



The Action

THE A C A A A NEWSLETTER

May 2015

"Nun on the Bus" Author Campbell Among Speakers



Sister Simone Campbell
to address conference

You may already recognize Sister Simone Campbell.

Where you've seen her, of course, likely depends on your particular taste: She's discussed health care reform with Bill O'Reilly on Fox News's

The O'Reilly Factor and she's also debated the minimum wage with pundit Dinesh D'Souza on HBO's *Real Time with Bill Maher*. Or possibly you might have heard her interviewed by Tavis Smiley on his radio program, talking about her autobiography; or seen her don girl-gang black satin jackets—emblazoned on back with the words "Bad Habitz"—along with "correspondent" Samantha Bee on *The Daily Show with John Stewart* to make a humorous point about the serious subject of religious integrity.

Or, if your preferences run more to print media, you might have seen her byline on a recent online installment of *Time* magazine's "Ideas" feature, or perhaps read reviews of her aforementioned 2014 book *A Nun on the Bus*, whose title takes

See Conference speakers, p. 3



Community action representatives from around the state will come together for a three-day assembly in May to exchange ideas and honor the achievements of the past year as the Arkansas Community Action Agencies Association (ACAAA) convenes its 2015 annual conference in Springdale from the 27th through the 29th.

This year's conference—hosted by ACAA in conjunction with Springdale-based Economic Opportunity Agency of Washington County (EOAWC)—has adopted a circus theme for its annual motif, a concept intended to reflect the wide and busy variety of services that are all offered under the proverbial "big tent" of community action. And just as a circus inevitably has its three rings, community action has the triple tentpoles of organizational standards, performance management, and the newest developments in Results Oriented Management and Accountability, a.k.a., "ROMA Next Generation."

Conference activities, to be accommodated in the facilities of the Holiday Inn Springdale/Fayetteville Area and the adjacent Northwest Arkansas Convention Center, will include a

multi-tiered roster of educational workshops (see lineup, page 5), a range of special guest speakers (see sidebar, left), and multiple award presentations that will

recognize the year's most notable accomplishments in community action programs, clients, staff, and volunteers (see article, page 4). The resilient spirit of community action and its unfailing willingness to rise to every challenge—its readiness to "step up" in the face of adversity—is echoed in the familiar cry of the carnival barker, whose invitation takes on a double meaning as it is repurposed into the conference's recurring call to arms: *Step right up!*

"This is a great opportunity to celebrate our unity of vision," said ACAA Executive Director Rebecca Reynolds, who assumed leadership of the association at the close of 2014. "I'm extremely excited to be participating in my first such conference in this role and to witness the state's agencies literally coming together to help set the course for community action in the year ahead."

**Organizational standards,
performance management, and
ROMA Next Generation—the
"three rings" of community action.**



CONSEQUENTLY, THE THEME FOR 2015'S CIRCUS-STYLED ANNUAL CONFERENCE IS

STEP RIGHT UP!



ACAAA BOARD OF DIRECTORS

Richard T. "Toby" Atkinson
Harrison, President

Michael Lanier
Springdale, Vice President

Stephanie Ellis
Dardanelle, Secretary-Treasurer

Arkansas River Valley Area Council
Stephanie Ellis, Executive Director
Telephone: (479) 229-4861 • Dardanelle

Black River Area Development Corp.
Jim Jansen, Executive Director
Telephone: (870) 892-4547 • Pocahontas

Central Arkansas Development Council
Larry Cogburn, Executive Director
Telephone: (501) 315-1121 • Benton

Community Action Program for Central AR
Jennifer Welter, Executive Director
Telephone: (501) 329-3891 • Conway

Community Services Office
Leon Massey, Executive Director
Telephone: (501) 624-5724 • Hot Springs

Crawford-Sebastian Community Development Council
Mark Whitmer, Executive Director
Telephone: (479) 785-2303 • Fort Smith

Crowley's Ridge Development Council
Terrie Grissom, Interim Executive Director
Telephone: (870) 802-7100 • Jonesboro

Economic Opportunity Agency of Washington County
Michael Lanier, Executive Director
Telephone: (479) 872-7479 • Springdale

Mid-Delta Community Services
Bobbie Salter, Executive Director
Telephone: (870) 338-6406 • Helena

Mississippi County Arkansas Economic Opportunity Commission
Sam Scruggs, Executive Director
Telephone: (870) 776-1054 • Blytheville

Northcentral AR Development Council
Charlie Morris, Executive Director
Telephone: (870) 793-5765 • Batesville

