

PROGRAM

# UMA'S 72<sup>ND</sup> NATIONAL CONVENTION



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MARCH 12-14, 2012  
LAKE BUENA VISTA, FLORIDA  
Hilton in the WALT DISNEY WORLD® Resort

*INSPIRING LEADERSHIP EXCELLENCE*



## Schedule At A Glance

### Sunday, March 11

2.00 PM - 5.00 PM Registration Open

### Monday, March 12

7.30 AM - 5.00 PM Registration Open  
 8.00 AM - 3.00 PM EAGLE Peer Reviewer Training  
 2.00 PM - 5.00 PM Training Committee Meeting  
 2.00 PM - 5.00 PM UMA Board of Directors Meeting  
 6.00 PM - 9.00 PM Opening Dinner Featuring LeAnn Thieman

### Tuesday, March 13

7.30 AM - 5.00 PM Registration Open  
 8.00 AM - 8.30 AM Morning Prayers  
 7.30 AM - 8.45 AM First-Timer's Orientation Breakfast  
 9.00 AM - 10.15 AM Plenary Featuring LeAnn Thieman  
 10.30 AM - Noon Small Group Meetings of Sections and Fellowships  
 Noon - 1.30 PM Lunch and Meeting of the Membership Featuring Dan Burke, Esq.  
 1.45 PM - 3.00 PM Concurrent Education Sessions  
 3.00 PM - 4.00 PM Refreshments With Exhibitors  
 4.00 PM - 5.15 PM Concurrent Education Sessions  
 5.15 PM until ? Enjoy the Rest of Your Evening!

### Wednesday, March 14

7.15 AM - 7.45 AM Morning Prayers  
 8.00 AM - 9.30 AM Plenary Featuring Mary Tomlinson  
 9.30 AM - 9.45 AM Refreshments in the Exhibit Hall  
 9.45 AM - 10.45 AM Plenary Featuring Mary Tomlinson  
 11.00 AM - Noon Plenary Featuring Dave Lawrence  
 Noon - 2.00 PM Celebration of Excellence Luncheon Featuring Susan Dreyfus  
 2.00 PM - 3.30 PM Closing Plenary and Worship

This year, we're offering a series of quality plenary presentations and concurrent education workshops appealing to a broad range of participants. All are designed to develop your skills as a leader, no matter what job you hold. Don't miss any of them!

## Who Should Attend?

Anyone with a passion for health and human service ministries, including

- CEOs
- Management and Senior Staff
- Trustees
- Health and Welfare Representatives and other Conference officials
- Chaplains
- Public Relations staff
- Marketing staff
- Fundraising staff
- UMA Business partners
- Spouses and Families!

## The Weather

The Orlando area enjoys a March average high temperature of 79, and a low of only 56. At about 3 inches, rainfall is half of what is typical for June. All in all, it's a perfect time to be in central Florida, so come prepared to treat your spring fever with some quality time in the Sunshine State!

# Our Hotel

The Hilton In The Walt Disney World® Resort offers Disney's exclusive EXTRA MAGIC HOURS benefit and is located directly across from Downtown Disney® in Lake Buena Vista, FL. Guests will enjoy exceptional facilities at our official Walt Disney World® hotel, including complimentary transportation to *Magic Kingdom® Park, Disney's Animal Kingdom® Theme Park, Disney's Hollywood Studios®, Epcot®, Disney's Typhoon Lagoon Water Park, Disney's Blizzard Beach Water Park, Downtown Disney® Area*, and you'll also enjoy *Preferred tee times at Walt Disney World® Golf Courses*.

Our Orlando hotel also offers a variety of restaurant options and lounges including Benihana Japanese Steakhouse, Andiamo Italian Bistro and Grille, a 24-hour Marketplace and a Disney character breakfast at Covington Mill on Sundays.

This Hilton Orlando hotel is only steps away from some of the most popular amenities and attractions! As a guest at our hotel, you also receive special benefits:

- Special UMA rate of \$130 per night
- Rate is good three days before and after our event
- Discounted parking (\$6 per day)
- Complimentary in-room internet access
- Extra Magic Hours - Each day one of the Disney theme parks is open an hour early or stays open later in the evening.
- Complimentary shuttle service to Disney Theme Parks

Additionally, this Hilton hotel is close to other popular attractions, beaches, and shopping such as:

- Orlando/Orange County Convention Center
- SeaWorld, Discovery Cove, and Aquatica
- Universal Studios and Islands of Adventure
- Kennedy Space Center
- Daytona Beach
- Cocoa Beach
- Clearwater Beach
- Orlando Premium Outlets - International
- Orlando Premium Outlets - Vineland
- Mall at Millennia
- LEGOLAND Florida

Join us for an incredible learning experience and family adventure at a world class resort!

