

A NEW ERA OF HEALTH ADVOCACY

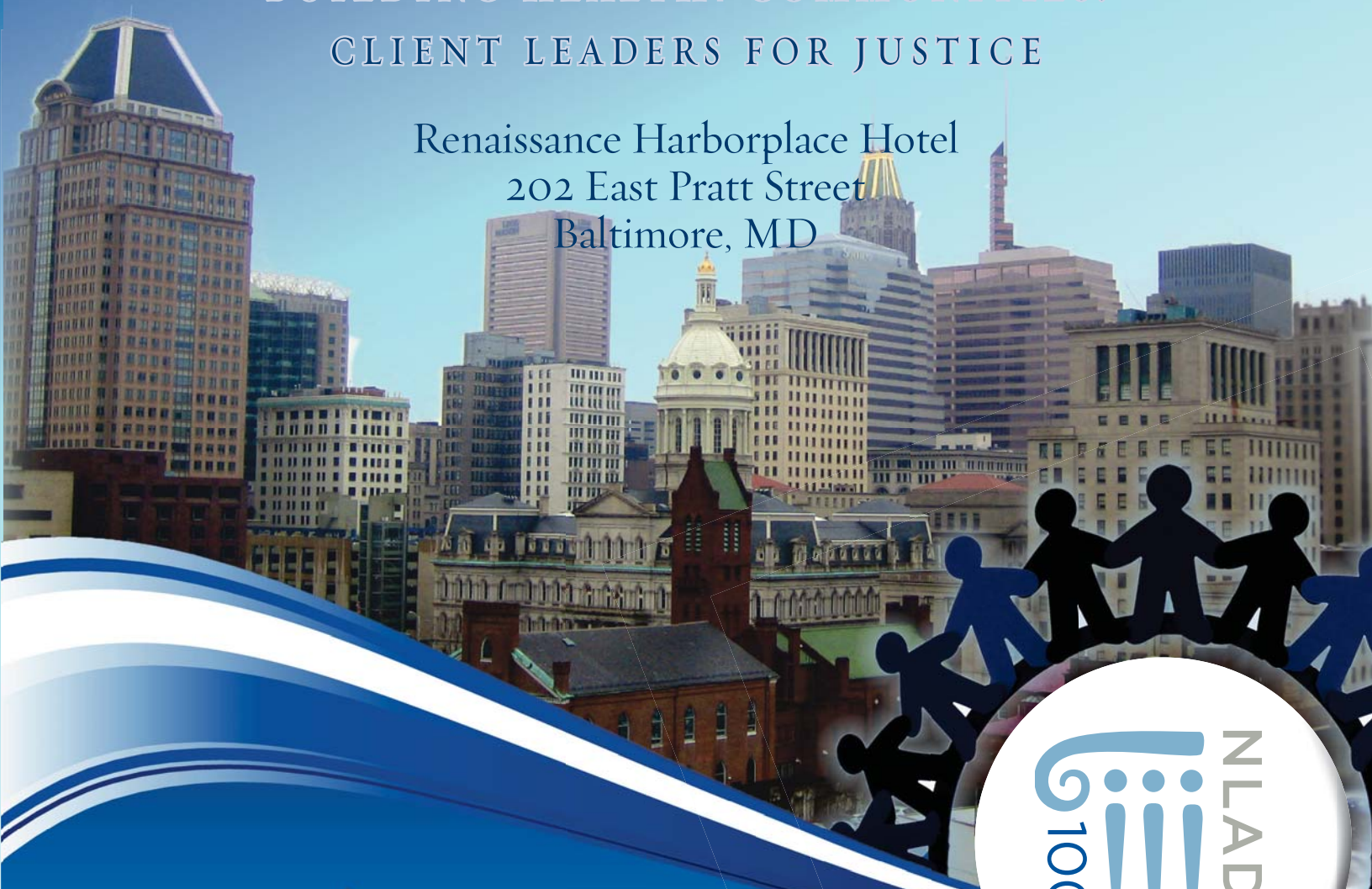


2011 CLIENT IMPACT LEADERSHIP II

July 11-13, 2011

BUILDING HEALTHY COMMUNITIES:
CLIENT LEADERS FOR JUSTICE

Renaissance Harborplace Hotel
202 East Pratt Street
Baltimore, MD



2011 CLIENT IMPACT LEADERSHIP II

With visionary leadership, the communities where we live and work can be dynamic and vibrant – places that nourish our growth and strengthen our families.

