

# CAIRS

newsletter

Volume 16 • Number 4

Fall 2003

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

## INFO LINE of Los Angeles Receives 2-1-1 Designation

**INFO LINE of Los Angeles first  
to gain CPUC approval  
to utilize 2-1-1 dialing code**

On October 16, 2003, the California Public Utilities Commission (CPUC) unanimously voted to approve INFO LINE of Los Angeles' request to utilize the 2-1-1 dialing code. INFO LINE plans to implement 2-1-1 dialing in Los Angeles County in mid-2004.

Three additional applications to utilize the 2-1-1 dialing code have been submitted by I&R service providers in other areas of the state: Eden I&R in Alameda County, Contra Costa Crisis Center, and Info Link Orange County. Their applications are in the review process at the CPUC. I&R's located in counties throughout the state are preparing applications to submit to the CPUC.

This is a big step towards bringing 2-1-1 to our state. Great job INFO LINE! Thank you to all of you who have contributed to the CAIRS 2-1-1 California effort.

**Info Link Orange County  
Submits 2-1-1 application  
to CPUC**

Congratulations to Info Link Orange County on being the second I&R in Southern California to submit a 2-1-1 service provider application to the CPUC. Way to go!

**2-1-1 Act of 2003 gains  
additional California  
legislative support**

The Federal Legislation for the 2-1-1 Act of 2003, S. 1630, is for \$200 million in funding towards 2-1-1 implementation across the nation as well as ongoing support. CAIRS needs your help to ensure that this legislation is passed. Congresswoman Anna Eshoo is a sponsor of the legislation and Congresswoman Barbara Lee has now agreed to co-sponsor it. We need more co-sponsors of the legislation in CA! Please contact your local legislators and educate them about 2-1-1, encourage them to support the 2-1-1 Act of 2003, and ask them to co-sponsor the legislation. If you need information on the legislation or if you would like talking points for meeting with legislators, go to [www.211.org](http://www.211.org). If you want to be linked to local contact information for your local legislators also go to [www.211.org](http://www.211.org). Thanks in advance for your help. Please let Lynn know about the contacts you make with your local legislators.

**2-1-1 San Diego Coalition  
receives 2-1-1 grant**

Penny Abell, Chair of the 2-1-1 San Diego Coalition, announced that on October 13 the First 5 Commission of San Diego awarded \$2,000,000 to the 2-1-1 San Diego Coalition. This award will fund a significant portion of the start-up and operating costs for three years, from now to the summer of 2006. The First 5 Commission made this award following review of two important documents: 1) an independent report by The Fromm Group on I&R in San Diego

and 2-1-1 at various sites in the nation; and 2) the Strategic Plan completed by the 2-1-1 San Diego Coalition in September. The funding will be matched by continuation of the current investments in INFO LINE and new partnerships with public and private funding sources. Congratulations 2-1-1 San Diego Coalition!

**United Way of Silicon Valley  
receives 2-1-1 grant**

United Way of the Silicon Valley was granted \$50,000 from United Way of America to work in partnership with CAIRS to help "Break the Barriers" to 2-1-1 implementation in California. This project will organize United Ways across the state and help them enhance their role with 2-1-1 planning and implementation. Big thanks to the United Ways in California that are already very supportive of I&R's, active in 2-1-1  
*continued on page 2...*

### ***This issue:***

INFO LINE First 2-1-1	1
Letter from the President	2
Welcome, New Members	3
Burt Wallrich Honored	4
CAIRS Annual Report	4
Window on a Workshop	6
Vote!	6
CAIRS Roster	7
Membership Form	8

## Letter from the President...



Dear CAIRS Members,

Thank you for your participation at the CAIRS Annual Conference held on September 22. The new management track was well received by everyone who attended and practical applications were discussed and taken away from each session. Training and education on website design, dealing with difficult callers, taxonomy, 2-1-1 and getting to know Windows and computer hardware also received high praise.

I want to express my deep appreciation to Strategies for being a co-sponsor of the conference. Their financial and administrative support was key to this year's successful conference. Additionally, I want to thank our keynote speaker, Dan Heidt, for an entertaining and informative presentation. And who can forget all the excellent presenters — thank you one and all!!

