Jennifer Geiger, MS, CRC — Jennifer is the Business Relations Representative at the Rochester ACCES-VR District Office focusing on hiring opportunities for people with disabilities. They provide employers with information about hiring incentives and tax credits. Jennifer is a certified ADA training offering free training on Disability Awareness and Etiquette.

John Hogan — John is the Employment Support Specialist for the Mental Health Association. He utilizes a person-centered approach in supporting people with their employment goals, to include career exploration, resume building, and soft-skill development just to name a few. John is a graduate of Empire State College, earning his Bachelor of Arts in American History, and Colgate Rochester Crozer Divinity School, earning a Master of Divinity Degree. John is active in the community, and has several years' experience offering support. John is currently serving as the Co-Chair for the Job Development Network, and is a member of the Rochester Area Employment Network (RAEN), as well as a member of the Association of People Supporting Employment (APSE).

Dustie Huff — Dustie is a Peer Support Specialist with the Regional Center for Independent Living. She works directly with participants from ACCES-VR to provide support so they can be successful with obtaining and maintaining employment goals. She currently is studying at Keuka College for Social Work.

Andrew Karhan, MPA — Andy is the Director of Employment Policy for the New York State Employment Services System. Andy oversees the implementation of the NYESS system, NYESS Administrative Employment Network, NYS Promoting the Readiness of Minors is Supplemental Security Income (PROMISE) initiative, Employment First State Leadership Mentoring project in NYS, and is principally involved in the implementation of the Governor's Employment First agenda.

...in action!

Christine Kolankiewicz — Christina Kolankiewicz is the Senior Community Service Employment Program director at Lifespan of Greater Rochester and coordinator for the Monroe County Aging Alliance.

Louis I. Lopez — Louis has been with the NYS Department of Labor for 25 years. Within the agency, he has worked as a Veteran's Representative, assisting the unemployed and connecting job seekers to jobs. He is currently working as the Regional Business Services Representative providing programs and services to businesses. Before that, Louis worked for Rochester Community Savings Bank/ACSI, Wegmans and General Motors. He served in the military, U.S. Navy as a Naval Officer.

Donna Marcello, BA, CASAC — Donna is the Program Director of Education and Employment Services at East House, in Rochester, NY. Donna has been involved in vocational rehabilitation for over 19 years, working with adults diagnosed with Mental Illness, Substance Use Disorders, Co-Occurring Disorders, and Learning Disabilities. Donna supervises a staff of ten professionals that provide direct services in vocational rehabilitation. She completed the Nonprofit Business Management certificate program from St. John Fisher College in 2012, is the Board Secretary for the Rochester Area Employment Network, and is actively involved in many agency and community committees. Programs within the department that are managed and coordinated by Donna include a TASC Learning Center, a college experience program, a cognitive remediation program (NEAR), a wellness center, the Peer program, and a thriving contract with ACCES-VR. She is also implementing HCBS programming throughout East House.

Dorothy Marinaccio (Dot) — Dot has over 33 years of experience in the disability field. She is the Regional Workforce Development and Business Relations Coordinator for the Central New York region of ACCES-VR. Dot has been a certified ADA Network Trainer for the ADA National Network since 2007, and has provided training on various aspects of the Americans with Disabilities Act to agencies, businesses, and job seekers with disabilities.

Brenda Massie — Brenda is an Administrative Analyst in the Mayors Office of Innovation and Strategic Initiatives. Her work includes a variety of projects related to transportation, job access, and anti-poverty initiatives. Former employers include Monroe County department of Human Services, US EPA and the US Forest Service. She holds a Masters in Public Administration from Cornell and a Bachelor of Science in Evolution and Ecology from the Ohio State.

Bill McDonald — Bill is a Program Officer at the United Way of Rochester focusing on older adults services and transportation. Previously, Bill was Executive Director of Medical Motor Service, Chairperson of the Rochester Planning Commission, President of the Council of Agency Executives, and is currently the President of the Community Transportation Association of America.

Sara I. Taylor, BSW, MS — Sara is a well-known regional trainer who has a passion for organizing and planning special events. She is nationally known as an expert in the field of Faith-Based Initiatives and Case Management. Sara consults with various organizations and enjoys facilitating professional development workshops for Residential and Case Management staff. Sara is very active on various committees and boards related to Meeting Planning, Vocational Services, Workforce Development and Affordable Housing. She is currently the founding president of Positive Steps Consulting, Managing Partner at Taylor/Jones Enterprises and Vice President of Employment Services at a local non-profit in Rochester, NY.

