



**Finding Your Inner Leader:
An “Aha!” Conference
to
Reach, Rouse, and Ready
Future Public and Community
Health Leaders**

[www.kingsborough.edu/inner leader](http://www.kingsborough.edu/inner_leader)

**Friday, June 20, 2008
8:00am-6:30pm
Kingsborough Community College, CUNY
2001 Oriental Boulevard
Brooklyn, NY 11235**

**Early Bird Registration Deadline: May 23
Pre-Registration Deadline, June 16**

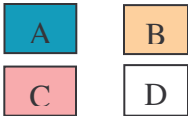
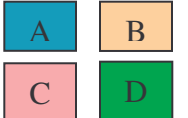
Cosponsored by
**Kingsborough Community College, CUNY, Program in Community Health
Greater New York Society for Public Health Education
Brooklyn Borough President’s Office**
with support from dozens of local health organizations



**Finding Your Inner Leader “Aha!” Conference
to Reach, Rouse, and Ready Future Public and Community Health Leaders**
Special Feature: Afternoon spotlight on Diabetes Leadership Opportunities, Challenges, and Requirements

Friday, June 20, 2008 at Kingsborough Community College, CUNY

CONFERENCE – AT – A – GLANCE

| | | | | |
|--|---|---|---|--|
| 8:00am | Sign In, Registration, Continental Breakfast | | | |
| 8:15am - 9:00am General Session | Managing Stress to Maximize Learning Silvea Thomas & Diana Treglia Kingsborough Community College | | | |
| 9:00am - 10:15am General Session | Welcome and Overview Health Leaders Needed Now! Why We Can't Wait!* Nicolas Freudenberg, Hunter College Program in Urban Health Sustaining Your Leadership Position: How to Avoid Getting Hung Out, Rung Out, and Strung Out* Yvonne Graham, Brooklyn Borough President's Office | | | |
| Select Track  on your registration form. 10:30am – 12:00pm Concurrent Sessions | Track A: Developing a Leadership Mindset (For future leaders) Session 1A <i>Enlightening Your Leaderself: A Leadership Brain Boot-Up</i> Richard Gitlin | Track B: Promoting Leadership Development On-The-Job (For current leaders, mentors and managers of future leaders) Session 1B <i>Executive Leadership Briefing and Maximizing On-the-Job Staff Leadership Development</i> Karen Denard Goldman | Track C: Developing Health Students as Leaders (For faculty & students) Session 1C <i>The CUNY / Institute for Virtual Enterprise Leadership Program - "Building the Future"</i> Christoph Winkler IVE student leaders | Track D: A “Mini-Masters” Program in Public Health* (For community leaders) Session 1D <i>What Leaders Working with Public Health Specialists Should Know</i> (* = Special certificate) Adam Karpati Robert Padgug |
| | 12:15pm - 1:00pm General Session Conversations with Courageous Public/Community Health Leaders* Lawrence S. Brown, Ruth C. Brown, Adam Karpati, Young Lee, Reba Williams | | | |
| 1:00pm – 2:00pm Lunch/Networking | Buffet Lunch and Structured Roundtable Networking | | | |
| 2:15pm – 2:45pm General Session | It's All About The Vision Lawrence S. Brown | | | |
| Select Track  on your registration form 3:00pm – 4:00pm Concurrent Sessions When registering, you may follow one track throughout the day or you may switch tracks. No sessions are repeated. All sessions are different. | Track A: (For future leaders) Session 2A <i>Leaderful Acceleration: Big Bang Leadership Ideas to “Burn Into Your Brain”</i> Richard Gitlin | Track B: (For current leaders, mentors and managers of future leaders) Session 2B <i>Recognizing and Mentoring Staff Leaders : A Cross-Cultural Perspective</i> Joan Adams | Track C: (For faculty & students) Session 2C <i>The Brooklyn College Student Leadership Development Program</i> Heshla Ash Christina Waszak | Track D: (For Diabetes specialists) Session 2D* <u>Leadership in Diabetes: Fundraising Coalition Building Community Organizing Cross-Cultural Comm. Professional Associations</u> |
| | Track A: (For future leaders) Session 3A <i>Applying Your Leadership Mindset</i> Janice Walker | Track B: (For current leaders, mentors and managers of future leaders) Session 3B <i>Sustaining Your Leadership: Illuminations, Insights, Inspiration</i> Richard Gitlin | Track C: (For faculty & students) Session 3C <i>Students Mentoring Students: Partners in Academic Support and Success (PASS) Program</i> Johanna DeLeon Sasha Harry Paul Watson | Track D: (For Diabetes specialists) Session 3D* <u>Leadership in Diabetes: Advocacy Care Management Staff Development Health Education Research Family Interventions</u> |
| 5:30pm – 6:00pm General Session | Moving From “Aha!” to Action: Creating and Carrying Out Your Personal Leadership Development Plan Sergio Matos, Community Health Worker Network of New York | | | |
| 6:00pm | Evaluations * Certificates * Special Remembrance Souvenir * Seaside Reception | | | |

