



**2019**

# **Poverty Matters! Conference**

**REGISTRATION PACKET**

**September 11-12, 2019**

**Hotel Mead**

**451 East Grand Avenue**

**Wisconsin Rapids, WI 54494**

**[www.povertymatters.events](http://www.povertymatters.events)**

Online registration is available at  
**<https://2019povertymatters.eventbrite.com>**

**\*Credit Card processing fees apply\***

# SCHEDULE-AT-A-GLANCE

**WEDNESDAY, SEPTEMBER 11, 2019**

TIME	SESSIONS					
7:00 to 8:00 a.m.	Registration & Exhibit Hall Open					
8:00 to 9:30 a.m.	Breakfast Plenary Session					
Workshop Session 1 9:30 to 10:45 a.m.	Practical Ways to Start the Board Conversation about Advocacy	Should 'Housing First' Always be First?	Creating Opportunity through Strong Entrepreneurial Ecosystems	Black Lifelines: Impact of Inter-Generational Inequities in Public Health	Literacy & Poverty	
Break						
Workshop Session 2 11:00 to 12:15 p.m.	Using ALICE: A Study of Financial Hardship in Wisconsin to Improve Outcomes	Transportation Solutions	Introduction to Wisconsin Works (W-2) Emergency Assistance	A State of Play: Update on Medicaid Expansion and Health Care Opportunities in the Biennial Budget	Project Recovery	
12:15 to 1:45 p.m.	Lunch Plenary Session: Union of Painters and Allied Trades General President Kenneth Rigmaiden					
Workshop Session 3 1:45 to 3:00 p.m.	Predatory Lending & Financial Practices: How to Protect Yourself	Federal Policy Update	Eviction Defense Project	Overcoming Barriers to Mammograms: Persistence Pays Off	2-1-1: A Partner to Improve Connection to Services in Wisconsin	Path to Apprenticeship
Break						
Workshop Session 4 3:15 to 4:30 p.m.	When Good is Not Good Enough: Why we need to reposition the Community-based Nonprofit Sector as a Powerful Force for Deep Systems Change	Keeping Housing is Often Harder than Getting Housing: Maintaining Gains & Moving Forward	Self-Employment: Pathway to Self-Sufficiency	S.A.V.E. : Training on Veteran Suicide Prevention	Dismantling the Minority Myth: Investing the Success of Hmong Families	Veteran Benefits Forum

The evening of September 11th a casual reception with a bar and the band, Madpolecats, will be held in the Grand Avenue Tavern.

# SCHEDULE-AT-A-GLANCE

**THURSDAY, SEPTEMBER 12, 2019**

TIME	SESSIONS					
7:00 to 8:00 a.m.	Registration & Exhibit Hall Open					
8:00 to 9:30 a.m.	Breakfast Plenary Session					
Workshop Session 5 9:30 to 10:45 a.m.	2019 Wisconsin Poverty Report	Changing the Culture of Construction	Private Transportation Providers' Role in Fighting Poverty	The Skills Enhancement Program—Opening Doors to Opportunity	Toxic Stress of Homelessness: Unraveling the Impact from Infancy throughout the Lifespan	Results from the Child Support Noncustodial Parent Employment Demonstration (CSPED)
Break						
Workshop Session 6 11:00 to 12:15 p.m.	Halving Child Poverty in 10 Years: The 2019 National Academy of Sciences Report	Healthy Housing Initiative	Utilizing Stories for Awareness & Advocacy: A Strategic Approach	Taking on the Childcare Crisis Through Innovation: Wisconsin Early Education Shared Services Network Launches	School Lunch Shaming: Ensuring Equity in School Meals for Kids	The Curse & The Opportunity of Poverty and Climate Change
12:15 to 1:45 p.m.	Awards & Lunch Plenary Session; Sarah Godlewski, Wisconsin State Treasurer					

## 2019 Poverty Matters! Awards

Every year at the Poverty Matters! Conference, WISCAP and the planning committee give out two awards at the closing plenary session:

**Herb Kohl Helping Hand Award:** Recognizes an organization or individual that has demonstrated leadership and commitment to addressing the needs of low-income people.

**Courage Award:** Recognizes an individual who has overcome significant barriers in attaining economic security.

Do you know an individual or organization who deserves to be recognized for all they have done? If so, nominate them! Directions and a form are available on the conference website at [www.povertymatters.events](http://www.povertymatters.events).

# WORKSHOP DESCRIPTIONS

**Session 1: Wednesday, September 11, 2019 (9:30 to 10:45 a.m.)**

## **1.1: Practical Ways to Start the Board Conversation about Advocacy**

Presenter: Frank Martinelli, President/Senior Consultant, The Center for Public Skills Training

Sometimes, in our efforts to uncover root causes of the problems our nonprofit seeks to address, we learn that there are existing laws, regulations or public and corporate policies that hurt the people we serve. We can then take action through advocacy to change or eliminate such laws, regulations and policies. But . . . One of the biggest mistakes nonprofit board members make is deciding not to engage in advocacy because they believe they're prohibited by law from doing so. This is simply not true. Advocacy is one of the most effective tools nonprofits and foundations can use to advance their mission and serve their communities. The term "advocacy" includes broader advocacy efforts, legislative lobbying and non-partisan, election-related activities. And the combination of advocacy and direct services can dramatically increase the mission impact of any nonprofit. Advocacy is all about your organization's work and what it will take to advance it.

