

# Must Attend!

**25th Annual APSE National Conference**  
**The only national conference focused solely on**  
**the advancement of integrated employment.**

*In celebration of our 25th National Conference Anniversary,*  
*we've rolled back registration costs!!*



**Hyatt Regency Long Beach, Long Beach, CA**

# *Livin' the dream ...building the future for Employment First!*

David Hoff  
President  
Massachusetts

Susan Rinne  
Vice President  
Indiana

Patricia Gutowski  
Secretary  
New Jersey

Vic Gable  
Treasurer  
Ohio

Sue Ann Morrow  
Delegates Chair  
Iowa

Debbie Ball  
Member  
California

Sherry Becker  
Member  
Iowa

Richard Brown  
Member  
Illinois

Nicole Buckley  
Member  
Pennsylvania

Don Lavin  
Member  
Minnesota

Derek Nord  
Member  
Minnesota

Wendy Parent  
Member  
Kansas

Jeannine Pavlak  
Member  
Massachusetts

Elizabeth Perry  
Member  
North Carolina

Betty Williams  
Member  
Indiana

Brian Young  
Member  
Wisconsin

Dear APSE Friends,

You are cordially invited to attend the biggest beach networking event in 2014 – the Annual National APSE conference in Long Beach, CA! Together with our host chapter, SoCal APSE, we will be *Livin' the dream...building the future for Employment First!*

The first National APSE conference was held in Denver, CO – so it is great to be to celebrate our 25<sup>th</sup> annual conference back in the western region of our country! Since our first conference in 1989, we have grown into a formidable organization that has cultivated many leaders throughout the country, who believe that individuals with disabilities can be employed, pursuing careers and building assets just like people without disabilities.

Our pre-conference session topics this year include Assistive Technology, Customized Employment, Positive Behavioral Supports, Systematic Instruction, and Family Employment Awareness Training. Space is limited so register early!

Opening our conference will be **Commissioner Janet LaBreck** (RSA) and **Assistant Secretary Michael Yudin** (OSERS) followed by a keynote from **Ray Bradford** who was the **National Director of Policy and Diversity Advocacy for the Screen Actors Guild-American Federation of Television and Radio Artists (SAG-AFTRA)**. Breakout sessions will focus on **Public Policy and Funding, Innovative Practices in Integrated Employment, Transition from School to Life, and Leadership for the Future**. This year we are trying something new – “**APSE Talks**”. APSE Talks are based on the popular Ted Talks that bring together our field’s most fascinating thinkers and doers, who are challenged to give the talk of their lives (in 12 minutes or less)! Participants will hear four leading experts speak in one session! This year the annual **APSE Awards Ceremony** will take place during **dinner on July 2<sup>nd</sup>** and will be done California style – red carpet, photos and all! Closing the conference will be **Kevin Brel, comedian and mental health advocate** who’s TED Talk “Confessions of a Depressed Comic” has become one of the most watched TED talks to date.

We hope to see you all in sunny California for some fun, surf, and networking! Stay through the 4<sup>th</sup> of July and enjoy the Long Beach fireworks – they are some of the best!

*Laura Owens*  
APSE Executive Director

*Debbie Ball*  
SoCal APSE

### **APSE’s Vision:**

People with all types of disabilities are employed, pursuing careers and building assets just like people without disabilities.

# What will the APSE Conference do for You?

Innovative speakers	Networking	Exhibitor Showcase
<p><b>Design, Lead and Explore</b> Employment First...best practices, innovative ideas, current issues and practical how-to advice</p> <p>Engage with influential leaders from <b>OSERS, ODEP and RSA</b> - key federal agencies addressing Employment First</p> <p><b>Employer Leadership Forum...</b> tackling the misperceptions of hiring employees with disabilities</p> <p><b>Students for APSE...</b> molding the leaders of the future for success</p> <div data-bbox="133 1031 516 1465" data-label="Text"> <p><i>"I don't always go to national conferences. But, when I do, I go to APSE".</i></p> <p><i>David Mank Indiana University 2013 Presenter</i></p> </div> 	<p><b>Learn from others in informal settings...</b></p> <p><b>Extended breaks...</b> allowing for further in-depth discussions from relevant topics concerning Employment First</p> <p><b>Engage with regional and local leaders</b> regarding Employment First experiences</p> <p><b>Poster sessions...</b> engage in peer-to-peer discussions</p>  <p><b>Young Leaders Lunch</b> – for participants under 35 (<i>reservations required</i>)</p> <p><b>NOTworking...some play!</b> Don't miss the <b>Luau</b> opening ceremony <b>poolside</b></p> <p><b>Celebratory Red Carpet Awards Dinner</b></p> <p>Smile... You're on the APSE Candid Camera <b>photobooth</b></p> <p><b>Karaoke</b> with the famous Wally Tablit</p> <p><b>Breakfast of Champions</b> (membership meeting!)</p>	<p><b>See, experience and learn</b> about the latest products and services in the field of integrated employment</p>  <p>Connect with <b>supported entrepreneurs</b> and help build their businesses</p> <p><b>Key central location</b> with access to conference participants throughout the conference</p> <p><b>Raise your company's profile</b> through exhibiting at the only national conference on integrated employment!</p> <div data-bbox="1060 1304 1495 1959" data-label="Text"> <p><i>"The 2013 APSE National Conference was Superb! There was an enormous wealth of information as well as excellent presenters. Keep up the good work. Thank you."</i></p> <p><i>Submitted by: Vincent Pilgrim, VRS/ ACRE/CESP Vocational Rehabilitation Specialist Dept. of Veteran Affairs Columbus, OH</i></p> </div>

# Who Should Attend the APSE Conference?

## *Who should attend?* **YOU should attend!**

This conference will be of **immense benefit** to:

- ◆ Adult service providers (job coaches, job developers, administrators, social workers, employment consultants/specialists)
- ◆ Certified Employment Support Professionals (CESP)
- ◆ Employers interested in learning more about diversifying their workforce
- ◆ Policy makers (legislators, legislative staff, federal and state employees)
- ◆ University/College instructors/researchers
- ◆ Educators (transition coordinators, para-educators, K-12 administrators and staff)
- ◆ Students – University/College and High School
- ◆ Individuals with disabilities
- ◆ Family members of people with disabilities
- ◆ Anyone interested in Employment First!