Now, more than ever, low-income communities need strong leaders to step up and guide them through this tough economic climate. If your community is counting on you, join us to find out how you can make a difference at the **Client Impact Leadership II – Building Healthy Communities: Client Leaders for Justice**. The conference will examine personal leadership skills, enable leaders to assess community resources and provide community engagement training that will help you expand partnerships, resources and capacity in your community.

Building Healthy Communities will consist of two and a half days of training that will connect values-centered leadership to the skills you need to improve your ability to assess and engage your community. Using large group workshops and small group exercises, participants also will learn to identify the assets they bring as leaders.

What does a community need to be healthy? For starters: affordable health care, safe and affordable housing, clean non-toxic environments and strong education and training opportunities. The needs are often overwhelming while resources are limited. Participants will learn proven strategies to identify and prioritize issues important to their communities; identify community assets and resources; and collaborate within their boards/organizations as well as with partner organizations to turn problems into solutions.

Low-income communities around the nation are challenged during this worst recession since the Depression. But our communities also have significant strengths and assets waiting to be called into full service and partnership in the fight for justice. Social and economic justice cannot be successfully achieved without the full partnership of low-income leaders. Join us to continue building that partnership.

Who Should Attend?

Building Healthy Communities: Client Leaders for Justice is specifically designed for clients, client advocates, client board members and leaders in the low- and no-income communities who are committed to partnering with community organizations, legal aid and public defender programs to advance equal justice. However, the conference is open to all leaders committed to community engagement and client leadership. Lay advocates and attorneys working closely with client advocates as well as attorney board members and executive leaders are encouraged to attend.

Participants are encouraged to attend as teams from their programs, states or regions.

- Legal services, public defender and other community-based programs should strongly consider including at least one paralegal, attorney board member, executive leader or lay advocate in the team of client leaders.
- Team participation increases the likelihood that leadership initiatives will advance and leadership skills will be reinforced when participants return to their communities and programs..

Learning Objectives and Leadership Competencies

The learning objectives for the **2011 Client Impact Leadership II** are grounded in the seven NLADA leadership competencies:

1. Builds and sustains relationships, collaborations and community partnerships
2. Maximizes impact for communicating effectively to different audiences
3. Engages issues of diversity, power and difference
4. Understands the importance of self-awareness and personal effectiveness
5. Develops and inspires a shared vision
6. Creates and fosters an environment conducive to leadership development
7. Thinks strategically about challenges and opportunities

Participants will learn how to:

- Understand values-centered leadership and clarify personal values
- Understand what an effective advocate does
- Discuss and understand asset-based community development
- Identify and define issues important to your community
- Describe the process of moving from problem identification to proposing solutions
- Describe the key principles of effective collaboration
- Describe key principles of effective communication
- Identify community stakeholders, assets and resources
- Develop a draft action plan for engaging a community-defined issue

PANORAMIC VIEW OF



Building Healthy Communities



Tentative Agenda

Monday, July 11, 2011

- Noon – 5:00 p.m. Registration
- 4:00 – 6:00 p.m. Welcome and introduction
- Values-centered leadership and community engagement
 - Finding your voice
- 6:00 – 8:00 p.m. Opening reception

Tuesday, July 12, 2011

- 7:00 a.m. – 5:00 p.m. Registration
- 8:00 – 9:00 a.m. Breakfast
- 9:00 a.m. – noon Morning session
- What is advocacy and what does it mean to be an effective advocate?
 - Vision, voice & justice: envisioning a healthy community
 - Asset-based community development – internal and external
 - Identifying issues and issue campaigns
- Noon – 1:30 p.m. Lunch on your own
- 1:30 – 5:00 p.m. Afternoon session
- Understanding power
 - Moving from problems to solutions
 - Introduction to action planning

