We are planning programs for the next 12-18 months. You can look forward to the same high quality programming as always. Watch the HUB newsletter, ICA Website, and other resources for the following programs:

• **Statewide Educational Conference:**
  - NEXT CONFERENCE IS SEPTEMBER 10 AND 11, 2012! Our statewide educational conference is typically held in the fall with over 300 direct care professionals from across Iowa and neighboring states in attendance. The conference provides high quality educational sessions, networking opportunities, community resources, free health screenings, and a recognition reception. Conference sponsors make it possible for us to keep the registration fees at a very affordable rate. Look for registration information in July. This year’s theme is “Direct Care by Design.” Many people have asked about theme related attire. Come to conference with your set of tools in your tool belt or express your personal flair in what you wear. It’s about what makes you extraordinary, what makes you—you! Feel free to come dressed with painter’s pants, toolbelts, artist beret, artist palates, and other similar attire.
  - **Return of a Series of the 3 P’s**
  - • “A Call to Leadership” is a one day educational program that focuses on leadership outside the workplace. The focus of the program is on professionalism and leadership within the direct care profession. Participants identify ways to enhance the professional status and image of their profession, and develop various leadership and advocacy skills. There is no fee for this program.
  - • “A Call to Mentoring” is a two-day educational program for DCWs to enhance peer mentoring skills as a means to help retain direct care staff. The program content focuses on the role of a peer mentor; the importance of active listening and other communication skills, and how to deal with the challenges of mentoring. There will be a fee for this program.
  - • NEW! The ICA Direct Care Professional Leadership Council may be coordinating and hosting their first leadership conference. All who have graduated from the ICA Leadership program will be invited to attend. A variety of programs will be offered to help build leadership skills based upon people’s interests. Please contact me if you have any questions related to our programs.

Pam Biklen, Program Director
Iowa CareGivers Association
515-729-9729
pam.biklen@iowacaregivers.org

Stay Informed!
If you are interested in receiving information about educational programs, topics in direct care, and other opportunities, register NOW with the Iowa CareGivers Association. You can complete the registration form on our website at www.iowacaregivers.org. You can also register by phone or request a form at 515.223.2805 or by email georgeanna.spagnola@iowacaregivers.org.

SAVE THE DATE!
**Monday, September 10 and Tuesday, September 11, 2012**

**Conference Location:**
Sheraton West Des Moines, 1800 50th St., West Des Moines, IA

164 graduate from the Iowa CareGivers Association “A Call to Leadership” program this spring. For more on leadership, see page 4.

What happened during the 2012 legislative session? And what’s next for issues affecting the direct care workforce? Read the update on pages 2 and 3.

This newsletter is made possible in part by IDPH Contract #s 5882NW23 & 5882SN02

**Inside:**
• Advocacy Update
• Leadership Highlights
• Spotlight: Michael Owens
• Just Like You But More
• Development Update
• Conference Sponsors
• 20 year Anniversary Reflection
• Programs, Resources and more.

Mary McLaughlin Receives ICA “From the Heart” Recognition

On June 5, 2012, Mary McLaughlin, a community volunteer, was recognized for her outstanding contributions to the work of the Iowa CareGivers Association. She received one of the 2012 “From the Heart” recognitions. To learn more about Mary and this special recognition, see page 7.

This year ICA is celebrating 20 years of providing education, recognition, advocacy and research in support of direct care workers. Plans are being made for a number of events throughout the year. Watch for more details coming soon!!

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What bit of uniqueness do you bring to the care/support you provide to your residents or clients? What is your “design” for caring? You, as direct care professionals, are often the architects of care, with your clients being your “design inspiration,” the people who give you purpose in your career.

Celebrate 20 years of ICA!”

Delivering information to those at the center of quality care

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2012 Legislative Session Update

The 2012 Session of the Iowa Legislature is Over. Did it do Things to Improve the Lives of Direct Care Workers and the Quality of Care and Services Provided to Iowans?

The Iowa Legislature has ended their work for 2012. Legislators have gone home, many to run for re-election this fall. As direct care workers (or their supporters) you need to know whether issues important to you and your work were addressed. Here is a brief run-down:

Iowa CareGivers Priority Bills That DID Get Passed

- Funding to continue the Direct Care Worker Advisory Council: A bill that provides continuing funding for the efforts to increase and improve the training and career opportunities of direct care workers
- Funding to support programs for direct care workers: A bill that continues programs and activities such as statewide and regional educational conferences, leadership development, mentoring programs and other efforts of the Iowa CareGivers Association

Iowa CareGivers Priority Bills That DID NOT Pass But Took A Giant Leap Forward

- Increased educational standards for direct care workers: The bill would have:
  - Required a minimum amount of basic training for those entering the direct care occupation
  - Made it easier for a direct care worker to move from one type of work setting to another
  - Created opportunities for direct care workers to get additional training in order to specialize in areas such as mental health, Alzheimers, oral care, and end-of-life care
  - Created a Board of Direct Care Professionals to oversee the workers in the profession

(This bill passed in the Iowa Senate but was not voted on by the House of Representatives. This bill will come up again next year. With your help, we CAN get this passed and signed into law in 2013!)