We also discussed how the I&R profession has always achieved its goals, even before computer and Internet technology emerged. Yes, technology has enabled us to process information faster and it eliminates distance, allows us to communicate and exchange information in seconds. However, it's the same information we produced before, just delivered via a faster system. Remember, a computer can only handle one logical system at a time. It can't see, hear, or touch the people in our communities who need our help the most. Let's keep the I & R tradition of a personal, caring service alive in our communities, counties, and state. □

### INFO LINE designated . . .

...continued from page 1

planning and members of CAIRS.

#### CAIRS receives Intervenor Compensation Funds from CPUC

CAIRS has been granted \$50,000 in Intervenor Compensation funds from the CPUC for its participation in Rulemaking 02-01-025, the initial CPUC decision around 2-1-1 that formed guidelines for the 2-1-1 implementation process in California. CAIRS has designated the funds to be used for continued legal counsel on 2-1-1 issues, fund raising, and continuation of 2-1-1 California statewide coordination. □

## Letters to the Editor

As always, the Board of Directors is looking for your input. You can provide yours by contacting the Editor, Julie Plevancic [contact information on page 2 and on page 7].

### CAIRS Officers

*Rick Sakamoto*  
President

*Amy Noakes*  
Vice President/Membership

*Anne M. Stundahl*  
Secretary

*Lynn Pesely*  
Treasurer

The CAIRS Newsletter is published quarterly by the California Alliance of Information and Referral Services.

The CAIRS Newsletter is provided as a benefit to all CAIRS members. Please contact CAIRS if you wish to reprint any part of this newsletter.

If you would like to submit an article to the CAIRS Newsletter, Please contact:

Julie Plevancic  
Editor, CAIRS Newsletter  
Amador-Tuolumne  
Community Action Agency  
jplevancic@atcaa.org

CAIRS is an affiliate of AIRS  
(Alliance  
of  
Information  
and  
Referral Systems)

California Alliance of Information  
and Referral Services  
P.O. Box 161726  
Sacramento, CA 95816

www.cairs.org

cairs@hotmail.org

Copyright ©2003

California Alliance of Information  
and Referral Services



## Vision Statement

A strong network of organizations that ensures everyone can easily access high quality information and referral for health and human services.

## Mission Statement

To enhance the effectiveness of Information and Referral services through leadership, education and support.

## Goals

In order to achieve the Mission and Vision, the following goals have been established:

To *provide* training and support to enhance professional skills;

To *facilitate* the exchange of information among the membership and others within the helping professions;

To *promote* awareness of Information and Referral services;

To *advocate* for the interests of the profession and the public it serves.

## Welcome New CAIRS Board Members

Barbara Bernstein has been Executive Director of Eden I&R since January 1989 and has 30 years' experience with administrative social work. In her current position, she manages projects that link people in Alameda County to health, housing and social service resources.

Previous to working at Eden I&R, Ms. Bernstein was the countywide youth coordinator for the Alameda County Training & Employment Board, the Vocational Coordinator for the Bay Area Urban League, the Chief of Housing Eligibility for the Oakland Housing Authority, the Comprehensive Employment & Training Act Coordinator for the Berkeley Unified School District, and the Supervisor of the City of Berkeley's Project Intercept program (a pre-trial diversion program).

Ms. Bernstein holds a BA *cum laude* in sociology from the University of Wisconsin and a Master's in social work from San Francisco State University.

Sara Matta's experience spans more than 30 years in human service system planning, community organization and administration, with an emphasis on community-wide collaborative planning between the non-profit and public sectors.

She has managed INFO LINE of San Diego County's comprehensive Information and Referral Service for the last 16 years. As Planning Director for United Way of Los Angeles in the late seventies, she was instrumental in creating INFO LINE of Los Angeles. Earlier she contributed to building the system of child care resource and referral services throughout California.

Educated in Scotland (MA, University of Edinburgh) and the US (MSW, University of Southern California), Sara

has consulted on human service system development in Great Britain and in Poland. She served on the CAIRS Board in the late eighties, was recently on the AIRS Board for eight years, and served on the AIRS/United Way of America Council which guided the planning effort for the 2-1-1 Initiative nationwide.