## *Not a CESP?*

**The exam is being offered twice on-site– June 30**  
Exam Sessions: 8:00am and 1:00pm (*See page 12 for more information*)

## *Need Credit?*

**This conference offers up to 14 hours of credit for participants attending all sessions.**

- ◆ 1.4 Continuing Education Units (CEU)
- ◆ 14 Certified Rehabilitation Counselor (CRC)
- ◆ HRCI (for Employer Forum only) – applied for

## *Are you young leader dedicated to Employment First?*

**Looking for opportunities to connect with others?** Please join the first APSE Emerging Leaders Lunch to meet other leaders under 35 in the field! The cost is \$35 for a box lunch to attend. Questions and to RSVP: Email [Ryley@apse.org](mailto:Ryley@apse.org)



## *Do You Believe?*

- ◆ Everyone can work and there is a job for everyone. Our job is to be creative and tenacious in providing support.
- ◆ Not working should be the exception. All individuals, schools, families and businesses must raise their expectations.
- ◆ People will be hired because of their ability not because they have a disability.
- ◆ Communities embrace people who contribute.
- ◆ Everyone has something to contribute and needs to contribute.
- ◆ People are healthier, safer and happiest with meaningful work.
- ◆ True employment is not a social service.
- ◆ Employment is a win/win for everybody.



## Important Conference Dates to Remember

**March 28:** End of Early Bird Registration; General Registration still open at [www.apse.org](http://www.apse.org)

**May 15:** Exhibitor, Sponsor and Advertiser Registration

**June 9:** APSE Room Block ends—The room block may sell out prior to this date.

## Keynote Speakers



### **Michael K. Yudin, Acting Assistant Secretary for Special Education and Rehabilitative Services**

Michael K. Yudin is currently the Acting Assistant Secretary for the Office of Special Education and Rehabilitative Services (OSERS) at the U.S. Department of Education. He serves as the principal adviser to the Secretary on matters related to the education of children and youth with disabilities, as well as employment and community living for youth and adults with disabilities. The mission of his office is to provide leadership to achieve full integration and participation in society of people with disabilities by promoting inclusion, ensuring equity, and creating opportunities for people with disabilities.

Yudin spent nine years in the United States Senate, serving as legislative director for Senator Jeanne Shaheen of New Hampshire, senior counsel to Senator Jeff Bingaman of New Mexico, and HELP Committee counsel to Senator Jim Jeffords of Vermont. In these roles, he assisted in developing, promoting, and advancing a comprehensive legislative agenda related to education, children and families, disabilities, and poverty. Working for senior Members of the HELP Committee, Yudin helped draft, negotiate, and pass various pieces of legislation, including the No Child Left Behind Act, and IDEA 2004. He also worked on the reauthorizations of the Rehabilitation Act of 1973, Head Start, the Carl D. Perkins Vocational and Technical Education Act of 2006, and the Higher Education Act.

Before joining the Senate, Yudin served as an attorney at the Social Security Administration and at the U.S. Department of Labor for nearly ten years. In these positions, he provided legal advice on various policy initiatives, including social security, disability, employment, and welfare reform. He also served as director of employment policy for two leading national disability organizations: the ARC of the United States and United Cerebral Palsy (UCP).



### **Janet LaBreck, Commissioner of the Rehabilitative Services Administration (RSA) within the United States Department of Education**

Although Commissioner Janet LaBreck lost her vision by the age of ten, she has never let her disability get in the way of her dreams. In 2007, after more than 20 years as an advocate for the blind community, LaBreck was appointed Commissioner of the Massachusetts Commission for the Blind by Governor Deval Patrick. As an ambassador for more than 30,000 legally blind residents, LaBreck has organized campaigns that have effectively increased employment opportunities for the blind. There is no better testament to her profound influence than the Commission's award-winning internship program which is being replicated throughout the country.

Commissioner LaBreck has an Honorary Doctorate of Humane Letters from the New England College of Optometry, a Masters of Education degree from Springfield College and Bachelor of Arts in Human Services from the University of Massachusetts, Boston.

In August of 2013, the United States Senate confirmed Commissioner LaBreck as the Commissioner of Rehabilitation Services Administration (RSA) within the United States Department of Education. In 2013, the Urban League of Springfield selected Commissioner LaBreck as their Urban League 2013 Community Builder Award Recipient, as a result of her exemplary leadership and commitment to build strong and vibrant communities. In 2013, President Barack Obama announced some key administration posts, including his intent to nominate Janet L. LaBreck as Commissioner of Rehabilitation Services Administration (RSA) within the United States Department of Education. In 2012, Commissioner LaBreck was recognized by Healing Winds, the Lanesboro, MA-based American Indian cultural and educational non-profit organization as the 2012 Rock, Rattle & Drum honoree. In 2011, Commissioner LaBreck was the recipient of the "Profiles in Vision" award, given to her by the New England College of Optometry for her pioneering efforts and extensive involvement in the launching of the New England Eye On-Sight Mobile Eye Clinic. In 2010, she was presented with the Heroes Among Us Award by the Boston Celtics and the Massachusetts State Lottery. In 2008, New England College of Optometry selected her to deliver the first commencement address in the history of the college to be delivered by a person who is blind.

# Keynote Speakers

## Opening Keynote: Ray Bradford, Screen Actors Guild-American Federation of Television and Radio Artists, “THAT’S (not just) ENTERTAINMENT!”