## How Do I Register?

**NOTE: All hotel reservations must be made by Friday, February 17 in order to obtain UMA'S discounted rate of \$130. This is a busy time of year for the Hilton, and they anticipate a sold out hotel, so don't delay. Why? Because you might not be able to get a room!**

To attend UMA's National Convention, follow these steps.

1. Make your hotel reservations by
  - VISITING UMA's [Hilton's customized UMA reservation website](#). If your security settings do not support hyperlinks, just paste the following into your web browser:  
[http://www.hilton.com/en/hi/groups/personalized/O/ORLDWHH-UMA-20120311/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/O/ORLDWHH-UMA-20120311/index.jhtml?WT.mc_id=POG)
  - CALLING the Hilton at [1.800.782.4414](tel:1.800.782.4414). Refer to the UMA room block.
2. Complete the UMA event registration form, then
  - FAX your completed form to the UMA office at [1.662.269.2956](tel:1.662.269.2956)
  - MAIL your registration to the UMA office at  
2800 West Main Street  
Tupelo, MS 38801-3027
  - EMAIL your registration to the UMA office at [uma@umassociation.org](mailto:uma@umassociation.org)

## Dress

All convention events are business casual. Be sure to bring comfortable walking shoes if you plan to enjoy evening activities at area attractions.

## Photo Release

On occasion, we use photographs or other physical likenesses of attendees from past conferences in promotional materials and on our website. By virtue of your attendance, without compensation you grant UMA the right to use your likeness in such materials and on our website at [www.umassociation.org](http://www.umassociation.org).

## Plenary Speakers



### LeAnn Thieman

Recounting her dramatic experiences from the Vietnam Orphan Airlift, LeAnn shares life-changing lessons for coping in our "war zones." This poignant, yet humorous, presentation inspires audiences to balance their lives, truly live their priorities, and make a difference in the world. A sign above a pediatric burn unit in Vietnam read, *It is better to light a single candle than to curse the darkness.* LeAnn inspires and honors audiences for lighting their candles of caring.



### Dan Burke

Dan Burke is a partner with Graydon Head, a full-service law firm headquartered in Cincinnati, Ohio. Dan has 24 years' experience advising employers in long-term care, education, and other fields. He will share his thoughts on the emerging HR/legal trends that senior management needs to be aware of and proactively respond to. You might think you know everything there is to know about HR law, but you're about to be surprised. Don't get caught unprepared!



### Mary Tomlinson

Mary is President of On-Purpose Partners and is a successful personal and executive coach, published author and well-known speaker who helps her clients achieve greater purpose and focus. She is a high-energy motivator with a passion for encouraging individuals and implementing change. With over 30 years of corporate and consulting experience, including 18 years at Disney, she has a real-world perspective on what is achievable in business and life. This experience makes her uniquely qualified to address such topics as excellence in customer service, marketing, branding, and team building.



### Dave Lawrence, Jr.

Dave retired in 1999 as publisher of The Miami Herald to work in the area of early childhood development and readiness. His commitment to numerous advocacy efforts have earned him twelve honorary doctorates, a host of leadership positions and too many state and national awards to count. Dave has met with heads of state and has had an audience with the Pope. During his tenure as publisher of the Miami Herald, the paper won five Pulitzer Prizes. The University of Florida College of Education has an endowed chair established in his name. He's a dreamer on a mission, a force of nature passionately committed to making a difference. What drives him? You won't want to miss his energetic presentation!



### Susan Dreyfus

As President and CEO of Families International, Dreyfus oversees four human service organizations that touch all ages. A skilled leader, she has provided key leadership and management to develop and successfully implement innovative strategic plans. Her past experience includes Secretary for the Washington State Department of Social and Health Services, Executive VP for a behavioral health system, and Administrator of Wisconsin's Division of Children and Family Services. Dreyfus also holds board positions at the University of Chicago and at the American Public Human Services Association. She is a gifted speaker and visionary leader making a difference across the nation.

# Concurrent Education Sessions

## From Potholes to Pinnacles: How to Master EAGLE Accreditation (Two Sessions)

This interactive 2-part session will specifically address the components of the EAGLE process that have posed the greatest challenges for organizations seeking accreditation – What is a *performance improvement approach*? How do we demonstrate that we *evaluate and improve*? What in the world is a *corporate compliance plan*, and why do we need one, anyway?! The session will include examples from organizations of different sizes, and at different stages of development with these excellence measures.