Iowa CareGivers Priority Bills That DID NOT Get Passed

- Earned Income Tax Credit: The bill would have increased the amount of the earned income tax credit for direct care workers and other Iowans working at lower paying jobs; allowing them to keep a little more of each paycheck to help make ends meet
- Health Insurance Exchange: The bill would have created a health insurance exchange in Iowa that would have helped direct care workers and other Iowans obtain adequate and affordable health care coverage

Other Bills Of Interest To Direct Care Workers

- Mental Health Redesign: A bill that would do away with the county-by-county approach to providing and paying for mental health services — PASSED
- Sexual Offenders in Care Facilities: The bill would have restricted the placement of sexual offenders in care facilities — Did NOT PASS
- Alzheimers Disease: The bill would have given Alzheimers disease increased attention in the Iowa Department of Public Health — Did NOT PASS

Iowa CareGivers 2012 Annual Meeting of the Iowa CareGivers Association Board of Directors

2012 Annual Meeting of the Iowa CareGivers Association Board of Directors will be held on November 5, 2012

Iowa CareGivers Association 2011 Annual Report is now available on our website: www.iowacaregivers.org

The Direct Care Professional Recruitment Toolkit will be available in July.

Make sure to visit us on the web at: www.iowacaregivers.org and you can follow us on Facebook and Twitter

Deanna Lehl, ARNP joins Iowa CareGivers Association Board of Directors

With great pleasure and enthusiasm, I accept the invitation to join the Board of Directors of the Iowa CareGivers Association (ICA).

While Nebraska was the site of my birth and early education (Hastings College BA), Iowa has been my home for the past 45 years. My spouse was a graduate of the Eastman School of Music in Rochester, New York, but spent the last 20 years of his life teaching music at Drake University here in Des Moines. Our three sons grew up in Des Moines, all three graduated from Drake, as did I. I hold Master’s of Public Administration, and Master’s in Nursing from Drake. I also held a Master’s in Health Care Administration from Des Moines University.

Following early career years in teaching (Montessori and 9th grade General Science) plus administrative work at the State of Iowa, I entered Nursing as a second (third) career in the 1980’s. I have worked as a hospital floor nurse, a student health nurse and nurse administrator.

I am currently a Family Nurse Practitioner in practice for the past 15 years primarily with uninsured patients. My main practice sites are Primary Health Care, Inc. clinics and Proxeus Migrant Health Project clinics. I am eligible for reappointment, but continue to practice because I enjoy the work and in reality, have been in practice for a relatively short time.

Caregivers for the uninsured patients with whom I work, are almost exclusively family members. Care for the insured patients I see have a mix of caregivers of family and salaried professionals. I sense that most direct care givers are under recognized and under paid. I am keen on learning more about the current care giver situation and in developing resources and standards of care for ALL caregivers.

Sincerely,

Deanna R. Lehl, ARNP

Iowa CareGivers Association

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Sincerely,

Deanna R. Lehl, ARNP

Iowa CareGivers Association
From the Executive Director

As I Reflect on the 20 Year Anniversary of Iowa CareGivers Association...Some Things Never Change

Still Frugal!
Several years ago I recall a discussion between members of our staff about our tight budget. It went something like this:

Lin Salasberry: “We are facilitating this forum next week and we don’t have any purple dot stickers. Should we order purple stickers or should I use a purple marker to color white ones?”

Pam Biklen: “What would be cheaper to do?”

Lin: “Well, I am volunteering my time to color the white dots, so it should be cheaper to do that.”

Just the thought of this makes me laugh out loud as I write this…while we no longer hand color our stickers, we are frugal and stretch every dollar as far as we possibly can. That hasn’t changed!

Still Passionate About Direct Care Professionals
Last year due to budget constraints and the loss of a key staff member, who taught our programs, we questioned how we were going to teach our 2012 Leadership and Mentor programs. Hiring a replacement was not an option nor was canceling the programs. I taught the classes and I know that I gained more out of the experience than the direct care professionals who were participating. There were 164 who completed the Leadership program.

Being able to visit and connect with DCPs across the state face to face was an extremely rich experience for me and a reminder of how passionate the ICA, our Board, Leadership Council, staff and consultants are about those who provide most of the direct hands-on care and support in our state. That hasn’t changed!

Still Independent Voice
We are often asked, “What do you mean when you say you are an independent organization, and why is that important?” Being an independent organization simply means that we are not owned or funded by a university, nursing home or other employer trade association, or other entity.

Being independent means that we can continue to look at every issue, every challenge, and every decision through the eyes of those you serve. You can continue to say, “Hey wait a minute...how does this decision or program affect direct care professionals and those you serve?”

A wonderful example of that is the role that ICA is playing to establish a Board of Direct Care Professionals in state government; a Board that will lead to more consistent and portable educational standards and the professional status you deserve; better care and services for those being supported; better use of limited tax dollars, and make it easier for employers to recruit and keep good direct care employees.

Years worth of input from direct care professionals, like you, tells us that it’s the right thing to do. Your voice is being heard on this issue because we are independent. If we were owned, funded or controlled by another entity, it’s possible that we would be told to “back off” to remain silent, or to wait a few more years before pursuing it.

We won’t be silent and we won’t back off. We will remain true to you and our mission! That hasn’t changed!