Ray Bradford, nationally recognized advocate for diversity and access within film and television, will highlight the impact popular media has on disability issues. For advocates, entertainment that inaccurately portrays people with disabilities, or omits them altogether, hinders whatever progress is made on other fronts. Ray will share strategies on what you can do to affect real change.

Prior to founding The Bradford Advocacy Group, Ray was National Director of Policy & Diversity Advocacy for the 165,000 member labor union SAG-AFTRA (Screen Actors Guild – American Federation of Television and Radio Artists). As their primary liaison for many external organizations, he worked with the nationwide labor movement, and much of the AFL-CIO, its affiliate unions, state and local federations, the young workers movement, and others areas as needed. His principal passion, though, always rested in challenging discrimination and promoting inclusion in the workplace.

## Day Two Keynote: David Hoff, APSE Board President “Employment First: Time to Get Real”



The last few years have seen enormous growth in the concept of Employment First. Employment First efforts are underway in the vast majority of states, and over half the states have some type of Employment First policy. Employment First is even receiving attention at the international level. But is all of this focus on Employment First getting us any closer to making a serious dent in the lack of labor force participation by people with disabilities? And are too many of these efforts nothing more than smoke and mirrors? During his talk to open the annual APSE World Café, David Hoff will provide a candid assessment of where we are at in terms of Employment First– and where we go from here in order to deliver on the promise of Employment First. During the presentation David will also challenge audience

members to consider their own views of employment of people with significant disabilities, and how often-times our own day-to-day actions as individuals, service providers, and systems, are counter to the Employment First philosophy. This is sure to be a presentation that is both engaging and thought provoking, setting the stage for conference attendees to share their own ideas on moving forward on making Employment First a reality.

## Closing Keynote: Kevin Breel, Comedian & Mental Health Advocate “Hope, Help, Community and Questions”



Kevin Breel is a 20 year old comedian and mental health activist. His speech at TEDx as a 19 year old titled "Confessions of a Depressed Comic" went instantly viral online- with more than half a million views in less than 30 days. Within three months, it had been seen on media outlets all around the world and was the most viewed TED "Youth" talk of all time; with more than 1,000,000 views.

Bringing warmth and unparalleled honesty into topics people tend not to talk about, Kevin offers a heartfelt dialogue about mental health, pain and transformation. Offering an inspiring look in to the real stories behind the statistics of depression, suicide and addiction, Kevin brings humanity and honesty into an area that's normally clouded with secrecy and shame. By sharing some of the amazing tales of hope, help, and recovery that he has personally witnessed, Kevin offers both stories and perspective on how we can create positive change in our culture and our communities around mental health.

# Conference Features

## Pre-Conference Day

Pre-Conference sessions will be held on Monday, June 30th. Session topics include Assistive Technology, Customized Employment, Positive Behavioral Supports, Systematic Instruction, and Family Employment Awareness Training.

## Breakout Sessions

This year's conference will feature a wide array of high quality breakout & poster sessions on the latest innovations in employment for people with disabilities. Featured sessions will focus on state-of-the-art practices in integrated employment in the areas of: Transition from school to work, Veterans, Mental Health, Autism, Organizational Change, Public Policy and Funding, Consumer, Family and Self-Advocacy, and more! This year we have added numerous "Open Space" discussions, providing valuable opportunities for sharing, discussion and debate with conference attendees from around the world!

## National Awards Dinner

Each year APSE recognizes the "best of the best" at our annual Awards Dinner. Nominees from around the country will be honored and recognized for their work in advancing Employment First practices and policies in their company, community, state or nationally!



## Exhibits

Visit our exhibitors from across the country to check out the latest tools, products, and research for enhancing and expanding integrated employment.

## Employer Leadership Forum

A must attend event for all business leaders who are interested in learning from others about the benefits and logistics of hiring employees with disabilities.



## 5th Annual APSE Town Hall

Using an open discussion format, audience members will share ideas on how to keep the Employment First movement going forward, and how we as a community can come together to deal with these challenging times.

## Membership Breakfast

Meet and talk with the National Board Members and APSE Foundation Board Members at the annual APSE membership meeting. Hear APSE's Board President on the future of APSE, followed by a facilitated discussion on current and future APSE Initiatives. Questions are encouraged!

## Students for APSE Track

This track has been created specifically for transition-aged students who are interested in working in integrated jobs in their local communities. Take a tour of local business, learn about self-advocacy, identify your interests and passions, and learn from other individuals with disabilities.

## CESP Exam

Become a member of an elite group—the Certified Employment Support Professionals! Sit for the CESP exam on June 30th (morning or afternoon).

## Karaoke

Here's your chance to be the next Hollywood Star! Share the excitement of the last evening of the conference with your fellow attendees. There will be a cash bar, dancing and karaoke for all!



# Conference Schedule

<i>Date</i>	<i>Event</i>	<i>Time</i>
<b>Pre-Conference Monday June 30, 2014</b>	Pre-Conference Morning Sessions Pre-Conference Afternoon Sessions Early Registration Chapter Leadership Summit Conference Attendee Orientation Room Monitor Orientation	8:30 am - 11:30 am 1:00 pm - 4:00 pm 7:30 am - 5:00 pm 4:15 pm - 7:00 pm 5:00 pm - 5:30 pm 5:30 pm - 6:00 pm
<b>DAY ONE Tuesday July 1, 2014</b>	Registration Exhibits Opening Keynote Session Breakout Session Networking Lunch Break (on own) Breakout Sessions Networking Break Breakout Sessions Reception/ Poolside Luau	7:30 am - 4:00 pm 7:30 am - 5:30 pm 8:30 am - 10:30 am 11:00am - 12:15 pm 12:15 pm - 1:45 pm 2:00 pm - 3:15 pm 3:15 pm - 3:45 pm 3:45 pm - 5:00pm 5:30 pm - 7:30 pm
<b>DAY TWO Wednesday July 2, 2014</b>	Registration Exhibits Opening Keynote/Town Hall Breakout Session Networking Lunch Break (on own) Breakout Sessions Networking Break Breakout Sessions Awards Dinner Karaoke	7:30 am - 4:00 pm 7:30 am - 5:30 pm 8:30 am - 10:30 am 11:00 am - 12:15 pm 12:15 pm - 1:45 pm 2:00 pm - 3:15 pm 3:15 pm - 3:45 pm 3:45pm - 5:00 pm 6:00 pm - 8:00 pm 8:00 pm - 12:00 am
<b>DAY THREE Thursday July 3, 2014</b>	Registration Membership Breakfast Meeting/Raffle Breakout Session Closing Keynote Session PA APSE 2015Conference Presentation	7:30 am - 12:00 pm 7:30 am - 9:15 am 9:30 am - 10:45 am 11:00 am - 12:30 pm 12:30 pm - 12:45 pm