## Prepare to be Convinced: Why Your Organization Should be EAGLE Accredited

This isn't your grandfather's EAGLE. For those agencies who were EAGLE-accredited at one time and have let their accreditation lapse, or for those who have never found a compelling reason to invest in EAGLE accreditation, this session is for you. Take part in an interactive presentation regarding how the revised accreditation standards provide an adaptable framework to demonstrate the holistic impact your ministry has on those it serves, as well as how EAGLE can help reinforce your status as a 501(c)(3) not-for-profit.

## The Litigation That Lurks At Your Door

In the 1970s a continuing care retirement community in California named Pacific Homes was sued after it fell on hard times. At the heart of the lengthy legal battle was whether the United Methodist Church was liable for the cost of bailing out the organization. Numerous policies, proclamations and promotional materials were used by the Plaintiffs to argue their case. Ultimately, the face of Methodist health and welfare ministry was changed forever...and it wasn't good. Is your organization at risk today? Is the Church to which you relate? Join legal counsel for the denomination in exploring how to minimize a repeat of Pacific Homes, as well as review proposed legislation for this year's session of General Conference.

## What it Means to be United Methodist-related

Children, Older Adults, and the Vulnerable have been part of our heritage since its founding father, John Wesley. Our calling continues today as over 400 agencies care for those in need. During our time together we will learn the history of our human service ministry and what it means to be a health and welfare organization related to the Church. This workshop will be of special interest to new leadership and to others who want to know more our heritage as United Methodists.

## Trauma Informed Care Panel Discussion

This residential care presentation will provide an introduction to the wide array of services and the continuum of care available at the Florida United Methodist Children's Home from admission to discharge. Our focus is centered on ministering to children and offering trauma informed interventions needed for healing. Trauma informed care is provided through an understanding of the biological, neurological and social effects of trauma in the children that we serve. Due to a variety of circumstances, dramatic increases in the number of privately placed children with higher end therapeutic needs are the reality of today's residential care. As a result, a high level of clinical, spiritual and various other holistic services are needed for optimal health and long term healing.

## E=MC<sup>2</sup>: Releasing Leadership Energy in the Boardroom

This seminar explores how governing boards can bring valuable leadership energy to bear in their work. We know that CEOs and other senior leaders lead in many different ways. For years, we've heard that boards engage primarily through thoughtful review and approval of strategic staff recommendations. But really top flight boards are exploring new patterns of interaction that don't violate the role of the CEO, but engage the board in new ways that bring fresh leadership energy. What is the nature of the board's leadership energy? How is it expressed? This seminar will explore how boards and CEOs can shape the board's work to release untapped sources of energy, perspective, and judgment. Particular attention will be given to how these processes support the integration of spirituality and faith into board practice. The seminar will blend some focused input with interaction. Participants will be offered some frameworks through which to think about the work of their board and some practical tools for re-shaping it.

## Concurrent Education Sessions (continued)

### Empowering Your Board as Effective Development Ambassadors

This session takes participants on a tour around the Artful Asker Cycle of Successful Relationships and describes the roles of staff, volunteers and Board members in creating long-term major gift development relationships. Participants are engaged in a series of exercises that explore their fears and develop clear action steps needed in order to be an effective part of the relationship-building process. You'll leave with a series of practical tools and step-by-step worksheets that will lead you on to success.

### Does Your Board Really Know How To Evaluate Fundraising Effectiveness?

Does your board of directors know how to evaluate success in fundraising? Do you have a method for clearly and confidently presenting fundraising evaluation data to the board and CEO? Learn how to develop a "management dashboard" that reports data supporting best practices in fundraising. Help your board focus on the right things rather than becoming distracting. Learn how to develop performance metrics, and to report them succinctly so you can improve fundraising effectiveness.

### So, You Think You Are Ready for a Capital Campaign?

This session will review the process of preparation, implementation and evaluation of the current Florida United Methodist Children's Home Capital Campaign which will result in an additional campus/ranch in North Florida. Come to this interactive session and hear from those 'on the ground', as well as how to work with churches to meet your fundraising goals.

### Which Education Sessions Should You Attend?

This is a question often asked by Convention attendees. We want you to feel free to attend any session that interests you, regardless of the position you hold in your organization. Our goal has been to create a variety of sessions that appeal to a broad cross section of UMA members. In the past, our focus has been on a large number of smaller workshops. We hope you like this new format.