*Joan Adams, Karen Benker, Diana Berger, Robert Dell'Amore, Janet Grommet, Lou Kirshner, Mary Reed, Maria Yomtov



“Finding Your Inner Leader: An ‘Aha!’ Conference to Reach, Rouse, and Ready Future Public and Community Health Leaders”

Why This Conference?

To identify, inspire, and motivate health practitioners (and students) to begin to think of themselves as leaders and to want to develop as leaders...that is the goal of our conference.

Our communities' health depends upon a constant supply of qualified leaders. Only through leadership succession planning can we maintain and advance the progress we have made to date to improve the quality of life in our communities and to reduce health disparities.

What Will Participants Learn?

As a result of our conference, current and aspiring public and community health specialists should be able to...

- Articulate health challenges in New York City today that require strong leaders
- Explain and demonstrate what it means to have a leadership mindset
- Discuss what it takes to sustain a leadership role
- Compare and contrast the personal attributes and actions that characterize courageous health leaders
- Weigh leadership challenges and rewards
- Recognize on-the-job opportunities for leadership development
- Identify local leadership training and development resources
- Create opportunities for future leadership mentoring relationships
- Take the first step in designing a personal leadership development plan

What Makes This Conference Special?

It is unique.

The conference is unique in its focus on promoting health leadership development. We are providing a forum in which you can recognize upcoming and current leadership opportunities and discover your leadership abilities and training needs.

It is inspirational.

We promote health leadership development by offering speakers and experiences that trigger a series of insightful “Aha!”s throughout day. Our speakers are remarkable women and men who are currently leading important health movements and initiatives...people whose passion, dedication, commitment, and achievements will touch and inspire you...and teach you what it takes.

It is multi-faceted.

The conference offers four tracks of workshops in addition to five plenary/general sessions. Whether your focus is (1) deciding whether or not to develop yourself as a leader, (2) finding ways to promote staff leadership development, (3) finding ways to help students develop their leadership skills on and off campus, (4) working as a community leader with health leaders, or (5) identifying Diabetes prevention and management leadership opportunities, we have sessions that offer valuable information and insights.

Its local focus has global applications.

Though the conference highlights local health challenges and specifically promotes leadership development among Greater New York metropolitan area health workers, its message and media have relevance and applicability to communities across the country.

Attendees love it!

In groups of new-found friends and colleagues, participants smile, hug, and wave as they leave the conference. Many return to attend different sessions the following year. And what's really great is that when they come, they bring colleagues, co-workers, and, best of all, their supervisors!

Are There Continuing Education Credits?

Applications for up to 7.5 hours of professional continuing education credit for certified health education specialists (CHES) and other professionals have been submitted.

Certificates of Participation will be provided to all attendees and will note the number of conference hours completed.



Who Should Attend?

- Health, allied health, and/or medical professionals with 3-5 years of health experience but limited, if any, leadership experience
- Managers, mentors and current leaders wishing to help develop/support staff leadership skills and mindsets
- Civic and religious community leaders whose organizations address health issues (*SPECIAL CERTIFICATE PROGRAM*—see *s on program)
- Faculty from community/public health, allied health, nursing, and pre-med programs
- Students from community/public health, allied health, nursing, and pre-med programs
- Diabetes specialists – or future specialists
- Everyone interested in the many health leadership opportunities in

Who Is Planning the Conference?