Mary Trzcinski — Mary is the Business Relations Representative for the ACCES-VR District office. She has over 25 years of experience in working with individuals with disabilities, community services providers, federal, state and local municipalities, businesses and workforce development partners. Prior to her current position, Mary worked as vocational rehabilitation counselor for ACCES-VR. She received her Bachelor of Science and Masters in Science degrees from State University of New York at Buffalo and is a Certified Rehabilitation Counselor.

Ann Marie Walker (Annie) — Ann Marie is a Certified Professional Behavior Analyst and dynamic leader who draws on extensive experience in the corporate and private business sectors to interact with teams and individuals to achieve their goals by developing alliances and promoting crucial conversations. She is committed to helping others discover what they can do differently to gain a better result. Ann Marie uses a caring, albeit honest and forthright, approach to help clients take the necessary steps that will lead to successful results.

Sarah Wolf — Sarah is part of the Statewide Transition and Youth Services Team for New York Stated Education Department's Adult Career and Continuing Education Services. Sarah has 17 years of experience working in vocational rehabilitation and has been working with ACCES-VR for 10 years. She has a Master's Degree in Rehabilitation Counseling from the University at Buffalo and is a Certified Rehabilitation Counselor.

Kathy Ziegler — Kathy is the Career Center Manager at our RochesterWorks! St. Paul location and manages four programs funded from the Department of Human Services. Kathy has been with RochesterWorks! for over 10 years. Prior to joining RochesterWorks! she worked primarily with individuals with disabilities and/or in recovery. Kathy has a Bachelor of Science degree in Communications Studies.

**THANKS TO ALL OUR SPEAKERS, PANELISTS,
AND INSTRUCTORS**

WORKSHOP TOPICS

3

SESSION THREE

- A.) **Individual Placement Support (IPS) Model:** IPS is an employment service that helps more people with disabilities obtain employment than any other type of vocational program. The IPS model has been researched and used in numerous countries with many different disability groups. The results: people get and keep jobs! Come learn the fidelity measures that make this practice so successful.
- B.) **Reasonable Accommodations: What Businesses and Providers Need to Know:** The issue of “reasonable accommodations” can be misunderstood and intimidating for businesses who want to offer job opportunities to individuals with disabilities. Come learn the myths and realities about cost, services, and supports available to your company.
- C.) **Resumé Development for Vocational Providers:** This session is designed to help you help your participants to create a winning resumé. Easy-to-use templates will be provided so that you can put your skills to work and start writing this important document!
- D.) **Financial Literacy: Educating and Empowering Individuals:** For families exiting poverty, it stands to reason that success begins with viable job and income opportunities. True success for the families we serve encompasses a healthy financial picture in all areas: short and long-term savings, credit opportunities, and asset attainment to name a few. How can Service Providers help? This workshop will focus on (1) Sharing the resources within our community that low-income families can take advantage of to build financial wellness, (2) Understanding the role of Financial Empowerment and Asset Building in moving families forward and out of poverty, and (3) Finding ways to work collaboratively to explore practical and effective means for supporting low-income families on their path to financial wellness.

Elizabeth O'Brien, BSW (Liz) — Liz currently serves as the Financial Assistance Coordinator for Self-Sufficiency at the Monroe County Department of Human Services (DHS). As the Self-Sufficiency Coordinator, Liz manages all employment-related activities for active Public Assistance recipients. Liz and her staff work collaboratively with medical and mental health providers, adult education programs, community organizations and employers to help public assistance recipients reach their highest level of self sufficiency.

Matthew Petite, B.S.Ed. — Matthew assisted in the development of Rochester’s first Peer Employment Service Program during his time at the Mental Health Association of Rochester. He was able to effectively engage populations that did not respond as well to, or were not able to utilize, other employment services. Matthew has consulted for organizations and presented at conferences around the topics of engagement and peer employment support.

John Premo — John currently serves as the Director of Community & Business Services at RochesterWorks! John has more than 30 years of direct experience in the area of workforce development serving a cross-section of both youth and adults, rural and urban, experienced and emerging, training providers and employers.

Mickey Record — Mickey is the Vocational Coordinator at Ventures PROS. He is Vice President of the Rochester Area Employment Network and Board member of the Monroe County Job Service Employer Committee (JSEC).