This session will provide information, tools, and resources to address:

- What is advocacy?
- Why nonprofits need to engage in such advocacy efforts
- What the law allows tax exempt nonprofits to do
- Organizational entry points for making the decision to engage in advocacy
- Specific roles that board members can play
- Examples of service provider nonprofits that have made the decision to engage in advocacy
- Overview of organizations and proven resources that can help leaders move forward

This workshop will be useful to board members and executive staff of nonprofit organizations that are not currently engaged in issue advocacy and public policy work but are open to exploring the idea and seek credible information on this critical topic. The session will also be useful to those leaders who want to increase their board's current commitment to advocacy.

## **2.1: Should 'Housing First' Always be First?**

Presenter: Mark Angelini, President, Mercy Housing Lakefront; Alexia Wood, Executive Director, St. John's Shelter; Joe Volk, Executive Director, Wisconsin Coalition Against Homelessness; Ruth White, Executive Director, National Center on Housing & Child Welfare; Brad Paul, Executive Director, WISCAP

Although dating its origins to the early 1990s, Housing First has become an increasingly common approach since the Bush Administration adopted the model, in 2002, as part of its plan to "end chronic homelessness in 10 years." The 2009 HEARTH Act further directed CoCs to utilize Housing First, and HUD has since used its rule making authority to impose related requirements. HUD Secretary Ben Carson recently stated that "the evidence then and now supports Housing First." But what is this model? The basic premise of housing first is to provide housing with no or few conditions and voluntary support services. Proponents of this approach argue that securing permanent housing without prerequisites or conditions is the necessary first step out of homelessness. That is, supportive services are more effective when a person chooses to engage. But there are also service providers, researchers, and advocates who are now questioning the efficacy of this model and asking whether its application is suitable for all homeless populations and all programs. This session will examine whether housing first is more a slogan or a compelling strategy, and whether it is an effective tool to "end" homelessness for all populations.

### **3.1: Creating Opportunity through Strong Entrepreneurial Ecosystems**

Presenter: Aaron Reimler, Business & Income Developer, Couleecap

The topics covered in this presentation will be focused on small business development, using entrepreneurship as a means of eradicating poverty, and supporting local entrepreneurial ecosystems. We will explore different methods of outreach, grass roots economic development initiatives, and the benefits of forming partnerships with local government, main street organizations, chambers of commerce, and other local economic development groups. We'll highlight Couleecap's use of the CO.STARTERS Nine-Week Entrepreneurial Training Program, and Couleecap's Co-Working Space to show how both can be used to allow low-income individuals to create their own jobs, and make their own way in the market. We'll also discuss the benefits of the relationships we've made with local partners in developing new programs that help increase access to entrepreneurship, and how these practices can be replicated and scaled in other communities. In a time where wages are stagnant, and where growth is especially stagnant in Wisconsin, entrepreneurship can help low-wage earners secure more prosperous means of income. In addition, local businesses recirculate almost half of every dollar made locally, which contributes to more opportunity in central commercial districts, and stronger neighborhoods. Finally, most of Wisconsin is facing a labor shortage as a result of an inability to attract young professionals and their families. Research continues to show that a key factor in being able to do so is a vibrant central commercial district. We'll be able to use these practices and concepts to show how small business development can benefit communities on both micro and macro levels of development.

### **4.1: Black Lifelines: The Impact of Inter-Generational Inequities in Public Health**

Presenter: Kisha Shanks, President, Infinite Family Solutions

We will delve into historical traumas and the ways in which they manifest in socio-economic systems today. Additionally, we will examine not only the oppressive systems that impact community outcomes, but also the ways in which resulting implicit biases perpetuate adverse outcomes in targeted communities. This highly interactive workshop offers attendees the opportunity to gain a deeper understanding of systemically oppressive systems, their origins and how to navigate them for the benefit of the families that they serve. Content includes academic research as well as practical, real-life scenarios to apply and analyze, respectively. Attendees will explore poverty not as a individual problem, but instead as a symptom of a much larger issue, thus creating opportunity for more impactful resolution within marginalized communities.

### **5.1: Literacy & Poverty**

Presenter: Shawn Steen, Director of Volunteer Services, Literacy Network of Dane County

How is literacy linked to poverty? How can we improve adult literacy in our communities, and what impact will that have on employment, health, incarceration rates, and children's success in school? Presentation and handouts will cover:

1. State and federal statistics that link low literacy with poverty, poor health, incarceration, and weak economies.
2. 1.5 million adults in Wisconsin are low-literate. Why? How does this happen?
3. How to further your agency's mission and effectiveness by taking into account the literacy needs of your clients --and helping them improve their literacy.
4. How to harness the power of volunteers to support adults who are low-literate.

## **1.2: Using ALICE: A Study of Financial Hardship in Wisconsin to Improve Outcomes**

Presenter: Charlene Mouille, Executive Director, United Way of Wisconsin

United Way of Wisconsin first released ALICE: A Study of Financial Hardship in Wisconsin in the Summer of 2016. An update was released in the Fall of 2018 that sheds even more light on the struggles households face when their budgets are stretched thin. ALICE is an acronym that stands for Asset Limited, Income Constrained, Employed. ALICE represents the households with income above the Federal Poverty Level but below the basic cost of living. The ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. Learn how United Ways and others are using the ALICE study which contains state, county and municipal level data to improve lives and strengthen local communities. This information is helping community stakeholders engage in productive dialogue to improve outcomes.

By the conclusion of this session, attendees will be able to:

1. Provide an understanding of the 38% of Wisconsin households that live below the ALICE Threshold.
2. Share examples of how communities are providing supports to ALICE households that address challenges like access to childcare, access to healthcare, transportation, etc.
3. Share talking points that will help nonprofit organizations, public agencies, employers and others talk about the challenges of “making ends meet” to advance their work to secure opportunities in Wisconsin.

