

LIU Brooklyn School of Health Professions ♦ Public Health Association of New York City
I 199SEIU League Training and Upgrading Fund ♦ Greater Brooklyn Health Coalition
Greater New York Society for Public Health Education

present

7th annual Health Leadership “Aha!” Conference

Leading Through Change

For

- Aspiring, rising, and existing public and community health leaders
- Leaders’ key support staff
- Innovative health information technologists



Friday, May 18

Main Conference

9:00am - 9:30am: Networking Breakfast

9:30am - 5:00pm: Conference

Saturday, May 19

Post Conference Program

9:30am - 1pm: “Next Step” Workshop

“Leader *SHIF*T Engineering SkillShop”

Become more of a leader with Gitlin’s “LESS”

Special Guest: Todd Park

U.S. Chief Technology Officer - Former CTO, U.S. Dept. of HHS

LIU Brooklyn

1 University Plaza, Brooklyn, NY 11201

Trains to DeKalb, Nevins, or Hoyt/Schermerhorn; Across from Juniors Restaurant, Flatbush Ave.

REGISTRATION: <http://Tinyurl.com/ILC-LIU2012>

Information: www.liu.edu/brooklyn/ahaconference2012 or Inner.leader2012@brooklyn.liu.edu

**7th Annual Finding Your Inner Leader
Health Leadership “Aha!” Conference: Leading Through Change**



Planning Committee

Jennifer Akl, MPH (c), LIU, Brooklyn, IACUC
Administrator, Weill Cornell Medical College

Patricia Alisme, MPA, Director of Programs,
Brooklyn-Queens-Long Island Area Health Network

K. Candis Best, JD, MBA, MS, PhD, Associate
Chairperson/Associate Professor Community Health &
Human Services, Director, Graduate Program in Human
Services Leadership, St. Joseph's College, Brooklyn
Campus

Janice S. Bigler, MPH, CHES, Associate Director,
Substance Use Section, AIDS Institute, New York State
Department of Health

Claribel Blake, MPH, Associate Vice President, Health
Education & Community Outreach, Healthplus-NY

Nathan Boucher, PA-C, MS, MPA, Manager, QI and
Education, VNSNY Hospice and Palliative Care

Vicki Breitbart, EdD, LCSW, Director, Health
Advocacy Program, Sarah Lawrence College

Sharon Jaycox Daitz, MS Regional Vice President,
Program, Arthritis Foundation, Northeast Region

Barry S. Eckert, PhD, FASAHP, Dean, School of
Health Professions, LIU Brooklyn

Vicki Ellner, Executive Director, Senior Umbrella
Network of Brooklyn

Tamar Ferdinand, Program Associate, Brooklyn-
Queens-Long Island Area Health Network

Maria Garcia, Brooklyn District Public Health Office,
NYC Dept. of Health and Mental Hygiene

Kimberly George, Executive Director, Greater
Brooklyn Health Coalition

Richard Gitlin, Director, The Gitlin Group

Karen Denard Goldman, PhD, MCHES (*Chair*),
Associate Professor and Chair, Master of Public Health
Program, LIU Brooklyn

Lovetta Goodman, Executive Secretary, Department
of Public Health, LIU Brooklyn

Joyce Y. Hall, MPH, Executive Director, Federation of
County Networks, Inc

Gabrielle Kersaint, MSPH, Executive Director,
Brooklyn-Queens-Long Island Area Health Network

Judith H. LaRosa, PhD, RN, Vice Dean and Professor,
School of Public Health, SUNY Downstate Medical
Center

Sara Lawrence, MA, I I 99SEIU League Training and
Upgrading Fund

Young Lee, Director of Training, Coney Island
Hospital, NYC Health and Hospitals Corporation

Patricia A. McGarry-Strizak, MPH, Brookdale
University Hospital and Medical Center

Christina Ann Poopatana, MPH, Quality Assurance
Coordinator, Eye Bank for Sight Restoration; and Co-
chair, Student and New Professionals Committee, Public
Health Association of New York City

R. Debra Shapiro, PhD, MS, MCHES,
Department of Health and Nutrition Sciences
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Jody Ruth Steinhardt, MPH CHES, Compliance
Manager, Met Council

Scott Westervelt, MS, Practicum Coordinator,
Health Sciences and Public Health Programs, LIU,
Brooklyn

**7th Annual Finding Your Inner Leader
Health Leadership “Aha!” Conference: Leading Through Change
Conference Agenda and Registration Form**