**Thank You to Our Conference Sponsors (as of February 24, 2014)**





# Conference Location - Long Beach



Hyatt Regency Long Beach  
200 South Pine Avenue  
Long Beach, CA 90802  
[www.longbeach.hyatt.com](http://www.longbeach.hyatt.com)  
562.491.1234



## Hotel Amenities include:

- ◆ High-speed wireless internet throughout the hotel and complimentary wireless internet for APSE conference guests in guestrooms only.
  - ◆ Water/ocean views from all guestrooms.
  - ◆ Complimentary newspaper available in lobby.
  - ◆ Starbucks® coffee available at Perks Restaurant in the hotel.
  - ◆ Heated outdoor pool adjacent to 5-acre lagoon, features whirlpool and fire pit.
  - ◆ Complimentary 24-hour Hyatt StayFit® gym featuring Lifecycles®, treadmills, Stairmaster® and free weights.
    - ◆ 6 mile beach (1/4 mile from hotel) with walking, jogging and bicycling paths.
    - ◆ Golf nearby with arrangements through concierge.
    - ◆ Complimentary Passport Bus from the hotel with a two-mile radius in the city.
    - ◆ Special room block rate of \$159 per room for APSE conference guests.
- Room block ends on June 9, 2014.** Ask about staying before and/or after the conference to extend your trip. Call 1-888-421-1442 to make reservations.



## Visitor Information:

- ◆ Mediterranean climate with average temperatures in July between 65 and 82 Fahrenheit.
- ◆ Babysitting Services available at the hotel with Sitters Unlimited—please call 714-758-5645

## Airports near the Hyatt Regency Long Beach:

- ◆ Long Beach Airport—7 miles
- ◆ LAX Airport—22 miles



## Points of Interest:

- ◆ The Pike Entertainment Center
- ◆ Aquarium of the Pacific
- ◆ Shoreline Village
- ◆ Hornblower Cruises
- ◆ Queen Mary
- ◆ Catalina Island
- ◆ Long Beach Terrace Theater and Arena
- ◆ Long Beach Museum of Art
- ◆ Latin American Art Museum
- ◆ Belmont Shore
- ◆ Disneyland
- ◆ Disney's California Adventure
- ◆ Knott's Berry Farm
- ◆ Universal Studios
- ◆ Staples Center & LA Live
- ◆ Hollywood

## Pre-Conference Day—Morning Sessions (8:30am –11:30am):



### **Positive Behavioral Supports for Employment Specialists**

**Presenter:** Bret Vaks, Training and Consultation Specialist at The Boggs Center on Developmental Disabilities, NJ

When individuals with disabilities, including those with a criminal background, Autism Spectrum Disorders (ASD'S), or severe mental illness (SMI) lose their job, it is often related to problem behavior. Unfortunately many of these individuals are left out of the workforce as they are not considered as a viable “candidate” for supported employment. One of the most difficult issues for an Employment Specialist is to act in a hidden-shadow role when supporting an adult with SMI due to stigma and a lack of understanding about mental illness that still exists. This session will focus on utilizing Positive Behavioral Supports for Employment Specialists and the need for utilizing an integrated treatment model, teaching or facilitating coping skills, when to use Structural Interventions, Environmental Interventions, and Instructional Interventions. This session will focus on supporting adults with disabilities, ASD's, and SMI with a criminal background; including those with a forensics background engaging in more nefarious criminal activity including sexual assault. These individuals require an additional level of support predicated on keeping safe boundaries and risk of liability. It is not the role of the professional to judge problem behavior, but rather to understand it and in doing so extend the definition of who is a “candidate” for supported employment.



### **Tablet Technology: Job Search, Job Coaching, Job Security**

**Presenter:** Marsha Threlkeld, Senior Program Manager at W.I.S.E, WA

More and more technology is in the marketplace and making its way into the hands of job seekers and transition students. As the next generation of job seekers steps forward, employment organizations are tooling up to incorporate digital devices into service delivery. iPads and other handheld devices are being used in job preparation, job introduction, marketing, coaching, natural supports, and ongoing organization and stabilization. Discover ways to minimize anxiety, improve communication, and offer clear and ongoing support. Employment organizations and transition programs can weave the use of handheld devices into each aspect of preparation, acquisition, and gaining independence. Use your own tablet or one of ours and work in groups to complete apps and put a new twist on using built in features. This session focuses on the ways to use the devices in each aspect of career attainment, and offers solutions for community navigation and social interaction.



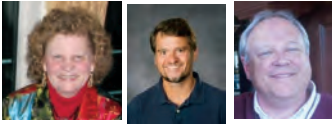
### **Work: A Right, A Responsibility and an Expectation of Citizenship**

**Presenters:** Carol Blessing, Professor at Cornell University Employment & Disability Institute, NY; Joanie Parker, Director of Day & Vocational Initiatives at Heritage Christian Services, NY

American culture holds work as an accepted expectation and responsibility of citizenship. "What do you do" is a common question asked when meeting others for the first time. People who live with significant impairment are often excused from this status-defining expectation. Employment "services" can carry the unintentional collateral damage of falling into routine approaches to providing employment support. Changing the patterns of organizational behavior is not the job of one or two executives. It requires leadership from everyone. Leadership for the Future in this context is the intentional shift away from practices that hold people at status quo. To push the edge of the field further than it has gone before requires changing the way in which we see the relationships between provider and people who use services.