## **2.2: Transportation Solutions**

Presenter: Lori Jacobson, Assistant Transportation Director, Southwest CAP & Jeff Segebrecht, Program Director, Southwest CAP

This transportation workshop will be presented by a panel of Mobility Managers from both urban and rural areas. We will present information on a variety of successful existing and pilot transportation programs that provide opportunity for economic growth. We will also discuss implementation of programs as well as available funding sources. There will be opportunity for open discussion and idea sharing throughout the session.

## **3.2: Introduction to Wisconsin Works (W-2) Emergency Assistance**

Presenter: Samantha Wendt, Leadership & Development Consultant, Parallel Services, LLC.

Wisconsin Works (W-2) Emergency Assistance is a one-time payment that can help low-income parents pay an emergency housing or utility-related expense. This introductory course is intended to provide a basic outline of the Emergency Assistance application process and eligibility criteria. The workshop will address how to apply, who can receive Emergency Assistance, and what the Emergency Assistance payment can be used for. Participants will learn the basic eligibility and application rules and leave with a thorough understanding of how to connect individuals who are experiencing housing instability to this state funded resource.

## **4.2: A State of Play: Update on Medicaid Expansion & Health Care: Opportunities in the Biennial Budget**

Presenter: William Parke-Sutherland, Health Policy Engagement Coordinator, Kids Forward

The Affordable Care Act brought insurance coverage to many. While the uninsured rates for both adults and children have decreased significantly over the past decade, there are still wide disparities among whites and Black, Latinx, and Native American residents. For Latinx and Native American Wisconsinites, the uninsured rate is more than three times the rate for white people. There's still a lot of work to do to ensure access to quality, affordable health care and coverage for all.

For the first time in many years, Wisconsin has a realistic opportunity to significantly reduce that problem and save hundreds of millions of state dollars by fully expanding Medicaid through BadgerCare, which would extend access to about 80,000 low-wage workers in Wisconsin. Governor Evers has proposed a robust health care budget that fully expands Medicaid and invests in increased provider rates, maternal and infant health (with a specific emphasis on decreasing racial disparities), access to dental services, a community health initiative, and more funding for behavioral health providers. However, opponents of Medicaid expansion have control over both houses of the Wisconsin legislature. Join William Parke-Sutherland, health policy engagement coordinator for Kids Forward, to get an update on the status of the 2019-2021 budget for health care, including the prospects for Medicaid expansion and other investments in health care and coverage for kids and families.

## **5.2: Project Recovery**

Presenter: Amanda Warthesen, Project Recovery Director, Couleecap; Kim Sines, Project Recovery Team Lead West; Jane Gaffney, Project Recovery Team Lead East

In the summer of 2018, many parts of Wisconsin were devastated by severe storms, flooding, landslides, straight-line winds, and tornadoes. In response to this devastation and through resources available to the state through the Federal Emergency Management Agency (FEMA), Project Recovery was brought to Wisconsin. This community-based program provides outreach, crisis counseling and support for flood and severe storm victims. Due to the devastation spanning nine counties (Crawford, Dane, Juneau, La Crosse, Marquette, Monroe, Richland, Sauk, and Vernon) the network of community action was uniquely positioned to host Project Recovery and address this widespread need.

WISCAP was the grantee of the program and served as the liaison with the state and FEMA. Couleecap (serving Crawford, La Crosse, Monroe and Vernon counties) was the subcontractor of WISCAP and served as the lead community action agency for Project Recovery. Couleecap hired all staff, coordinated their training, and ensured adequate supplies and equipment were readily available. Five other community action agencies, stood at the ready to assist Couleecap in their areas. Come learn about how this effective partnership, that combined federal and state assistance with regional and community coordination, provided flood affected areas with high-quality, accessible, and well-managed support services and strategies in the wake of a crisis.

## Session 3: Wednesday, September 11, 2019 (1:45 to 3:00 p.m.)

### 1.3: Predatory Lending & Financial Practices: How to Protect Yourself

Presenter: Peter Skopec, Director, Wisconsin Public Interest Research Group (WISPIRG)

This presentation will give an overview of predatory financial practices that put many Wisconsinites at risk, including payday and car title lending, predatory debt collection, and financial scams. Participants will learn what makes these practices predatory, how they can identify more responsible alternatives, and where to turn for help if they or someone they know have been impacted. The presentation will also cover policy solutions and advocacy opportunities to strengthen consumer protections.

### 2.3: Federal Policy Update

Presenter: Brad Paul, Executive Director, WISCAP & Ruth White, Executive Director, National Center for Housing & Child Welfare

This session will provide information on a range of federal programs of interest to community action agencies and other anti-poverty organizations. We will discuss a range of policy, program, and funding issues, primarily within HHS and HUD's portfolio. The session will include an update on the proposed Community Services Block Grant reauthorization, the Homeless Children and Youth Act, and the Fostering Stable Housing Opportunities Act. Session participants will be provided with concrete action steps to help advocate for increased funding and improved program design.

### 3.3: Eviction Defense Project

Presenter: Sofia Ascorbe, Attorney, Eviction Defense Project

This presentation will provide attendees with information about Legal Action of Wisconsin's Eviction Defense Project (EDP) and the services that EDP provides. We will detail the Project's history and the various community partners that helped make the Project possible and successful. From a practical perspective, we will discuss common strategies to help tenants avoid eviction and how to defend against eviction. We will also address laws and recent legislative updates that advocates and social services providers should know when advising tenants in eviction prevention.