Still Grateful!
We are grateful to all who have supported direct care professionals and the Iowa CareGivers Association’s mission over the years!

AND THAT WILL NEVER CHANGE!

Please remember to update us if you have any name or contact information changes, so that you can continue to receive the ICA Hub and other program announcements. Thank you.

Iowa CareGivers Association does not discriminate in its educational programs and activities on the basis of race, creed, national origin, ancestry, color, religion, sex, age, disability, veteran status, sexual orientation or any other protected class under relevant state and federal laws.

SO…What Do You Think? How Did They Do?

My opinion is this – it’s a very mixed report.

The bills that got approved were important things to do. But the items that DID NOT get approved were major disappointments. Each of the things listed that were not approved would have been good for direct care workers and the Iowans you care for and support.

SO…What’s Next? Get Ready for the 2013 Session NOW!

It’s an election year. There are many people who have served in the legislature in Des Moines that are retiring. Many who want to continue to serve face candidates who want to replace them. One thing is known – there will be a lot of new faces serving in the legislature when they reconvene in January of 2013. Each of them needs to know more about the direct care workforce and the importance of the work you do and services you provide.

SO…What Can You Do To Have An Impact?

1. Find out who the candidates are for the Iowa Legislature that will be asking for your vote. If they are a legislator seeking re-election, ask them how they voted on the direct care worker bills of interest to you. If they are a candidate wanting to become an Iowa legislator, ask them how they would have voted on those bills.

2. Ask them to support direct care workers and the people you serve. Give them the name, phone number and website address of the Iowa CareGivers Association to find out more about direct care workforce issues.

Phone: 515.223.2805. Web address: www.IowaCareGivers.org

3. Stay Informed. Stay Involved. Help elect people who care about direct care workers and who will work to make direct care a job that more people will want to enter and make a career of it.

A sincere THANKS to everyone who took the time to call, write, or e-mail your state legislator in this past session! Your contacts helped educate them about who direct care workers are, what they do, and their critical importance to the individuals and families they serve. The success we obtained, and the progress we made, was in large part due to your efforts.

It’s a reality – legislators exist to represent the people they serve. They don’t know what people want them to do unless someone takes the time to contact them.

Your voice has power. But only if it’s used!

Iowa CareGivers Association
1231 8th Street #236 • West Des Moines, Iowa 50265 • Phone: (515) 223-2805
Fax: (515) 226-3214 • info@iowacaregivers.org • www.iowacaregivers.org

John Hale
ICA Public Policy Consultant
Leadership

Spotlight: Michael Owens
Member of the ICA Direct Care Professional Leadership Council

Title: Pre-Vocational Assistant/CNA

Where I work: Harmony House Health Care

Recent accomplishments: Appointed to the Governor’s Dependent Adult Protective Advisory Council

My favorite part of caregiving: I work with people who have developmental disabilities, so seeing them accomplish something new to them is extremely rewarding.

Something I’d like to change about the caregiving profession: Have it recognized as a profession.

How will caregiving change in the next ten years? I am not sure how caregiving will change in the next ten years. I do know that there will be an increased need for caregivers and I hope that education standards will rise and caregiving will be recognized as a profession.

My advice to employers about what they need to do to recruit and retain direct care workers: My advice to employers to recruit and retain direct care employees is to treat them as a professional part of the caregiving team and give them pay and benefits commensurate with a professional position. Most important is to include caregivers as a member of the professional caregiving team.

Something I’d like to accomplish: I would like to see educational standards go up and become uniform for all caregivers no matter the setting.

Someone I admire: My Dad.

Outside interests: I enjoy cycling, reading, and home improvement projects.

About my family: I have a beautiful girlfriend and a step daughter. They help and support me in all I do. Sometimes they even travel to Des Moines with me. They like to shop while I go to meetings.

My favorite vacation spot: Probably Tennessee. It is beautiful down there and my parents live there as well.

The Dependent Adult Protective Advisory Council was established for the purpose of advising the Directors of the state agencies on dependent adult abuse; evaluating the state laws and agency administrative rules on dependent adult abuse; and receiving and reviewing recommendations from the public concerning the programs for dependent adult abuse.

The Council reviews proposals to change the laws and policies on dependent adult abuse, including ones related to direct care professionals, such as the one on certification of direct care professionals that was debated in the 2012 session. The Council also reviews current issues related to dependent adult abuse and makes recommendations to the legislature.

The Council is honored and grateful for Michael Owen’s willingness to extend the time and effort to be appointed and serve on the council and looks forward to his participation.

Submitted by Sandi Koll, Iowa Department of Human Services

Contributions

Thank you to all of the following for your generous support.

In Memory

Jimmy T. Stevens
Connie Stevens

Partners and Donors Contributing $1,000-$4,999

David Hurd

Partners and Donors Contributing Up to $999

Betty Grandquist
Deanna Lehl
Ivan and Marian Lydond
Doris Jean and Owen J Newlin
Mary Oliver
Lin and Lawrence Salasberry

Inkind Contributions

Grace Label, Inc.
Telligen
Upper Midwest Public Health Training Center

Co-Sponsors:

Iowa Insurance Division
Heart of Gold Sponsor: $5,000 and above
Des Moines University Physician Assistant Program
Geriatric Education Center, University of Iowa
Iowa Department on Aging
Northwest Area Foundation
The Printing Station

Helping Hands Sponsor: $3,000 to $4,999
ActivStyle, Inc.