Office of Human Concern
Susan Moore, Executive Director
Telephone: (479) 636-7301 • Rogers

Ozark Opportunities, Inc.
Richard "Toby" Atkinson, Executive Director
Telephone: (870) 741-9406 • Harrison

Pine Bluff Jefferson County Economic Opportunities Commission
Roger Luttrell, Executive Director
Telephone: (870) 536-0046 • Pine Bluff

Southeast AR Community Action Corp.
Charles Killion, Executive Director
Telephone: (870) 226-2668 • Warren

Southwest AR Development Council
Sandra Patterson, Executive Director
Telephone: (870) 773-5504 • Texarkana



NOTES FROM THE EXECUTIVE DIRECTOR

"Stepping Right Up" to the 2015 Conference

Our assurance of stability is built upon our adaptation to change. The need for new direction is evident more than ever with organizational standards, performance management and ROMA Next Generation right around the corner. Step right up to the ACAAA annual conference to isolate the skills, tools and motivation necessary to adjust to these changes ahead for community action. The agenda is packed full of skilled presenters that will offer messages of substance and clarity

to help all become unified in effective approaches, paving a path of excellence in community action for the state of Arkansas. From administrative staff to direct service staff, agencies will be able



to utilize workshops that will enhance all skill sets with applicable tools, messages and best practices.

As the new ACAAA Executive Director, I am both excited and eager to begin my

agenda of unification for our membership and I look forward to meeting many new faces at the conference. I have had the pleasure of visiting five member agencies and am committed to visiting all sixteen before the end of this year. I am impressed with the hard work that has consistently set community action forward in the state of Arkansas and I am devoted to not only maintaining but also enhancing

'My vision of leadership is built upon our unification to change.'

the role of leadership ACAAA provides in ensuring the continuous success of our membership.

Our presence now more than ever is vital in providing education, advocacy and a unified voice for community action agencies to reduce poverty and promote thriving communities in Arkansas. As Henry Ford once said, "Coming together is the beginning, keeping together is progress and working together is success." I am confident that the combination of skills, compassion, respect and integrity that unite the people of our statewide network in community action WILL lead and continue our efforts to success.

ARKANSAS COMMUNITY ACTION AGENCIES ASSOCIATION

Rebecca Reynolds
Executive Director

Terry Bearden
ROMA Coordinator

Ludwik J. "Lud" Kozlowski, Jr.
Energy Policy Coordinator

John Moran
Communications Director

The Arkansas Community Action Agencies Association represents 16 private, nonprofit community action agencies in the state, providing them with information, training, technical assistance, and other support. The agencies are among more than 1,000 throughout the country established under the national landmark legislation approved by Congress in 1964 to eliminate "the paradox of poverty in the midst of plenty." This newsletter is funded, in part, with a grant from the state Office of Community Services of the Arkansas Department of Human Services.

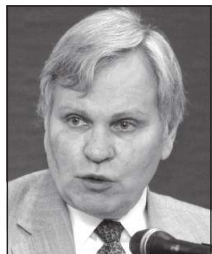
THE PROMISE OF COMMUNITY ACTION • Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Conference speakers

continued from page 1

inspiration from the multiple "Journey for Justice" tours launched by the NETWORK Catholic Social Justice Lobby for which Campbell is the Executive Director.

If, however, you have not yet had the opportunity to enjoy her infectious mix of good humor, clear-eyed insight, and spiritual uplift, that is a disadvantage that can easily be addressed at the Arkansas Community Action Agencies Association's upcoming annual conference, where "Sister Simone," as she is most familiarly known, will be appearing



NCAF's Bradley

as the Keynote Speaker for the meeting's May 27 opening luncheon in Springdale with a talk titled "The View from the Bus: Hope and Change in the 21st Century."

Campbell—who describes herself as both "an attorney and poet"—has been Executive Director of NETWORK since 2004; the organization's professed mission is "to close the gap between rich and poor and to dismantle policies rooted in racism, greed and violence." NETWORK gained national media attention when its first "Nuns on the Bus" tour—organized by Campbell in 2012—hit the road in protest of a proposed legislative budget that threatened many critical programs designed to assist those in need.