### 4.3: Overcoming Barriers to Mammograms: Persistence Pays Off

Presenter: Eva Scheppa, RN, BSN Family Health Center Director of Health Services; Jenelle Elza, American Cancer Society Health Systems Manager, Primary Care Systems

Since 2016, Family Health Center of Marshfield and American Cancer Society have offered a rural mammogram outreach project for vulnerable populations. Assistance is provided in overcoming the social, financial or emotional barriers to getting a mammogram. Components include: an introductory mailing, follow-up phone calls, assistance with barriers, making the appointment, follow-up to assure the person went to appointment (and if not outreach begins again), documentation of mammogram results, and if patient refuses or is unable to reach they are contacted again in 6 months.

### 5.3: 2-1-1: A Partner to Improve Connection to Services in Wisconsin

Presenter: Charlene Mouille, Executive Director, United Way of Wisconsin

United Way of Wisconsin, the managing partner of 2-1-1 Wisconsin will share how 2-1-1 is being used through call, chat, text and a searchable data base throughout the state to improve health, education and financial stability outcomes. Each year more than 200,000 contacts are handled by 2-1-1 centers in Wisconsin, the needs of these callers help us understand community challenges. 2-1-1 also powers the Wisconsin Addiction Recovery Helpline. Participants will be engaged in a conversation that will explore how 2-1-1 can be used to improve access to services.

By the conclusion of this session, attendees will be able to: Use 2-1-1 data to understand the needs of their community, Understand how 2-1-1 can help nonprofit and community programs reach their intended audience, Share examples of how communities are partnering with 2-1-1 and the Wisconsin Addiction Recovery Helpline and Understand how to access 2-1-1 services through multiple communication channels.



## Session 3: Wednesday, September 11, 2019 (1:45 to 3:00 p.m.)

### 6.3: Path to Apprenticeship

Presenter: Adam Holmes, Director of Training, IUPAT District 7; Jeff Mehrhoff, Business Manager/Secretary Treasurer, IUPAT District 7

In today's competitive economy, highly trained workers are in demand. Highly skilled workers command higher pay and better benefits than unskilled workers. Highly skilled workers are safer on the job and have fewer job-related accidents than do unskilled workers.

IUPAT is committed to meeting the demands of employers for a productive, skilled workforce by providing unsurpassed training and education opportunities for all of our members. IUPAT DC 7 offers education and training programs that make our members the most knowledgeable and accomplished craft workers in North America.

This presentation will talk about career opportunities within our apprenticeship programs, how they work, and how they provide family supporting jobs within our communities.

## Session 4: Wednesday, September 11, 2019 (3:15 to 4:30 p.m.)

### 1.4 When Good is not Good Enough: Why We Need to Reposition the Community-based Nonprofit Sector as a Powerful Force for Deep Systems Change

Presenter: Frank Martinelli, President/Senior Consultant, The Center for Public Skills Training

In spite of the valiant efforts of many caring people and organizations over many years, life has not improved for countless Wisconsinites. If things are going to really change, we need to shift attention from modest service goals that provide temporary relief for some, to courageous actions that challenge and change the economic, social and political systems that are the root cause of the many problems we face. For this shift to occur, we must reassess our work in the nonprofit sector -- especially those nonprofits working in low-income communities. Nonprofits need to direct more efforts at actually changing the underlying systems. Good is not good enough: While we continue to provide services to individuals in desperate need, we must now reposition the community-based nonprofit sector as a powerful force for social change at the underlying systems level. For nonprofits that want to move in this direction, there are four key strategies that can help them move more of their impact to the root cause level:

- Uncover the root causes of community problems and use this new understanding to rethink the focus and impact of current programming, and develop/redesign programs and initiatives in order to address these deeper root causes
- Increase advocacy, lobbying, and public policy work by nonprofits
- Carry out ongoing nonpartisan voter registration and education efforts at the neighborhood level
- Connect community-based nonprofits to mission-aligned issue campaigns already underway -- like expanding public transportation to link the unemployed to jobs; to living wage campaigns like the Fight for \$15, Black Lives Matter, the effort to close the Milwaukee Secure Detention Facility, and to other initiatives tackling racism, income inequality and poverty at the root cause level

For each of these strategies, there are organizations and proven resources that can help nonprofits incorporate these strategies into their ongoing work. Session attendees will receive a resource packet with tools and resources to implement the four strategies and the presentation will provide concrete ways to increase the impact of their organization's efforts in local communities.

## **2.4 Keeping Housing is Often Harder than Getting Housing: Maintaining Gains & Moving Forward**

Presenter: Jim Winship, Founder, Beechwood True LLC

For individuals experiencing homelessness or with housing fragility, a worker can often assist with a goal-centered process that leads to the individual securing housing. However, in the case management process, there is often little attention paid to the work needed for the individual/family to hold on to the housing in the long term, and many families have trouble holding on to their housing for a year or longer. In this workshop, participants will learn about the factors that get in the way of longer-term stability and discuss the options for helping individuals meet these challenges. Approaches for helping individuals reframe their current situation and for anticipating common roadblocks to housing permanence will be presented and discussed. Workshop participants will have the opportunity to apply learning from this workshop to their own organization.

## **3.4: Self-Employment: Pathway to Self-Sufficiency**

Presenter: Jonathan Bader, Director of Policy & Programs, WISCAP

Learn about key business development resources available for women, minorities and low-income entrepreneurs to start or expand small businesses in Wisconsin. This workshop will include interesting presentations from staff and business owners who are successfully self-employed. This includes WISCAP's unique Job & Business Development Program (JBD), operated by 8 Community Action Agencies, that has helped low-income entrepreneurs start over 2,200 small businesses & create over 6,000 jobs since it began.