Experience in Caring Sponsor: $1,000 to $2,999
ABCM Corporation
Delta Dental of Iowa Foundation
Des Moines Area Community College
Iowa Hospital Association
Lifespace Communities, Inc.
PHL, Inc.
State Public Policy Group

Funding for this conference made possible in part by the US Department of Health and Human Services, Health Resources Service Administration Grant #478DHFP25105 and the Iowa Department of Public Health Contract #5882NW23 and in part by the Iowa Department of Public Health with funding appropriated by the 2012 Iowa Legislature Senate File 542.

2012 Conference Sponsors

Professionalism Sponsor: $100 to $999
Aging Resources of Central Iowa
Aging Studies Program, University of Iowa
Thomas W. Carpenter
Community Care Center, Stuart
Community Memorial Health Center, Hartley
Claude Freeman
Green Hills Retirement Community
HCCI Services
Hospice & Palliative Care Association of Iowa
LeadingAge Iowa
RockSolid - A Leadership Growth Company
Bruce and Linda Simonton
Shirley Sorenson
Telligen (inkind)
Upper Midwest Public Health Training Center

"Direct Care by Design" Iowa CareGivers Association’s 2012 Annual Conference for Direct Care Professionals
September 10 and 11, 2012
Sheraton West Des Moines
Look for full agenda and registration materials in July.
ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing what they are. That type and level of passion is hard to find these days. With ICA it’s genuine and heartfelt.

I’ve started to spend more of my time helping ICA with its fund raising challenges. I need your help -- ICA needs your help -- with that. As a development consultant, I’m used to doing much more effort into raising the dollars needed to not just maintain the organization, but to grow the organization so it can touch the lives of more direct care workers throughout Iowa.

One thing I’ve come to understand about ICA – it genuinely cares about you and those you serve. Anyone who knows ICA, staff members, members of the Board of Directors or the Direct Care Workers who serve on the Leadership Council know how passionate they are. That type and level of passion is hard to find these days. With ICA it’s genuine and heartfelt.

ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing more things that help more direct care workers in more parts of the state! Thank you for being part of the ICA team!

WE ASK FOR YOUR SUPPORT

Show your support for the work we do by helping Iowans with disabilities, their families, and the paid direct caregivers that support them. Your contribution will support ICA’s unique programs, conferences, educational opportunities, legislative actions and much, many other things all designed to help direct care workers lead better lives and have better careers.

ICA has done great work. It’s an organization you can be proud of. I’ve called the ICA “the little engine that could.” It has always kept chugging along by repeating the “I think I can, I think I can” words made famous by that little engine. But ICA finds itself in a changing world. Many of the partners of funding to keep the organization alive and well have either disappeared or been greatly reduced. As a result, ICA is no longer doing many of the things it used to do. It has reduced its programs around the state.

While it’s still chugging, it’s working harder than ever to keep going. Part of that “working harder” is putting much more effort into the website and e-newsletter. One example: The 60-second video recorded by ISU Football Coach Paul Rhoads. It’s a great clip about the importance of direct care workers that more Iowans need to see. Route it to 5 people you know and ask them to route it to 5 people they know.

• “Talk up” ICA with those you know. Tell them about the good things it does. Encourage them to make a contribution on behalf of a worker that they’ve come to depend on. Or on behalf of a loved one who is no longer with us that was so well served by a special direct care worker.

• Those “on deck” for ICA aren’t just workers. Maybe you’re an employer, or a community college staff member or an employee of an organization that works with ICA. If you know and value the work of ICA, become a financial contributor to it.

One thing I’ve come to understand about ICA – it genuinely cares about you and those you serve. Anyone who knows ICA, staff members, members of the Board of Directors or the Direct Care Workers who serve on the Leadership Council know how passionate they are. That type and level of passion is hard to find these days. With ICA it’s genuine and heartfelt.

ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing more things that help more direct care workers in more parts of the state! Thank you for being part of the ICA team!
Congratulations to the 164 graduates from the Spring 2012 ICA Leadership Programs