Main Conference

Friday, May 18

<p>9:00 - 9:30am 9:30 – 9:45am 9:45 - 10:15am 10:15 - 11:15am 11:30am – 12:30pm</p>	<p align="center">“SPEED DATING” STYLE NETWORKING BREAKFAST</p> <p align="center">WELCOME, GREETINGS, OVERVIEW</p> <p align="center">CHANGES THAT CHALLENGE PUBLIC HEALTH LEADERS Yvonne J. Graham – Associate Commissioner, NYSDOH Director, Office of Minority Health and Health Disparities Prevention</p> <p align="center">LEADING THROUGH CHANGE: ACCEPTING LEADERSHIFT RISK Richard Gitlin - Director, <i>The Gitlin Group</i></p> <p align="center">CONVERSATION WITH COURAGEOUS LEADERS Moderator: Vicki Ellner, President, Senior Umbrella Network of Brooklyn</p> <p>Lynda Curtis Sr. VP/Exec. Director South Manhattan Care Network/Bellevue Medical Center Cheryl A. Hall Executive Director Caribbean Women’s Health Association Andy Humm Broadcast Journalist Gay USA TV, Freelance Writer and Troublemaker Victor Sidel Prof. Social Medicine Montefiore Medical Center & Albert Einstein College of Med.</p>													
<p>12:30 - 2:00pm</p>	<p align="center">LUNCHEON DISCUSSION ROUNDTABLES</p> <p>Meet colleagues and share stories about the many types of changes that challenge public health leaders. Led by members of the conference planning committee.</p>													
<p align="center">CONCURRENT WORKSHOP TRACKS – Attend Track A or Track B!</p>														
<p>2:00pm-3:50pm</p>	<p align="center">Track A: Navigating “Change Challenges” For Aspiring, Rising & Existing Leaders</p> <p><i>For this 2 hour session, <u>select two</u>* dynamic discussions.</i> How to be a public/community health leader in times of changing...</p> <table border="0"> <tr> <td>Community Demographics</td> <td>Values</td> </tr> <tr> <td>Employee Expectations</td> <td>Funding Streams</td> </tr> <tr> <td>Ethical Considerations</td> <td>Shrinking Budgets</td> </tr> <tr> <td>Politics/Policy Makers</td> <td>Policies</td> </tr> <tr> <td>Health Care Delivery Models</td> <td>Technologies</td> </tr> <tr> <td>Workforce Preparation Demands</td> <td>Priorities</td> </tr> </table> <p><i>*(Each workshop is offered twice for 50 minutes each.)</i></p>	Community Demographics	Values	Employee Expectations	Funding Streams	Ethical Considerations	Shrinking Budgets	Politics/Policy Makers	Policies	Health Care Delivery Models	Technologies	Workforce Preparation Demands	Priorities	<p align="center">Track B: Supporting “Change Challenges” For Administrative Assistant/Support Staff of Aspiring, Rising & Existing Leaders</p> <p><i>Successful leaders need successful support...</i></p> <p>Attend this two-part workshop to learn complementary sets of critical skills:</p> <p align="center">How to Support Your Leader & How to Support Yourself While Supporting Your Leader</p>
Community Demographics	Values													
Employee Expectations	Funding Streams													
Ethical Considerations	Shrinking Budgets													
Politics/Policy Makers	Policies													
Health Care Delivery Models	Technologies													
Workforce Preparation Demands	Priorities													
<p>4:00 - 4:45pm</p>	<p align="center">FEATURED SPECIAL GUEST SPEAKER Todd Park, Health Data Liberator & New US Chief Technology Officer IGNITING THE ROCKET FUEL OF PUBLIC HEALTH I.T. INNOVATIONS</p>													
<p>4:45 - 5:00pm</p>	<p align="center">WRAP UP * EVALUATION * SOUVENIR GIFT * CERTIFICATES</p>													
<p>“After 5”: Suggestions for an Evening in Brooklyn</p>	<p align="center">REST & RELAXATION ACTIVITIES</p> <p align="center">DINNER</p> <p>Eat, network, socialize at a choice of local restaurants; See website for list of participating restaurants.</p>													

Post Conference Program

Saturday, May 19 1/2 Day Workshop for Those Ready to Take the LeaderSHIFT Next Step

<p>9:30am-1:00pm</p>	<p align="center">“Leader <i>SHIFT</i> Engineering SkillShop” Become “MORE” of a leader with “LESS”</p> <p>Attend Gitlin’s <i>LeaderSHIFT</i> Engineering SkillShop (LESS) and Get MORE (Moving, Organized, Resourced & Enlightened) as a Leader Richard Gitlin – Director, <i>The Gitlin Group</i></p>
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TRACK A: WORKSHOP DESCRIPTIONS

Navigating Through “Change Challenges”

For Aspiring, Rising & Existing Leaders

Leading through...

