

**Community Mental Health Association of Michigan**

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# **Annual Winter Conference**

*AMH*

Celebrate Abilities  
Inspire Possibilities



*AMH*

February 3, 2025 • Pre-Conference  
February 4-5, 2025 • Main Conference

**Radisson Plaza Hotel  
Kalamazoo, Michigan**

# CONTINUING EDUCATION

**Social Workers:** If you attend a Pre-Conference Institute (2/3/25) and the entire Main Conference (2/4/25-2/5/25), you qualify for **12 CE Hours for Social Work**. The “Pre-Conference Institutes both qualify for **3 CE Hours** for Social Work. The “Main Conference” course (2/4/25-2/5/25) qualifies for a maximum of **9 Continuing Education Hours**. The Community Mental Health Association is an approved provider with the Michigan Social Work Continuing Education Collaborative. Approved Provider Number: MICEC 060818. Qualifies as “face-to-face (in-person) education.”

**Substance Use Disorder Professionals:** CMHA is approved by Michigan Certification Board for Addiction Professionals (MCBAP). CMHA maintains the responsibility for the program and content. Substance Use Disorder Professionals participating in either “Pre-Conference Institute on 2/3/25 qualifies for 3 CE hours. Substance Use Disorder Professionals participating in the Annual Winter Conference (2/4/25-2/5/25) may receive a maximum of **10 contact hours**. If you attend a Pre-Conference Institute (2/3/25) and the entire Main Conference (2/4/25-2/5/25), you qualify for a maximum of **13 CE Hours**. It is important that attendees keep a copy of the conference program brochure containing the workshop descriptions along with their attendance record form.

**Certificate Awarded:** At the conclusion of this conference, turn in your Certificate of Attendance form to the CMHA Staff to be approved. You will turn in the top sheet & retain the bottom sheet which serves as your certificate. No other certificate will be given.

**Certificate Issued by:** Christina Ward, Director of Education & Training, [cward@cmham.org](mailto:cward@cmham.org); 517-374-6848.

**Grievance:** If you have any issues with the way in which this conference was conducted or other problems, you may note that on your evaluation or you may contact CMHA 517-374-6848 or through our webpage at [www.cmham.org](http://www.cmham.org) for resolution.

# CONFERENCE REGISTRATION

## REGISTRATION FEES (per person)

|   |               |                   |
|---|---------------|-------------------|
| Pre-Conference Institutes: Monday, February 3, 2025, from 1:00pm – 4:00pm<br>The Pre-Conference Institutes fee includes materials and refreshments.   | <b>MEMBER</b> | <b>NON-MEMBER</b> |
| <ul style="list-style-type: none"> <li><b>CANCELED</b> Pre-Conference Institute #1: Behavior Treatment Plan Development</li> <li>Pre-Conference Institute #2: Leadership Lifecycles: Developing and Sustaining Leaders in Public Behavioral Health</li> </ul> | <b>\$45</b>   | <b>\$55</b>       |

The Main Conference registration fee provides you with a program packet, admission to all keynote sessions, all workshops, 2 breakfasts, 2 lunches, and all breaks.

|                          | Member Early Bird | Member After 1/17/25 | Non-Member Early Bird | Non-Member After 1/17/25 |
|--------------------------|-------------------|----------------------|-----------------------|--------------------------|
| <b>Full Conference</b>   | <b>\$440</b>      | <b>\$480</b>         | <b>\$525</b>          | <b>\$570</b>             |
| <b>One Day Tuesday</b>   | <b>\$345</b>      | <b>\$385</b>         | <b>\$410</b>          | <b>\$455</b>             |
| <b>One Day Wednesday</b> | <b>\$300</b>      | <b>\$340</b>         | <b>\$360</b>          | <b>\$405</b>             |

## SCHOLARSHIPS AVAILABLE

A limited number of scholarships are available to individuals who receive services and their families. Conference scholarships will cover conference registration fees only. Consumers who serve as CMH board members are not eligible. Deadline to request scholarship: January 17, 2025. [Download a scholarship form](#), or contact Chris Ward at [cward@cmham.org](mailto:cward@cmham.org).

**EARLY BIRD DEADLINE: FRIDAY, JANUARY 17, 2025**

**CONFERENCE REGISTRATION DEADLINE: 3:00PM ON THURSDAY, JANUARY 30, 2025**

## PAYMENT METHODS AND CANCELLATION INFORMATION

- Payment will be required prior to attendance.
- Payment methods are available in advance and onsite: credit card, check or exact cash. If payment has not been received, fees will be collected at registration the day of the event unless alternate arrangements are pre-approved by CMHA.
- Purchase Orders are not considered payment. All No Shows will be billed the full amount.

**To Pay by Check:** Make payment to CMHA and mail to 507 S. Grand Avenue, Lansing, MI 48933

**Cancellation Policy:** Substitutions are permitted at any time. No shows will be billed at the full rate. Cancellations must be received in writing before **JANUARY 19, 2025**, for a full refund less a \$25 administrative fee. If cancellation is received on or after **JANUARY 20, 2025**, no refund will be given. Please notify [cward@cmham.org](mailto:cward@cmham.org) if you cannot attend the conference.

**Weather Policy:** The Conference will take place as scheduled, and we will not be able to refund conference fees. In the event of severe weather, please check [cmham.org](http://cmham.org) for scheduling delays and event updates.

# HOTEL INFORMATION

**Radisson Plaza Hotel & Suites, 100 W. Michigan Ave., Kalamazoo, MI 49007**

**2025 Room Rates:**      **Standard Room: \$169 plus taxes (Single/Double/Triple/Quad)**  
                                 **Concierge Room: \$219 (Single/Double)**

**Parking:** Discounted rate for self-parking: \$12 per night/car for all attendees.

**Hotel Check In:** 4 p.m.    **Hotel Check Out:** Noon

## **To Make Your Reservations at the Radisson Plaza Hotel:**

**Phone Reservations: (269) 343-3333** and connect with either the reservations team or the front desk.

- Reservations team is available M-F 8 a.m. - 5 p.m. EST; the front desk team will manage requests outside of those times.
- For discounted rates, guests need to mention "CMHA Winter Conference."

**[Book Your Hotel Reservation Online](#)**

**Deadline for Reduced Rate:**

**Booking online: Deadline of 11:59 p.m. EST the day BEFORE 1/13/25 or until the room block fills.**

**Phone reservations: Deadline of 5:00 p.m. EST on the day OF 1/13/25 or until the room block fills.**

## **Cancellation Policies:**

- If you find it necessary to cancel or change plans, please inform the hotel 24 hours prior to check-in time to avoid one night's room and tax charged to your credit card. If the reservation was booked as an advance purchase, non-cancel, or non-refundable, then full penalty applies.
- Reservations can be modified or canceled by calling in-house reservations team at (269) 343-3333.
- If a reservation is canceled after this time, it will be subject to a late-cancellation fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.
- If a guest does not arrive for their reservation, it will be subject to a no-show fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.
- If a guest does not arrive for their reservation and check-in for the first night, their reservation will be CANCELED. The hotel can reinstate the reservation as able and requested (based on hotel availability).

**[Click Here to Register for the Winter Conference!](#)**

**[CLICK HERE to Register for a Pre-Conference Institute ONLY!](#)**

**Conference Registration Deadline: 3:00pm on January 30, 2025.**

**[Exhibitors and Sponsors Click Here to Register!](#)**

**Exhibitor/Sponsor Registration 5:00pm on Deadline: January 24, 2025.**

**(See exhibitor and sponsorship information at the end of the brochure.)**

# PRE-CONFERENCE INSTITUTES:

Monday, February 3, 2025

1:00pm – 4:00pm

Radisson Plaza Hotel

**Separate Registration Fee:**

- Member Fee: \$45 per person. Fee includes materials and refreshments.
- Non-Member Fee: \$55 per person. Fee includes materials and refreshments.