Kathy Fehr
Holly Fitch
Keeley Foreman
Amber Gamble
Mary Gamble
Ashley Ganoe
Christine Garcia
Robert George
Judith Gifford
Sharon Gilbert
Jill Grant
Karen Graves
Robyn Gray
Ella Greene
Michael Grader
Aubry Huberer
Kari Hackley
Melissa Hahlen
Ashley Haler
Brook Haniks
Carla Harris
Nassrene Hashem-Toroghi
Christine Hatcher
Jessica Haynes
Jo Heidt
Michelle Hesler
Peggy Heistand
Brinda Hills
Lisa Jensen
Karrina Johnson
Debra Kiel
Stephanie King
Katherine Kliney
Michelle Kirkpatrick
Julie Kilt
Jessica Knower
Rosie Koons
Jodie Krier
Dane Kulper
Lizamark Lamats
Suzanne R. LaPlante
Cassidy LeCroy
Nicole Lee
Anne Lehmman
Ashley Long
Shelley Lujan
Tara Maiden
Laura Malek
Kay Mantel
Jamie Mausman
Olga Mckone
Betty Merz
Lindy Meyer
Chad Miller
Crystal Miller
Jackie Miller
Katlyn Miller
Ariel Mundy
Loretta Nichols
Lisa Niehoff
Connie Orndoff
Amber Palmer
Gloria Palmer
Ashley Perez
Lindsey Petry
Sarah Phillips
Emily Pierce
Malinda Plumb
Anne Porter
Krystal Prince
Vicki Proctor
Monica Purk
Kim Sexton
Melanie Rasmussion
Lorena Reed
Janet Reiser
Katrina Remenova
Malinda Roberts
Samantha Robinson
Anna Rodenberg
Candy Ross
Candy S. Ross
Troy Saar
Paige Saxon
Améndra Scharf
Stephanie Schuring
Ann Schroeder
Kathy Schurk
Kim Sexton
Stephanie Sharp
Amanda Shiple
Janette Simon
David Skar
Willemina Skelenger
Shawn Smith
Paula Spurlin
Cindy Starr
Janet Stone
Logan Story
Corey Stull
Patricia Stull

The Ankeny Leadership Program had around 80 participants.

Mary McLaughlin Receives a Thank You “From the Heart” Of ICA

As a small independent nonprofit, the Iowa CareGivers Association (ICA) relies on many generous organizations and individuals throughout the year to help us achieve our mission. The support ranges from donated printing and meeting space to office volunteers to financial and philosophical support of the ICA and the direct care professionals and families we serve.

A few years ago, the ICA launched the “From the Heart” recognition program. The From the Heart recognition is just that—an expression of thanks that comes straight from our hearts. It is simply meant to extend a big and well-deserved thank you to those that help us in some significant way during the year.

And, Mary McLaughlin is one of those individuals who is certainly deserving of the “From the Heart” recognition. Mary has been involved with the Iowa CareGivers Association for several years now. She’s always willing to help out with projects and always does it with a smile on her face.


does it with a smile on her face.

Betty Grandquist, ICA Board Chair, and Lin Salshonder, direct care professional and ICA representative presented Mary with this special recognition. Lin says, “We appreciate the leadership Mary has shown in taking on various projects to help us achieve our mission, participation in the conference planning committee (serving as co-chair on a few occasions), staffing various conference exhibits, attending events and programs on behalf of ICA, helping with registration at events, helping with various office work and phone calls, writing articles for The HUB newsletter and much, much more. We can go on and on about the things that Mary has done, but what makes her special is the spirit in which she gives of her time and her self. She always participates with such joy that it is contagious, which makes working with her on projects so much more fun, even when the projects may not be so much fun. It is very evident to us and to all who have had the pleasure of working with her that Mary has a true passion for advocating for the direct care professional and the quality of care that is provided to all Iowans.”

In accepting her recognition, Mary says, “The field of direct care has always meant a great deal to me. Forty-two years ago I had attended the Madison Area Technical College in Madison, WI & completed their 360 hour Nursing Assistant program. YES, 360 hours…(240 supervised clinical practice and 120 hours of Related Instruction). (The last time I checked, the standard in 2010—was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment checked, the standard in 2010— was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment checked, the standard in 2010— was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment checked, the standard in 2010— was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment checked, the standard in 2010— was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment checked, the standard in 2010— was 75 hours.) Upon graduation, I took a 30 cent /per hour cut in pay so that I could work with older persons instead of cashiering at the corner groceries. I loved my work as a CNA…..But the reality of the work environment...”

Mary goes on to say, “It was amazing to find Iowa CareGivers Association, a first in the country organization, whose mission it was and is to enhance quality care by educating the public, providing recognition, advocacy and research in support of the direct care worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core...”

Thank you again, Mary, from the bottom of our hearts.
Congratulations to the 164 graduates from the Spring 2012 ICA Leadership Programs

Congratulations to the Council of UHBR graduates.

From the Heart Recognition

Mary McLaughlin Receives a Thank You “From the Heart” Of ICA

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Mary goes on to say, “It was amazing to find Iowa CareGivers Association, a first in the country organization, whose mission it was and is to enhance quality care by providing education, recognition, advocacy and research in support of the direct care worker and his and her profession. ICA has lead the way and is now partnered with other key organizations to establish core curriculum and pathways to career development. These changes, among others, are essential and much needed. It is my great privilege to have a small part in assisting the ICA in its work to recognize the direct care professional and to put the whole field on the map as a key partner in delivering excellent care.”

Thank you again, Mary, from the bottom of our hearts.

Betty Grandquist, ICA Board Chair; and Lin Salasberry, direct care professional and ICA representative.

Pictured to the left: Betty Grandquist, ICA Board Chair; Mary McLaughlin, “From the Heart” recipient, Lin Salasberry, Chair and ICA representative.

Pictured above: Pam Biles, Program Director, Iowa CareGivers Association; Mary McLaughlin, To Findley, Executive Director, Iowa CareGivers Association.
ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing things they are. That type and level of passion is hard to find these days. With ICA it’s genuine and heartfelt.