## **4.4: S.A.V.E.**

Presenter: Darlene Ezman, Suicide Prevention Coordinator, Wm. S. Middleton Memorial Veterans Hospital

The goal of the S.A.V.E training is to provide education on how to identify the warning signs of suicide and ways to intervene and help someone in crisis. We recognize that many of the clients WISCAP members and allies serve, experience a variety of life stressors, some could even cause him/her to consider suicide. While the information provided will focus on unique risk factors in the Veteran community (many that may be accessing your services), the information will be applicable to all individuals and families enrolled in your programs. We will cover: Veterans and the VA, facts about suicide, myths & realities about suicide, how to identify and help a veteran at risk for suicide, how to address a crisis situation, the steps of S.A.V.E., and other resources and references.

## **5.4: Dismantling the Minority Myth: Investing the Success of Hmong Families**

Presenter: Phong Vang, Hmong UPLIFT Program Coordinator, CAP Services; Jim Vang, Hmong UPLIFT Family Development Manager, CAP Services

This workshop will provide insight to the root causes of why some minority groups, particularly the Hmong community, struggle to become successful. The workshop will provide a brief history of the Hmong journey, look at research data on the minority myth and how the Hmong UPLIFT Program has lifted this community. Hmong UPLIFT is a multi-generational approach for strengthening families by bridging the gaps to improve their lives. UPLIFT assists Hmong parents in setting goals and gaining the skills and knowledge to advance while modeling the importance of education to their children. The program embraces parenting education, adult education, and early childhood education, as well as inter-generational activities.

## **6.4: Veterans Benefits Forum**

Presenter: To be announced

## Session 5: Thursday, September 12, 2019 (9:30 to 10:45 a.m.)

### 1.5: 2019 Wisconsin Poverty Report

Presenter: Tim Smeeding, Lee Rainwater Distinguished Professor of Public Affairs & Economics, Institute for Research on Poverty, University of Wisconsin-Madison

In this session, the findings of the 2019 Wisconsin Poverty Report will be presented. The Wisconsin Poverty Project came into being in late 2008, when a group of researchers at the University of Wisconsin–Madison’s Institute for Research on Poverty (IRP) sought to gain a more accurate and timely assessment of poverty throughout the state as the worst recession in the postwar era was gripping the nation. The researchers’ efforts, which align with broader efforts including federal development of the Supplemental Poverty Measure, sought to inform policy with up-to-date and place-specific data that go beyond the official statistics for Wisconsin. The project, which each year produces a Wisconsin Poverty Report, joins other endeavors by University of Wisconsin System faculty and staff to improve the lives of people throughout the state in the spirit of the Wisconsin Idea.

Simply put, the Wisconsin Poverty Project model reflects IRP’s commitment to informing public policy with research findings. Consistent with this idea, one of our main goals in developing the Wisconsin Poverty Measure is to serve as a model for other states and localities seeking to craft their own more meaningful measures of poverty.

### 2.5: Changing the Culture of Construction

Presenter: Adam Holmes, Director of Training, IUPAT District 7

Working in the building and construction trades is a challenging career. There are high productivity demands on the workforce to meet deadlines, as well as working conditions that can often be an extreme danger if strict safety guidelines aren’t followed. Yet, there are other risks construction workers face in the industry that many don’t want to talk about – Substance Use Disorder and Suicide Prevention. This presentation will try to give the attendees the understanding and knowledge they need to deal with family and friends who are suffering with these issues.

### 3.5: Private Transportation Providers’ Role in Fighting Poverty

Presenter: Jim Brown, President, Specialized Medical Vehicle Association of Wisconsin (SMVAW); Kathy Sankey, Wisconsin Association of Taxicab Owners; Gary Goyke, Legislative Consultant, Wisconsin Coordinated Transportation Cooperative (WCTC)

This session will explore the private transportation provider network in Wisconsin and its role in fighting poverty. How shared ride systems, NEMT, paratransit and workforce development contacts are a factor in helping improve the economic strength of Wisconsin’s citizens.

### 4.5: The Skills Enhancement Program--Opening Doors to Opportunity

Presenter: Kim Calmes, Skills Enhancement Program Coordinator, CAP Services & Nicole Harrison, VP & Director of Human Development, CAP Services

In this workshop we will share information on this dynamic, community based program that provides opportunity for low income individuals to access education and training. Through financial assistance and case management support many barriers can be overcome, allowing low wage workers to access training and gain skills they need to qualify for higher paying jobs, access to benefits and better opportunities for their future. We will share our 28 years of experiences, challenges and successes with this program. We will talk about some common barriers our participants face. We will discuss strategies for funding, marketing and creating community connections, as well as current program trends and adaptations we are implementing to address the needs of specific populations within our program. This workshop will address a solution to poverty through education which leads to increased wages, greater economic opportunity, and more financial security.

## **5.5: Toxic Stress of Homelessness: Unraveling the Impact from Infancy throughout the Lifespan**

Presenter: Jeanne Erickson, Program Assistant, Coalition of Wisconsin Aging & Health Groups (CWAG)

Individuals and families experiencing homelessness are often invisible to us, even though we may encounter them every day. The rate of homelessness is on a steady rise and its impact hits all ages of the lifespan. The life expectancy of an individual experiencing homelessness is 44, compared to 77 years of age for the remainder of the population. Participants in this interactive workshop will gain an understanding of the toxic stress of homelessness and how it affects the individual's physical, emotional and mental health and how that stress may manifest itself through the various stages of life. The barriers created by homelessness, on all ages, will be addressed, with an interactive discussion on how programming may reduce those barriers. The participant will learn how behavioral and verbal responses may be triggered by stressors which may have been experienced daily and learn practical approaches that will improve interactions.