**CANCELED** ~~Pre-Conference Institute #1: Behavior Treatment Plan Development: Terminology, Scope of Practice, Billing Codes, Committee Approval, and Technical Standards~~

**Pre-Conference Institute #2: Leadership Lifecycles: Developing and Sustaining Leaders in Public Behavioral Health**

- ❖ Qualifies for 3 CE hours for Social Work + Related MCBAP Education Contact Hour
- Erin Barbus, LMSW, Founder/Chief Clinical Officer, Edgewater Professional Development, PLLC

This pre-conference institute will explore current patterns in hiring and retention within Community Mental Health (CMH) and Prepaid Inpatient Health Plans (PIHPs) in Michigan, highlighting the challenges and strategies for attracting and keeping qualified staff in a rapidly evolving behavioral health landscape. Emphasizing the importance of leadership development, the session will delve into how teaching the history, funding structure and values of the public behavioral health system can foster a deeper sense of purpose and commitment among staff. Key strategies for building strong leadership pipelines will be discussed, focusing on mentorship, training, and creating environments that promote long-term retention. By aligning resources, organizational culture, and leadership practices, CMHs and PIHPs can effectively navigate workforce challenges while ensuring the continued success and resilience of the public behavioral health system. Objectives: 1. Highlight the role of leadership development. 2. Discuss strategies for building leadership pipelines. 3. Promote long-term workforce resilience.

[Click Here to Register for the Winter Conference!](#)

[CLICK HERE to Register for a Pre-Conference Institute ONLY!](#)

Conference Registration Deadline: 3:00pm on January 30, 2025.

[Exhibitors and Sponsors Click Here to Register!](#)

Exhibitor/Sponsor Registration 5:00pm on Deadline: January 24, 2025.

# CONFERENCE AGENDA:

| Monday, February 3, 2025  |  |
|---------------------------|--|
| 12:30pm                   | Registration for Pre-Conference Institutes   |
| 1:00pm – 4:00pm           | <p><b>CANCELED</b> Pre-Conference Institute #1: Behavior Treatment Plan Development: Terminology, Scope of Practice, Billing Codes, Committee Approval, and Technical Standards</p> <p>Pre-Conference Institute #2: Leadership Lifecycles: Developing and Sustaining Leaders in Public Behavioral Health</p> <p>Separate Registration Fee:</p> <ul style="list-style-type: none"> <li>• Member Fee: \$45 per person. Fee includes materials and refreshments.</li> <li>• Non-Member Fee: \$55 per person. Fee includes materials and refreshments.</li> </ul>  |
| 2:30pm – 5:30pm           | Early-bird Conference Registration Open  |
| 3:00pm – 3:45pm           | <p><b>CMHSP/PIHP Board Chairperson Roundtable and Networking</b></p> <p>This roundtable will be an informal gathering of chairpersons to discuss the latest issues affecting board members. Hear solutions used by chairpersons to overcome challenges in their board. Compare notes and learn what works and what doesn't. Bring your questions and be ready to be an active participant in this lively discussion! If the board chairperson is unable to attend, a board member may come in their place.</p>   |
| 4:00pm – 5:30pm           | CMHA Members: Board of Directors Meeting   |
| Tuesday, February 4, 2025 |  |
| 7:15am – 5:00pm           | Conference Registration & Exhibits Open  |
| 7:15am – 8:15am           | Group Networking Breakfast   |
| 8:15am – 8:30am           | <p>Conference Welcome</p> <p>– Dr. Carl Rice, Jr., CMHA President</p>  |
| 8:30am – 9:30am           | <p><b>Keynote: Can You Hear the Voices? What Psychosis Feels Like</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1 CE hour for Social Work + Related MCBAP Education Contact Hour</li> <li>– Bethany Boik, BA, Mental Health Advocate, Artist and Author of the book <i>Diary of a Schizophrenic</i></li> </ul> <p>Have you ever wondered what it's like to live with voices? Learn about the treatment and management of voices in psychosis from a mental health advocate who lives with schizophrenia. Understand where voices come from and why voices tend to have negative content. Finally, learn what professional supports can do to help those living with voices and how social supports are essential in the lives of those living with psychosis. Objectives: 1. Learn what voices represent and mean in the management of psychosis. 2. Understand why voices tend to have negative content for those affected by psychosis. 3. Understand how genetics and environmental factors play a role in the development of schizophrenia. 4. Learn why social support is essential when working with individuals affected by schizophrenia.</p> |
| 9:30am – 10:00am          | Exhibitor-Sponsored Refreshment Break  |
|                           | Concurrent Workshops   |
| 10:00am – 11:30am         | <p><b>1. The CCBHC Playbook: Mastering the Transition to Sustainable, Integrated Care</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours</li> <li>– Julie Hiatt, MSW, VP and GM, Population Health, Netsmart</li> <li>– David Weden, Master of Accountancy, Chief of System Finance, Texas Council</li> </ul> <p>This session provides a comprehensive roadmap for behavioral health organizations preparing to transition to the Certified Community Behavioral Health Clinic (CCBHC) model. Attendees will learn how to align their organizational mission with the principles of integrated, community-based care while</p>   |

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|                   | <p>developing leadership structures that foster collaboration across behavioral health, primary care and community partners. The session also covers practical strategies for allocating resources, expanding services, training the workforce, integrating technology and designing sustainable payment models that incentivize high-quality, outcomes-driven care. Insights from early CCBHC adopters will be shared to help organizations navigate challenges and achieve sustainable success. Objectives: 1. Understand how to align your organization's mission with the CCBHC model by creating leadership structures that encourage cross-sector collaboration and integrated care delivery. 2. Learn strategies for resource allocation that support service expansion, workforce training and technology integration while focusing on long-term sustainability. 3. Explore approaches for developing payment structures that incentivize outcomes-driven care, align reimbursement with service delivery goals and address common challenges faced by early CCBHC adopters.</p>   |
| 10:00am – 11:30am | <p><b>2. Intensive Crisis Stabilization Services</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Semaa Shlebah, EdD, LPC, Children Crisis Services Analyst, Michigan Department of Health and Human Services</i></li> <li>– <i>Julia Hettich, LLMSW, Departmental Analyst, Adult Mobile Crisis, Michigan Department of Health and Human Services</i></li> </ul> </li> </ul> <p>This presentation provides an overview of Michigan's Intensive Crisis Stabilization Services (ICSS) which are designed to deliver immediate support for individuals experiencing acute behavioral health crises. The presenters will discuss the core components, including rapid response teams and short-term stabilization aimed at reducing the need for hospitalization. They will also highlight the new ICSS policy updates and certification. Objectives: 1. Understand the scope and purpose of the Intensive Crisis Stabilization services. 2. Learn about the upcoming ICSS policy updates. 3. Understand the policy's alignment between children and adult ICSS.</p>  |
| 10:00am – 11:30am | <p><b>3. MDHHS Capacity Building Center: A Workforce Development Program to Strengthen and Retain Behavioral and Mental Health Providers across Michigan</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Lisa Jenkins-Meredith, EdS, Capacity Building Center Departmental Analyst, Bureau of Children's Coordinated Health Policy and Supports, Michigan Department of Health and Human Services</i></li> <li>– <i>Lisa Collins, EdS, MA, CCC-SLP, Access, Workforce Development and Education Section Manager, Bureau of Children's Coordinated Health Policy and Supports, Michigan Department of Health and Human Services</i></li> </ul> </li> </ul> <p>Join us for an informative workshop introducing the Capacity Building Center (CBC), a new online statewide resource designed to expand training for staff at Prepaid Inpatient Health Plans (PIHP) and Community Mental Health Services Programs (CMHSP). This session will provide an overview of the CBC, detailing its framework and functionality, as well as the launch and implementation process. Participants will learn how the CBC will offer select children's behavioral health training for public mental and behavioral health providers contracted through CMHSPs and PIHPs. The CBC is a centralized resource for providers to access training opportunities to continue to grow capacity and knowledge of those supporting children, youth and their families. Don't miss this opportunity to discover the tools and resources available to enhance your practice and better serve your community. Objectives: 1. Explain what, why, and how the CBC was developed. 2. Describe how the CBC will support professional learning and workforce development for behavioral health staff. 3. Relate how the CBC will align and streamline support and practices statewide to increase support for children, youth, young adults, and their families across Michigan.</p> |
| 10:00am – 11:30am | <p><b>4. Boardworks: Current and Future Funding for CMHSPs and PIHPs (Formerly Budget)</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Carol Mills, Chief Executive Officer, Newaygo County Mental Health Center</i></li> <li>– <i>Jeff Labun, Chief Operating Officer, Newaygo County Mental Health Center</i></li> </ul> </li> </ul> <p>This workshop will center on the public policy driven financing and accountability expectations for which the board serves as the fiduciary. Objectives: 1. Examine and explore state, federal and local public revenues including each source of revenue, definition as derived by statute, contract and/or public policy directive, conditions for use, determination of amounts to be distributed/available, method of distribution/receipt, application in practice, risk implications, reporting and accounting and audit requirements. 2. Explore current state initiatives and proposals regarding pending changes to the funding of the CMH system and its potential implications for CMHSPs and PIHPs.</p>  |