It requires recognizing and working within the tension that exists between what it means to be a person living with disability or living as a respected citizen. How might our own attitudes, beliefs and service models serve as barriers to supporting people with disabilities toward integrated employment? What is the difference between disability-service practices and citizen-centered leadership practices? This session will challenge participants to explore personal, professional and societal assumptions and actions that create a wide gap between people with disabilities and the experience of making productive citizenship contributions through employment. Provocative interactive exercises will offer innovative strategies for cultivating leadership at every level of the organization.

## Pre-Conference Day—Afternoon Sessions (1:00pm –4:00pm):



### **The Building Blocks of Customized Employment for People with Severe Disability**

**Presenters:** Katherine Inge, Director of VCU-RRTC, VA; Tony Gentry, Associate Professor at VCU, VA; Cary Griffin, Senior Partner at Griffin- Hammis Associates, LLC, MT

Customized employment (CE) has generated significant support at the national, state, and individual level as a personalized and versatile employment approach for people with significant disabilities. The next step is developing a research-validated catalog of evidenced-based practices that can be consistently replicated. The VCU-RRTC is working in collaboration with a number of national experts in customized employment to 1) define the components of customized employment, 2) develop a Customized Employment Fidelity Scale (CEFS), and 3) test the CEFS as a tool to examine the effectiveness of the customized employment intervention. This seminar will discuss operationalizing the definition of customized employment including the results of a series of focus groups with national experts, community rehabilitation providers who have implemented CE, and individuals with physical disabilities who have customized jobs. Case studies will be provided and participants will discuss CE as a strategy to facilitate employment for individuals with significant disabilities



### **Systematic Instruction: Teaching to Promote Success on the Job**

**Presenter:** Teri Johnson, Consultant at Teri Johnson Consultation & Training, LLC, WA

This session will provide an overview of the components of Systematic Instruction including the concept of Universal Design in developing workplace supports, utilizing a task analysis to prepare the trainer and to document progress and address concerns of safety and independent job performance, and the importance of accommodating learning style through individualized teaching strategies. The skills involved in Systematic Instruction provide a solid and necessary foundation for anyone involved in a teaching role. This session covers the tools and teaching strategies that facilitate learning - practical information. The commitment to expand employment for all, coupled with decreasing resources for support creates a need for those teaching to be as effective as possible. Systematic Instruction is essential in meeting that need.



### **Family Employment Awareness Training: Raising Expectations, Knowledge, and Employment Outcomes**

**Presenters:** Judith Gross, Senior Research Professor at Beach Center on Disability, KS; Grace Francis, Assistant Research Professor at University of Kansas, KS

The Family Employment Awareness Training (FEAT) program addresses every suggested topic for the innovative practices strand (e.g., self-employment, natural supports, financial literacy). We will cover these topics (and more) as we describe the development of FEAT, the broad range and complex nature of the topics covered by FEAT (e.g., navigating disjointed adult service system), the research supporting the program, and future directions for FEAT. Participants will leave with information on how to improve employment outcomes for individuals with disabilities in their local schools and communities. This seminar will describe the Family Employment Awareness Training program, a family-focused, knowledge-based program designed to increase expectations for competitive employment and knowledge of employment resources among families. During this seminar we will: (a) describe the development of the Family Employment Awareness Training, (b) describe the components and activities of the program, (c) report data on the effectiveness of the program, (d) share plans for successful implementation and individualization of the program to other states, and (e) outline future directions of the evolution of the program and expansion of our research.

# Certified Employment Support Professionals (CESP)



## Not Certified?

Join an elite group of over 500 CESP's across the country ... you could be one, too! Make a difference in your professional career!

Certified Employment Support Professional (CESP) certification demonstrates to colleagues, supervisors and individuals with disabilities that the individual has completed a rigorous process to earn a national professional credential. The Certified Employment Support Professional (CESP) credential is awarded to individuals who have demonstrated an essential level of knowledge and skill necessary to provide integrated employment support services. Individuals who earn the CESP credential have demonstrated knowledge of the skills necessary to help expand equitable employment opportunities for individuals with disabilities.

**The Exam will be held at the APSE National Conference on June 30, 2014 at 8am and 1pm.**

To register for the CESP Exam, please download the application online at [www.apse.org](http://www.apse.org). Submit completed application with payment by **June 15th**.

Please contact Jennifer Polkes, CESP Program Coordinator at [Jennifer@apse.org](mailto:Jennifer@apse.org) or call the National APSE Office at (301) 279-0060

*"Endorsing the CESP Exam was an important step in raising expectations for employment professionals in New Hampshire. Demonstrating an understanding of the knowledge needed to be successful in this field is critical to reaching our goal of integrated employment for all."*

Denise Sleeper, Administrator, DHHS  
Concord, New Hampshire

*"I found the CESP exam to be very intriguing, thought-provoking and yet very straight forward. I highly recommend any Employment Support Professional to take advantage of this opportunity to sharpen their mind and become more competitive in their field, by writing for this exam. It's worth the effort!"*

Tiffanie Lyons, Teem Educational Foundation

## Benefits of Certification

- Confirms mastery of integrated employment principles and best practices
- Increases credibility and trust in employee's work
- Enhances career/promotion opportunities
- Recognizes level of training, experience, and professional development in supported/customized employment
- Increases recognition by co-workers, employers, funding sources and individuals with disabilities
- Sets you apart as an expert and leader in the field
- Is unique: this is the only certification program for employment support professionals
- Certification promotes best practices in the field



