

# RISE AND SHINE

2024 Aging, Disability, and Independent  
Living Network Conference

## Workshop Descriptions

### Keynote presenters

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#### Lisa Haen

Lisa Haen is on a mission to strengthen leadership skills, stabilize team performance, and make work life more manageable. As a dynamic keynote speaker, Lisa engages and empowers her audience to shift their perspective, ignite innovative ideas, and apply practical solutions to tough leadership challenges. As an executive advisor, Lisa works with business leaders to attract, engage, and retain top talent. Solid leadership skills help stabilize the workforce and position the organization as the best in the industry for talent, clients, and investors. When she is not working with clients, Lisa can be found on the lake in her kayak, in the garden, or dancing in the kitchen while pretending to be a Food Network chef. Find more about Lisa's work at <https://cultureinsideout.com/>.

#### Zach Anner

Zach Anner is an award-winning comedian, show host, TV writer, viral sensation, disability advocate, and public speaker. In 2011, he won his own travel show on the Oprah Winfrey Network, *Rollin' With Zach*. His videos have over 100 million views over social media platforms.

Zach has been a guest star and is now a full-time writer on ABC's hit family sitcom *Speechless*. He's an ambassador for the Cerebral Palsy Foundation and has worked with Momentum Wheels for Humanity, which supplies wheelchairs to people in developing countries.

Zach's memoir, *If at Birth You Don't Succeed: My Adventures with Disaster and Destiny*, is a hilariously irreverent and heartfelt memoir about finding your passion and your path, even when it's paved with epic misadventure.

# Pre-Conference Sessions

Tuesday, April 23; 1–4 p.m.

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## ADRC Director and Supervisor Unit Orientation/Refresher

**Presenters: Rachel Kaehny-Frank, Emma Klein, and April Little**

The Office for Resource Center Development (ORCD) is providing a half-day intensive session designed to provide orientation and training to aging and disability resource center (ADRC) directors, managers, and supervisors, including those who are newer to their positions and those who would like a refresher.

The content will be presented by a panel of subject matter experts from ORCD and include a selection of topics to support effective leadership, a healthy workplace, and effective advocacy on behalf of the ADRC, including:

- **ADRC data and systems:** Understanding Encounter data, the Return-on-Investment calculator, and other ways to access data describing ADRC programs and services.
- **ADRC budgeting and fiscal information:** A discussion of ADRC funding that includes a background on ADRCs' statutory authority, tips for budgeting with Medicaid administrative funding, the importance of 100% time-and-task reporting, and more.
- **ADRC programs and services:** Meet program managers and get tips for supporting high quality ADRC specialists, benefit specialists, and dementia care specialists.

The workshop will be interactive, with plenty of room for questions and answers. It will also allow time for networking with fellow directors from other ADRCs across the state. Presenters will also help participants learn how to find valuable information and resources on the ADRC SharePoint site, including the ADRC policies, the Aging/ADRC Operations Manual, the events calendar, ADRC announcements, the training page, and more.

## Creating Psychological Safety: Establishing Support for Your Colleagues

**Presenter: Mai Lo Lee**

We dedicate a minimum of eight hours per day to our workplace, which amounts to at least one-third of our waking hours spent with colleagues. It's no wonder that these relationships are often referred to as work family and work besties, highlighting the close bonds formed. Providing effective support is crucial, as it contributes to creating psychological safety for colleagues. Explore the concept of psychological safety and discover how to recognize practices that foster a psychologically safe workplace

for your colleagues and professional circles. Elevate your professional growth and knowledge by strengthening the support for psychological safety among colleagues. In this session, you will:

- Discover how to establish psychological safety and grasp its significance as well as its evolution in the workplace.
- Recognize practices that promote psychological safety among your colleagues and in professional group settings.
- Enhance support for psychological safety among colleagues.

## **Wisconsin's ADIL Network: The Heart of the National Strategy to Support Family Caregivers**

**Presenters: Lynn Gall, Harriet Reman, Bryn Ceman, and Lisa Schneider**

This workshop is an overview of the National Strategy to Support Family Caregivers that invites attendees to explore ways our Aging, Disability, and Independent Living Network can help improve the lives of all family caregivers in Wisconsin. The first national caregiving strategy, released in 2022, reflects a wide range of priorities for America's future. National priorities were identified by individuals from across the country in preparation for a future in which the number of older adults and people with disabilities will outpace the number of family members available to care for them, and more of us will be working while caregiving.