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| 10:00am – 11:30am | <p><b>5. Lean Management and its Implementation into Behavioral Health</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– Cameron Bullock, MBA, Chief Executive Officer, Pivotal</li> <li>– Jeannie Goodrich, MBA, Chief Executive Officer, Summit Pointe</li> <li>– Dorothy Malcolm, President, DJ Solutions &amp; Strategies, LLC</li> </ul> </li> </ul> <p>This presentation will explore the potential benefits of integrating Lean management principles into a community mental health setting. Lean, a methodology focused on eliminating waste and maximizing value, can streamline processes, reduce wait times, and improve patient outcomes. We will delve into specific Lean tools and techniques applicable to mental health care. These include value stream mapping to identify inefficiencies, key performance indicators, and Kaizen for continuous improvement. Additionally, we will discuss potential challenges and strategies for successful implementation, including resistance to change and the unique complexities of mental health care delivery. By adopting Lean principles, community mental health organizations can enhance service delivery, improve patient satisfaction, and create a more effective and efficient care system. Objectives: 1. Understand the core principles of Lean management and their applicability to mental health care. 2. Identify specific Lean tools and techniques relevant to mental health settings. 3. Recognize potential challenges and strategies for successful lean implementation in mental health organizations.</p>   |
| 11:30am – 12:30pm | <b>Group Networking Lunch</b>   |
| 12:30pm – 1:30pm  | <p><b>Keynote: Partnerships between Inpatient Psychiatric Units and Community Based Systems - Panel Discussion – Challenges and Opportunities</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1 CE hour for Social Work + Related MCBAP Education Contact Hour <ul style="list-style-type: none"> <li>– Lauren LaPine, MPH, Senior Director, Legislative and Public Policy, Michigan Health &amp; Hospital Association</li> <li>– Other Panelists TBA</li> </ul> </li> </ul> <p>The keynote panelists will discuss how hospitals and community mental health agencies are working together to address behavioral health capacity gaps. Hospital and CMH leaders will highlight some key partnerships occurring in the community as well as outline some challenges and opportunities in the continuum of care. This keynote will identify some key examples of how hospitals and CMHs can partner together to address one of the biggest challenges facing Michigan’s public mental health system – inpatient care. Objectives: 1. Learn what hospitals and CMHs do locally to address inpatient care needs. 2. Describe and identify the key gaps in care. 3. Identify potential solutions to those gaps on the horizon.</p>  |
| 1:30pm – 3:00pm   | <b>Concurrent Workshops</b>   |
| 1:30pm – 3:00pm   | <p><b>6. Strengthening Suicide Prevention Through Lived Experience</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– Kiersten Gutherman, LMSW, Suicide Prevention Program Lead, CNS Healthcare</li> <li>– Sara Kadish Beckett, LLMSW, Suicide Prevention Clinician, CNS Healthcare</li> </ul> </li> </ul> <p>Individuals with lived experience of suicidal ideation and suicide attempts are invaluable yet often underutilized resources in suicide prevention. Just as lived experience strengthens peer support and recovery coaching, it is essential in suicide prevention work. While communities offer coalitions, awareness walks, and support groups to help loss survivors build connections and find support, clinical settings often overlook the unique insights of those who have experienced suicidal thoughts or attempts. Attempt survivors are typically involved only in crisis intervention, rarely in program development. Stigma, especially in the mental health field, prevents many from disclosing their experiences. This workshop will explore our role in creating community for attempt survivors and those with lived experience, recognizing them as experts. We’ll discuss the meaningful inclusion of lived experience in clinical settings, examining how it enhances prevention, informs best practices, and shapes advocacy. Objectives: 1. Understand the concept of “lived experience” in relation to suicidal ideation and suicide attempts and create an action plan to incorporate these perspectives into community mental health practices. 2. Evaluate disparities in research, support, and advocacy for loss survivors and individuals who have experienced suicidal ideation or suicide attempts. 3. Explore the stigma that mental health professionals may face when disclosing their own experiences with suicide.</p> |
| 1:30pm – 3:00pm   | <p><b>7. Understanding and Communicating with Individuals with Complex Communication Needs</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– Lynn A. Sweeney, CCC-SLP, Owner; Sweeney Communication and Consultation Services</li> </ul> </li> </ul> <p>Many consumers experience medical, psychological, developmental, or situational conditions that make communication challenging for them, their significant others and those who provide services for them.</p>  |

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|                 | <p>Understanding the status, experiences, wishes, and needs of such consumers is a critical first step to provision of meaningful intervention/resolution of problems and establishing trust, self-determination, and ultimate well-being. Some individuals receiving services are able to communicate if provided with adequate supports but may not be able to speak/use traditional communication methods. Some develop significant behavioral challenges because they are misunderstood. This session will review medical, neurological, motoric, developmental, and situational conditions that challenge communication between consumers and those who strive to help them. Attendees will be provided with ways to help determine status and how challenging behaviors often stem from problems a consumer cannot adequately communicate. Key examples from working with individuals with Autism Spectrum Disorder, developmental and acquired brain injury, mental illness, post-coma, and other neurological conditions will be used to demonstrate opportunities to improve understanding, trust and positive interactions. Objectives: 1. Learn common barriers and issues experienced by children and adults with communication challenges. 2. Improve understanding of how certain diagnoses affect receptive and expressive communication abilities and/or become associated with challenging behaviors. 3. Be able to identify basic communication supports and strategies for improving interactions with individuals who may not be able to speak, hear, write, or use traditional communication means.</p>  |
| 1:30pm – 3:00pm | <p><b>8. Behavioral and SUD Health Homes: Keys to Success and Context in the CCBHC Demonstration</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Specific MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Emily Patterson, MHA, Director of Health Homes, Detroit Wayne Integrated Health Network</i></li> <li>– <i>Amy Adams, MSA, SST, SUD Health Home Administrator, Detroit Wayne Integrated Health Network</i></li> <li>– <i>Mark Matthews, MA, LPC, CCBHC Program Analyst, Detroit Wayne Integrated Health Network</i></li> </ul> </li> </ul> <p>This session will review the background and context of Behavioral and SUD Health Homes in Michigan and explain their benefits to people served and the CMH system. These Medicaid Health Home models will be examined through the lens of their implementation in PIHP Region 7. Lessons learned and keys to success in Health Home implementation and operationalization will be discussed. There is frequently confusion around the differences between Health Homes and the CCBHC demonstration, so these programs will be compared and contrasted, with emphasis on how people can benefit from both and access enhanced care coordination. Objectives: 1. Explain the background context and benefits of Behavioral and SUD Medicaid Health Homes for people served and the greater CMH system. 2. Identify effective strategies for implementing Behavioral and SUD Health Homes, and explain their benefit in the integrated care landscape. 3. Compare and contrast Medicaid Health Homes and the Michigan CCBHC demonstration, and explain how both can help people access enhanced care coordination.</p>   |
| 1:30pm – 3:00pm | <p><b>9. Using System Dynamics Modeling to Understand and Optimize Psychiatric Behavioral Health Treatment Systems</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Gloria Harrington, LMSW, MBA, CCRP, Chief Department Administrator, Michigan Medicine Department of Psychiatry</i></li> <li>– <i>Nailah Henry, MPH, Health Policy Analyst, Center for Health and Research Transformation</i></li> <li>– <i>Melisa Tasker, LMSW, Program Administrator, Washtenaw County Community Mental Health</i></li> </ul> </li> </ul> <p>This workshop builds upon the effort to refine and apply a system dynamics decision-support model, developed as part of the 2020 APA Presidential Task Force on Assessment of Psychiatric Bed Needs in the U.S. The “Anytown, U.S.” model is being applied and tested in a Southeast Michigan community, incorporating clinical activity data from health care systems and behavioral health agencies in Washtenaw County to optimize the model for the extant systems of care, ensure that the model reflects the perceived reality about pressure points and bottlenecks in the system and help inform the potential impact of different potential investments in expanding different types of services (e.g., mobile crisis, ACT team, inpatient psychiatric) to improve access to the right level of care at the right time for any given patient. System dynamics models consist of computer-based mathematical approaches designed to reflect the flow of patients into and out of multiple systems in a community and inform strategic decision making of scarce resources across complex and otherwise fragmented and uncoordinated systems. The workshop will review the efforts to bring together separate and generally siloed behavioral health treatment entities in the community to better understand the services of each, the ebb and flow of patients between and among service providers, and contribute specific utilization data in order to optimize the model’s ability to reflect the current state, and then allow modeling of the impact of addition, expansion or contraction of specific treatment services (e.g., crisis teams, partial hospital program, or inpatient beds, jail diversion programs) on the overall flow and access to services for patients in</p> |