## **6.5: Results from the Child Support Noncustodial Parent Employment Demonstration (CSPED)**

Presenter: Daniel Meyer, Professor, Institute for Research on Poverty, University of Wisconsin-Madison

The National Child Support Noncustodial Parent Employment Demonstration (CSPED), launched by the Office of Child Support Enforcement (OCSE) within the Administration for Children and Families, U.S. Department of Health and Human Services and including two sites in Wisconsin, was designed to test the effectiveness of a child support-led program combining case management, enhanced child support, employment, and parenting services for noncustodial parents. CSPED's goal was to increase the reliable payment of child support by noncustodial parents with barriers to payment, in order to improve child well-being and avoid public costs. In this session we will discuss the results of CSPED, what the results suggest, and challenges and opportunities moving forward.

### **1.6: Halving Child Poverty in 10 Years: The 2019 National Academy of Sciences Report**

Presenter: Tim Smeeding, Lee Rainwater Distinguished Professor of Public Affairs & Economics, Institute for Research on Poverty, University of Wisconsin-Madison and a member of the NAS committee

We all know that millions of American children live in families with incomes below the poverty line. Most Poverty Matters! Conference participants work with the poor on a daily basis. Could legislation at the federal level make all of our work easier? Recognizing the poverty challenge to America's future, Congress asked the National Academies of Sciences to conduct a comprehensive study of the cost of child poverty in the United States, and to identify evidence-based programs and policies for reducing the number of children living in poverty by half within 10 years. The National Academies appointed a committee with expertise in economics, psychology, cognitive science, public policy, education, sociology, and pediatrics to conduct the study and issue a report. The committee's report, *A Roadmap to Reducing Child Poverty*, identifies packages of policies and programs that could reduce child poverty in the United States by half within 10 years, at a cost far lower than the costs the nation currently bears as the result of child poverty.

Tim Smeeding, a UW-Madison professor and a member of the committee, will present a short video presentation of the report, update the attendees on national legislation that has been proposed to reach the goal, and answer questions from the audience.

### **2.6: Healthy Housing Initiative**

Presenter: Mike Bare, Research & Program Coordinator, Community Advocates Public Policy Institute

Participants will better understand the acute and direct connection between housing and health, and will be briefed on potential public policy solutions to improve housing affordability, quality and stability. This presentation will help shape norms and narratives around housing policy, and how collective action can solve problems related to housing affordability, quality and stability.

### **3.6: Utilizing Stories for Awareness & Advocacy -- A Strategic Approach**

Presenter: Jim Winship, Founder, Beechwood True LLC

Communicating to the public about the complexity of the challenges that many of our clients face and the work that we do is not easy, and much of the communication from human service organizations both about societal issues and our accomplishments misses the mark. This interactive workshop will present information on a strategic approach on communicating with diverse audiences, discuss with participants the advantages and ethical concerns in using client success stories, and demonstrate a range of story formats and approaches that can be applied. It will also give participants the opportunity to apply the workshop material to their own organizational setting.

### **4.6: Taking on the Child Care Crisis through Innovation --Wisconsin Early Education Shared Services Network Launches**

Presenter: Kelly Matthews, Shared Services Coordinator, Wisconsin Early Childhood Association

We've launched the Wisconsin Shared Services Network (WEESSN)! Come learn how it can help stabilize child care businesses, keeping providers' doors open to serve their communities and increase revenues to address low wages in early care and education. Participants will understand how Shared Services works, and how WEESSN is using Shared Services strategies to support child care businesses. Lack of child care creates a significant barrier to employment. Increasing high quality, stable child care provides many benefits to a community. Also, providing a service like WEESSN which removes barriers to providing care can increase the number of providers, which also increases employment and the tax base for a community. Stories of our WEESSN work spans both urban and rural settings.

### **5.6: School Lunch Shaming: Ensuring Equity in School Meals for Kids**

Presenter: Maureen Fitzgerald, Director of Advocacy, Hunger Task Force; Natalie Czarkowski, Field Organizer, Hunger Relief Federation

Annually, over 100 million school meals are served in Wisconsin. Students either pay full price, a reduced price or receive a free meal depending on their family's income. Parents typically load money onto a card that the student swipes to purchase their meal. Often, the money runs out. School Nutrition Association estimates that 75% of school districts are dealing with unpaid student meal debt. Figuring out how to fix unpaid debt has been a challenge for years. Recently, this issue made national headlines as reports surfaced of schools instituting student-shaming policies like throwing out meals or stamping a child's hand. In Wisconsin, school policies vary but some include: requiring the child to call parents and ask them to pay the lunch bill; providing bills to a student in the lunch line, restricting graduation for students with lunch debt and providing an alternate meal to students without funds. The alternate meal often consists of a cheese sandwich or cheese crackers instead of a hot lunch. Some states have begun to take legislative steps to prohibit shaming practices. This presentation provides a review on state-based legislation to prevent future lunch shaming and common-sense policy solutions that school administrators may use to eliminate all meal debt, removing the need to chase down parents who are past due. Broad peer-reviewed research demonstrates children have better outcomes when they eat school meals. Singling out or withholding food from children with insufficient funds does not help school staff or students. Wisconsin can learn from other state-based policies to craft a better solution for our schools and our students.