Presenters will explain Wisconsin population and workforce data trends, why improvements in respite care and respite options are at the heart of the National Family Caregiving Strategy, and why the ADIL Network is essential to helping Wisconsin families thrive. Several projects underway by the Respite Care Association of Wisconsin that support the National Strategy will be highlighted, including direct respite grants to individuals and organizations, free online provider training, a registry for families and respite providers, new respite models being developed, increased outreach to underserved communities, and more. We will also share an HR CareKit designed for human resource professionals that was recently released by the Wisconsin Family and Caregiver Support Alliance.

## **Expanding Independent Living: New Ways of Returning to Core Values**

**Presenters: Jason Glozier and Tyler Wilcox**

The Independent Living Movement has a major impact on policy at all levels of government. For more than a half-century, independent living has shaped how we think about disabilities in this county and across the globe. The Wisconsin Independent Living Network is an initiative to expand the movement in the state of Wisconsin and build lasting partnerships with every organization that helps people

with disabilities to live independently.

There are three major components of the Independent Living Network; planning, advocacy, and services. Each member of the network plays an important role in all three. In this session, you will learn about:

- What the Statewide Independent Living Council is and about its role in the state.
- The Wisconsin Independent Living Network and how to get involved.
- Expanded services offered by independent living centers.
- New strategies to collaborate to help people across the state lead more independent lives.

## **Engage for Change: DHS Disability Councils**

### **Presenters: Staff from the Office for the Promotion of Independent Living**

This is an opportunity for members of disability councils that are supported by the Bureau of Aging and Disability Resources to come together for learning, networking, and determining shared priorities.

## **Workshop Session A**

**Wednesday, April 24; 10:30–11:45 a.m.**

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### **A1 Leadership Agility; Sustainable Skills for Positive Impact**

#### **Presenter: Lisa Haen**

In business today, leaders need sustainable solutions that help workers make smart decisions, work together collaboratively, and positively overcome obstacles of daily operations. This program delivers engaging and impactful lessons that empower leaders to implement progressive change, unlock their full potential, and help create a culture of growth, engagement, and long-term success. In this session, you will learn to:

- Recognize individual leadership style, strengths, and limitations to support integrated leadership development.
- Strengthen specific skills and practices around organizational operations and talent management.
- Build competencies that inspire resilience in diverse work environments.
- Identify forward-focused trends, technologies, and opportunities that positively impact work culture.

## **A2 Say What? Interacting with People Who Have a Hearing Loss**

**Presenters: Jennifer Anderson and Caroline Ludka**

Who loves awkward encounters? No one! This presentation will provide a general overview of the difference between hearing and deaf culture. Knowing the differences will help with using appropriate communication strategies and etiquette when communicating or interacting with individuals who are deaf and hard of hearing. In this session, you will learn:

- The differences between deaf, Deaf, and hard of hearing populations.
- The basic techniques of communicating effectively with deaf and hard of hearing individuals.
- The importance of providing accessible services to promote inclusion.

## **A3 Building Healthy Communities by Promoting, Supporting, and Expanding Quality Statewide Respite Care**

**Presenters: Kelly Lamberty, Leslie Thede, and Rachel Watkins-Petersen**

According to the 2022 National Strategy to Support Family Caregivers, “High-quality respite is one of the most requested needs of caregivers, but gaps in the availability and affordability of access are significant.” This interactive workshop will leave professionals who serve family caregivers with a toolkit to help them achieve the outcome of respite care that meets their needs. In this session, you will learn:

- How to help family caregivers achieve the outcome of respite care that meets their needs with grant programs, the Wisconsin Respite Care Registry, and Respite Connections.
- Where to find free online training for those interested in providing respite care and free training for family caregivers on various topics.
- How the Respite Care Association of Wisconsin focuses on business development and respite care expansion by providing a variety of workshops and grants to help fund new respite programs or businesses in Wisconsin.

## **A4 Scams that Target Older Adults**

**Presenter: Tiffany Bernhardt Schultz**

Did you know that 20% of older Americans have been a victim of fraud? Every day, scams become more sophisticated with twists and turns to fool victims out of hundreds—sometimes even thousands—of dollars. Additionally, the

Covid-19 pandemic contributed greatly to scammers stealing consumers' money, personal information, and time. Join us and learn about the common scams targeting older Americans, how to spot them, and what to do if you or a loved one becomes a victim.