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|                 | <p>behavioral health crisis in the community. Objectives: 1. Describe how system dynamics modeling can be used to reflect patient movement through behavioral health treatment systems in a given community. 2. Identify challenges and opportunities in coordinating siloed community BH systems using activity data to test and refine the model to reflect the current state of care in the community. 3. Understand how system dynamics models can guide decision-making about resource investments to improve access to care, reduce backups and queueing at typical pressure points in the community system. This project was supported by funds from Center of Medicare and Medicaid Services through the Michigan Department of Health and Human Services.</p>   |
| 1:30pm – 3:00pm | <p><b>10. Scaling Compassionate Assent-Based Care for Transformational Organizational Change</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hours for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Timothy Yeager, MS, MEd, MPhil, Chief Clinical Officer, Centria Autism</i></li> <li>– <i>Hillary Laney, MA, Senior Vice President of Clinical Services, Centria Autism</i></li> </ul> </li> </ul> <p>Within Applied Behavior Analysis (ABA), historical practices have elicited criticism, catalyzing a shift toward assent-based, compassionate care models. However, despite emerging publications advocating such approaches and the availability of techniques like Practical Functional Assessment and Skill-Based Treatment, systematic integration into organizational structures remains unresolved. Centria Autism has addressed the criticism and systematic integration of compassionate care across its organization. This presentation provides solutions for attendees to implement compassionate practices at scale, addressing the need for operational definitions, clear implementation strategies, and alignment with organizational values. This presentation will not only review how the science of behavior change can inform systemic change towards assent-driven, dignified ABA programming but will also provide outcome data supporting the impact of the various components at scale within a large organization. Ultimately, this presentation empowers attendees with the tools to drive positive change, upholding client dignity alongside behavior change goals. Objectives: 1. Define core components of an assent-based, compassionate model of ABA. 2. Articulate the principles and components of Horner and Kittleman's framework, enabling them to strategically integrate compassionate practices at scale within their organizational structures 3. Understand how to apply behavioral science principles to inform systemic changes towards assent-driven, dignified ABA programming, by defining foundational features, selecting comprehensive interventions, and investing in supportive organizational systems to champion transformation and uphold client dignity alongside behavior change goals.</p> |
| 1:30pm – 3:00pm | <p><b>11. Journey to Crisis Intervention Team (CIT)</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Daniel Arnold, Mental Health Advocate</i></li> <li>– <i>Melissa Misner, LMSW-Clinical, CAADC, CSOTS, GCDF, Police Social Worker, Lansing Police Department</i></li> </ul> </li> </ul> <p>Daniel Arnold will share his recovery story which includes his struggles with Schizoaffective, Bipolar, and ADHD. His journey to CIT explains Daniel's path from breaking the law and rebelling against the mental health care system to becoming an advocate for the intersection of faith, mental health, and public safety including the path to lowest therapeutic dose. Daniel will describe his steps to becoming Lansing's #1 fan of local, state, federal security and police as Daniel joins the Tri-County CIT as a Consumer Advocate Board Member. Melissa Misner will present support stories from the CIT Coordinator view. Objectives: 1. Understand severe mental illness recovery from the consumer point of view. 2. Learn the importance of lived experience in Crisis Intervention Team training. 3. Learn tools and strategies on how providers can work with peers.</p>   |
| 3:00pm – 3:30pm | <b>Exhibitor-Sponsored Refreshment Break</b>   |
|                 | <b>Concurrent Workshops</b>  |
| 3:30pm – 5:00pm | <p><b>12. Breaking the Cycle of Hospital Readmissions for Youth with an IDD Diagnosis</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hours for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Jacqueline Carrick, MEd, BCBA, LBA, Executive Clinical Director, Heartland Center for Autism</i></li> <li>– <i>Dr. Mary Luchies, PhD, LP, BCBA, Manager of the Intellectual/Developmental Disability and Autism Spectrum Disorder Section, Bureau of Children's Coordinated Health Policy and Supports Access Standards, Service Array and Policy Division Department of Health and Human Services, Michigan Department of Health and Human Services</i></li> </ul> </li> </ul> <p>The increase of re-admission rates of our youth with an IDD diagnosis in our local emergency departments and in-patient facilities has become a crisis that needs to be addressed. This workshop will review the complex presentation of IDD and discuss the resources available to the CMH to assist in the treatment of youth with an IDD diagnosis. Supporting youth and families who experience severe behavior</p>   |

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|                        | <p>requires a significant number of resources, has a negative impact on the youth's ability to access education and is forcing our youth into the DHHS system. This workshop will address the increase in the presentation of youth engaging in sexualized behavior and consider a Behavior Analytic approach to treatment. Objectives: 1. Learn how to support consumers effectively with resources available to reduce severe problematic behavior. 2. List tools to reduce cost and alleviate stress on CMH crisis teams when serving consumers with severe challenging behavior. 3. Understand a Behavior Analytic approach to serving youth presenting with sexualized behavior.</p>   |
| <p>3:30pm – 5:00pm</p> | <p><b>13. Data-Driven Approaches to the Future of Crisis Response in Michigan</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hours for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Kaitlyn Kok, BS, Project Coordinator, Center for Behavioral Health &amp; Justice, Wayne State University</i></li> <li>– <i>Ryan Russ, MSW, Data Assistant, Center for Behavioral Health &amp; Justice, Wayne State University</i></li> <li>– <i>Barb Davidson, ENP, CMCP, 911 Director, Ingham County Central Dispatch</i></li> </ul> </li> </ul> <p>Wayne State University's Center for Behavioral Health and Justice presents their latest quantitative and qualitative analyses on Michigan's crisis programs and systems. Projects include Long-term Medicaid outcomes of five crisis response programs compared to traditional, local law enforcement responses; Michigan's crisis system adherence to SAMHSA's National Guidelines for Behavioral Health Crisis Care; an evaluation of behavioral health-related 911 dispatch calls and a discussion on emerging call diversion models in Emergency Communication Centers (ECCs). The presenters welcome a discussion on various crisis models and future directions for crisis policy on state- and local-levels. Objectives: 1. List the prominent crisis response models, and corresponding evidence-base, across Michigan and the United States. 2. Identify the common system gaps and barriers among Michigan crisis systems, as well as potential interventions to address them. 3. Explore the feasibility of 911 call diversion and partnering with local emergency communication centers.</p>   |
| <p>3:30pm – 5:00pm</p> | <p><b>14. HIPAA and Confidentiality: What You Need to Know</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hours for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Neil J. Marchand, Attorney at Law, Miller Johnson</i></li> </ul> </li> </ul> <p>This session will address what information is confidential under HIPAA and Michigan's Mental Health Code, and how an individual's confidential medical information can be accessed, used, and disclosed. The session will also cover how to handle a breach, and the potential liability for a breach. Objectives: 1. Understand scope of HIPAA's privacy rules. 2. Understand what information is confidential under Michigan's Mental Health Code. 3. Describe the potential consequences of a breach of these privacy protections.</p>  |
| <p>3:30pm – 5:00pm</p> | <p><b>15. Dental-Behavioral Integration: The Oral Health Recovery Initiative</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hours for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Adrienne Lapidus, PhD, Clinical Associate Professor, University of Michigan Medical School</i></li> <li>– <i>Jennifer Cullen, RDH, BSDH, MPH, Clinical Assistant Professor, University of Michigan Dental School</i></li> </ul> </li> </ul> <p>People with psychiatric disabilities face significant dental health disparities, including higher risk of cavities, periodontitis, and edentulism (losing all teeth). A team of university researchers, state government, and people with lived experience of mental illness and substance use disorders collaborated to develop and launch the Oral Health Recovery Initiative, a series of projects designed to improve the oral health knowledge and service use of people living with serious mental illness or substance use disorders. In project 1, the team developed and launched a series of e-learning modules designed to improve oral health knowledge among Community Health Workers (CHWs) and Peer Specialists/Peer Recovery Coaches (PSS/PRC). In project 2, the team developed and launched a brief PSS/PRC-delivered oral health education program designed for people living with serious mental illnesses. In project 3, the program was adapted as a group-based intervention in CMH and drop-in center settings. This presentation will review all three projects and discuss the special oral health needs of individuals living with psychiatric disabilities or substance use; the social determinants of health that impede oral health recovery; and potential integrated care solutions that improve referral pathways between behavioral health and dentistry. Participants will learn about resources they can begin to use right away in their work. Objectives: 1. List the oral health disparities facing people with mental illness/substance use disorders. 2. Describe the bi-directional relationship between mental health and oral health. 3. State two practical strategies to improve the oral health of the people they serve.</p> |