Wednesday, July 13, 2011

- 7:00 a.m. – 5:00 p.m. Registration
- 8:00 – 9:00 a.m. Breakfast
- 9:00 a.m. – noon Morning session
- Stakeholder analysis – mapping your community
- Noon – 1:30 p.m. Luncheon
- 1:30 – 3:30 p.m. Afternoon session
- Authentically engaging allies and community partners – principles and practices for effective collaboration
 - Using the media effectively, including new/social media
 - Finalizing action plans for community engagement
- 3:30 – 5:00 pm Awards ceremony and conclusion of training

Trainer

Makani Themba-Nixon, lead facilitator



Makani Themba-Nixon is executive director of The Praxis Project, a nonprofit organization helping communities use media and policy advocacy to advance health justice. She also directs Communities Creating Healthy Environments (C-CHE), a national program office of the Robert Wood Johnson Foundation to support local policy advocacy to advance healthy food outlets and safe places to play in communities of color. Makani has nearly 20 year of experience working with community-based coalitions as a highly sought-after trainer, technical assistance provider, and ethnographer. Her publications have helped set the standard for policy advocacy work and contributed significantly to the field's current emphasis on media and policy advocacy to address public health problems. Makani has published numerous books and articles on race, media, policy advocacy and public health. She is author of "Making Policy, Making Change" and co-author of "Media Advocacy and Public Health: Power for Prevention" and "Talking the Walk: Communications Guide for Racial Justice." Her latest book (under The Praxis Project) is "Fair Game: Racial Justice Communications in the Obama Era," available on AK Press.

For updates to the agenda and more information go to <http://www.nlada.org/Training>.



THE BUSINESS SECTION OF BALTIMORE

Client Leaders for Justice



LOGISTICAL INFORMATION

Hotel Information

Renaissance Baltimore Harborplace Hotel
202 East Pratt Street
Baltimore, Maryland 21202 USA
Phone: 1-410-547-1200 or 1-800-535-1201
Fax: 1-410-539-5780

NLADA has arranged for sleeping rooms at the Renaissance Harborplace Hotel. Attendees staying at the Renaissance Harborplace Hotel will receive a special housing rate of \$144.00 single/double per night, exclusive of sales tax. The deadline for reservations is **June 3, 2011**. After that date, requests for reservations will be accepted on a space and rate availability basis. All reservations must be guaranteed by credit card or deposit. Be sure to inform the reservations agent that you are with the NLADA training to secure the discounted rate. Check-in time starts at 4:00 p.m. and check-out time is noon. Guests may also reserve their rooms online by using this link: <https://resweb.passkey.com/go/legalaiddefendermeeting2011>.

The Renaissance Baltimore Harborplace Hotel is delighted to showcase a new distinctive design featuring modern urban sophistication. The hotel's 586 guestrooms and 34 suites have been revived with unprecedented comfort and include new amenities including flat panel televisions, iPod docking stations and improved high-speed Internet connectivity. Discover a four-diamond jewel among downtown Baltimore hotels, located near the Baltimore Convention Center and just steps from the area's most unique sights and attractions. Enjoy access to the world-famous Inner Harbor, home to the Baltimore Aquarium, the Maryland Science Center, and 120 dining and shopping options. This Inner Harbor hotel's Watertable Restaurant/Lounge and Ground Floor Cafe have become local favorites, boasting award-winning culinary talent and offering an all-natural menu bringing stylish twists to each season's finest ingredients. Experience the rich culture of Charm City in a vibrant location at this Baltimore hotel in Inner Harbor.

Travel Information

Air Transportation – The Renaissance Baltimore Harborplace Hotel is located 8 miles from the Baltimore Washington Airport (BWI) and 45 miles from Ronald Reagan International Airport (DCA).

Ground Transportation – The BWI airport is the closest choice for local travel to the Renaissance Harborplace Hotel. The hotel does not provide shuttle service. Estimated taxi fare is \$30.00 (one way) or

guests may opt to reserve a Super Shuttle which is \$13.00 (one way) by contacting 1-800-BLUE-VAN.