## **A5 Using Collective Lived Experiences to Drive Change**

**Presenters: Rosie Bartel, Stacy Ellingen, and Dan Krohn**

Co-presenters Rosie Bartel and Stacy Ellingen, with the support of Dan Krohn, will share how advocates can use their collective voices and personal lived experiences to move beyond self-advocacy to bringing about impactful changes that can help others. Rosie and Stacy are passionate advocates who have shared their own stories with state, national, and global audiences. Through their work, they have informed the public, legislators, health care providers and other agencies about the issues facing their communities and potential solutions to help solve these problems.

Learn how to go from advocating for yourself to using your voice to inform the public, legislators, health care providers and other agencies about the issues facing people in the aging and disability community. Rosie and Stacy will use storytelling to help develop solutions for challenges and/or problems and show how collective voices provide for a safer ecosystem that benefits all people.

## **A6 Improve Caregiver Competencies and Fill Needed Vacancies**

**Presenter: Kevin Coughlin**

Come to this interactive session to learn about the new free Certified Direct Care Professionals (CDCP) program offered to anyone working in home and community-based services. Learn how staff can earn bonuses through this program. WisCaregiver Connection, a job matching platform, is free to eligible job seekers and employers. Wisconsin Department of Health Services (DHS), in partnership with University of Wisconsin–Green Bay, has launched the CDCP program and WisCaregiver Connections. Hear the early success of the program and learn how you can be part of this exciting initiative.

## **A7 Assistive Technology for Independence—Executive Functioning**

**Presenter: Cassie Frost**

Participants will spend this session learning about executive functioning and how deficits in this area can affect aging adults and adults with disabilities. The session will focus on techniques and tools to help support adults in the areas of attention, memory, time management, and organization. Special

focus will be given to how attention skills develop and how this affects all areas of an individual's life experience. Participants will have an opportunity to reflect on the changing demands on the executive functioning system as technology increases. High- and low-tech tools, including planners, low-tech note-taking options, Chrome extensions, iOS apps, websites, and more will be demonstrated. Participants will learn about tools and strategies they can implement the very next day.

## Workshop Session B

Wednesday, April 24; 2:30–3:45 p.m.

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### **B1**    **Unsung Heroes: Navigating the Caregiving Crisis and Advocating for a Compassionate Future**

**Presenter: Former Governor Marty Schreiber**

America has become a caregiver nation. More than 53 million caregivers provide unpaid care and support for their loved ones. The “silver tsunami,” as some people call it, will only grow larger and larger as Baby Boomers get older and require more care. Marty learned first-hand what it takes to be a loyal and selfless caregiver after his dear wife Elaine was diagnosed with Alzheimer's disease in 2007 at age 67. He never realized until it was over how critically important he was to her as she faced a daunting future. In his book, *My Two Elaines*, he writes about several ways that people can be the best caregiver possible so they not only cope but survive and thrive in their role as caregivers.

### **B2**    **Advocacy Starts and Ends with You**

**Presenter: Don Posh**

Learn effective advocacy strategies you can take as an individual in personal advocacy and collective advocacy with other community stakeholders and governor-appointed councils and committees. Learn how you can be an effective advocate at all levels of systems advocacy including city, county, state, and federal levels. In this workshop, learn how to use media and other means to educate and engage others to make a difference and achieve policy and legislative change for people with disabilities.

In this session, you will learn:

- How previous advocacy is working for us today.
- The importance of understanding the issue and knowing who you should contact.
- The basics of advocacy communication.

### **B3 If a Tree Falls: Building Community Through Peer Connection and Inclusion**

**Presenters: Emily Cadman and Gerald Hay**

Participating in outdoor recreational activities can improve one's mental, physical, and emotional health. Whether one enjoys the outdoors with family, friends, or on their own, recreational activities can build self-esteem and independence, fostering healthy relationships and communities. However, many older people and individuals with disabilities face barriers to accessing and enjoying outdoor spaces, despite increasing accessibility efforts and features in recent years. How can we bypass or dismantle these barriers so that people with varying support needs can experience nature without barriers and interact with their peers independently?

In this session, you will learn:

- How to find accessibility within state parks.
- How to find accessible equipment to use for recreation outdoors.
- Why inclusion matters within recreation.

### **B4 Be Prepared, Have a Plan: Inclusive Emergency Preparedness**

**Presenters: Ben Barrett and Karen Secor**

Workshop description pending.