Changes in Community Demographics

Speaker: **Marjorie Momplasil-Ellis**, Program Director, Flatbush Promise Neighborhood Initiative, CAMBA

The community you work in used to have a particular demographic “profile”, but that profile is now changing. It could be changing in terms of age, race, ethnicity, religion, gender, sexual orientation, income, education, employment status...but the point is, it’s changing. How do you start or continue to lead in public health when the communities you serve are changing?

Changes in Employee Expectations

Speaker: **K. Candis Best**, JD, MBA, MS, PhD Associate Chair, St. Joseph’s College, Brooklyn Campus

You are or want to be a leader where you work. Your leadership challenge is that employees’ expectations of you, the organization, and of work itself seem to be changing or have changed over time. Based on their titles, age, training and other factors, personnel seem to have very different goals. How do you lead employees whose attitudes toward work are changing/have changed over time?

Changes in Ethical Considerations

Speaker: **Sophia Wong**, PhD, Associate Professor of Philosophy, LIU Brooklyn

You have noticed that the formal and/or informal codes and rules that people hold and use to govern are changing...that people’s beliefs about what is right and wrong are changing or have changed. As a result, people’s behavior at work in the office and the field is evolving. What impact could it have on you as a leader if your company, community or college changed the basis of what it considers to be ethical or moral?

Changes in Politics/Policy Makers

Speaker: **Christina Chang**, MPP, Deputy Commissioner, Policy & External Affairs, NYC Dept. of Health and Mental Hygiene

You are leading a community/public health initiative during an election year. The policy makers you usually work with may be gone soon. People with whom you are “at odds” may become key political and policy-making players. How do you lead effectively when elected officials and their appointees with whom you’re used to working change?

Changes in Health Care Delivery Models

Speaker: **Jeanne Dennis**, MSW, Senior VP, Visiting Nurse Service of NY Hospice and Palliative Care NYC

You are faced with a growing demand for expensive and acute care and, simultaneously, a shortage of key health care professionals to deliver that care in your hospital system, clinic, or health plan. How can you lead while making changes in how quality care is delivered?

Changes in Workforce Preparation Demands

Speaker: **Sandi Vito**, Director, I199SEIU League Training and Upgrading Fund and Greater New York Education Fund

Call it degree or credential “creep,” requirements for public health professionals/personnel are going up, up up: professions want more years of professional preparation and training, and they want more credentials. How do you lead in an organization or develop an effective workforce when the profession keeps changing the rules?

Changes in Core Values

Speaker: **Lara Emmanuel**, Residence Manager, On Your Mark (Developmental Disabilities/Autism); **Sarah Olson**, Career Counseling Associate, Upwardly Global

In the effort to improve public health, you notice that recently people are placing more value on strategies that achieve more change faster (policy and environment change) and that seems to be at odds with another time-honored public health value: that people should be treated with dignity and respect. How do you lead in public health if and when its core values seem to be changing?

Changes in Funding Streams

Speakers: **Hildy J. Dillon**, MPH, Senior VP, Patient Services, Leukemia & Lymphoma Society; **Michele Disken Greco**, Regional Director, Public Policy & Advocacy at Arthritis Foundation, Inc., Northeast Region

The sources of funding for your programs have changed and this requires a shift in how you lead your organization in doing its business/achieving its mission. How do you lead during the potential turmoil of identifying new revenue sources and courting new financial supporters whose culture, values, priorities may differ from those of former funders?

Challenges of Shrinking Budgets

Speakers: **Daniel O’Connell**, Deputy Director, HIV, STI, HCV Prevention and Epidemiology, NYS Dept. of Health

With less and less money and fewer and fewer resources, leadership becomes more challenging than ever...or does it? How do you successfully lead community and public health projects, initiatives, and campaigns on a shoe-string given the stress your followers feel doing more with less?

Changes in Policies

Speakers: **Dana Czuczka**, Sr. VP, Planned Parenthood, NYC; **Lois Uttley**, Director, MergerWatch Project/Raising Women’s Voices

A city, state or federal policy that has made your work possible is under attack and seriously jeopardizes the future of your organization. Or, a policy that has stood in the way of you achieving your public health mission has been successfully defeated. The tables are turned. How do you successfully lead your group or organization through either of these situations?

Changes in Technologies

Speaker: **Jack Powers**, Chairman, Advisory Council for Career & Technical Education, NYC Dept. of Education

Lately, it seems as if new medical, communication, marketing, educational and other technologies become available to health professionals every day! How does innovative technology enhance or inhibit how you lead and who gets to lead?