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| 3:30pm – 5:00pm | <p><b>16. The Importance of the Voice of Lived Experience: The Self-Advocates of Michigan</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours</li> <li>– <i>Renee M. Hall, MA, CRC, Advisor to the Self-Advocates of Michigan (SAM), Michigan Developmental Disabilities Council</i></li> <li>– <i>Jacqueline Cuevas, Chair, Self-Advocates of Michigan</i></li> </ul> <p>Self-Advocates of Michigan advisor, Renee Hall and SAM's Chair, Jacqueline Cuevas, will cover the importance of the self-advocacy movement in Michigan and beyond. They'll discuss the value of the voice of those with lived experience in program creation, systems management, and decision making. The presenters will address multiple barriers to self-advocates being able to use their voices and the plans that SAM has to help lessen and eliminate those barriers. They'll discuss how self-advocates can make a difference in local communities and provide resources for support persons to connect the people they support to SAM. Objectives: 1. Explain the importance of the voice of those with lived experience. 2. Examine the self-advocacy movement in Michigan and nationwide. 3. Inform about opportunities for self-advocacy connections in local areas.</p> |
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**Wednesday, February 5, 2025**

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| 7:30am – 12:00pm | <b>Conference Registration and Exhibits Open</b> |
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| 7:30am – 8:45am | <p><b>Breakfast Activities</b> (full breakfast buffet will be served until 8:45am)<br/>Regional Breakfast Meetings</p> |
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| 9:00am – 10:00am | <p><b>Keynote: The Strategic Thinking of Michigan's Preeminent Advocacy Organizations: Hearing From Their Leaders</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1 CE hour for Social Work + Related MCBAP Education Contact Hour</li> <li>– <i>Sherri Boyd, MSW, Executive Director, The Arc Michigan</i></li> <li>– <i>Kevin Fischer, BA, Executive Director, NAMI Michigan</i></li> <li>– <i>Marianne E. Huff, MSW, President and CEO, Mental Health Association in Michigan</i></li> <li>– <i>Carla Pretto, BS, RN, Executive Director, Association for Children's Mental Health</i></li> <li>– <i>Michelle Roberts, MA, Executive Director, Disability Rights Michigan</i></li> <li>– <i>Facilitator: Robert Sheehan, MSW, MBA, Chief Executive Officer, Community Mental Health Association of Michigan</i></li> </ul> <p>The panelists will discuss their experiences and insights as the leaders of some of the state's leading advocacy organizations. They will discuss the role of statewide advocacy organizations, the strategies that they use in selecting advocacy issues, the advocacy methods that they employ, how they deal with conflict with partners and within their organizations, and how they collaborate around a wide variety of advocacy issues. This keynote will provide concrete examples of advocacy efforts and the decisions that go into making those efforts successful. Objectives: 1. Describe what goes into making sound decisions regarding advocacy issues and targets. 2. Describe the way that seasoned advocates deal with conflict. 3. Identify the key steps and resources needed to ensure a sound advocacy initiative.</p> |
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| 10:00am – 10:30am | <b>Exhibitor-Sponsored Refreshment Break</b> |
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**Concurrent Workshops**

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| 10:30am – 12:00pm | <p><b>17. Bridging the Gaps: Harnessing Community Collaboration to Transform Access to Care</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours</li> <li>– <i>Chiara Cameron-Wood, CCCM, CRS, CRS-DC, Executive Director, 211 Northeast Michigan</i></li> <li>– <i>Deana Schad, MA, LPC, CAADC, Chief Clinical Officer, Community Mental Health for Central Michigan</i></li> <li>– <i>Sharon Mortensen, MA, LPC, President/CEO, Midland Area Community Foundation</i></li> </ul> <p>The Midland Mental Health Navigator program is a collaborative initiative designed to address systemic challenges in mental health care, such as access, stigma, and fragmented services. This presentation introduces the key stakeholders involved and highlights how this innovative program bridges gaps in care through shared resources, coordinated service delivery, and a commitment to equity and inclusivity. The session will provide an interactive overview of the program's development, including its inception, structure, and the community needs it aims to meet. Presenters will also share honest reflections on the challenges encountered during the program's creation, such as fostering collaboration among diverse partners and the solutions that helped overcome them. Attendees will gain insights into the importance of collaboration in transforming mental health care and learn lessons that can inform similar initiatives. With</p> |
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|                   | <p>opportunities for discussion and engagement, the presentation invites participants to explore how such models can be adapted to their communities. Objectives: 1. Gain a clear understanding of the Midland Mental Health Navigator program, including its purpose, structure, guiding principles, and the systemic mental health challenges it seeks to address. 2. Learn about the importance of collaboration in mental health care, including how the program fosters partnerships among key stakeholders to bridge access and service delivery gaps. 3. Reflect on the challenges faced during the program's development, explore solutions implemented to overcome obstacles, and gather actionable lessons to apply in their initiatives.</p>   |
| 10:30am – 12:00pm | <p><b>18. What's Going on in Lansing?</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Alan Bolter, Associate Director, Community Mental Health Association of Michigan</i></li> </ul> </li> </ul> <p>Hear about the latest goings-on in the Michigan Legislature. What does the budget landscape look like for the current year and next fiscal year? What are the major policy items impacting the public mental health system? How has the political shift in Lansing impacted the legislative process and what big issues will the legislature tackle in the future? This workshop will provide an update on the latest legislation and budget issues impacting the CMH system and how members can convey our advocacy message moving forward.</p>  |
| 10:30am – 12:00pm | <p><b>19. Artificial Intelligence (AI) in the Outpatient Behavioral Health Setting</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Jim McEvoy, MHSA, BS, Principal Consultant, Health Management Associates</i></li> </ul> </li> </ul> <p>In this workshop, we'll explore both the promising opportunities and key threats in deploying AI in behavioral health outpatient care. First, we'll examine AI's potential to enhance diagnosis and personalize treatment by analyzing vast amounts of data, potentially uncovering insights that clinicians might miss. This can improve outcomes through predictive analytics and more tailored intervention plans. However, integrating AI also presents challenges, particularly around ethical concerns, such as patient privacy and the risk of bias in AI models, which could lead to inequitable treatment recommendations. The workshop will address these ethical considerations alongside practical deployment barriers, including clinician skepticism and the need for substantial training. Additionally, we'll discuss regulatory and reimbursement hurdles unique to behavioral health, outlining how these might impact AI adoption. Finally, the talk will suggest strategies for overcoming these threats to build a balanced, AI-enhanced approach in outpatient settings, focused on trust, transparency, and improved patient care. Objectives: 1. Articulate how AI is impacting behavioral health outpatient delivery. 2. Develop a measurement process to determine whether AI is helping. 3. Understand AI trends to come in the future.</p> |
| 10:30am – 12:00pm | <p><b>20. Boardworks: Leadership - Participatory Governance and Ethical Implications (formerly Character)</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Raul Gonzales, DCSW, Board Member, CMH Authority of Clinton-Eaton-Ingham Counties</i></li> <li>– <i>Lois Shulman, Former Vice President of the OCHN Board; Liaison to OCHN's CAC</i></li> </ul> </li> </ul> <p>This workshop is designed to mirror the nature of successful leadership in the public sector responsible for community well-being. The inherent wisdom of the participants will be engaged in the dynamics of addressing the following subjects and exploring, "How do we do that?" Objectives: 1. Learn the qualities of leadership; capturing the passion for justice and healthy communities. 2. Cultivate the values and intent of public policy. 3. Discuss the board's commitment to the promotion and protection of the intended beneficiary's individual rights and responsibilities of full citizenship. 4. Explore ethical issues of special interests, influence, conflict of interests and operating outside the role and responsibilities of the Board's defined authority. 5. Learn how to distinguish matters of Board and community ethical considerations from issues of personal morality. 6. Discuss ethical responsibility of identifying and developing core competencies for governance members.</p>  |
| 10:30am – 12:00pm | <p><b>21. Independent Facilitators: Your Partners in the Person-Centered Planning Process</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1.5 CE hour for Social Work + Related MCBAP Education Contact Hours <ul style="list-style-type: none"> <li>– <i>Angela Martin, LMSW, Senior Associate Director, Michigan Developmental Disabilities Institute (MI-DDI)</i></li> <li>– <i>Jan Lampman, BA, QIDP, CAPP, Consultant, Community Drive</i></li> </ul> </li> </ul> <p>An Independent Facilitator is an individual who facilitates the Person-Centered Planning (PCP) process in collaboration with the person. "Individuals who receive behavioral health supports and services have the right to choose an independent facilitator (IF) to facilitate the Person-Centered Planning process that is used to develop the Individual Plan of Service (IPOS). Independent Facilitators are independent from the public behavioral health system." (Michigan Medicaid Provider Manual, 2024) Independent Facilitation is a Medicaid-covered service. An Independent Facilitator gets to know the person including</p>  |