### **B5 Make Connections and Inspire Action: Engaging Your Audience Through Personal Stories**

**Presenters: Jim Schmidlkofer, Stephanie Sue Stein, and Janet Zander**

Sharing personal stories helps individuals realize and demonstrate connections between their struggles and larger social issues. Anecdotes evoke empathy and understanding well beyond mere facts and figures. Learn how your knowledge of people and their stories can be powerful in helping policymakers to better understand issues and inspire action. A panel of workshop leaders will share examples of how stories have effectively been used to put a human face on an issue. The examples will include written, oral, and/or visual vignettes used to share powerful personal stories. After each example, workshop leaders will lead a discussion to uncover what made the story effective and will engage audience members by encouraging them to share their experiences and examples of using specific formats to share similar stories of lived experience. The workshop will conclude with leaders and audience members brainstorming ideas and simple how-tos for replicating effective storytelling strategies at the local level.

## **B6 Partnerships for Better Outcomes in Crisis: Working with Adult Protective Services and Crisis**

**Presenters: Laurie Kohler and Brianne Zaborowske**

Providing effective crisis response to an adult experiencing a behavioral concern can be a challenge. This is especially true for adults with disabilities or older adults that may present in crisis with complex behaviors, health concerns, and/or neurocognitive limitations. Crisis responders must balance an adult's right to self-determination and least restrictive intervention with the need for protection and safety. Caregivers, family members, and other involved care partners often reach out to local county agencies to assist with these types of circumstances in which a person may be at risk of self-harm, abuse, or neglect by others. County crisis response and adult protective services (APS) are often involved to intervene in these crisis scenarios. The two systems operate from different perspectives and can provide different resources for an adult in crisis. Given the complexity of needs of adults in crisis, there is often a need for Crisis and APS to collaborate with a variety of resources and involved stakeholders for the best possible outcome. This session will explore the intersection between APS and crisis response systems and ways in which a collaborative approach can be beneficial to support individuals at risk in crisis. Through use of case studies and discussion on trends in crisis, this session will promote participants' understanding of multidisciplinary approaches and ideas for partnerships for supporting adults and elder adults at risk and their families through crisis.

## **B7 Adaptive and Inclusive Gaming**

**Presenters: Pending**

This presentation and demonstration of adaptive gaming will show how it can be used for addressing social isolation as well as building skills. The presentation will focus on adaptive gaming, with demonstrations of various types of equipment. Attendees will get to try too! Participants will be leave being knowledgeable about adaptive gaming and the opportunities it presents for older adults and people with disabilities.

# Workshop Session C

Thursday, April 25; 9–10:15 a.m.

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## **C1 From Confirmation to Contribution: Fostering Board Inclusion and Impact**

**Panel moderator: Helen Sampson**

Bringing unique perspectives from the board member level, local leadership, and the Wisconsin Department of Health Services, this panel will take a deeper dive into how the Aging, Disability, and Independent Living Network can make their boards, advisory committees, and commissions have greater impact in our communities. The panel will be guided by the moderator to share insights on recruitment, what makes a “good” board member, on “boarding”, belonging, and impact. This session will provide some frank talk about board development and practical tips to take boards from confirmation to real contribution.

In this session, you will learn:

- Regulations that dictate board operations.
- Specific strategies to enhance board inclusion and contribution for attendees, organizations, and communities.
- How to prioritize and further invest in the ongoing development of your boards, committees, and commissions.

## **C2 How Is It Done? An Upstream Approach to Building Health Equity**

**Presenters: KC Cullinan, Margarita Northrop, and Lisa Sobczyk**

This workshop will introduce strategies to integrate health equity, social determinants of health, and intersectionality in everyday work, programing, policy, and advocacy efforts. The session will present an overview of the main concepts and root causes and their impact on health and wellbeing; share practical examples of how these concepts can be and have been integrated in existing efforts; and provide the opportunity for ample discussion, sharing and brainstorming of possible actions, collaborations, and next steps. There is no need to have any background in the discussed topic—all who would like to learn more and advance this work are welcome!

In this session, you will learn:

- The main concepts and definitions for health equity and social determinants of health, and their importance for health and wellbeing.
- Examples and practical applications in programing, planning, and policy.