Tyron Reaves — Tyron is the General Manager at Truform Manufacturing in Rochester, NY.

Chad Rieflin — Chad is the director of Programs and Grants for Consumer Credit Counseling Service of Rochester and has served the community of Western, NY, through the provision of financial capability services since 2000. As a Certified Financial Health Counselor he has worked directly with more than ten thousand consumers providing education, direction and advice regarding personal finance. He has taught more than 1,200 personal finance classes to virtually every segment of the population including: schools, community groups, employer groups, faith-based organizations, and rehabilitation programs. Chad is also responsible for the development of several innovative programs that utilize a holistic approach to educating individuals and families regarding financial management. He has received multiple awards for the work that he has done in the community and has been featured in numerous newspaper articles, and radio and television broadcasts.

Len Statham — Len is the Project Manager Employment and Economic Self-Sufficiency, NY Association of Psychiatric Rehabilitation Services. Mr. Statham has worked in the field of Vocational Rehabilitation and Recovery for more than 15 years. He has presented at numerous local and statewide conferences promoting employment and economic self-sufficiency as a major road to recovery.

(Continued on page 11)

CONFERENCE SCHEDULE

8 – 8:15 a.m.	Check-in/Registration
8:15 – 9 a.m.	Registration, Breakfast & Networking
9 – 9:20 a.m.	Opening Remarks <i>Speakers</i> <ul style="list-style-type: none">• <i>Mary Walsh Boatfield</i>• <i>Leonard Brock</i>• <i>Fran Weisberg</i>• <i>Robert Duffy</i>
9:20 – 10:00 a.m.	Keynote Speaker: <i>Adrian Hale</i>
10:00 – 10:15 a.m.	Morning Break/Visit Vendors
10:15 – 11:45 a.m.	Session 1
11:45 a.m.–1:15 p.m.	Lunch, Success Stories, Vendors, Networking, & Raffle
1:30 – 2:45 p.m.	Session 2
2:45 – 3:00 p.m.	Afternoon Break/Vendors & Networking
3:00 – 4:30 p.m.	Session 3

WORKSHOP TOPICS

1

SESSION ONE

- A.) **Peer and Recovery Services:** Peer Services are delivered by people with life experience recovering from issues such as substance use, mental illness, physical issues, homelessness, criminal justice issues, poverty, or trauma. A panel of providers will discuss how Peer models can be effective in Employment and Vocational programs.
- B.) **Hiring Incentives and Tax Credits Panel (for businesses):** A panel of business services representatives, including ACCES-VR, Monroe County Department of Human Services, New York State Department of Labor, and RochesterWorks!, will explain how you can benefit from incentives and tax credits for new hires.
- C.) **Job Readiness, Job Coaching and Soft Skills Training:** These are key components to a service model continuum and are essential to helping people maintain their jobs. Come learn what every provider should know: What is working and what is not working. A panel of providers will share best practices and strategies.
- D.) **Work Incentive Benefits and Ticket to Work:** One of the most basic reasons why people who receive benefits don't return to work is the concern that they will lose their benefits. This training will help service providers understand how they can communicate this topic in a positive way. This fact-filled workshop can help you dispel the myths and get people thinking about employment again. We will also give a basic overview and updates on New York State's Employment Network/Ticket to Work program.

2

SESSION TWO

- A.) **Innovative Employment/Vocational Services for Special Populations:** Transition Age Youth, Veterans and Re-entry are special populations that often face many barriers related to employment. These populations often require different engagement strategies with businesses looking to hire. Come learn about models, programs and innovative strategies to help these populations find and keep work.
- B.) **Public-Private Partnerships That Create Jobs:** Partnerships between non-profit organizations, government funders and local businesses are the key to creating jobs for special populations. Join us to learn about three Public-Private Partnership models that have created jobs in health care, advanced manufacturing, and other fields.
- C.) **Successful Placement Strategies:** Value-based performance benchmarks and contracts are here to stay. Employment and providers need to have innovative and aggressive placement strategies. Establishing Business-to-Business action plans are paramount to success. Come learn about best practices, strategies and employee relationship building that will help your organization improve placement and retention goals.
- D.) **Transportation to Work:** Transportation to work sites is a major barrier for many of our program participants. Learn about current strategies and interventions that are being used to address transportation gaps related to employment.