Brooklyn Borough President's Office
Brooklyn College, CUNY
Federation of County Networks
Greater Brooklyn Health Coalition
Greater NY Society for Public Health Education
Kingsborough Community College, CUNY
NYC Department of Health and Mental Hygiene
New York State Department of Health
Public Health Association of New York City
SUNY Downstate Medical Center

Who is Presenting?

- Distinguished, dynamic, and inspiring public and community health leaders
- Leadership role models
- Leadership development experts

Are There Conference Special Features?

Centering and Focusing Warm-Up

Begin your day by energizing your body and mind, focusing on why you're here, and envisioning what you will get out of the conference with this early morning warm-up (in the plaza, weather permitting).

Barnes and Noble Bookstore on site

- Public/community health leadership books
- Books by conference speakers and supporters
- *Discounted prices*
- *Free shipping of all attendee purchases*

Exhibits

Organization, program, and education materials

Roundtables for Diabetes Specialists

Attend up to four afternoon roundtable discussions with leaders in Diabetes advocacy, case management, chronic care management, coalition building, community health education, community organizing, fund raising, health care administration, international work, patient education, policy development, professional preparation, research, and staff development.

Guided Mid-Day Waterfront Stroll

Enjoy views of Jamaica Bay, Sheepshead Bay, and the Atlantic Ocean as you stroll along the waterfront before the conference, during the lunch, or after the conference.

Evening Seaside Networking Social

Post-conference early evening seaside reception

What Should I Wear and/or Bring?

- Conference dress code is casual and comfortable.
- Sneakers are recommended for the optional lunch-time stroll along the waterfront.
- Don't forget business cards.

What is Included in the Registration Fee?

Conference registration fee includes:

- Admission to all education sessions
- Certificate of attendance
- Registration packet including list of participants, training resources and more!
- Speakers' handouts
- Free mailing of any bookstore purchases
- Light breakfast
- Buffet lunch
- Post conference reception
- Free on-campus parking
- Take-away gift

Continuing education credit processing (+ \$10)

What are the Registration Policies?

Pre-Registration rates are available until June 16.

Cancellations: Refund requests must be received in writing by June 6 to mbritt@marchofdimes.com. All cancellations will be subject to a \$35 cancellation fee and refunded after the conference. No refunds will be given for any reason after *Friday, June 6, 2008*. Substitutions are welcome – see details below.

What are the Registration Policies (cont.)?



Substitutions: Substitutions are welcome at any time provided that the substitute attendee is of the same registration category and/or pays the registration fee difference in advance or the day of the conference. Requests for substitutions must be submitted in writing to Registration Coordinator Madeline Britt: mbritt@marchofdimes.com or presented in writing at the conference.

Can My Organization Support the Conference?

Absolutely!! And the best benefit, besides visibility is the discount “member” registration fee for all of your organization’s attendees! The deadline is May 1 for all support applications. See the web site: www.kingsborough.edu/inner_leader. or contact: Karen Denard Goldman, (718) 368-5716 kgoldman@kbcc.cuny.edu

Where Can I Stay Overnight or Longer?

The Comfort Inn, 3218 Emmons Avenue, Brooklyn, NY 11215

10 minutes from campus.
Rate: about \$200 plus tax/night
Phone: (718) 368-3334 (hit “O” for operator)

Best Western Brooklyn Bay, 3003 Emmons Avenue, Brooklyn, NY 11235

15 minutes from campus.
Rate: about \$239 plus tax/night – discounts available
Phone: (718) 768-5000

Marriott-Brooklyn, 333 Adams Street, Brooklyn, NY 11201

At the foot of the Brooklyn Bridge; great for weekend visitors staying to see more of Brooklyn and Manhattan
45 minutes from campus by subway train from DeKalb Station near “Juniors” (the great cheesecake) Restaurant; Taxis and rental cars available on site.
Rate: about \$300 plus tax/night.

For other options:

- New York City Convention Center
<http://nycvisit.com> (212) 567-7777
- <http://hoteldiscounts.com> (800) 715-7666
- http://www.onetravelsource.com/guide_hotels/US/NY/Brooklyn/
- Select hotels near B or Q subway lines for convenient public transportation to campus.

How Do I Get to Kingsborough?

