

## 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.

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.

## FEATURED SPEAKERS AND PANELISTS

This year's featured speakers and panelists include:

- Kyle McCarthy, a Business Services Representative who will focus on connecting our local business community to the variety of hiring incentives and recruitment opportunities available through RochesterWorks!
- Jennifer Geiger, M.S., C.R.C., a Business Relations Representative at the Rochester ACCES-VR District Office focusing on hiring opportunities for people with disabilities.
- Louis I. Lopez, a 25 year veteran employee with the NYS Department of Labor, who has worked as a Veteran's Representative, and is currently working as the Regional Business Services Representative providing programs and services to businesses.

For a full list of featured speakers and panelists, visit our website.

For more information, contact

Kris Hirschbeck at

[khirschbeck@rochesterrehab.org](mailto:khirschbeck@rochesterrehab.org)

or 585-473-2052.



## 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 has a long and successful history of helping people with disabilities, those living in poverty, and those facing other disadvantages.

[www.RochesterRehab.org](http://www.RochesterRehab.org)

## DIRECTIONS TO RIT INN & CONFERENCE CTR.

### From the West:

Take 390 S to exit 12A toward Lehigh Station Road. Turn right onto Lehigh Station Road/NY-253. Turn left onto West Henrietta Road. 5257 West Henrietta Road will be on your right just past Brooks Road.

### From the East:

Take Jefferson Road West/NY-252, merge onto 390 South via ramp on the left toward I-90. Take Exit 12A, Lehigh Station Road/NY-253. Turn right onto Lehigh Station Road/NY-253. Turn left onto West Henrietta Road. 5257 West Henrietta Road will be on your right just past Brooks Road.

## PARKING

**FREE** parking is available at the RIT Inn & Conference Center.

**Overnight conference attendees:**  
Special daily rate of \$99 plus tax/fees at  
the RIT Inn & Conference Center.  
Call 585-359-1800 to make your reservation.

Presented by:  
*Wegmans*

**EMPLOYMENT FIRST:**  
**Readiness. Resources.**  
**Retention.**

Creating employment  
opportunities for people  
of all abilities.

INDIVIDUALS WITH A DISADVANTAGE

INDIVIDUALS LIVING IN POVERTY

INDIVIDUALS WITH DISABILITIES

VETERANS AND REFUGEES



**Rochester  
Rehabilitation**

Thursday, May 18, 2017

8 a.m. to 4:30 p.m.

**RIT Inn & Conference Center**

5257 W. Henrietta Road

Henrietta, NY 14467

**Work. Wellness. Independence.**

# CONFERENCE SCHEDULE

- 8:00 – 8:15 a.m. Check-in/Registration
- 8:15 – 9:00 a.m. Registration, Breakfast & Networking
- 9:00 – 9:20 a.m. Opening Remarks
- 9:20 – 10:00 a.m. Keynote Speaker
- 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
- 1:15 – 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

(Choose **one** topic from **each** numbered session)

### 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.

### WORKSHOP TOPICS CONT. (Choose **one** topic from **each** numbered session.)

### 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 Vocational 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.

### 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.

# REGISTRATION FORM

Must be submitted by May 11, 2017

Please select an option:

- Professional \$100/person
- Group \$80/person (3 or more from single agency)

A continental breakfast, lunch, and dessert will be provided.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Agency: \_\_\_\_\_

E-mail: \_\_\_\_\_

(Required for registration confirmation)

Amount Enclosed: \$ \_\_\_\_\_

Attendee: \_\_\_\_\_

Circle sessions you will attend:

1 - A B C D    2 - A B C D    3 - A B C D

Attendee: \_\_\_\_\_

Circle sessions you will attend:

1 - A B C D    2 - A B C D    3 - A B C D

Attendee: \_\_\_\_\_

Circle sessions you will attend:

1 - A B C D    2 - A B C D    3 - A B C D

List additional attendees on a separate piece of paper

### Method of Payment:

For credit card payments, contact Kris Hirschbeck at [khirschbeck@rochesterrehab.org](mailto:khirschbeck@rochesterrehab.org). Make checks payable to **Rochester Rehabilitation** and send via mail with this registration form to:

**Ms. Kris Hirschbeck**  
**Rochester Rehabilitation Employment Conference**  
**1357 University Avenue**  
**Rochester, New York 14607**

### Please note:

1) Seating is limited, and will be granted on a first-paid, first-served basis. Registrations will not be processed without payment. Registration confirmation will be sent by e-mail.

2) We are happy to provide accommodations for those who may need interpretation services or have other needs. In order to facilitate these



requests, you must contact **Kris Hirschbeck** by **May 8, 2017** at [khirschbeck@rochesterrehab.org](mailto:khirschbeck@rochesterrehab.org) or 585-473-2052