Ed Schoenberger has been President of the Northern California Council for the Community since it was founded in 1993. NCCC is a nonprofit organization providing leadership in community building throughout the region, and a clearing house for and proponent of "best practices" for creating and sustaining healthy, prosperous and self-sufficient communities. Mr. Schoenberger's career has been devoted to addressing a variety of social policy and program questions.

Prior to starting NCCC, he was Group Vice President for the United Way of the Bay Area. His responsibilities included needs assessment, priority setting and community problem-solving in regional, county and neighborhood settings, focusing on issues of child care, health access, children and families, mental health, substance abuse, violence, homelessness and other critical issues. Mr. Schoenberger has also served as Research Associate and Deputy Director of the Institute for Local Self-Government, and was the Education Coordinator of the New Careers Program at Neighborhood House in Richmond, CA.

Mr. Schoenberger received his Bachelor's degree from Antioch College and his Master's degree in history from the University of Chicago, Graduate School of Education. He has been a resident of the Bay Area since 1964. □

## Burt Wallrich — CAIRS 2003 Award for Excellence Recipient



Left to right: Award recipient, Burt Wallrich; 2-1-1 California Coordinator, Lynn Pesely; and CAIRS board president, Rick Sakamoto.

Each year CAIRS gives out an Award for Excellence to recognize a person or agency that has done an exceptional job in the field of I&R. This year's recipient is Burt Wallrich, who has dedicated the last 15 years to I&R. Starting in 1992, he worked on I&R's role in the event of a disaster and then in 2000 he began working on the 2-1-1 project. Burt co-authored the CAIRS disaster training and the NERIN disaster training. Burt has presented many workshops on disaster preparedness at CAIRS and AIRS conferences. He served two full and one partial term on the CAIRS Board and he has served as Disaster Committee Co-chair for AIRS.

In recent years, Burt moved his I&R focus from disaster to 2-1-1. Burt helped lead the initial 2-1-1 planning meetings in California. He wrote a grant proposal that was funded by The California Endowment. This grant enabled I&R grant partners throughout the state to plan for 2-1-1, led by Burt as the 2-1-1 Statewide Coordinator working in conjunction with CAIRS. Burt also staffed the Statewide 2-1-1 Steering Committee that co-authored the 2-1-1 service provider application with CAIRS which was adopted by the CPUC.

In May 2003, Burt retired from his position as 2-1-1 Statewide Coordinator. Burt has returned to his passion of disaster preparedness. He now serves as President of Emergency Network Builders LLC, a consulting firm specializing in providing services to local emergency management agencies. Burt also continues to be an advocate for 2-1-1. CAIRS wishes Burt success with his new work and thanks him for his extensive contributions to the field of I&R. If your I&R would like assistance working with your local disaster agencies, you can reach Burt in his new capacity at (323) 937-5052 and [www.bwallrich@emnetwork.us](mailto:www.bwallrich@emnetwork.us). His website is [www.emnetwork.us](http://www.emnetwork.us). □