CERTIFIED EMPLOYMENT SUPPORT PROFESSIONAL

# Support The Only National Conference on Employment!



## ***Kawabunga Sponsor \$20,000***

- Sponsorship of our opening, town hall and closing keynote speakers
- Signage throughout the conference
- Custom press release relating to sponsorship
- Six complimentary registrations
- Complimentary booth in exhibit hall
- Full-page color ad on back cover of the conference program booklet
- Company listing and hyperlink displayed on conference sponsor webpage, program booklet, and event signage to include ballroom display
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Banner ad and sponsor listing on conference app
- Opportunity to place marketing collateral/gift item in conference bags
- Recognition in pre and post-conference emails
- Access to post-attendee email list



## ***High Tide Sponsor \$15,000***

- Sponsorship of our National Awards Luncheon
- Four complimentary registrations
- Complimentary booth in exhibit hall
- Full-page ad in the conference program booklet
- Company listing and hyperlink displayed on conference sponsor page, program booklet, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Banner ad and sponsor listing on conference app
- Opportunity to place marketing collateral/gift item in conference bags
- Recognition in pre and post-conference emails
- Access to post-attendee email list



## ***Hang Ten Sponsor \$10,000***

- Sponsorship of our networking events
- Three complimentary registrations
- Complimentary booth in exhibit hall
- Half-page ad in conference program booklet
- Company listing and hyperlink displayed on conference sponsor page, program booklet, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Banner ad and sponsor listing on conference app
- Opportunity to place marketing collateral/gift item in conference bags
- Access to post-attendee email list



## ***Lighthouse Sponsor \$5,000***

- Sponsorship of our Students for APSE Track
- Two complimentary registrations
- Half-page ad in conference program booklet
- Company listing and hyperlink displayed on conference sponsor page, program booklet, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Sponsor listing on conference app
- Opportunity to place marketing collateral/gift item in conference bags
- Recognition in pre and post-conference emails



## ***Sailboat Sponsor \$2,500***

- Sponsorship of our membership breakfast
- One complimentary registration
- Quarter-page ad in conference program booklet
- Company listing and hyperlink displayed on conference sponsor page, program booklet, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Sponsor listing on conference app
- Opportunity to place marketing collateral/gift item in conference bags
- Recognition in pre and post-conference emails



## ***Surfboard Sponsor \$1,000***

- Sponsorship of our real stories video project
- Company listing in conference program booklet, conference app, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Recognition in pre and post-conference emails



## ***Sunshine Sponsor \$500***

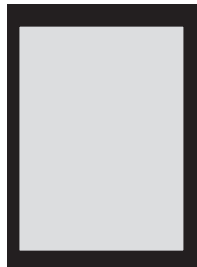
- Sponsorship of our hot topic sessions
- Company listing in conference program booklet, conference app, and event signage
- Recognition in our quarterly print newsletter, *Advancing EmploymentFirst* and Annual Report
- Recognition in pre and post-conference emails

# Consider Advertising Your Product or Service

## Conference Program Advertisements

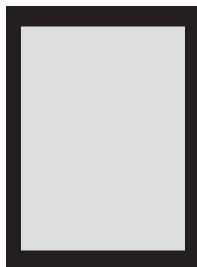
**Inside front or  
Inside back cover  
Full-page color ad**  
(7.5" width x 10" height)

**\$1100**



**Full-page  
black and white ad**  
(7.5" width x 10" height)

**\$800**



**Half-page  
black and white ad**  
(7" width x 4.5" height)

**\$500**



**Quarter-page  
black and white ad**  
(3.5" width x 4.5" height)

**\$350**



### Ad Information

Artwork should be emailed to  
Jenny@apse.org in a JPG format with  
a minimum of 300 dpi.

## Additional Advertising Opportunities

*Advertisers may ship flyers, catalogs, or other promotional items for inclusion in the conference bag*



### **Conference Bag Insert - \$350**

Your flyer, catalog, or other promotional item will be included in the conference bag received by all attendees.

### **Conference App Banner Ad - \$250**

Your banner ad will be displayed on the conference app. A banner ad is 70 characters plus your company logo.

### **Conference App Banner Ad and Quarter-Page Ad in Conference Program Booklet - \$500**

*Purchased together will save you \$100*

## **APSE Foundation Raffle**

*(In-Kind Donation)*

Your In-Kind Donation will be displayed on the Raffle Table in the Exhibit Hall Area.



# Reach over 700 People by Exhibiting!

## Exhibitor Benefits:

- Six foot skirted table and two chairs;
- Recognition in APSE pre-conference advertising including recognition in pre-conference and post-conference issues of APSE's newsletter, *Advancing EmploymentFirst*;
- Company listing on the APSE website; with hyperlink to your site;
- Recognition in the conference program including full listing of business contact information as well as a 75 word description of your business;
- One time use of conference attendee email list (Deluxe Exhibitor only);
- Complimentary continental breakfast both mornings.



## Exhibit Dates and Hours:

**Tuesday, July 1: 8:00 a.m. – 5:30 p.m. Pacific**  
**Wednesday, July 2: 8:00 a.m. – 5:30 p.m. Pacific**

## Exhibitor Rates

**Deluxe Exhibitor: \$1000** (includes quarter-page ad in conference booklet *or* a banner ad on the 2014 conference app; complimentary wireless internet; one time use of conference attendee email list; prime location; two conference registrations; two complimentary box lunches day one; two complimentary Awards Luncheon tickets day two)

**Standard Exhibitor: \$500** (includes one conference registration, one complimentary box lunch day one; one complimentary Awards Luncheon ticket day two)

### Supported Entrepreneur - \$150

Each year APSE is proud to feature talented supported entrepreneurs whose successes in employment exemplify the APSE mission. We invite all entrepreneurs and micro-enterprisers with disabilities to promote their businesses at a reduced rate. (includes conference registration, complimentary box lunch day one; complimentary Awards Luncheon ticket day two)



**For more information on exhibiting and to request an exhibitor's contract, please contact: Marlyn Barrow, APSE Exhibit Coordinator, [marlyn@apse.org](mailto:marlyn@apse.org) or call (301) 279-0060.**

We greatly valued the opportunity to participate in the 2013 conference as an exhibitor. We were able to get the word out to attendees about the availability of case management supports for people with disabilities, and to help them better understand their support options. The networking opportunities were also appreciated as we made contact with disability providers and advocates from around the country, and developed relationships that can hopefully assist us to better support people with disabilities in Indiana.