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|                         | <p>their preferences, personal goals, and what is important to the person. “Person-Centered Planning is a highly individualized process designed to identify and respond to the expressed needs and desires of an individual receiving services.” (Michigan Department of Health and Human Services, Person-Centered Planning Policy, 2024) The Independent Facilitator ensures the individual is heard, understood, and respected in the planning process. The Independent Facilitator organizes the planning process information and works with the individual and the Supports Coordinator/Case Manager to assure the IPOS reflects the planning process. Objectives: 1. Identify the role of an independent facilitator in the Person-Centered planning process. 2. Understand the benefits of independent facilitation for the person served and the supports coordinator or case manager. 3. Understand how discussions at the Person-Centered Planning meeting inform the development of the individual plan of service</p>  |
| <p>12:00pm – 1:30pm</p> | <p><b>Group Lunch &amp; Closing Keynote: 1% Better: The Road to Full Potential</b></p> <ul style="list-style-type: none"> <li>■ Qualifies for 1 Related MCBAP Education Contact Hour <ul style="list-style-type: none"> <li>– <i>Chris Nikic, Owner, Team Nikic, Inc.</i></li> <li>– <i>Nik Nikic, Managing Partner, Team Nikic, Inc.</i></li> </ul> </li> </ul> <p>Chris delivers an inspiring and compelling story of how he worked in pursuit of his dreams by achieving a goal of becoming the first person with Down Syndrome to do a 140.6 IRONMAN® and the first to do the SIX world marathon majors and earn the Abbot Six Stars. Chris shares the underlying principles of his success to achieve his full potential using the 1% Better Success Habit. This keynote takes you through a journey that touches on: 1. Overcoming personal physical, intellectual, and external obstacles amplified by the pandemic. 2. How using the 1% Better strategy and developing a success habit helped him achieve the impossible. 3. An overview of the approach that helped Chris build a no quit grit and success mindset. 4. Finishing with the conclusion that helped him realize most of his dreams. Chris’s speech is powerful because of the way he makes you feel. When he’s done, you will know you can easily achieve much more in your life. Nik explains the underlying principles of success, coaching and execution necessary to achieve your full potential using the 1% Better System that he developed in his consulting firm and later modified and simplified for Chris. Achieving the impossible doesn’t happen by accident. It happens following a process and a system. Nik explains the system he designed that was used by Chris to achieve his full potential and can be used by anyone with or without an intellectual disability to achieve their full potential. Nik describes the framework and foundation of the system that anyone can follow to achieve their full potential.</p> |
| <p>1:30pm</p>           | <p><b>Conference Adjourns</b></p>   |

[Click Here to Register for the Winter Conference!](#)

[CLICK HERE to Register for a Pre-Conference Institute ONLY!](#)

Conference Registration Deadline: 3:00pm on January 30, 2025.

[Exhibitors and Sponsors Click Here to Register!](#)

Exhibitor/Sponsor Registration 5:00pm on Deadline: January 24, 2025.

**(See exhibitor and sponsorship information on the next page.)**

# CMH Association of Michigan – 2025 Winter Conference Exhibitor, Sponsorship and Advertising Opportunities

February 4 & 5, 2025 ~ Radisson Plaza Hotel, Kalamazoo, MI  
Exhibit Coordinator: Monique Francis ~ 517-237-3145 or [mfrancis@cmham.org](mailto:mfrancis@cmham.org)

## SET UP / TEAR DOWN INFORMATION

**Set Up:** Monday, February 3, 2025, 3:00pm – 6:00pm or Tuesday, February 4, 2025, by 8:00am

**Tear Down:** Wednesday, February 5, 2025, after 12:00pm

## SHIPPING INFORMATION

Shipping Information is located on pages 5 and 6.

## HOTEL INFORMATION

Radisson Plaza Hotel & Suites, 100 W. Michigan Ave., Kalamazoo, MI 49007

2025 Room Rates:        Standard Room: \$169 plus taxes (Single/Double/Triple/Quad)

**Parking:** Discounted rate for self-parking: \$12 per night/car for all attendees.

**Hotel Check In:** 4 p.m.    **Hotel Check Out:** Noon

**To Make Your Reservations at the Radisson Plaza Hotel:**

**Phone Reservations:** (269) 343-3333 and connect with either the reservations team or the front desk.

- Reservations team is available M-F 8am - 5pm. The front desk team will manage requests outside of those times.

- For discounted rates, guests need to mention "CMHA Winter Conference."

[Book Your Hotel Reservation Online](#)

**Deadline for Reduced Rate:**

Booking online: Deadline of 11:59 p.m. EST the day BEFORE 1/13/25 or until the room block fills.

Phone reservations: Deadline of 5:00 p.m. EST on the day OF 1/13/25 or until the room block fills.

**Cancellation Policies:**

- If you find it necessary to cancel or change plans, please inform the hotel 24 hours prior to check-in time to avoid one night's room and tax charged to your credit card. If the reservation was booked as an advance purchase, non-cancel, or non-refundable, then full penalty applies.
- Reservations can be modified or canceled by calling in-house reservations team at (269) 343-3333.
- If a reservation is canceled after this time, it will be subject to a late-cancellation fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.
- If a guest does not arrive for their reservation, it will be subject to a no-show fee (one night's guestroom rate + taxes). If there is a credit card on file, this fee will be routed to the credit card.

If a guest does not arrive for their reservation and check-in for the first night, their reservation will be CANCELED. The hotel can reinstate the reservation as able and requested (based on hotel availability).