Parking – The Renaissance Harborplace Hotel offers discount pricing for parking:

On-site parking – \$28.00 daily

Valet parking – \$38.00 daily

In/out privileges included in daily fee

Weather – Outside temperatures range from the low to mid 80s.

Meeting rooms may be cool, dress in comfortable layers.

Cancellation Policy

Registration cancellations must be received in writing at the NLADA office no later than May 27, 2011. Once notice of cancellation has been processed, NLADA will assess a \$75 administrative charge and the balance may be applied towards the registration of another individual for this event, refunded, or applied to another NLADA sponsored training event offered before December 31, 2011. If you have questions or need additional information, please contact Karl Doss, director of Training and Professional Development at k.doss@nlada.org.

CLE

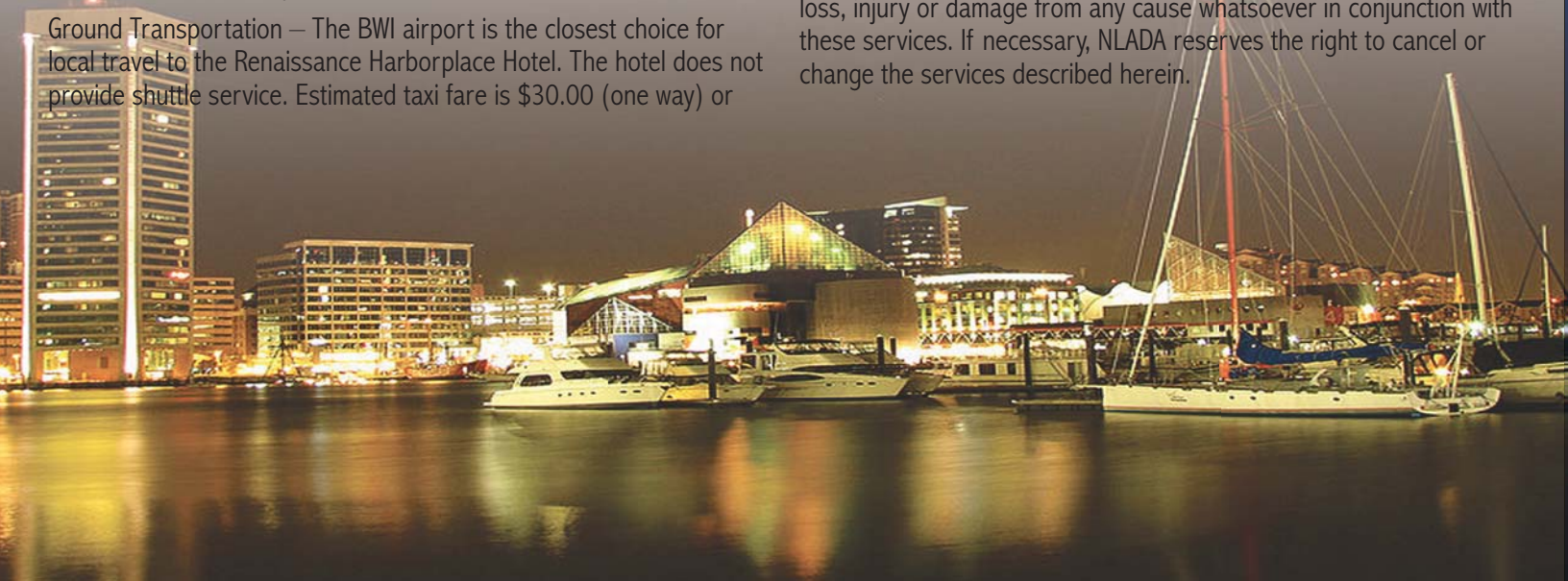
NLADA has applied for Continuing Legal Education (CLE) credits in a select number of states for which this training may qualify. CLE forms, instruction and a list of accrediting states will be included in the onsite registration packets.

Advertise, Exhibit & Sponsor!

There are many opportunities for individuals, programs, organizations and corporations to get involved with the conference. If you are interested in exhibiting, placing an advertisement in the program book or becoming a sponsor, please contact Kara Allinson at K.Allinson@nlada.org or 202-452-0620 ext. 229.