Chris St. Paul, Senior Adviser  
Indiana Professional Management Group

# Sponsor, Advertising & Exhibitor Application

Please type or print clearly:

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Address (billing) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Website Address \_\_\_\_\_

**Would your company like to contribute an item to the APSE Foundation Raffle?** \_\_\_\_\_

## Sponsorship levels, Advertising and Exhibitor Opportunities

Sponsorship Levels		Rate		Payment Information	
Kawabunga Sponsor		\$20,000	<input type="checkbox"/>	_____ Check payable to APSE	Check # _____
High Tide Sponsor		\$15,000	<input type="checkbox"/>	_____ Request Invoice	
Hang Ten Sponsor		\$10,000	<input type="checkbox"/>	Name & Email Address you would like invoice and/or receipt emailed to:	
Lighthouse Sponsor		\$5000	<input type="checkbox"/>	_____	
Sailboat Sponsor		\$2500	<input type="checkbox"/>	_____	
Surfboard Sponsor		\$1000	<input type="checkbox"/>	_____	
Sunshine Sponsor		\$500	<input type="checkbox"/>	_____	
Conference Program Booklet & Conference App Advertising		Rate		_____ Purchase Order	PO # _____
Inside front or inside back full-page color ad		\$1100	<input type="checkbox"/>	(Please attach purchase order with application form)	
Black and white full-page ad		\$800	<input type="checkbox"/>	_____ Credit Card	
Black and white half-page ad		\$500	<input type="checkbox"/>	Name on Card	_____
Black and white quarter-page ad		\$350	<input type="checkbox"/>	Credit Card #	_____
Conference bag insert		\$350	<input type="checkbox"/>	Expiration Date	_____
Conference app banner ad		\$250	<input type="checkbox"/>	Security Code #	_____
Conference app banner ad & quarter-page ad in conference program		\$500	<input type="checkbox"/>	Signature	_____
Exhibitor Levels		Rate		<b>Mail to:</b>	
Deluxe Exhibitor		\$1000	<input type="checkbox"/>	<b>APSE</b>	
Standard Exhibitor		\$500	<input type="checkbox"/>	416 Hungerford Drive, Ste. 418	
Supported Entrepreneur Exhibitor		\$150	<input type="checkbox"/>	Rockville, MD 20850	
Awards Luncheon Ticket (extra)		\$50	<input type="checkbox"/>	<b>Email:</b>	<b>APSEConference@apse.org</b>
<b>TOTAL:</b>		\$		<b>Fax:</b>	<b>(301) 279 - 0075</b>
				<b>Questions:</b>	<b>(301) 279 - 0060</b>



# APSE 2014 National Conference Registration

Online Registration is Available at [www.apse.org](http://www.apse.org)

**First Name** \_\_\_\_\_ **Last Name** \_\_\_\_\_

**Job Title** \_\_\_\_\_ **Company Name** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Telephone Number** \_\_\_\_\_ **E-mail** \_\_\_\_\_

**Please check the option that best describes you:**

Job Coach, Job Developer, Employment Specialist  Agency Director  Executive Director  Consultant  K-12 Educator  
 University Staff/Researcher  Employer  Family Member  Individual with Disability  University/College Student  
 State Agency Personnel  Other - Please specify: \_\_\_\_\_

## Pre-Conference Day Sessions: Please select Morning and/or Afternoon

APSE is excited to offer a range of Pre-Conference Sessions on Monday, June 30th. The morning sessions will run from 8:30am to 11:30am and afternoon sessions will run from 1:00pm to 4:00pm. Lunch is not included, however there will be a 90 minute break for lunch on your own.

Morning Sessions	8:30am - 11:30am	Afternoon Sessions	1:00pm-4:00pm
<input type="checkbox"/>	Positive Behavioral Supports for Employment Specialists	<input type="checkbox"/>	The Building Blocks of Customized Employment for People with Severe Disability
<input type="checkbox"/>	Tablet Technology: Job Search, Job Coaching, Job Security	<input type="checkbox"/>	Systematic Instruction: Teaching to Promote Success on the Job
<input type="checkbox"/>	Work: A Right, A Responsibility and an Expectation of Citizenship	<input type="checkbox"/>	Family Employment Awareness Training: Raising Expectations, Knowledge, and Employment Outcomes

## Please answer the questions below:

I will attend the Awards Dinner on Wednesday included in my registration fee.

Guests are welcome at \$50 per person. Name of Guest (s): \_\_\_\_\_

Vegetarian Meal requested

I will attend the APSE Membership Breakfast on Thursday morning, included in my registration fee.