Inspiring Leadership Excellence

## 72<sup>nd</sup> National Convention United Methodist Association

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Phone 662.269.2955  
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Email [uma@umassociation.org](mailto:uma@umassociation.org)

Visit us on the web at [www.umassociation.org](http://www.umassociation.org)

# ATTENDEE REGISTRATION FORM

UMA'S 72<sup>ND</sup> NATIONAL CONVENTION MARCH 12 - 14, 2012 HILTON IN THE WALT DISNEY WORLD® RESORT

Registration and payment must be received by the UMA office on or before February 17! A separate registration form must be completed for each registrant. You will be invoiced for any difference between the actual amount due and the amount received with your registration. SEE REGISTRATION INSTRUCTIONS FOR HOW TO SUBMIT THIS FORM TO UMA VIA MAIL, FAX, OR EMAIL.

## Step 1: Tell Us About Yourself (PLEASE PRINT OR TYPE)

Name (First, M.I., Last) \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
Job Title \_\_\_\_\_ Organization \_\_\_\_\_  
Address \_\_\_\_\_ City/State/Zip Code+4 \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_  
E-mail \_\_\_\_\_

Please indicate your PRIMARY (One) Membership Section or Fellowship by placing an (X) in one of the spaces provided:

- |  |   |
|--|---|
| <input type="checkbox"/> Chaplains (CHP)   | <input type="checkbox"/> Hospitals and Health Systems (HHS)                             |
| <input type="checkbox"/> Children, Youth and Family Services (CYF)   | <input type="checkbox"/> Ministries to Persons with Disabilities (MPD)                  |
| <input type="checkbox"/> Community Service Ministry (CSM)  | <input type="checkbox"/> Older Adult Ministries (OAM)                                   |
| <input type="checkbox"/> Conference Unit Representative (CRU)  | <input type="checkbox"/> Public Relations/Development/Marketing (PRDM)                  |
| <input type="checkbox"/> Trustees/Boards of Directors (TRS)  | <input type="checkbox"/> Exhibitor/Vendor/Sponsor (Exhibitor application also required) |
| <input type="checkbox"/> SPECIAL NEEDS OR REQUESTS. Please check here if you have special needs. We will contact you for additional information. |   |

## Step 2: Your Base Registration Fee

To qualify for Member rates, your organization's membership dues must be received prior to registration.

AMOUNT DUE

- |   |   |   |                                    |          |
|---|---|---|------------------------------------|----------|
| <input type="checkbox"/> UMA Member (\$625)                               | <input type="checkbox"/> UMA Member Additional Attendee (\$525) | <input type="checkbox"/> NON-UMA Member (\$825) | \$ _____                           |          |
| <input type="checkbox"/> Single Day Registration for one day ONLY (\$350) | <input type="checkbox"/> Monday                                 | <input type="checkbox"/> Tuesday                | <input type="checkbox"/> Wednesday | \$ _____ |

## Step 3: Special Events

Check all that apply. EVENTS ARE INCLUDED IN REGISTRATION PRICE. We just need an accurate count of those planning to participate.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> EAGLE Peer Reviewer Training | <input type="checkbox"/> Opening Dinner with LeAnn Thieman | <input type="checkbox"/> First Timer's Breakfast |
| <input type="checkbox"/> Membership Lunch             | <input type="checkbox"/> Celebration of Excellence Lunch   |  |

## Step 4: Extra Tickets Needed

Please indicate all that apply if you plan to bring a guest to one or more of these events, then add the indicated amount

- |   |          |
|---|----------|
| <input type="checkbox"/> Opening Dinner with LeAnn Thieman (\$67 x # extra tickets) | \$ _____ |
| <input type="checkbox"/> First Timer's Breakfast (\$27 x # extra tickets)           | \$ _____ |
| <input type="checkbox"/> Celebration of Excellence Lunch (\$33 x # extra tickets)   | \$ _____ |
| <input type="checkbox"/> Membership Lunch (\$33 x # extra tickets)                  | \$ _____ |

TOTAL REGISTRATION FEES AND SPECIAL EVENTS. Add Amount from Step 2 and Step 4

\$ \_\_\_\_\_

## Step 5: Payment

Select method of payment

- |  |                                     |                               |                                   |   |
|--|-------------------------------------|-------------------------------|-----------------------------------|---|
| <input type="checkbox"/> Check enclosed (Payable to UMA) | <input type="checkbox"/> Mastercard | <input type="checkbox"/> Visa | <input type="checkbox"/> Discover | <input type="checkbox"/> Send me an invoice |
|--|-------------------------------------|-------------------------------|-----------------------------------|---|

Credit Card Number \_\_\_\_\_ 3-digit Security Code \_\_\_\_\_

Name as it appears on card \_\_\_\_\_ Expiration Date \_\_\_\_\_

I authorize UMA to charge registration fees and special events as shown above. I understand full payment will be applied at processing.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_