By Car:

From Manhattan and Staten Island:

Belt Pkwy eastbound to Exit 8A (Coney Island Ave.). Cross Coney Island Ave. and continue along Guider Ave. to the traffic light. Turn right onto E. 12th St. for one block. Turn left onto Neptune Ave. at the traffic light. Turn right at traffic light onto Cass Pl. and proceed to the second traffic light. Turn right onto West End Ave. Turn left at second traffic light onto Oriental Blvd, which leads directly to the College.

From Queens and Nassau:

Belt Pkwy westbound to Exit 8A (Coney Island Ave.). Turn right onto Voorhies Ave. Turn right at second traffic light to Sheepshead Bay Rd. At third traffic light turn right onto Emmons Ave. At second traffic light turn left onto West End Ave. Turn left at the third traffic light onto Oriental Blvd.

By Subway

F Line:

Take the F Line to the Ave. X Station, then transfer to the eastbound B1 bus to KCC

N Line (Sea Beach):

Take the N Line to the Bay Parkway / 86th St. Station, then transfer to the eastbound B1 bus to KCC.

Q or B lines:

Take the Q or B Line to the Brighton Beach Station, then transfer to the eastbound B1 to KCC or take the Q or B Line to the Sheepshead Bay Station, then transfer to the B49 bus to KCC.

D Line (West End):

Take the D Line to the 25th Ave. Station, then transfer to the eastbound B1 bus to KCC.

2, 3, 4 or 5 Lines:

Take the 2, 3, 4 or 5 to the Franklin Ave. Station/Eastern Pkwy, then transfer to the S Line to the Prospect Park Station, then transfer to the Q or B Lines; take the Q or B Line to the Brighton Beach Station, then transfer to the eastbound B1 bus to KCC.

By Bus

Direct to the College:

Take B1 or B49 to the last stop, Oriental Blvd. and Mackenzie St., then walk east on Oriental Blvd., which leads directly to the entrance of KCC.



What Is On The Program?

PLENARY/GENERAL SESSIONS

“Stress Management to Maximize Learning”

We open our conference by offering participants relaxation and stress reduction exercises to help provide the focus and intentionality necessary to make the most of this learning and networking opportunity. Take a moment of collect yourself and join Silvea Thomas and Diana Treglia in a few luxurious mind and body stretching activities.

“Leaders Needed Now: Why We Can’t Wait”

New York City faces a major public health workforce crisis. Public and community health leaders are desperately needed to address current and future community health challenges and disparities, including asthma, diabetes, HIV/AIDS, infant mortality, and obesity. Nick Freudenberg will set out the reasons behind the looming public health workforce crisis, provide a compelling rationale for grassroots efforts to identify and train a new generation of leaders now, and highlight specific health disparities that demand effective leadership now and in the coming decades.

“Sustaining Your Leadership Position: How to Avoid Getting Hung Out, Rung Out, and Strung Out”

You’re a leader! Congratulations. But now that you’ve established yourself as someone others want to follow, how do you sustain that position? How do you attract new followers and sustain the loyalty and commitment of your current followers? In this presentation, Yvonne Graham discusses strategies for maintaining a leadership position, highlighting typical leadership pitfalls and sharing recommendations for solidifying and upholding an established leadership position over time.

“Conversations with Courageous Leaders”

Find a role model or mentor and begin networking today! This session gives conference participants a chance to hear the leadership development stories of some amazing local health leaders. All of the panelists have contributed in significant ways to improving the health of New Yorkers through their work and their careers. There will be time for questions, comments, and reactions.

“It’s All About The Vision”

To be leaders, we need a vision toward which to lead others. In this presentation Sergio Matos describes the various visions that have driven him over the course of his career, highlighting his recent local and international leadership efforts and the vision behind his most recent contributions to improving the City’s health and advancing the standing of Community Health Workers.

Moving From “Aha!” to Action: Creating and Carrying Out Your Personal Leadership Plan

You’ve attended all the plenary sessions and a variety of workshops and have experienced a number of personal and professional “Aha’s!” Where do you go from here? Our closing keynote speaker will summarize the key principles covered in the conference, explain the concept of making your own luck, discuss the risks of waiting for opportunity to knock, help participants identify three ways to begin applying conference lessons learned...now and suggest ideas for practical next steps in developing personal leadership development plans.