The conference, which is being held May 27-29 at the Holiday Inn Springdale/Fayetteville Area, will also include speakers David Bradley, Executive Director of the National Community Action Foundation, Inc. (NCAF), and Denise Harlow, Chief Executive Officer of the national Community Action Partnership, Inc. (CAP). Bradley—whose long history in the field of community action includes helping to found NCAF in the early 1980s as well as being the principal author



ACF's McCowan

of the Community Services Block Grant that provides crucial program funding—will offer a big-picture perspective from his vantage point as a key advocate at the federal level, with special insight into the legislative forces that

can affect community action's fortunes. Harlow, whose recent assumption of the CAP CEO position brings to bear over 24 years of experience in the nonprofit and governmental sectors, will offer her own national point of view on the future of community action as it moves forward to face new challenges, concentrating in particular on organizational standards and ROMA Next Generation—two-thirds of the conference's central trio of topics that make up the "three rings" of its circus-themed focus.

Delia Anderson—Director of the Arkansas Department of Human Services Division of County Operations—will begin the conference's proceedings with a welcome and introductory remarks



DHS's Anderson

at Wednesday, May 27's opening luncheon, while United States Congressman Steve Womack will help wrap things up as the special guest speaker for Friday, May 29's closing general session. In between, additional conference speakers will include Leon McCowan, Regional Administrator with the Administration for Children and Families (ACF), U.S. Department of Health and Human Services, for Region VI in Dallas, Texas; and Dr. Michael W. G. Gaffley, founder of Culturel Talent Consultants, who will provide the special guest address—"Next Steps to Recognition: Reality, Relationships, Revitalization"—at ACAA's awards luncheon on Thursday, May 28th. Mae Frances Rowlett, Region VI Program Coordinator with the Administration for Children and Families, will serve as the awards presentation emcee.

In addition, ACAA Executive Director Rebecca Reynolds will be joining Lorie Williams—Assistant Director for the Arkansas Department of Human Services Office of Community Services—to present a baseline assessment



U.S. Congressman Steve Womack



Dr. Michael Gaffley

See Conference speakers, p. 5

**Did you ever
get the
feeling you
were missing
something?**

If you're only getting the
print version of ACAA's newsletter,

**you're only getting
A Piece of The Action!**

*Did you miss the story
about U.S. Representative
Steve Womack visiting
a special celebration at
ARVAC's Freedom House?*

*Did you miss the
story about CADC's
"Super Saturday" and the
thousands of taxpayers
they assisted this year?*

*Did you miss the story
about EOAWC's Head Start
being cited for innovation
in a national study?*

If you answered "Yes," then you
need a subscription to ACAA's new

eAction
ELECTRONIC NEWSLETTER

SO MANY EASY WAYS TO SIGN UP!

- visit the ACAA website at
www.acaaa.org
- visit us & sign up on Facebook at
www.facebook.com/arcommunityaction
- or send your email address to
jmoran@acaaa.org

DON'T MISS ANOTHER PIECE OF THE ACTION!



STEP RIGHT UP.. AND MEET OUR NOMINEES!

Every year, ACAA takes the opportunity of its annual conference to present a variety of awards to a wide spectrum of deserving recipients.

ACAAA's "Action awards" salute the achievements of both the givers and the receivers of community action assistance: While the Supporter Action award recognizes those volunteers who have

contributed so selflessly over the past year, the Client Action award highlights those recipients of aid who have managed to take strides towards self-sufficiency and even, in some cases, "paid it forward."

Meanwhile, the "CAPPY Awards"—named after the national Community Action Partnership (a.k.a. "CAP") of which ACAA is a member—honor the very best programs the state's community action agencies have to offer, as well as honoring the agencies' very best employees. The CAPPYs are given in three categories (with titles patterned after the Oscars): "Best Production," for outstanding and innovative programs;

"Best Performance in a Leading Role," to recognize the finest efforts of program managers and coordinators, center directors, supervisors, and senior administrative staff; and "Best Performance in a Supporting Role," to celebrate the achievements of program and frontline staff, including those with LIHEAP, Weatherization, Head Start, family development/advocacy, case management, community development, home health, and administrative support.