### **6.6: The Curse and The Opportunity of Poverty & Climate Change**

Presenter: Kelly Cain, Founder/CEO, St. Croix Institute & Peter Kilde, Executive Director, West CAP

This workshop illustrates the existence and direct relationship of poverty and climate change. It is a what, how, who, and when of turning CAP programs into 'voluntary carbon offsets,' their value in the market, and potential for significant new external revenue. Market research already indicates significant investor interest for thousands of metric tons of CAP related offsets that provide 'socially equitable, deep decarbonization'.

Take-aways include:

- 1) Latest analysis of correlations between poverty, social equity & climate change impact
- 2) Understanding of fundamentals of carbon offsets, additionality, and market conditions
- 3) Familiarization with the only WZN carbon offset protocol currently in use in the USA
- 4) Ideas on how to leverage WZN offsets to the benefit of one's own local economy

# HOTEL & VENUE INFORMATION

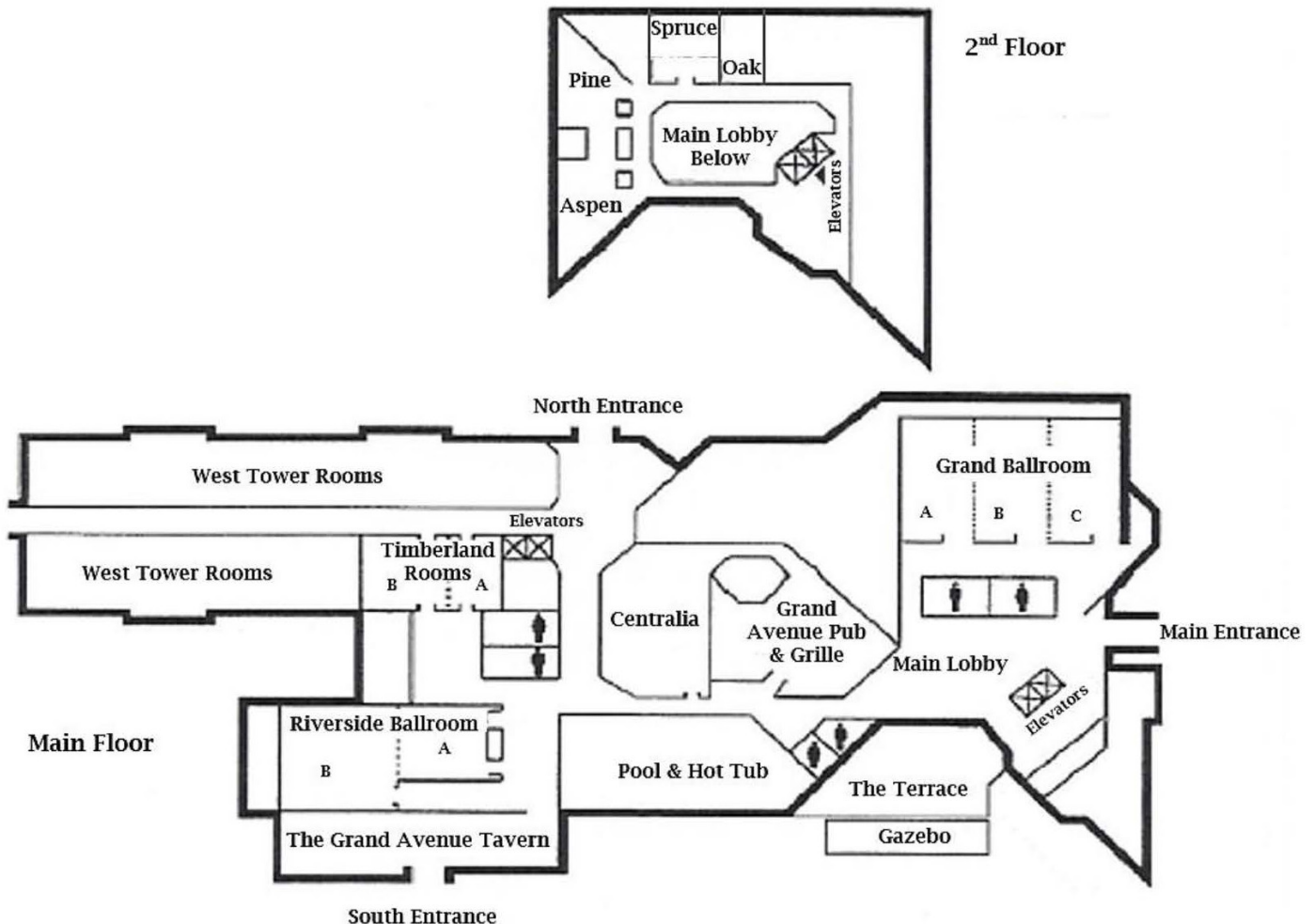
## LOCATION

The 2019 Poverty Matters! Conference will be held at Hotel Mead in Wisconsin Rapids, WI. You can visit the hotel online at [www.hotelmead.com](http://www.hotelmead.com). The conference plenary sessions will all be held in the Grand Ballroom (A, B & C). Our exhibit hall will be in the Grand Ballroom Foyer. The workshop rooms consist of: Riverside A, Riverside B, Centralia, Aspen, Pine, and Timberland A & B. The evening of September 11th there will be a bar and band in the Grand Avenue Tavern. A map is provided at the bottom of this page for convenience.