TRACK SESSIONS

Track A: “Developing a Leadership Mindset”

Audience: Would-be leaders seeking savvy leadership preparation

This is what it’s all about...the reason this conference exists! This track is a one-of-a-kind, dynamic, interactive, and insightful overview of leadership – what it is, what it isn’t – and what it means to have and how to develop the greatest asset of all...a leadership mindset. The three sessions are designed to be taken as a complete series. A special “License to Lead” will be awarded to those who attend all three sessions.

Session 1: Enlightening Your Leaderself: A Leadership Brain Boot-Up

Session 2: Leaderful Acceleration: Big Bang Leadership Ideas to “Burn into Your Brain”

Session 3: Applying Leadership Mindset Principles

Track B: “Promoting Leadership Development On-The-Job”

Audience: Supervisors of participants in Track A; other managers and on-the-job leaders.

Supervisors are key to developing future leaders among staff members. What can you do on a daily basis, periodically, and annually to cultivate the leadership



skills and competence of the health workers you supervise?

Session 1: Executive Briefing on Track A

A special overview of material the staff you supervise are learning in Track A.

Session 2: Recognizing and Mentoring Staff Leaders: A Cross-Cultural Perspective

Differences in leadership styles and approaches across various cultural groups and the impact they have on leadership development on-the-job.

Session 3: Sustaining Leadership

What to do with leadership once you've got it. Leadership "longevity lessons."

Track C:

"Developing Students as Future Public and Community Health Leaders"

Audience: Undergraduate and graduate school students and faculty.

Educators are key players in the identification and preparation of student leaders to tackle campus and community-based health problems. This interactive track addresses three questions: (1) "How can we, as educators, identify students with public and/or community health leadership potential?", (2) "How can we - in and out of the classroom - teach leadership principles and skills and/or provide leadership experiences to those (or all) students?", and (3) "What off-campus, community-based resources are available to help us cultivate youth as leaders in health professions in the future."

Session 1: Cultivating Leadership Among Health Students on the Campus and in the Classroom

Participants brainstorm, discuss, and debate the challenges of and strategies for promoting student leadership in educational institutions/communities. Proactively promoting the potential of our bully "pedagogical pulpit," we will share experiences and techniques we've found work and don't work in recognizing student leadership potential and promoting student leadership in the classroom and in the campus community around health issues.

Session 2: Campus/School-Based Health Programs That Foster Student Leadership

Speakers from Brooklyn College's Center for Student Development and Leadership Programs will share the various strategies they use to introduce leadership models and skills to emerging and current student leaders. Participants will learn about the planning, implementing and assessing of both the curriculum and objectives of leadership development programs. Group activities and dialogue will center on "how to"

tailor a leadership program to fit the specific needs of the Public Health community.

Session 3: Community-Based Leadership Opportunities for Students Seeking Health Careers

Speakers from leadership programs for youth will share and compare the attributes and assets of their programs.

Track D: Morning Session

"Mini-Masters Degree in Public Health: What Community Leaders Working with Public Health Specialists Should Know"

Audience: Community leaders without formal training in Public Health

Session 1: Community involvement is key to successful public health campaigns. This special "Mini-MPH" program is designed specifically for current and aspiring community leaders (hired, salaried, elected, and volunteer) **without** formal training in public health. Enjoy a dynamic, comprehensive, and concise introduction to the principles, values, strategies, priorities, and realities of Public Health and the Public Health system. Understanding the Public Health practitioner's mindset - how they are trained and their work realities - is an important first step in leading the movement to improve the quality of life of the people you serve. Get both the academic "tower" and the field based "trench" perspective from two great speakers! *This is a one 90-minute track and does not continue into the afternoon.*

Track D: Afternoon Session Diabetes Roundtables

Audience: Current and future Diabetes specialists

Sessions 2 and 3: Diabetes Leadership Opportunities, Challenges, and Requirements

These two one hour afternoon sessions are an excellent opportunity to informally discuss, with current leaders in Diabetes prevention, treatment, and management, the leadership opportunities, challenges, and requirements in different Diabetes practice functions. Each Roundtable is facilitated by a recognized leader in that specific Diabetes area. Each facilitator will speak to specific objectives and answer questions from Roundtable participants. Facilitators also will have handouts with major take-home messages and useful resources.