While it’s still chugging, it’s working harder than ever to keep going. Part of that “working harder” is putting much more effort into raising the dollars needed to not just maintain the organization, but to grow the organization so it can touch the lives of more direct care workers throughout Iowa.

I’ve started to spend more of my time helping ICA with its fund raising challenges. I need your help — ICA needs your help — with that. Raising money for anything — be it an organization like ICA or a grade school or any worthy cause — requires an ‘all hands on deck’ approach. Everyone who cares about ICA needs to think of themselves as part of the team that makes good things happen!

As a deck hand for ICA, what can you do to assist? You can

- Participate in ICA programs to learn the value of what it does. Once you’ve done so, spread the word to others and encourage them to participate.
- Look at some of the great things on the ICA website and forward them to others. One example: The 60 second video recorded by ISU Football Coach Paul Rhoads. It’s a great clip about the importance of direct care workers that more Iowans need to see. Route it to 5 people you know and ask them to route it to 5 people they know.
- “Talk up” ICA with those you know. Tell them about the good things it does. Encourage them to make a contribution on behalf of a direct care worker that they’ve come to depend on. Or on behalf of a loved one who is no longer with us that was served so well by a special direct care worker.
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ICA will soon celebrate its 20th year of existence. With your help, 20 years from now it will be a bigger and better organization, doing more things that help more direct care workers in more parts of the state! Thank you for being part of the ICA team!

We ask for your support
Show your support for the work we do on behalf of aging lowans, lowans with disabilities, their families, and the paid direct caregivers that support them. Your contribution will support 1) high quality educational programs that increase the knowledge and skills of paid direct caregivers, and 2) advocacy that impacts policies that a) ensure the safety and well being of you and your loved ones and b) encourage lowans to become paid direct caregivers and make it a career.

Here’s how you can help:

Make a financial contribution.

☐ YES! I will. Make checks payable to Iowa CareGivers Association or contribute online at www.iowacaregivers.org.

Amount of Contribution $ __________________________

☐ YES! I will. Please contact me about considering a larger gift in my will or estate plan.

My contribution is __________________________

☐ In Honor of __________________________

☐ In Memory of __________________________

Mailing Address of Honoree or Family of Memorial __________________________

Name __________________________

Complete Home Mailing Address __________________________

City, State, Zip __________________________

Phone (home) __________________________

Phone (cell) __________________________

Email Address __________________________

(Emails are not shared with others.)

☐ Please keep my contribution anonymous.

Your contribution may be tax deductible as prescribed by law. Donors will be listed in the Iowa CareGivers Annual Report unless otherwise instructed.

For more pictures from the Spring 2012 Iowa CareGivers Association Leadership Program, see page 6 or visit the photo gallery on our website: www.iowacaregivers.org.
**Spotlight: Michael Owens**
Member of the ICA Direct Care Professional Leadership Council

**Title:** Pre-Vocational Assistant/CNA

**Where I work:** Harmony House Health Care

**Recent accomplishments:** Appointed to the Governor’s Dependent Adult Protective Advisory Council

**My favorite part of caregiving:** I work with people who have developmental disabilities, so seeing them accomplish something new to them is extremely rewarding.

**Something I’d like to change about the caregiving profession:** Have it recognized as a profession.

**How will caregiving change in the next ten years?** I am not sure how caregiving will change in the next ten years. I do know that there will be an increased need for caregivers and I hope that education standards will rise and caregiving will be recognized as a profession.

**My advice to employers about what they need to do to recruit and retain direct care workers:** My advice to employers to recruit and retain employees is to treat them as a professional part of the care giving team and give them pay and benefits commensurate with a professional position. Most important is to include caregivers as a member of the professional caregiving team.

**Something I’d like to accomplish:** I would like to see educational standards go up and become uniform for all caregivers no matter the setting.

**Someone I admire:** My Dad.

**Outside interests:** I enjoy cycling, reading, and home improvement projects.

**About my family:** I have a beautiful girlfriend and a step daughter. They help and support me in all I do. Sometimes they even travel to Des Moines with me. They like to shop while I go to meetings.

**My favorite vacation spot:** Probably Tennessee. It is beautiful down there and my parents live there as well.

---

**Direct Care by Design**

**In Memory**

**Jimmy T. Stevens**

**Connie Stevens**

**Partners and Donors Contributing $1,000-$4,999**

**David Hurd**

**Partners and Donors Contributing Up to $999**

**Betty Grandquist**

**Deanna Lehl**

**Ivan and Marian Lyddon**

**Doris, Jean and Owen J Newlin**

**Mary Oliver**

**Lin and Lawrence Salasberry**

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**2012 Conference Sponsors**

**Professionalism Sponsor:** $100 to $999

Aging Resources of Central Iowa

Aging Studies Program, University of Iowa

Thomas W. Carpenter

Community Care Center, Stuart

Community Memorial Health Center, Hartley

Claude Freeman

Green Hills Retirement Community

HCCI Services

Hospice & Palliative Care Association of Iowa

LeadingAge Iowa

RockSolid - A Leadership Growth Company

Bruce and Linda Sinton

Shirley Sorenson

Telligan (inkind)

Upper Midwest Public Health Training Center

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*Listed are contributions from the period 3/8/2012 to 6/26/2012*
As I Reflect on the 20 Year Anniversary of Iowa CareGivers Association—Some Things Never Change

Still Frugal!
Several years ago I recall a discussion between members of our staff about our tight budget. It went something like this:

Lin Salasberry: “We are facilitating this forum next week and we don’t have any purple dot stickers. Should we order purple stickers or should I use a purple marker to color white ones?”