Please list any disability related accommodation needs and special dietary needs. (ex. Sign language interpretation, Braille, or large print materials, vegetarian, etc.) **All requests must be made by May 30, 2014.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please continue to Page 2 of the Registration Form



# APSE 2014 National Conference Registration & Payment Form

Conference Registration Fees	Early Rate Payment due by March 28	Regular Rate Payment due on or before May 15	Late Rate Payment due on or before July 3
<b>APSE MEMBER</b>			
Professional	\$290.00	\$345.00	\$385.00
University Students with ID	\$175.00	\$230.00	\$270.00
Advocate (not employed in the field)	\$165.00	\$200.00	\$220.00
One Day Pass	\$125.00	\$180.00	\$220.00
Pre-Conference Day	\$150.00	\$150.00	\$150.00
<b>NON-MEMBER</b>			
Professional	\$390.00	\$445.00	\$485.00
University Students with ID	\$205.00	\$330.00	\$370.00
Advocate (not employed in the field)	\$265.00	\$320.00	\$360.00
One Day Pass	\$225.00	\$280.00	\$320.00
Pre-Conference Day	\$200.00	\$200.00	\$200.00
Awards Banquet Guest	\$50.00	\$50.00	\$50.00

**Please note:** Professional rates are intended for anyone who works in supported employment, rehabilitation, or related fields.

**Conference fees include the Membership Breakfast and Awards Dinner.**

*Non-Members receive a one year complimentary membership to APSE to begin August 2014.*

**APSE Cancellation Policy:** April 15th is the final day to cancel with a full refund minus a 25% processing fee. After April 15th, you will receive half of the registration fee minus a 25% processing fee.

**Conference Attire: Business Casual Encouraged**

## Payment Information

**Total:** \_\_\_\_\_ (If you are paying with a PO, the PO must accompany the Registration form)

\_\_\_ Credit Card      \_\_\_ Check (Make payable to APSE)      \_\_\_ PO# \_\_\_\_\_

**Name on Card** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Credit Card #** \_\_\_\_\_

**Security Code:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone #** \_\_\_\_\_ **Email** \_\_\_\_\_

**Please return this form & payment to APSE**

**Mail:** APSE, 416 Hungerford Dr., Ste. 418, Rockville, MD 20850

**Email:** apseconference@apse.org

**FAX:** (301) 279-0075

**Questions:** Please call or email APSE

**Phone:** (301) 279-0060

# APSE Membership Application for New Members

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone (\_\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_

How did you hear about APSE? \_\_\_\_\_

## Individual Memberships

APSE is supported by membership dues.

### Basic Member

\$120       \$115 CESP Holder

### College and University Student Member

\$50 (Must be a Full-Time College or University Student with ID)

### Students For APSE Member

\$10 (For individuals who have not graduated high school)

**Contributing Member** includes basic membership plus tax-deductible donation to the APSE Foundation.

\$250       \$225 CESP Holder

**Subsidized Member (financial assistance requested)**

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

Someone from APSE will contact you with details

### Check box that best describes you. I am a (n):

- Individual with a Disability
- Student
- Government/Legal/Public Policy
- Professor/Researcher/Special Educator
- Other (please specify) \_\_\_\_\_
- Family Member
- Employer
- Adult Service Provider

## Payment Instructions

Send check, money order or credit card information with your application to:

APSE • 416 Hungerford Dr., # 418 • Rockville, MD 20850

Email: membership@apse.org Fax: (301) 279-0075

Canadian and other non-US members add \$20 to rate

Amount Enclosed (US currency only): \_\_\_\_\_  
Please Print clearly:

VISA       MasterCard      EIN: 54-1470501

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Expiration Date : Month \_\_\_\_\_ Year \_\_\_\_\_

3 digit Security Code \_\_\_\_\_

Note: APSE dues are not tax deductible

## Business Memberships

- Bronze Business Member:** - \$800. Includes all individual member benefits for up to **eight individuals:** JVR online access, *Advancing Employment First* quarterly print newsletter, JTPR and APSE Connections e-publications, Joint membership with State APSE Chapter, APSE Weekly News & Notes e-newsletter, training discounts for webinars and conferences, action alerts, and voting privileges.
- Silver Business Member:** - \$1000. All member benefits as a Bronze Business Member PLUS an additional individual member (**\*Total of Nine**), certificate of membership for display, and one complimentary webinar for your company each year.
- Gold Business Member:** - \$1,500. All member benefits as a Bronze Business Member PLUS an additional two individual members (**\*Total of Ten**), APSE plaque for display in your business, hotlink to your business on the APSE website, two complimentary webinars per year for your company, and discounted Director's and Officer's Insurance.

Please designate individuals who will be covered under a Business membership below or attach a list of members (please print legibly)

Name	E-mail
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
*9. _____	_____
*10. _____	_____

### My Business is (check all that apply):

- For Profit Business
- SE Provider
- Federal/State Agency
- School (k-12)
- University/College
- Community Rehab Facility/Skill Development Center
- Advocacy Organization
- Other (specify) \_\_\_\_\_

## Membership Enhancements

**Journal of Vocational Rehabilitation (JVR)** -APSE Members:  
Electronic access free; print copy: \$90/yr (\$1260 value)

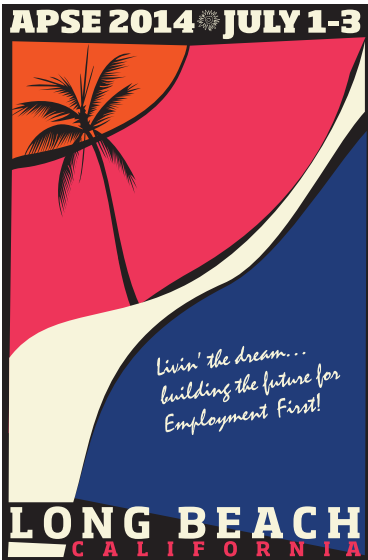
- Yes! Apply my APSE discount and start/continue my subscription to a print copy of the JVR at \$90.00 (\$1260 Value)
- Yes! I want to contribute to the APSE Foundation in the amount of \$ \_\_\_\_\_ \*\*
- Yes! I want to sponsor an APSE member with financial assistance at \$60.00 \*

\*\*Tax Deductible



EMPLOYMENT FIRST - EMPLOYMENT NOW

416 Hungerford Drive  
Suite 418  
Rockville, MD 20850



**Early Bird Registration ends on March 28**  
**Register online at [www.apse.org](http://www.apse.org)**