**ALL REGISTRATION MUST BE DONE ONLINE – CMHA NO LONGER PROCESSES PAPER CONTRACTS. PLEASE CONTACT MONIQUE FRANCIS WITH ANY QUESTIONS.**

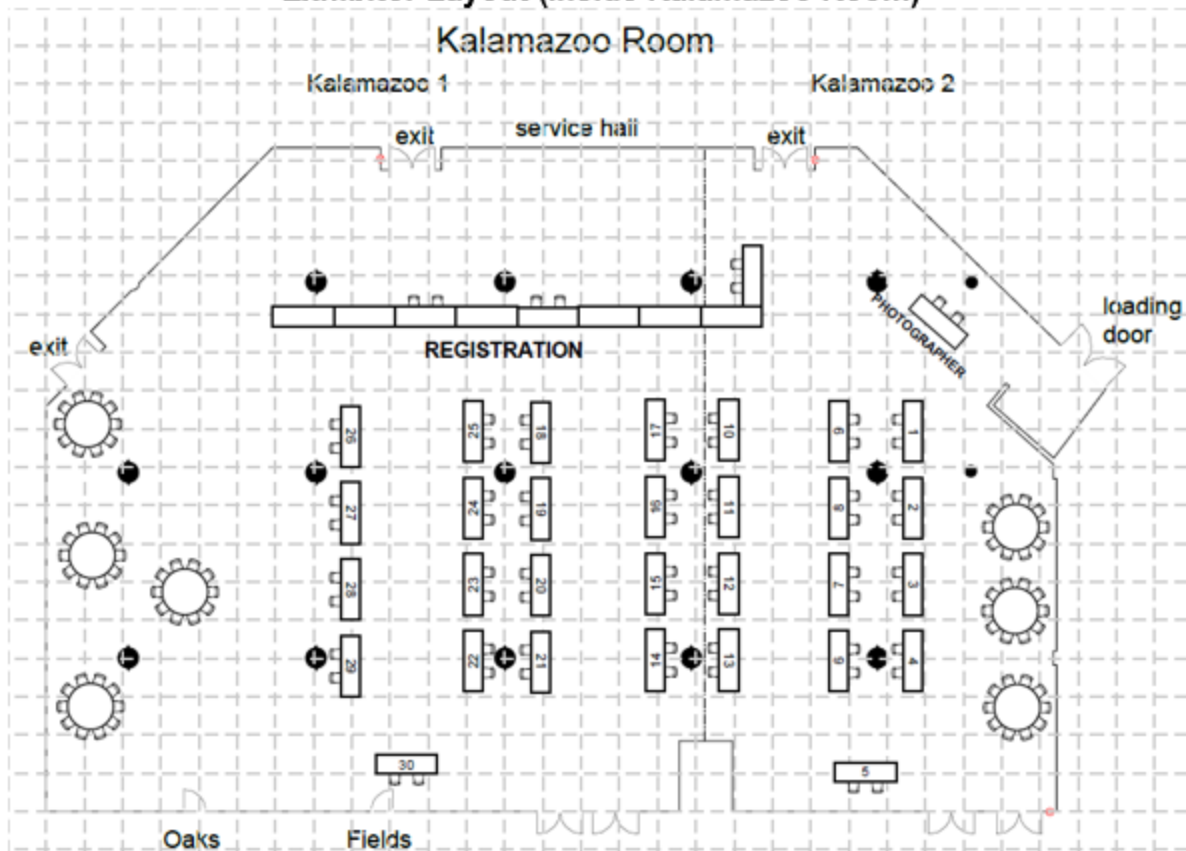
*Sorry, no refunds or credits will be issued for exhibits or sponsorships purchased.*

**DEADLINE TO REGISTER: January 24, 2025**

| EXHIBITOR OPPORTUNITY   | MEMBER PRICE                       | NON-MEMBER PRICE |
|---|------------------------------------|------------------|
| <b>Exhibitor Booth for Winter 2025 Conference</b> <ul style="list-style-type: none"> <li>Includes 2 people at the booth and entrance into conference activities</li> <li>Includes 2 breakfasts and 2 lunches for each person at your booth <ul style="list-style-type: none"> <li>❖ CMHA includes all registered exhibitors in the counts for all meals offered!<br/>Please plan to join your colleagues in Ballrooms A-D with all other attendees in order to benefit from this wonderful networking opportunity!</li> </ul> </li> <li>CMHA does not allow additional exhibitors per booth</li> <li>Maximum total of 2 people at each exhibitor booth</li> <li>Exhibit space is 9' x 5.' Exhibit table is 6' long. Electric included <b>if requested</b>.</li> <li>See below for Advertisement Opportunities being offered!</li> </ul> | \$1,500                            | \$1,800          |
| SPONSORSHIP/ADVERTISING OPPORTUNITIES<br><i>*limited availability</i>   | MEMBER PRICE                       | NON-MEMBER PRICE |
| <b>*Winter 2025 Conference Morning or Afternoon Refreshment Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the break area</li> <li>Company Name and Logo displayed in conference program</li> <li>Opportunity to draw/announce door prize during sponsored break</li> </ul>   | \$450                              | \$520            |
| <b>*Winter 2025 Conference Breakfast Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the meeting room</li> <li>Company name announced during keynote</li> <li>Company Name and Logo displayed in conference program</li> </ul>   | \$600                              | \$700            |
| <b>*Winter 2025 Conference Lunch Sponsor</b> <ul style="list-style-type: none"> <li>Signage placed in the meeting room</li> <li>Company name announced during keynote</li> <li>Logo shown on 2 screens during lunch</li> <li>Company Name and Logo displayed in conference program</li> <li>Full page ad in onsite conference program</li> <li>1 flyer or 1 attendee gift placed in conference bag</li> </ul>   | \$1,250                            | \$1,550          |
| <b>Materials Placed in Winter 2025 Conference Bag</b> <ul style="list-style-type: none"> <li>1 flyer or 1 attendee gift</li> </ul>  | \$750                              | \$900            |
| <b>Wi-Fi Access for Conference Attendees</b> <ul style="list-style-type: none"> <li>Signage in the exhibit hall</li> <li>Recognition in conference program</li> </ul>   | \$500                              | \$600            |
| <b>Full Page Advertisement in Onsite Conference Program</b> <ul style="list-style-type: none"> <li>Provide 1 vertical ad formatted onto 8.5 x 11 sheet of paper</li> <li>Ad should measure 8.5" wide x 11" high NO CROP MARKS</li> <li>Black &amp; white/grayscale</li> <li>Acceptable formats: PDF, JPEG, PNG, or Word</li> </ul>  | \$625                              | \$750            |
| <b>Winter 2025 Conference Consumer Scholarships:</b> Sponsor individuals receiving services or their family members to attend the conference. <ul style="list-style-type: none"> <li>Recognition in conference program</li> <li>Logo shown on 2 screens during 1 keynote</li> </ul>   | \$500                              | \$600            |
| <b>*Logo Printed on Conference Bag along w/CMHA Logo</b> <ul style="list-style-type: none"> <li>1 exhibitor per conference – first come; first served!</li> </ul>   | \$875                              | \$1,000          |
| <b>*Email Blast to Conference Attendees</b> <ul style="list-style-type: none"> <li>Email sent out on your behalf from CMHA 2-3 weeks prior to conference. CMHA will not provide email lists to exhibitors. Limited to 3 companies per conference.</li> </ul>  | \$1,000                            | \$1,250          |
| <b>*Conference Exhibit Hall Floorplan Upgrade <i>**See Page 7 for layout**</i></b> <ul style="list-style-type: none"> <li>Select prime location on the exhibit floor. Contact Monique to choose the booth number you would like. First come – First served.</li> </ul>  | \$450                              | \$520            |
| <b>Demonstration Opportunities with Targeted Audience; Host/Sponsor Private Receptions</b> <ul style="list-style-type: none"> <li>CMHA will send out invitations on your behalf.</li> <li>All actual costs for food, beverage, audio visual, internet, etc. will be the responsibility of the exhibitor.</li> </ul>   | \$750                              | \$1,000          |
| <b>Banner Ad with Logo and Link on <a href="http://www.cmham.org">www.cmham.org</a></b>   | \$450 for Members AND Non-Members! |                  |