Pam Biklen: “What would be cheaper to do?”
Lin: “Well, I am volunteering my time to color the white dots, so it should be cheaper to do that.”

Just the thought of this makes me laugh out loud as I write this…while we no longer hand color our stickers, we are frugal and stretch every dollar as far as we possibly can. That hasn’t changed!

Still Passionate About Direct Care Professionals
Last year due to budget constraints and the loss of a key staff member, who taught our programs, we questioned how we were going to teach our 2012 Leadership and Mentor programs. Hiring a replacement was not an option nor was canceling the programs. I taught the classes and I know that I gained more out of the experience than the direct care professionals who were participating. There were 164 who completed the Leadership program.

Being able to visit and connect with DCPs across the state face to face was an extremely rich experience for me and a reminder of how passionate the ICA, our Board, Leadership Council, staff and consultants are about those who provide most of the direct hands-on care and support in our state. That hasn’t changed!

Still Independent Voice
We are often asked, “What do you mean when you say you are an independent organization, and why is that important?” Being an independent organization simply means that we are not owned or funded by a university, nursing home or other employer trade association, or other entity.

Being independent means that we can continue to look at every issue, every challenge, and every decision through our eyes and the eyes of those you serve. We can continue to say...“they wait a minute...how does this decision or program affect direct care professionals and those you serve?”

A wonderful example of that is the role that ICA is playing to establish a Board of Direct Care Professionals in state government—a Board that will lead to more consistent and portable educational standards and the professional status you deserve; better care and services for those being supported; better use of limited tax dollars, and make it easier for employers to recruit and keep good direct care employees.

Years worth of input from direct care professionals, like you, tells us that it’s the right thing to do. Your voice is being heard on this issue because we are independent. If we were owned, funded or controlled by another entity, it’s possible that we would be told to “back off” to remain silent, or to wait a few more years before pursuing it.

We won’t be silent and we won’t back off. We will remain true to you and our mission! That hasn’t changed!

Still Grateful!
We are grateful to all who have supported direct care professionals and the Iowa CareGivers Association’s mission over the years!

AND THAT WILL NEVER CHANGE!

Please remember to update us if you have any name or contact information changes, so that you can continue to receive the ICA Hub and other program announcements. Thank you.

Iowa CareGivers Association does not discriminate in its educational programs and activities on the basis of race, creed, national origin, ancestry, color, religion, sex, age, disability, veteran status, sexual orientation or any other protected class under relevant state and federal laws.
2012 Legislative Session Update

The 2012 Session of the Iowa Legislature is Over. Did it do Things to Improve the Lives of Direct Care Workers and the Quality of Care and Services Provided to Iowans?

The Iowa Legislature has ended their work for 2012. Legislators have gone home, many to run for re-election this fall. As direct care workers (or their supporters) you need to know whether issues important to you and your work were addressed. Here is a brief run-down:

Iowa CareGivers Priority Bills That DID Get Passed

• Funding to continue the Direct Care Worker Advisory Council: a bill that provides continuing funding for the efforts to increase and improve the training and career opportunities of direct care workers

• Funding to support programs for direct care workers: a bill to continue programs and activities such as statewide and regional educational conferences, leadership development, mentoring programs and other efforts of the Iowa CareGivers Association

Iowa CareGivers Priority Bills That DID NOT Pass But Took A Giant Leap Forward

• Increased educational standards for direct care workers: The bill would have:
  - Required a minimum amount of basic training for those entering the direct care occupation
  - Made it easier for a direct care worker to move from one type of work setting to another
  - Created opportunities for direct care workers to get additional training in order to specialize in areas such as mental health, Alzheimers, oral care, and end-of-life care
  - Created a Board of Direct Care Professionals to oversee the workers in the profession

(This bill passed in the Iowa Senate but was not voted on by the House of Representatives. This bill will come up again next year. With your help, we CAN get this passed and signed into law in 2013!)

Iowa CareGivers Priority Bills That DID NOT Get Passed

• Earned Income Tax Credit: The bill would have increased the amount of the earned income tax credit for direct care workers and other Iowans working at lower paying jobs; allowing them to keep a little more of each paycheck to help make ends meet

• Health Insurance Exchange: the bill would have created a health insurance exchange in Iowa that would have helped direct care workers and other Iowans obtain adequate and affordable health care coverage

Other Bills Of Interest To Direct Care Workers

• Mental Health Redesign: A bill that will do away with the county-by-county approach to providing and paying for mental health services — DID NOT PASS

• Sexual Offenders in Care Facilities: The bill would have restricted the placement of sexual offenders in care facilities — DID NOT PASS

• Alzheimers Disease: The bill would have given Alzheimers disease increased attention in the Iowa Department of Public Health — DID NOT PASS

The 2012 Legislative Session Update

• Alzheimers Disease:
  - Did Not Get Passed

• Sexual Offenders in Care Facilities:
  - Passed

• Mental Health Redesign:
  - Did Not Get Passed

• Other Bills Of Interest To Direct Care Workers
  - Earned Income Tax Credit
  - Health Insurance Exchange
  - Mental Health Redesign
  - Sexual Offenders in Care Facilities
  - Alzheimers Disease

While Nebraska was the site of my birth and early education (Hastings College BA), Iowa has been my home for the past 45 years. My spouse was a graduate of the Eastman School of Music in Rochester, New York, but spent the last 20 years of his life teaching music at Drake University here in Des Moines. Our three sons grew up in Des Moines, all three graduated from Drake, as did I. I hold Master’s of Public Administration, and Master’s in Nursing from Drake. I also hold a Master’s in Health Care Administration from Des Moines University.