## CAIRS Annual Report

### California Alliance of Information and Referral Services

#### INCOME AND EXPENSE STATEMENT

PERIOD: 1-1-03 TO 9-12-03

	<i>Year to Date</i>
<b>INCOME</b>	
<b>Conference</b>	
Annual	\$ 5,145.00
Regional (North)	\$ 4,070.00
Regional (South)	\$ 3,725.00
Sponsor	\$ 1,000.00
Vendor	\$ 20.00
<b>Total Conference</b>	<b>\$ 13,960.00</b>
<b>Interest</b>	<b>\$ 177.29</b>
<b>Membership</b>	
Agency	\$ 4,630.00
Associate	\$ 50.00
Individual	\$ 1,580.00
<b>Total Membership</b>	<b>\$ 6,360.00</b>
<b>AIRS Testing</b>	<b>\$ 550.00</b>
<b>Sales</b>	<b>\$ 63.37</b>
<b>TOTAL INCOME</b>	<b>\$ 21,110.66</b>
<b>EXPENSES</b>	
2-1-1 Committee	\$ 175.41
AIRS Affiliation	\$ 776.45
Annual Conference / Committee	\$ 2,257.82
Annual Planning Committee	\$ 5,495.67
Bank Charges	\$ 168.99
Consulting Service	\$ 5,456.59
Executive Committee	\$ 182.18
General Board Meetings	\$ 1,448.45
Insurance	\$ 972.00
Total PR Committee	\$ 1,217.33
Refunds	\$ 100.00
Regional (North)	\$ 502.68
Regional (South)	\$ 896.74
Sales Tax / State Filing Fee	\$ 26.00
<b>TOTAL EXPENSES</b>	<b>\$ 19,676.31</b>
	<i>Year to Date</i>
<b>Total Income</b>	<b>\$ 21,110.66</b>
<b>Total Expenditures</b>	<b>\$ (19,676.31)</b>
<b>Net Income / Loss</b>	<b>\$ 1,434.35</b>
<b>2002 Carryover</b>	<b>\$ 21,075.32</b>
<b>Unrestricted Fund Balance</b>	<b>\$ 22,509.67</b>
<b>Restricted Fund Balance</b>	<b>\$ 1,000.00</b>
<b>TOTAL FUND BALANCE</b>	<b>\$ 23,509.67</b>

## **CAIRS Annual Report**

### **CAIRS Membership Committee Annual Update, 2003**

**Total Membership: 72**

**Agency: 39**

**Individual: 23**

**Associate: 3**

**Trial Members: 7**

**Geographic Coverage: 25 counties, 1  
out of state, and 5 statewide**

The CAIRS membership committee has been working hard behind the scenes. During 2003, a membership database was designed that is easy to use and contains all of the vital information we need about our members. Additionally, the CAIRS Membership Committee revamped several materials, including the CAIRS brochure, and we also created a CAIRS fact sheet and updated the membership application.

As a membership organization we want to meet your needs. What would you like to see CAIRS offer in the future? We are putting together a list of different incentives for members in order to create a variety of membership benefits for you. Our upcoming activities consist of determining what type of information our members would like to read in the newsletter, and soliciting this information via an e-mail survey.

Many of you took advantage of the CAIRS three-month trial membership that allows you take advantage of both conference discounts and receive the CAIRS newsletter. Now is the time to join CAIRS. We are updating our look and increasing benefits for our members. In addition, with the advent of 2-1-1, now is not the time to be disconnected from other I&R professionals. With CAIRS you are able to remain informed about all upcoming 2-1-1 and Information and Referral activities related to you and your organization.

### **Conference Committee Report**

In an effort to standardize training for the multitude of I&R providers in California, CAIRS offered two regional conferences in 2003. Our first regional was held in San Diego in January 2003. The other regional was held in Redding, CA in April 2003, and was sponsored by the Area Agency on Aging in Redding, CA. Workshops presented at both trainings included the basics of Information and Referral, the basics of Information and Assistance, Database Management, Disaster Management and an introduction to 2-1-1.

The CAIRS Conference committee added two additional tracks to its annual conference in Pasadena, CA on September 22,

2003. There was an entire track on 2-1-1 specific issues as well as a Management and Executive Track with workshops like Intellectual Property Rights and Workplace Harassment. This year, CAIRS partnered with Strategies in order to reach out to Family Resource Centers and other programs for children and families. Now is the time to broaden our vision and think together about how to raise the quality of I&R with partners beyond traditional I&R services.

A total of 142 Information and Referral Service Providers attended all of our trainings and the annual conference in 2003. Additionally, CAIRS offers the opportunity to become a certified I&R provider. AIRS offers three tests: Certified Information & Referral Specialist (CIRS) and Certified Resource Specialist (CRS) and the Certified Information & Referral Specialist-Aging (CIRS-A) to I&R providers, and CAIRS hosts testing at each training throughout the year.