### **C3 Seriously, Go Ahead and Laugh**

**Presenter: Cori Marsh**

Seriously, Go Ahead and Laugh opens with a look at why laughter is important and moves to a fast-paced presentation that uses fun, music, and movement embedded in a message of laughter and self-care. It is easy to get caught up in the “busyness” of work and life in general. Much of our work involves filling the tanks of others, often at the expense of ourselves. We need to give ourselves permission and the time to fill our own tanks. A list of simple, fun stress reducers and tank fillers is followed by a bit of self-reflection ending with a challenge: what would you do if you were brave? Program is interactive with a bit of lecture liberally peppered with reflection, fun, music, and movement.

In this session, you will learn:

- How to say, “NO.”
- To develop a self-care list of quick stress reducers.
- How to change one thing on your self-care journey.

### **C4 Our Epidemic of Loneliness and Isolation: Wisconsin Coalition to End Social Isolation and Loneliness**

**Presenter: Jill Renken**

Loneliness and social isolation are on the rise across the United States, exacerbated by the COVID-19 pandemic. A 2023 U.S. Surgeon General’s advisory raises alarms about the mental, physical, and societal impacts of loneliness, isolation, and lack of connection. According to the report, about half of adults in the U.S. indicated that they experienced loneliness—even before the pandemic—which can increase the risk for early death as much as smoking up to 15 cigarettes a day. While people of all ages and backgrounds experience isolation and loneliness, older adults are uniquely susceptible, which puts them at risk for significant health problems as well as a significant increased risk for depression and anxiety. Given the scope of the problem, individuals and organizations throughout Wisconsin have joined forces to form the Wisconsin Coalition to End Social Isolation and Loneliness (WCESIL) to address the challenges and find community-based solutions.

In this session, we will discuss the Surgeon General’s report on loneliness and isolation. Data from the report will be presented to illustrate the epidemic. Definitions, trends, and factors that impact social connection will be outlined, as well as information on personal and public health implications. The six pillars to advance social connection will be presented. This session will then provide

an overview of how Wisconsin partners and communities have engaged in efforts to advance social connection in the formation of WCESIL.

Finally, we will create a venue for dialogue about the opportunities surrounding the issue, including detecting and engaging older adults who are isolated and lonely, finding or creating interventions to meaningfully and measurably address isolation and loneliness, and determining ways to leverage existing programs and services to make an impact on isolation and loneliness.

## **C5 Wheelchair Commandos and Legislative Lions**

**Presenters: Jean S. Logan and James W. Wahner**

The untold story of how a visionary quadriplegic, a rookie legislator, and a mother of five in a wheelchair ignited a 1970s Wisconsin disability rights revolution. A small group of feisty citizen advocates and their allies struck down barriers, altered public attitudes and created landmark policy changes mandating access and equal rights that foreshadowed the national Americans with Disabilities Act (ADA) by 15 years and made life qualitatively better for tens of thousands of Wisconsinites.

In this session, hear from the authors, two able-bodied people who were recruited into this movement in 1969 and never left it, about their book, which focuses on the journey to inclusion and participation in community life of people with physical and hearing disabilities in Wisconsin. It spans a period of enormous activism (roughly 1950 to 1990) prior to passage of the Americans with Disabilities Act (ADA) at the national level and is built around the achievements of the many “giants” of the Wisconsin movement and their stories.

## **C6 Top 10 Things You Should Know To Improve Your Marketing and Communication Materials**

**Presenter: Kim Cobb**

Many people working in the aging and disability service organizations are responsible for marketing and communications materials. Without a large marketing budget, staff often find themselves creating these materials with little or no training. Many factors contribute to effective promotional materials; understanding and applying some basic principles and guidelines can go a long way in improving effectiveness across changing communication platforms without spending any more money. These basics apply whether you're printing from your office copier or posting on social media.

The content of this presentation will help participants create materials that reflect the value and professionalism of the programs and services they

provide. Overarching topics will include branding, writing, layout, accessibility, and reproduction. Examples of more specific information could include: audience, message/benefit, distribution, copy, proportion, images, fonts, color, tools, and search.

Tips and resources (web links) will be provided to participants to help them focus their messaging and improve the look and accessibility of their promotional materials in a variety of media.

The presentation will be a combination of lecture, interactive quizzes and Q&A. Attendees will have an opportunity to evaluate sample materials to reinforce their understanding.

## **Workshop Session D**

**Thursday, April 25; 10:45 a.m.–12 p.m.**

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### **D1 Zach Anner: Q&A and Book Signing**

**Presenter: Zach Anner**

Zach Anner will be onsite to answer any questions that participants may have after his keynote presentation, or in general. Zach will also be signing copies of his book.