Following early career years in teaching (Montessori and Ji High 9th grade General Science) plus administrative work at the State of Iowa, I entered Nursing as a second (third) career in the 1980’s. I have worked as a hospital floor nurse, a student health nurse and nurse administrator.

I am currently a Family Nurse Practitioner in practice for the past 15 years primarily with uninsured patients. My main practice sites are Primary Health Care, Inc. clinics and Proteus Migrant Health Project clinics. I am eligible for retirement, but continue to practice because I enjoy the work and in reality, have been in practice for a relatively short time.

Caregivers for the uninsured patients with whom I work, are almost exclusively family members. Care for the insured patients I see have a mix of caregivers of family and salaried professionals. I sense that most direct care givers are under recognized and under paid. I am keen on learning more about the current caregiver situation and in developing resources and standards of care for ALL caregivers.

Sincerely,

Deanna R. Lehl, ARNP

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2012 Annual Meeting of the Iowa CareGivers Association
Board of Directors will be held on November 5, 2012

Iowa CareGivers Association 2011 Annual Report is now available on our website: www.iowacaregivers.org

The Direct Care Professional Recruitment Toolkit will be available in July.

Make sure to visit us on the web at: www.iowacaregivers.org and you can follow us on Facebook and Twitter
Look for these programs the next year...

We are planning programs for the next 12-18 months. You can look forward to the same high-quality programming as always. Watch the HUB newsletter, ICA Website, and other resources for the following programs:

- **Statewide Educational Conference:**
  - Statewide educational conference is typically held in the fall with over 300 direct care professionals from across Iowa and neighboring states in attendance. The conference provides high-quality educational sessions, networking opportunities, community resources, free health screenings, and a recognition reception. Conference sponsors make it possible for us to keep the registration fees at a very affordable rate. Look for registration information in July. This year's theme is “Direct Care by Design.” Many people have asked about theme related attire. Come to conference with your set of tools in your tool belt or express your personal flair in what you wear. It’s about what makes you extraordinary, what makes you—you! Feel free to come dressed with painter’s pants, toolbelts, artist beret, artist palates, and other similar attire.
  - **Return of a Series of the 3 P’s**
  - **“A Call to Leadership”**
  - **“A Call to Mentoring”**

  "A Call to Mentoring" is a two-day educational program for DCPs to enhance peer mentoring skills as a means to help retain direct care staff. The program content focuses on the role of a peer mentor; the importance of active listening and other communication skills, and how to deal with the challenges of mentoring. There will be a fee for this program.

  NEW! The ICA Direct Care Professional Leadership Council may be coordinating and hosting their first leadership conference. All who have graduated from the ICA Leadership program will be invited to attend. A variety of programs will be offered to help develop leadership skills based upon people’s interests.

  Please contact me if you have any questions related to our programs.

Pam Biklen, Program Director
Iowa CareGivers Association
515-729-9729
pam.biklen@iowacaregivers.org

You can also register by phone or request a form at 515.223.2805 or by email georgeanna.spagnola@iowacaregivers.org.

Now with the Iowa CareGivers Association. You can complete the registration form on our website at www.iowacaregivers.org.

Stay Informed!
If you are interested in receiving information about educational programs, topics in direct care, and other opportunities, register NOW with the Iowa CareGivers Association. You can complete the registration form on our website at www.iowacaregivers.org. You can also register by phone or request a form at 515.223.2805 or by email georgeanna.spagnola@iowacaregivers.org.

Delivering information to those at the center of quality care

Mary McLaughlin Receives ICA “From the Heart” Recognition

On June 5, 2012, Mary McLaughlin, a community volunteer, was recognized for her outstanding contributions to the work of the Iowa CareGivers Association. She received one of the 2012 “From the Heart” recognitions. To learn more about Mary and this special recognition, see page 7.

A good “care design” includes not only heart and hands, the most important “tools of the trade,” but also individual creativity, artistry, functionality, flair, and inspiration. It is that personal touch and individual signature of “care design” that will be celebrated at the conference and recognition reception.

What bit of uniqueness do you bring to the care/support you provide to your residents or clients? What is your “design” for caring?

You, as direct care professionals, are often the architects of care, with your clients being your “design inspiration,” the people who give you purpose in your career.

This newsletter is made possible in part by
IDPH Contract #s 5882NW23 & 5882SN02

This year ICA is celebrating 20 years of providing education, recognition, advocacy and research in support of direct care workers. Plans are being made for a number of events throughout the year. Watch for more details coming soon!