## BLOCK

There is a block of rooms for the conference at Hotel Mead for the nights of September 10th and September 11th. The cost is \$82 per night for each room. To reserve your room please call the hotel at (715) 423-1500, there is no online reservation option available. **YOU MUST RESERVE YOUR ROOM BY AUGUST 11, 2019 IN ORDER TO SECURE THE RATE OF \$82 PER NIGHT.**

## MAP



# REGISTRATION INFORMATION

## 2019 Poverty Matters! Conference

September 11-12, 2019

Hotel Mead

451 East Grand Avenue

Wisconsin Rapids, Wisconsin 54494

### PLEASE NOTE: DEADLINE TO REGISTER IS FRIDAY, AUGUST 30, 2019

Please email form to [kberens@wiscap.org](mailto:kberens@wiscap.org) or mail it with your check to the WISCAP address below.

### 1. Fill out your information.

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

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

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

Dietary Restrictions: \_\_\_\_\_

### 2. Mark what meals you will be attending.

September 11, 2019		September 12, 2019	
<input type="checkbox"/>	Breakfast	<input type="checkbox"/>	Breakfast
<input type="checkbox"/>	Lunch	<input type="checkbox"/>	Lunch

### 3. Mark which registration option you are choosing.

Registration	
<input type="checkbox"/>	One-Day -- \$150
<input type="checkbox"/>	Entire Conference -- \$200

### 4. Proceed to the following page and mark which events you will be attending during the conference.

### 5. Make your check out to WISCAP and mail the check and form to:

Attn: Cassidy Berens  
30 W. Mifflin Street  
Suite 406  
Madison, WI 53703

## DON'T FORGET!

• Online registration is offered for this conference at <https://2019povertymatters.eventbrite.com>

\*Please note, credit card processing fees do apply\*

• Registration closes Friday, August 30, 2019

• Reserve your hotel room by August 11, 2019 in order to get the rate of \$82 per night

• All information (including sponsorships, award nominations, and scholarships) can be found at [www.povertymatters.events](http://www.povertymatters.events)

## QUESTIONS?

Contact Cassidy Berens, Communications  
Manager at (608) 244-4422 or  
[kberens@wiscap.org](mailto:kberens@wiscap.org)



September 11	9:30 to 10:45 a.m.	1.1: Practical Ways to Start the Board Conversation about Advocacy	
September 11	9:30 to 10:45 a.m.	2.1: Should 'Housing First' Always be First?	
September 11	9:30 to 10:45 a.m.	3.1: Creating Opportunity through Strong Entrepreneurial Ecosystems	
September 11	9:30 to 10:45 a.m..	4.1: Black Lifelines: Impact of Inter-Generational Inequities in Public Health	
September 11	9:30 to 10:45 a.m.	5.1: Literacy & Poverty	
September 11	11:00 a.m. to 12:15	1.2: Using ALICE: A Study of Financial Hardship in Wisconsin to Improve Outcomes	
September 11	11:00 a.m. to 12:15	2.2: Transportation Solutions	
September 11	11:00 a.m. to 12:15	3.2: Introduction to Wisconsin Works (W-2) Emergency Assistance	
September 11	11:00 a.m. to 12:15	4.2: A State of Play: Update on Medicaid Expansion	
September 11	11:00 a.m. to 12:15	5.2: Project Recovery	
September 11	1:45 to 3:00 p.m.	1.3: Predatory Lending & Financial Practices: How to Protect Yourself	
September 11	1:45 to 3:00 p.m.	2.3: Federal Policy Update	
September 11	1:45 to 3:00 p.m.	3.3: Eviction Defense Project	
September 11	1:45 to 3:00 p.m.	4.3: Overcoming barriers to mammograms: Persistence Pays Off	
September 11	1:45 to 3:00 p.m.	5.3: 2-1-1: A Partner to Improve Connection to Services in Wisconsin	
September 11	1:45 to 3:00 p.m.	6.3: Path to Apprenticeship	
September 11	3:15 to 4:30 p.m.	1.4: When Good is Not Good Enough	
September 11	3:15 to 4:30 p.m.	2.4: Keeping Housing is Often Harder than Getting Housing	
September 11	3:15 to 4:30 p.m.	3.4: Self-Employment: Pathway to Self-Sufficiency	
September 11	3:15 to 4:30 p.m.	4.4: S.A.V.E.	
September 11	3:15 to 4:30 p.m.	5.4: Dismantling the Minority Myth: Investing the Success of Hmong Families	
September 11	3:15 to 4:30 p.m.	6.4: Veterans Benefits Forum	
September 12	9:30 to 10:45 a.m.	1.5: 2019 Wisconsin Poverty Report	
September 12	9:30 to 10:45 a.m.	2.5: Changing the Culture of Construction	
September 12	9:30 to 10:45 a.m.	3.5: Private Transportation Providers' Role in Fighting Poverty	
September 12	9:30 to 10:45 a.m.	4.5: Skills Enhancement Program: Opening Doors to Opportunity	
September 12	9:30 to 10:45 a.m..	5.5: Toxic Stress of Homelessness	
September 12	9:30 to 10:45 a.m.	6.5: Results from CSPED	
September 12	11:00 a.m. to 12:15	1.6: Halving Child Poverty in 10 Years	
September 12	11:00 a.m. to 12:15	2.6: Healthy Housing Initiative	
September 12	11:00 a.m. to 12:15	3.6: Utilizing Stories for Awareness & Advocacy: A Strategic Approach	
September 12	11:00 a.m. to 12:15	4.6: Taking on the Childcare Crisis Through Innovation	
September 12	11:00 a.m. to 12:15	5.6: School Lunch Shaming: Ensuring Equity in School Meals for Kids	
September 12	11:00 a.m. to 12:15	6.6: The Curse & The Opportunity of Poverty and Climate Change	