CLIENT ACTION AWARD

Lesia Ford

Arkansas River Valley Area Council

Kay Stone

Northcentral Arkansas
Development Council

Keleen Surray

Southwest Arkansas Development Council

JoAnn Lowrie

County Coordinator
Northcentral Arkansas
Development Council

Debra Harp

Grant County Coordinator
Pine Bluff Jefferson County Economic
Opportunities Commission

CAPPY • BEST PRODUCTION

**ARVAC Freedom House Alcohol and
Drug Treatment Center**

Arkansas River Valley Area Council

Senior Activity and Wellness Program

Central Arkansas Development Council

White County CARES

Community Action Program
for Central Arkansas

EOA Children's House

Economic Opportunity Agency of
Washington County

NADC YouthBuild Program

Northcentral Arkansas
Development Council

Assurance 16 Case Management

Office of Human Concern

Grant County CNA Program

Pine Bluff Jefferson County Economic
Opportunities Commission

SUPPORTER ACTION AWARD

Sandra Cheffer

Arkansas River Valley Area Council

Austin Bollen

Central Arkansas Development Council

Ruth Voss

Community Action Program
for Central Arkansas

Clara Ramsey

Northcentral Arkansas
Development Council

Pam Pounders

Northcentral Arkansas
Development Council

Dee Anna Griswold

Southwest Arkansas Development Council

CAPPY • BEST PERFORMANCE

LEADING ROLE

Amanda Atkinson

Chief Compliance Officer
Arkansas River Valley Area Council

Denise Thomas

Family Development and Utility
Assistance Specialist
Central Arkansas Development Council

Sue Hyles

White County Community
Services Coordinator
Community Action Program
for Central Arkansas

Patty Riley

Program Manager,
Emergency Solutions Grant (ESG)
Crawford-Sebastian Community
Development Council

Eddie Powell

Network Systems Administrator
Northcentral Arkansas
Development Council

Caren Barrett

Family Development/LIHEAP Coordinator
Office of Human Concern

Sondra Jones

Community Services Director
Pine Bluff Jefferson County Economic
Opportunities Commission

CAPPY • BEST PERFORMANCE

SUPPORTING ROLE

Kelley Reames

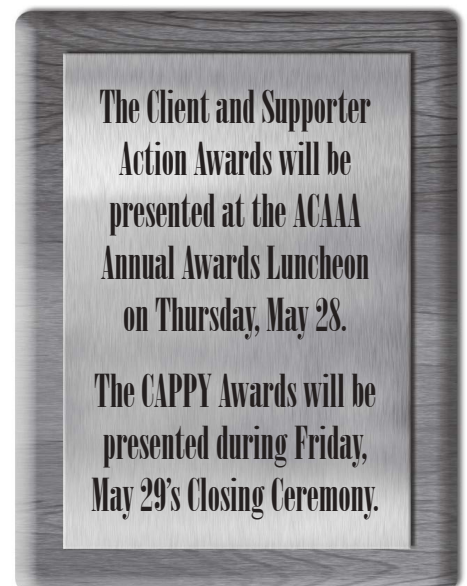
Family Support Advocate
Arkansas River Valley Area Council

Linda F. Smith

Community Development Specialist
Central Arkansas Development Council

Cyndie Gann

Fiscal Assistant
Community Action Program
for Central Arkansas





ACA AAA Annual Conference workshops will be held Thursday, May 28.

Track 1: VISION AND DIRECTION

- Community Action 101: Board Roles and Responsibilities (Org. Std. 5.8)
- Governing the Governors (Org. Std. 5.1 – 5.6)
- Setting Your Agency's Course (Org. Std. 4.1 – 4.2)
- Strategic Planning for Your Community Action Agency (Org. Std. 4.1 – 4.4; 6.1 – 6.5)

Track 2: OPERATIONS AND ACCOUNTABILITY

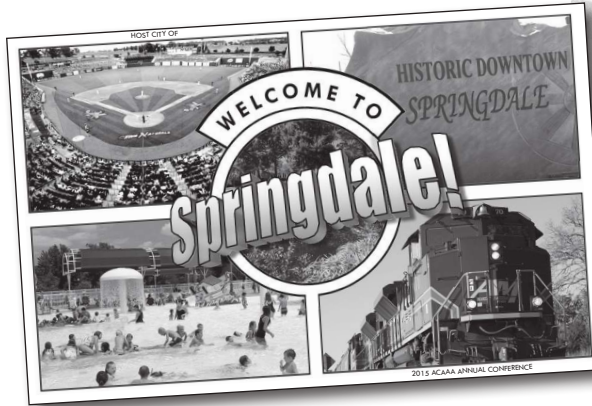
- Ensuring Your Personnel Policies and Procedures Are in Compliance (Org. Std. 7.1, 7.2, 7.6, 7.7)
- Job Descriptions that Work (Org. Std. 7.3)
- Organization-Wide Budgeting and Reporting (Org. Std. 8.7, 8.9)
- Financial Policies and Audit Procedures: Is Your Agency Up-to-Date? (Org. Std. 8.10)