Changes in Priorities

Speaker: **Nancy D. Miller**, LMSW, Executive Director, VISIONS/Services for the Blind and Visually Impaired

For financial, political, social, health, or other reasons, your organization’s agenda has changed – previous priorities have to be put on the back burner and other issues must be given priority. How do you lead during a time when the cause that perhaps led to the formation of your group is “bumped” by a new or secondary issue or goal?

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TRACK B: WORKSHOP DESCRIPTION

**Supporting “Change Challenges”
For Administrative Assistants/Support Staff of Aspiring, Rising & Existing Leaders**

Coordinator: Lovetta Goodman

Speakers: TBA

If the person(s) you work with..... wants to be a leader
just got appointed to a leadership role
is a quickly rising leader
is an established leader...

who relies on you or should rely on you for support in achieving his or her leadership goals,
this workshop is for you.

Successful leaders need successful support!

Topics to be discussed.

- Pre/misconceptions of “support staff” by the people we support
- Mutual positional stereotyping: How support staff and those they support see each other
- Titles and tasks: Why these never match up and therefore why we never measure up
- Coping with leaders who are different from us in terms of education/training; age/ generation; social; economic; religious; gender; sexual orientation; marital status and more
- Becoming an effective support staff person
- How we can support the leaders we serve
- Managing leaders
- Supporting yourself while supporting others



**7th Annual Finding Your Inner Leader
Health Leadership “Aha!” Conference: Leading Through Change
Post Conference Program**

**“Next Step” Workshop: “Leader *SHIFT* Engineering SkillShop” (LESS)
Saturday, May 19 9:30am - 1pm**

By attending **LESS**, your Leadership Future won't be what it might have been... it will be **MORE!**

Booker T. Washington said,
“There are two ways of exerting one's strength: pushing down or pulling up.”

The LESS session will show you how you go about
shifting between a “Push Down Manager-Mode” and a “Pull Up Leader-Mode”
to become a **real** leader at work – balancing the challenges of both managing and leading for results.

Are you ready/willing/able to make a leadership?

(When your leadership comes in – will you be all set to embark?)

Ask yourself:

On a scale from 0-100, how certain am I that I am willing to become/stay a leader? _____

If your answer was 99 or less, fill in the blank:

What stands between me and being certain that I am willing to be a leader is:

This Skillshop will help you look at and act on some of the issues you've raised.

Load the dice for your leadership success!

- Discover the *Leadershift* Advantage and how to leverage it at work
- Craft and practice deciphering **your** own *Leadershift* Equations – easy reminders of how to lead
- Discover why leading is the ignored and neglected half of leadership
- Learn how to
 - Keep the virtues of your management practices from becoming the nemesis of your leadership potentials
 - Avoid wasting half the effort you will put into leadership
 - Navigate the leadership labyrinth – find your way out of and cut through the leadership maze
- Develop “shift to fit” practices, e.g.: EILNST Managers go S_ _ _ _ _ , leaders L_ _ _ _ _
- Expand your personal Leadership Reality Map – figure out what your enlarged perspective might enable you to do that was impossible using your old Reality Map
- Acquire *leadershift* literacy – e.g., “out of sight out of mind” vs “blind idiot”
- Learn 10 Rules and Realities of leadership (#1. When faced with realities, leaders change the rules)
- Discover why people who think they're leading really aren't – and how to avoid that pitfall

*This new half-day Skillshop is led by the ever-engaging, ever enlightening and ever-enRiching,
Richard Gitlin, an organizational development specialist, featured in Inner Leader “Aha!” conferences since 2006.*



Registration Form

2012 Health Leadership 'Aha!' Conference: Leading Through Change

PLEASE PRINT CLEARLY: All Early-Bird Registration information will appear in the Participant Roster given to all attendees unless you opt out by checking the box (☐) next to the information you do not wish to have appear.

I. REGISTRANT CONTACT INFORMATION

First Name Middle Initial or Name Last Name ☐ Degrees/Certifications

Title/Position

Organization/Company.....Self-Employed? ___Yes

☐ Street Address

☐ City/Borough State Zip Code Country

☐ Email _____ ☐ Day Phone (_____) _____ - _____

☐ Cell Phone (_____) _____ - _____

II. HOW DID YOU HEAR ABOUT THIS CONFERENCE? Check all that apply.

___ At a health related event ___ A conference promotion email ___ Faculty or school announcement
___ Professional organization ___ Internet: Facebook; LinkedIn etc. ___ Word of mouth
___ Other: _____

III. LUNCHEON / NETWORKING ROUNDTABLES

Enjoy your lunch and a brief facilitated discussion about change challenges for leaders. Then take a well-earned, relaxing break!