At both sessions you have the chance to attend two Roundtables. Roundtables include: Advocacy, Case Management, Coalition Building, Community Health Education, Community Organizing, Family Interventions, Fund Raising & Development, Health Care Administration, Policy Development, Professional Associations, Research, Self-Injection Cross Cultural, and more.



REGISTRATION FORM

Finding Your Inner Leader:

An "Aha!" Conference to Reach, Rouse, and Ready Future Public and Community Health Leaders

Special Feature: Afternoon Spotlight on Diabetes Leadership Opportunities, Challenges, and Requirements

Friday, June 20, 2008 - 8:00am – 6:30pm

Kingsborough Community College, CUNY - 2001 Oriental Boulevard, Brooklyn, NY 11235

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

| | | | |
|---|-------|---|---|
| First Name | M.I. | Last Name | <input type="checkbox"/> Degrees/Certifications |
| Title/Position | | | |
| Organization/Company | | | |
| <input type="checkbox"/> Street Address | | | |
| <input type="checkbox"/> City/Borough | State | Zip Code | Country |
| <input type="checkbox"/> Email | | <input type="checkbox"/> Day Phone (____) ____ - ____ | |

Register for 3 workshops, one in each time slot. Follow a Track all the way through or take any workshop you like. *Ensure getting information from all workshops...come as an agency team.* See website (www.kingsborough.edu/inner_leader) for workshop details.

Audience: **A. LEADERS-TO-BE** **B. SUPERVISORS OF LEADERS-TO-BE** **C. FACULTY & STUDENTS** **D. COMMUNITY LEADERS & DIABETES SPECIALISTS**

- | |
|--|
| 1. 10:30am: __A1 Leadership Mindset 1 __B1 Leadership Mindset Overview __C1 Cultivating Student Leaders __D1 "Mini MPH Degree" |
| 2. 3:00pm: __A2 Leadership Mindset 2 __B2 Staff Leadership Development __C2 Campus-Based Programs __D2 Diabetes Roundtables 1 |
| 3. 4:15pm: __A3 Leadership Challenges __B3 Sustaining Leadership __C3 Leadership Service Learning __D3 Diabetes Roundtables 2 |

Continuing education: __ I would like CE credit documentation (*Please note additional \$10 fee*): __CHES (CHES #: _____); __CEUs

Accessibility: __ Check here for assistance; attach a note about your requirements.

| Conference Registration and Continuing Education Fees | Received Before 5/23 | After 5/23 Before 6/16 | On Site 6/20 | Fee |
|---|-------------------------|---------------------------|-----------------|-------|
| Members of co-sponsoring organization/agency..... | \$60 | \$85 | \$100 | _____ |
| <i>Name of co-sponsoring organization (see co-sponsors):</i> _____ | | | | |
| Students and Seniors/Retired..... | \$25 | \$35 | \$ 40 | _____ |
| <i>Students must attach faculty letter confirming full-time status</i> | | | | |
| All others..... | \$75 | \$100 | \$125 | _____ |
| * Professional continuing education credit processing (CECH, CEU): Add..... | \$10 | \$10 | \$ 10 | _____ |
| TOTAL: | | | | _____ |

Registration form must accompany payment.

Payment should include registration fee and, if appropriate, \$10 continuing education processing fee!

| | | |
|--|----------------|-------------------------------------|
| PRINT CLEARLY: | | |
| Purchase Order #: _____ | Check #: _____ | Amount: \$ _____ |
| <i>A copy of the purchase order must be attached for registration to be processed.</i> | | |
| Credit Card: __ VISA __ MasterCard | Card #: | |
| Name on Card: _____ | PIN #: _____ | Expiration Date: ____ / ____ / ____ |
| <small>* PIN # is the three digit number on the back of your credit card.</small> | | |
| Billing Address: _____ | | |
| Authorized Signature: _____ | | |
| Mail: Mail check, money order, or purchase order made out to "GNYSOPHE" and completed registration form to: Jean Tyler, Inner Leader, 155 W. 68 th St., #1628, NY, NY 10023. Make sure name of registrant is written on the check. | | |
| Fax: Fax credit card information or purchase order and registration form to: Madeline Britt, Fax: (212) 475-2972 | | |