### **Public Relations Annual Report**

This year the PR Committee has been working to bring you a more content-rich newsletter with pictures of our members at work and of the CAIRS board engaged in serving the I&R professionals. Members now have the option to receive the newsletter and other CAIRS publications through the traditional mail format or through e-mail. In addition, we have partnered with California Registry to upgrade our CAIRS website, the new version is live now and can be found at [www.cairs.org](http://www.cairs.org). □

CAIRS website:  
[www.cairs.org](http://www.cairs.org)

e-mail:  
[cairs@hotmail.org](mailto:cairs@hotmail.org)



**To send mail to CAIRS  
please remember to use  
P.O. Box 161726, Sacramento, CA 95816,  
the new mailing address.**

## Window on a Workshop

Change is like a wave. Whether you want it or not, it's going to hit and you need to be prepared to ride it! In other words, the next time change causes you to fall off course, think of yourself as a surfer. This may seem like a simplistic way of looking at change, but that is exactly the point. By taking something complicated and breaking it into a simple visual comparison, you will no longer see change as a challenge. You will see it as an opportunity!

*Are you building momentum and anticipating the wave?*

*Are you facing in the right direction? Is your vision clear?*

*Are you balanced?*

*Are you using the right tools?*

*Are you partnering with a coach or mentor?*

*Are you having fun?*

*Are you fighting against the change or riding the wave?*

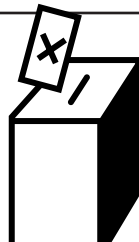
If you attended the "How to Look Inside the Box: Embracing Internal Change" seminar at last month's CAIRS annual meeting, this should sound familiar. You were challenged to turn the mirror on your organization and on yourself. Whether you attended or not, here are three simple steps to help you get started:

- Make sure at least 20% of your team is in a mentoring relationship. If not, you are missing the opportunity to significantly impact the quality of communication among the remaining 80%! Who can afford not to go with these odds?
- Stop something before you start something else. Too many change initiatives fail because we don't slow down enough to look at our operation. If you plan on implementing change, you need to look at the entire system and ask "Do we need to continue to do things this way?" You may be surprised at what you discover.
- Remember that the structure and the behavior of organizations is a mirror of their individual co-workers. Be honest, when was the last time you did a self evaluation? If it wasn't in the past four weeks, do yourself and your organization a favor!

*Submitted by Shanna Robb, Breathing Space Organizing  
(562) 427-9901; [www.givingyoutime.com](http://www.givingyoutime.com)*

### VOTE!

It is election time for the CAIRS Board of Directors! The nominations are in and the ballots have been sent to members. Please choose who you would like to serve on the CAIRS board and send in a ballot today. You can send the ballots to Lynn Pesely, Elections Chair, at CAIRS, P.O. Box 161726, Sacramento, CA 95816.



*2003 CAIRS Conference, call-statistics workshop.*



*2003 CAIRS Conference, taxonomy workshop.*

***Certified Information and Referral Specialist (CIRS), Certified Resource Specialist (CRS) testing and the all-new Certified Information & Referral Specialist-Aging (CIRS-A) test - AIRS Certification Testing will be available in Sacramento, CA on January 15, 2004.***

***Please visit [www.airs.org](http://www.airs.org) for more information. Or contact Amy Noakes at 916-325-1690 ext. 329 or email at [anoakes@cflc.org](mailto:anoakes@cflc.org).***

## CAIRS Board of Directors

Angie Baur  
 INFO LINK Orange Co. Work: (949) 955-2255  
 2081 Bus. Ctr. Dr. #130 Fax: (949) 851-1543  
 Irvine, CA 92612  
 E-mail: [abaur@infolinkoc.org](mailto:abaur@infolinkoc.org)

Barbara Bernstein  
 Eden I&R Work: (510) 537-2710 x8  
 570 B Street Fax: (510) 537-0986  
 Hayward, CA. 94541  
 E-mail: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)

Elaine Martinez Curry  
 Interface Children Work: (805) 485-6114 x 630  
 & FamilyServices Work: (800) 339-9597  
 of Ventura Co. Fax: (805) 983-0789  
 1305 Del Norte Rd. #130  
 Camarillo, CA 93010  
 E-mail: [curryelm@aol.com](mailto:curryelm@aol.com)

Wayne L. Everingham  
 INFO LINE Sacramento Work: (916) 447-7063 x 355  
 Com. Svcs. Planning Fax: (916) 447-7052  
 Council  
 909 12th St., Suite 200  
 Sacramento, CA 95814  
 E-mail: [weveringham@communitycouncil.org](mailto:weveringham@communitycouncil.org)