IV. CHANGE CHALLENGES TRACKS: Choose either Track A (and 2 topics) OR Track B

___ **TRACK A. For aspiring, new, and current leaders.** Choose a first, second, AND third choice of workshops. You will be registered for two on a first-come, first-served basis. We will do our best to give you your first two choices.

How to be a public health leader in times of changing.... **Indicate your first (1), second (2), third (3) choices.**

___ A. Technologies ___ E. Ethical Considerations ___ I. Priorities
___ B. Funding Streams ___ F. Employee Expectations ___ J. Values
___ C. Health Care ___ G. Community Demographics ___ K. Politics/Policy Makers
Delivery Models ___ H. Workforce Preparation Demands ___ L. Policies
___ D. Shrinking Budgets

___ **TRACK B. For key staff who support aspiring, new, and current leaders.** This is a session just for you because leaders can not lead without support, and because you are an essential contributor to their success. Leaders need your support to help them lead, to help promote and achieve their vision - to be a leader, too!

V. DINNER On your own with colleagues to recommended **Local Brooklyn Restaurants**

VI. CONTINUING EDUCATION and DONATIONS

CECH FOR CHES/MCHES – An application has been submitted for Category I Continuing Education Contact Hours (CECH) to award Certified Health Education Specialists (CHES) **up to 10 CECH** and 0 Master Certified Health Education specialists (MCHES) CECH. SOPHE, including its chapters, is a designated multiple event provider of CECH by the national Commission for Health Education Credentialing, Inc.

Certificates of Participation, with objectives and hours attended, will be available to all for continuing education participation documentation purposes for other professionals.

Donations to support PHANYC and the LIU Public Health Club are welcome.

VII. REGISTRATION FEE CALCULATION

Includes sessions, handouts, breakfast, lunch, and certificate of attendance. **Does not include** dinner or continuing education costs.

EARLY-BIRD REGISTRATION:

RECEIVED ON OR BEFORE MAY 14, 2012

	Day 1 Only	Day 2 Only	Both Days	Optional Cont. Ed.	Optional Donation
Affiliates: members of organizations supporting the conference (planning, speaking, funding, promotion)	\$75	\$85	\$125	\$10	\$_____
Non-Affiliates: non-members of affiliated organizations	\$100	\$100	\$150	\$10	\$_____
Students (with ID card)	\$35	\$65	\$100	\$10	\$_____
CHWs, Seniors, Retirees	\$35	\$65	\$100	n/a	\$_____

Total Payment \$_____

LATE AND ON-SITE REGISTRATION:

RECEIVED MAY 15-19, 2012

	Day 1 Only	Day 2 Only	Both Days	Optional Cont. Ed.	Optional Donation
Affiliates: members of organizations supporting the conference (planning, speaking, funding, promotion)	\$125	\$125	\$150	\$10	\$_____
Non-Affiliates: non-members of affiliated organizations	\$150	\$150	\$200	\$10	\$_____
Students (with ID card)	\$50	\$85	\$125	\$10	\$_____
CHWs, Seniors, Retirees	\$50	\$85	\$125	n/a	\$_____

Total Payment \$_____

GROUPS OF 5 or more:

Email inner.leader2012@brooklyn.liu.edu for 20% affiliate and non-affiliate discount rate

ON-LINE REGISTRATION:

<http://Tinyurl.com/ILC-LIU2012>

MAIL REGISTRATION:

Mail check, money order or purchase order made out to **“PHANYC”** with this completed registration form to:
ILC, LIU Brooklyn, 1 University Plaza, HS 201, Brooklyn, NY 11201. Please note: \$30 “Check Bounce Fee”

VIII. SPECIAL NEEDS

Check here for accessibility assistance; please specify: No; Yes: _____

Check here for Kosher food requirement No; Yes

IX. PAYMENT

Payment includes appropriate registration fee and, if appropriate, continuing education fee and donation.

PAYMENT INFORMATION		
PLEASE PRINT CLEARLY		
Purchase Order #: _____	Check #: _____	Amount: \$ _____
<i>A copy of the purchase order AND any ID requirements must be attached for registration to be processed.</i>		
Credit Card: <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX	Card #:	
Name on Card: _____		Security #: _____
Expiration Date: ____/____		* The 3 or 4 digit number on the back or front of your credit card.
Billing Address: _____		
Authorized Signature: _____		