**Sorry, no refunds or credits will be issued for exhibits or sponsorships purchased.**

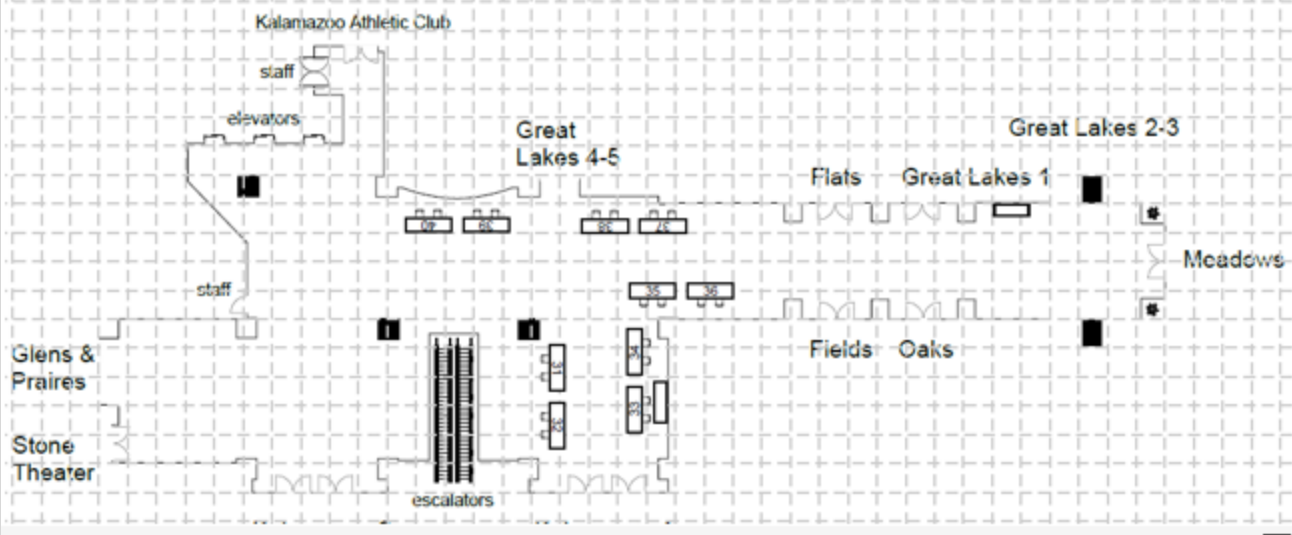
## Exhibitor Layout (Inside Kalamazoo Room)



## Exhibitor Layout (Outside Kalamazoo Room)

TABLES BELOW ARE 'PRIME' LOCATIONS AND REQUIRE THE FLOORPLAN UPGRADE PURCHASE.  
 Contact Monique at [mfrancis@cmham.org](mailto:mfrancis@cmham.org) to secure the desired table after completing your upgraded registration.

### Lower Lobby Level





| <b>Affiliate Members</b>   | <b>Affiliate Level</b> |
|--|------------------------|
| <i>Apex Insurance Services, LLC</i>  | <i>Silver</i>          |
| <i>Association for Children's Mental Health</i>                              | <i>Silver</i>          |
| <i>Chorus Innovations</i>  | <i>Gold</i>            |
| <i>Colonial Life</i>   | <i>Silver</i>          |
| <i>Delta-T Group</i>   | <i>Silver</i>          |
| <i>Detroit Parent Network</i>  | <i>Silver</i>          |
| <i>Dykema Gossett, PLLC</i>  | <i>Silver</i>          |
| <i>Harbor Oaks Hospital</i>  | <i>Silver</i>          |
| <i>Havenwyck Hospital</i>  | <i>Gold</i>            |
| <i>Henry Ford Allegiance Health</i>  | <i>Gold</i>            |
| <i>Hikma Specialty</i>   | <i>Silver</i>          |
| <i>Impresiv Health, LLC</i>  | <i>Silver</i>          |
| <i>Kitch, Drutchas, Wagner, Valitutti &amp; Sherbrook</i>                    | <i>Silver</i>          |
| <i>LoveJoy Community Services</i>  | <i>Silver</i>          |
| <i>Maner Costerisan</i>  | <i>Silver</i>          |
| <i>Mend</i>  | <i>Gold</i>            |
| <i>Michigan Association of Alcoholism and Drug Abuse Counselors (MAADAC)</i> | <i>Silver</i>          |
| <i>Michigan Association of Counties</i>                                      | <i>Silver</i>          |
| <i>Michigan Certification Board for Addiction Professionals</i>              | <i>Silver</i>          |
| <i>Mutual of America</i>   | <i>Silver</i>          |
| <i>NAMI Michigan</i>   | <i>Silver</i>          |
| <i>NeuroPsychiatric Hospitals</i>  | <i>Silver</i>          |
| <i>New Paths, Inc.</i>   | <i>Silver</i>          |
| <i>Oakland Mediation Center</i>  | <i>Silver</i>          |
| <i>PAS – Personal Accounting Services</i>                                    | <i>Gold</i>            |
| <i>Professional Counseling Center, P.C.</i>                                  | <i>Silver</i>          |
| <i>Rehmann</i>   | <i>Silver</i>          |
| <i>Roslund, Prestage &amp; Company, P.C.</i>                                 | <i>Silver</i>          |
| <i>Saginaw Valley State University</i>                                       | <i>Silver</i>          |
| <i>Sparks Behavioral Services</i>  | <i>Gold</i>            |
| <i>StoneCrest Center (BCA of Detroit)</i>                                    | <i>Silver</i>          |
| <i>TBD Solutions</i>   | <i>Silver</i>          |
| <i>The TM Group, Inc.</i>  | <i>Silver</i>          |
| <i>Verita Winn</i>   | <i>Silver</i>          |
| <i>Vital Data Technology, Inc.</i>   | <i>Gold</i>            |

### **Provider Alliance Members**

|  |  |
|--|--|
| <i>Addiction Treatment Services</i>                                      | <i>Heritage Homes, Inc.</i>                            |
| <i>Adult Learning Systems – U.P.</i>                                     | <i>Hope Network</i>                                    |
| <i>All Well-Being Services</i>   | <i>Innovative Housing Development Corp.</i>            |
| <i>Alternative Services, Inc.</i>  | <i>Judson Center Autism Connections</i>                |
| <i>Arab Community Center for Economic &amp; Social Services (ACCESS)</i> | <i>Latino Family Services</i>                          |
| <i>Arbor Circle Corporation</i>  | <i>Lincoln Behavioral Services</i>                     |
| <i>Assured Family Services</i>   | <i>Macomb County Provider Alliance</i>                 |
| <i>Bay Human Services, Inc.</i>  | <i>MiSide (formerly Development Centers &amp; SCS)</i> |
| <i>Beacon Specialized Living Services, Inc.</i>                          | <i>MOKA</i>  |
| <i>Bear River Health at Walloon Lake</i>                                 | <i>Neighborhood Service Organization</i>               |
| <i>Blue Water Developmental Housing, Inc.</i>                            | <i>New Heights Service Solutions, LLC</i>              |
| <i>CARE of Southeastern Michigan</i>                                     | <i>Oakland Family Services</i>                         |
| <i>Carson Adult Foster Care</i>  | <i>Ortele Telemedicine</i>                             |
| <i>Cassopolis Family Clinic Network</i>                                  | <i>Perfectly Autistic, LLC</i>                         |
| <i>Centria Healthcare Autism Services</i>                                | <i>Phoenix House, Inc.</i>                             |
| <i>Cherry Street Health Services</i>                                     | <i>Pine Rest Christian Mental Health Services</i>      |
|  | <i>Provider Alliance of Wayne County</i>               |

*Clubhouse Michigan*  
*CNS Healthcare*  
*Common Ground*  
*Community Housing Network, Inc.*  
*Community Living Options*  
*Community Living Services*  
*Community Medical Services*  
*Comprehensive Youth Services, Inc.*  
*Creekside Residential Care*  
*Easter Seals MORC*  
*Elmhurst Home, Inc.*  
*Ennis Center for Children, Inc.*  
*FWOGC, Inc.*  
*Flint/Saginaw Odyssey House*  
*Great Lakes Recovery Centers, Inc.*  
*Harbor Hall, Inc.*  
*Heartland Center for Autism*  
*Hegira Health, Inc.*

*Rose Hill Center*  
*Sacred Heart Rehabilitation Center, Inc.*  
*Saginaw Psychological Services, Inc.*  
*Segue, Inc.*  
*Services to Enhance Potential*  
*Spectrum Community Services*  
*Taylor Life Center*  
*Ten Sixteen Recovery Network*  
*The Children's Center of Wayne County*  
*The Guidance Center*  
*Training and Treatment Innovations*  
*Trinity Health – Behavioral Services*  
*Turning Leaf Behavioral Health Services*  
*Vista Maria*  
*Vital Health Management*  
*Wayne Center*  
*Wellness, InX.*

**[Click Here to Register for the Winter Conference!](#)**

**[CLICK HERE to Register for a Pre-Conference Institute ONLY!](#)**

Conference Registration Deadline: 3:00pm on January 30, 2025.

**[Exhibitors and Sponsors Click Here to Register!](#)**

Exhibitor/Sponsor Registration 5:00pm on Deadline: January 24, 2025.