### **D2 The Impact of the Community Health Worker Model in the Aging and Disability Network**

**Moderator: Phoebe Hefko**

**Panel members: Tracy Fischer, Lynette Gates, Jennifer Jake, and Sky Van Rossum**

In 2022, Wisconsin implemented a community health worker (CHW) model to address the health, safety, and socioeconomic well-being of older adults, people with disabilities, and their caregivers in rural communities that were disproportionately impacted by the pandemic due to health inequity, resource limitations, and poverty. This work is supported through The National Initiative to Address COVID-19 Health Disparities Among Populations at High Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities (CDC-RFA-OT21-2103), a federal grant provided by the CDC. The CHW model employs one or more frontline workers who are trusted members of and/or have an unusually close understanding of the community served. This trusting relationship enables the CHW to serve as a liaison between health/social services and the community to facilitate access to services and improve the quality and cultural competence of service delivery. CHWs may serve a variety of functions, but the goal is always to better serve

under-resourced, high-risk individuals who are living independently in our communities and are not enrolled in publicly funded long term care programs. Panelists will share four unique models of utilizing a CHW.

In addition to having the opportunity to network with panelists and ask questions, in this session you will learn:

- How and why to consider implementing a CHW model within your agency to meet unmet needs.
- Qualitative and quantitative data from four projects that support the CHW model meeting unmet community needs.

### **D3 Collaborating With Your Health Department to Create Programming to Foster Social Connection**

**Presenters: Kristen Hecht and Carmen Pangilinan**

In this lecture presentation with Q&A, we will cover how the Wauwatosa Health Department has developed programs which are bringing generations together to create social connections while simultaneously advancing health equity and community health improvement. We will encourage participants to reach out to their local health department with the goal of creating partnerships to advance social connection and health equity in their communities. We will share background information about how we identified our community's needs through our Community Health Assessment and Community Health Improvement Plan processes, while highlighting some of the similarities between these processes and those of creating Aging Plans. We will discuss our AAR Age-Friendly Community designation and how the work of becoming a more age-friendly community contributes to creating social connection and the advancement of health equity. We will also highlight some of our successful intergenerational programs and partnerships that we have established within the City of Wauwatosa.

### **D4 Family Caregiver Voices: Making the Shift From Advocacy to Empowerment**

**Presenters: Alisa Lammers and Trisha Witham**

Family caregivers play an essential role in the well-being of every community and are often undervalued and forgotten. Their often long journeys of care will take them through a multitude of systems, supports, networks, and resources that are often minimal and fragmented, leaving more gaps than they fill. For too long our country has looked at care as something families have to figure out on their own. Too often, families are stretched thin and many feel like

they've personally failed in some way. Right now, there are 53 million unpaid family caregivers in the U.S. By 2040, that number is expected to **double**. Today's family caregivers are often expected to perform highly complex tasks, including medical procedures, care coordination, administration, and technological support—activities that extend well beyond help with activities of daily living that were the hallmark of family caregiving in years past.

Wisconsin ADRC services are an essential tool for family caregivers; however, they too are limited to their scope of services. Through the art of active listening, specialists in the ADRCs are often gatekeepers to their stories, including the challenges of their journeys. This presentation will explore how the dementia care specialist and caregiver specialist from the ADRC of Barron and Rusk Counties chose to use these stories to deduce common themes in their community and provide family caregivers an opportunity to collectively share with local legislators. The presentation will include an overview of the planning and implementation of the Family Caregiver Voices advocacy event, along with the successes and lessons learned. Organizations within the Aging, Disability, and Independent Living Network are all tasked with advocating on behalf of their customers and work to identify unmet needs; however, this presentation will focus on efforts to empower customers to use their own voices to advocate for change. The impact is powerful, both on the customer and those who are in a position to enact change. This allows our organizations to be more effective in our advocacy efforts and shifts the power back to the person.

## **D5 No Wrong Door: Taking Customer Service to the Next Level**

**Presenters: Amos Besaw, Hazel Miller, and Catherine Moe**

The idea of the No Wrong Door approach to service delivery is not new, but is as relevant as ever. What does it mean for service provision today and how we can draw on the principles to enhance our customer focus and customer satisfaction? No Wrong Door is a unifying principle we can break down into more concrete concepts (customer service, person-centered counseling, outreach, culture change). Let's explore these components in greater detail and discuss ways to apply them in our work. We will talk about our No Wrong Door story in Milwaukee County with recent adult integration efforts.