Track 3: MAXIMUM FEASIBLE PARTICIPATION: Community Engagement & Assessment

- Community Engagement and Assessment Process (Org. Std. 1.1, 2.2, 3.1)
- Data Collection: What Do We Need to Know About Our Community? (Org. Std. 3.2, 3.3)
- Data Analysis & Decision-Making: Using What We've Learned (Org. Std. 1.2, 2.2, 3.3, 3.4)
- Reporting the Results of Your Community Assessment (Org. Std. 2.3, 3.1, 3.4, 3.5)

Track 4: ROMA AT THE FRONT LINE

- Community Action History and the Purpose of Our Work
- Breaking Down Silos: One Mission
- Building Family Stability: Bundled and Sequenced Services
- Tracking Progress and Documenting Impact (Org. Std. 9.1, 9.2, 9.3, 9.4)



The 2015 annual conference of the Arkansas Community Action Agencies Association, being held May 27 to 29, will be hosted by the Holiday Inn Springdale/Fayetteville Area located at 1500 South 48th Street in Springdale.

As advertised, the hotel is only minutes away from Fayetteville and the home of the Razorbacks, the University of Arkansas, while Springdale itself can boast a variety of fun activities and scenic attractions for your diversion in the evenings and for any traveling companions to enjoy during the day while you're otherwise occupied with conference affairs.

The Northwest Arkansas Naturals—Springdale's minor league baseball squad—has a series of home games planned during conference week (your opportunity to check out 2008's "Best New Ballpark in

STEP RIGHT UP TO YOUR ACCOMMODATIONS

the Country," Arvest Ballpark). Or, if you're staying till Friday night, you could see some action of a different sort at Parsons Stadium, where the "Monster Trucks" will be pulling into town on May 29.

Daytime fun includes the Springdale Aquatic Center—opening Memorial Day, just in time!—the Shiloh Museum of Ozark History, the Jones Center ice skating rink, or, for the adventurous, a full-day excursion back in time on the lovingly restored Arkansas & Missouri Railroad.

As well, there are beautiful public golf courses, the nearby Devil's Den State Park, Springdale's own Saddleback Brewery, and—just a half-hour's drive away in Bentonville—the breathtaking Crystal Bridges Museum of Modern Art. Come see all that Northwest Arkansas has to share!

Conference speakers

continued from page 3

report on organizational standards in Arkansas.

Additional presenters will include Toby Atkinson, ACA AAA President and Executive Director of Ozark Opportunities, Inc. (OOI); Charles Cunningham, former Executive Director of Central Arkansas Development Council (CADC); Stephanie Ellis, ACA AAA Secretary-Treasurer and Executive Director of Arkansas River Valley Area Council (ARVAC); Michael Lanier, ACA AAA Vice President and Executive Director of Economic Opportunity Agency of Washington County (EOAWC), which will be co-hosting the conference; and Susan Moore, Executive Director of Office of Human Concern (OHC). The conference will begin with a welcome address from the Honorable Doug Sprouse, Mayor of Springdale, who will greet those attending on behalf of the assembly's gracious host city.



OCS's Williams



The Honorable Doug Sprouse

Step right up...
AND PLACE YOUR BIDS
AT THE ACA AAA SILENT AUCTION!

Step right up...
AND GET DOWN
AT THURSDAY NIGHT'S DANCE!

Step right up...
AND WIN YOURSELF A PRIZE!
COULD YOU BE ONE OF OUR LUCKY WINNERS?

STEP RIGHT UP
TO ACA AAA'S
2015 ANNUAL CONFERENCE!

When community action is challenged to help others

WE STEP UP

When community action is called upon to help a neighborhood grow stronger

WE STEP UP

When community action is dared to care

WE STEP UP

So now we'd like to invite you to

STEP RIGHT UP

and join us for the 2015 ACAA Annual Conference!
May 27-29, 2015 • Holiday Inn Springdale/Fayetteville Area

ARKANSAS COMMUNITY ACTION AGENCIES ASSOCIATION

CONTACT ACAA 300 SOUTH SPRING, SUITE 1020 • LITTLE ROCK AR 72201
TEL (501) 372-0807 • FAX (501) 372-0891 • jmoran@acaaa.org

Nonprofit Org.
U.S. Postage
PAID
Little Rock, AR
PERMIT NO. 1938

Arkansas Community Action Agencies Association
300 South Spring Street, Suite 1020
Little Rock AR 72201