Richard Kriegbaum  
 United Way of Fresno Co. Work: (559) 243-3660 or 3661  
 4270 N. Blackstone #212  
 Fresno, CA 93726  
 E-mail: [rkriegbaum@unitedwayfresno.org](mailto:rkriegbaum@unitedwayfresno.org)

Maribel Marin  
 INFO LINE Work: (626) 350-1841 x 2100  
 of Los Angeles Fax: (626) 442-6940  
 PO Box 726  
 San Gabriel, CA 91778-0726  
 E-mail: [Mmarin@infoline-la.org](mailto:Mmarin@infoline-la.org)

Sara Matta  
 INFO LINE Work: (858) 300-1303  
 of San Diego County Fax: (858) 300-1301  
 P.O. Box 881307  
 San Diego, CA. 92168-1307  
 E-mail: [smatta@infoline-sd.org](mailto:smatta@infoline-sd.org)

Amy Noakes, VP, Membership  
 CFILC/CRAAT Work: (916) 325-1690 ext.329  
 660 "J" Street, Suite 270 Fax: (916) 325-1699  
 Sacramento, CA 95814  
 E-mail: [anoakes@cfilc.org](mailto:anoakes@cfilc.org)

Lynn Pesely, Treasurer  
 2-1-1 California Work: (916) 689-2378  
 PO Box 161726 Fax: (916) 689-2378  
 Sacramento, CA 95816  
 E-mail: [lpesely@yahoo.com](mailto:lpesely@yahoo.com)

Julie Plevancic  
 Amador-Tuolumne Work: (209) 533-1397 x 274  
 Community Action Fax: (209) 533-1034  
 Agency  
 427 N. Highway 49, #103  
 Sonora, CA 95370  
 E-mail: [jplevancic@atcaa.org](mailto:jplevancic@atcaa.org)

Rick Sakamoto, President  
 American Information Work: (949) 768-1171  
 and Referral Services Fax: (949) 768-6364  
 1107 E. Lincoln Avenue, #103  
 Orange, CA 92865  
 E-mail: [calregistryairs@cox.net](mailto:calregistryairs@cox.net)

Ed Schoenberger  
 No. CA. Council Work: (415) 808-4304  
 for the Community Fax: (415) 856-0906  
 221 Main Street, Suite 300  
 San Francisco, CA. 94105  
 E-mail: [ed.schoenberger@ncccsf.org](mailto:ed.schoenberger@ncccsf.org)

Anne M. Stundahl, Secretary  
 12th Marine Corps Work: (619) 542-5568  
 District Work: 1-800-967-8762  
 3704 Hochmuth Ave., Fax: (619) 542-5587  
 Bldg 8  
 San Diego, CA. 92140-5191  
 E-mail: [stundahlam@12mcd.usmc.mil](mailto:stundahlam@12mcd.usmc.mil)

Charles Wigle  
 INFO LINE Work: (858) 300-1300  
 of San Diego County Fax: (858) 300-1301  
 P.O. Box 881307  
 San Diego, CA 92168-1307  
 E-mail: [cwigle@informsandiego.com](mailto:cwigle@informsandiego.com)

Brandon O'Brien, Ex-Officio  
 Fiscal Management  
 P.O. Box 726 Work: (714) 974-6200  
 San Gabriel, CA Fax: (714) 974-6269  
 91778-0726  
 E-mail: [brandonobrien@hotmail.com](mailto:brandonobrien@hotmail.com)



## Membership Application

**YES! I want to be a CAIRS member. Please sign me up.**

- Agency membership \$100 (please enter two names for multiple memberships)
- Individual membership \$50
- Associate membership \$25
- I *will* permit my name to be placed on a mailing list that will be offered for sale.

Name: \_\_\_\_\_

Agency: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_ Referred by: \_\_\_\_\_

Mail this form along with your check (payable to CAIRS) to:  
 CAIRS • P.O. Box 161726 • Sacramento, CA 95816  
[www.cairs.org](http://www.cairs.org)

Contact Amy Noakes at (916) 325-1690 X329, or [anoakes@cfilc.org](mailto:anoakes@cfilc.org) for any questions regarding CAIRS membership.



California Alliance of Information  
and Referral Services

P.O. Box 161726

Sacramento, CA 95816

***Address Correction Requested***