Responsibility

The National Legal Aid & Defender Association acts only as an agent for attendees in all matters regarding hotel accommodations and transportation. NLADA contracts with reputable independent contractors and suppliers known to provide the service offered in this announcement. NLADA is not responsible for any inconvenience, loss, injury or damage from any cause whatsoever in conjunction with these services. If necessary, NLADA reserves the right to cancel or change the services described herein.



2011 CLIENT IMPACT LEADERSHIP II

JULY 11-13, 2011 · RENAISSANCE HARBORPLACE HOTEL IN BALTIMORE, MD

Training Registration Form

For registration paid by check, please complete and mail the registration form with your payment to: NLADA Client Impact Leadership, P.O. Box 79083, Baltimore, MD 21279-0083. Registrations paid with credit card (MasterCard, Visa, AMEX) may be faxed to (202) 872-1031.

Name:

Title: Organization:

E-Mail:

Address:

City, State, Zip:

Telephone: Fax:

The regular registration deadline is May 27, 2011. Please register onsite after this date. Confirmation of your registration will be e-mailed to you. If you have any questions about registration, please contact registration at registration@nlada.org.

SPECIAL NEEDS: Mobility Challenged Audio/Visual Challenged Other:.....

REGISTRATION FEES:

	Early Received by May 5	Regular Received between May 6 – May 27	Onsite registration (after May 27)
Program/Individual Member	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350
Non-Member	<input type="checkbox"/> \$275	<input type="checkbox"/> \$325	<input type="checkbox"/> \$375

Yes! I want to become a member of NLADA (see side panel for fees)

TOTAL PAYMENT

PAYMENT: Check payable to NLADA enclosed MasterCard Visa AMEX Purchase Order*

Credit Card # Expiration Date/.....

Signature.....

Name on Card

***PURCHASE ORDERS MUST INCLUDE THE CONTACT INFORMATION OF THE PERSON THAT WILL PROCESS THE PAYMENT. PURCHASE ORDERS WILL NOT BE ACCEPTED AFTER MAY 27, 2011. PLEASE COMPLETE THE FOLLOWING:**

Name: Title:

Phone: E-mail:

Purchase Order #:.....

ATTENTION: DATES TO REMEMBER

May 5 - Early Registration Ends

May 27 - Registration Cancellation Deadline

May 27 - Regular Registration Ends

June 3 - Hotel Reservations Deadline

Cancellation Policy

Registration cancellations, transfers, and refunds must be received in writing by NLADA no later than May 27, 2011. Once notice of cancellation has been processed, NLADA will assess a \$75 administrative charge and the balance may be applied towards the registration of another individual for this event, refunded, or applied to another NLADA sponsored training event offered before December 31, 2011. Registration cancellations postmarked after May 27, 2011 are neither refundable nor transferable. If you have questions or need additional information, please contact Karl Doss, Director of Training and Professional Development, k.doss@nlada.org.

Mail checks and forms to:

NLADA Client Impact Leadership
P.O. Box 79083
Baltimore, MD 21279-0083

Fax credit card payments

to: (202) 872-1031

Membership

Not sure if your program is a member?

Contact us at membership@nlada.org. Join NLADA now as an individual member at this special training rate:

- Individual Attorney \$100
- Individual Non-Attorney \$60
- Client \$20



Join NLADA online at:
<http://bit.ly/joinnlada>.

Building Healthy Communities: Client Leaders for Justice

2011 CLIENT IMPACT LEADERSHIP II



National Legal Aid & Defender Association

1140 Connecticut Avenue, NW, Suite 900

Washington, DC 20036

www.nlada.org

NLADA CENTENNIAL CONFERENCE
Marriott Wardman Park Hotel
December 7-10, 2011

NLADA Blueprint for Justice: The Next 100 Years



National Legal Aid &
Defender Association

EQUAL JUSTICE. OF THE PEOPLE. FOR THE PEOPLE.

Blueprint for Justice:
Rethink. Retool. Rebuild