

# CAIRS

## NEWSLETTER

Volume 17 • Number 3

Summer 2004

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

## AB 2283 Passes Senate and Assembly Floors

**A**B 2283 has passed the Senate and Assembly Floors – next stop the Governor’s desk. Thank you all for your support of this CA 2-1-1 legislation!

AB2283 was introduced on April 19 by author Assembly Member Chu and principal co-author Assembly Member Ridley-Thomas. Co-authors include: Senators Romero and Alpert,

and Assembly Members Wiggins, Lieber, and Horton. The legislation will authorize a state agency to designate a lead entity for 2-1-1 in California which will strengthen the 2-1-1 system throughout the state and provide a mechanism for allocation of federal funds. For more information on the legislation, go to [www.cairs.org](http://www.cairs.org).

## Boxer and Radanovich Co-Sponsor 2-1-1

**C**ongratulations to the joint efforts of United Way Silicon Valley and INFO LINE of San Diego County on securing Senator Barbara Boxer as a co-sponsor of the Calling for 2-1-1 Act. Also, fantastic job to United Way of Stanislaus County for securing Representative George Radanovich, a key member of the House Subcommittee on Telecommunications and the Internet.

We are now up to 25 California co-sponsors. Nationally there are 29 Senate co-sponsors and 120 House co-sponsors. Keep up the good work California! Call United Way of America’s 1-888-PASS211 today and ask your legislators to support “The Calling for 2-1-1 Act” – HR311 and S1630. For more information on the legislation and talking points for meeting with your legislators, go to [www.211.org](http://www.211.org).

## CAIRS Membership Hits Century Mark

**I**n June, the CAIRS membership reached the century mark with more than 100 dues-paying members on the roster. And the numbers keep growing! We are pleased to welcome many new members from the Family Resource Center Network and from United Ways throughout California.

Our membership campaign is in full swing now. Memberships run from July through June. If you have not renewed your agency or individual membership for 2004-05, do so right away to take advantage of member benefits, including the CAIRS newsletter, discounts on meetings and the annual CAIRS Conference in September . . . and much more.

Joining CAIRS is easy. Download the membership application from the CAIRS website: <http://www.cairs.org/docs/Member-App.doc>. Complete and mail the form with a check to the address listed.

To send mail to CAIRS, please remember to use 17853 Santiago Blvd.  
Ste. 107-349, Villa Park, CA 92861, the new mailing address.

## CAIRS 25th Anniversary Conference/Reunion Set in San Francisco

**R**egister now for the CAIRS Annual Conference on September 20, 2004! Following the success of last year’s Annual Conference in Pasadena, CAIRS is again planning to offer an expanded course curriculum. AIRS and NA-SUA are scheduled to present workshops. In honor of our 25<sup>th</sup> Anniversary, CAIRS is hosting a board reunion to recognize the great accomplishments the almost 100 CAIRS board members have made since the start of CAIRS in 1979. Information and registration materials are available on the CAIRS website at [www.cairs.org](http://www.cairs.org).

## San Diego/Riverside to Utilize 2-1-1 Dialing Code

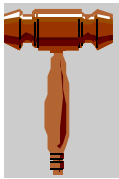
**C**ongratulations to INFO LINE of San Diego County and the Volunteer Center of Riverside County on the CPUC’s decision on August 19th to authorize the agencies to utilize the 2-1-1 dialing code. There are now eight counties in California with I&R’s designated as 2-1-1 service providers: Alameda, Contra Costa, Los Angeles, Orange, Riverside, San Diego, San Francisco, and Ventura.

### 2-1-1: National Status

2-1-1 serves approximately 94 million Americans - over 33% of the US population in 26 states. For more information go to [www.211.org](http://www.211.org).



## Letter from the President . . .



**2004 MARKS CAIRS 25<sup>TH</sup> ANNIVERSARY** and represents a threshold year for the industry as eight comprehensive I&R providers throughout the state prepare to launch 2-1-1 service. Founded in 1979 by visionary I&R leaders across California and incorporated as a 501(c)6 in 1984, CAIRS has been dedicated to advancing the professionalism of the field by providing quality training and networking opportunities at its conferences, and advocating on behalf of the membership regarding a variety of policy issues before key legislative bodies.

Most recently, CAIRS has spearheaded the introduction of state legislation (AB 2283) authored by Assemblymember Judy Chu, aimed at elevating the profile of 2-1-1 and establishing a lead entity responsible for comprehensive implementation of 2-1-1 service throughout California. CAIRS is working with the United Way of California to establish a statewide partnership between I&R providers and United Way agencies for purposes of improving access to 2-1-1 service for all Californians. In coordination with the national Alliance of Information and Referral Systems (AIRS) and the United Way of America, CAIRS along with our California United Way partners, succeeded in signing on 25 state congressional representatives as co-sponsors to the federal Calling for 2-1-1 Act that would provide funding for 2-1-1 operations.

In addition to a major focus on creating the administrative infrastructure for 2-1-1 implementation throughout the state, CAIRS continues to work on developing and providing higher level training opportunities at its conferences. At its upcoming 25th Anniversary Conference to be held on September 20, 2004 at the Clarion Hotel near the San Francisco airport, CAIRS is featuring I&A training sponsored and facilitated by a representative of the National Association of State Units on Aging (NASUA) and another session on agency accreditation sponsored and provided by AIRS.

This conference will also provide an opportunity to meet and network with CAIRS' board members (past and present) and pioneers of the field responsible for creating the highly collaborative environment that the I&R industry benefits from today. Other networking opportunities will allow agencies to share and discuss performance goal setting that can help with measuring success and fundraising. CAIRS' 25th anniversary celebrates a quarter decade of professionalism and quality service provided by every-day heroes — we hope you plan to join us!

— Maribel Marin, CAIRS President

## Welcome New CAIRS Board Member



**G**ary Madden, the latest CAIRS Board member, comes from the Volunteer Center of Riverside County (VCRC) where he is the Director of INFORM Riverside County, Riverside County's comprehensive I&R. Gary joined VCRC in July of 2003. By February of 2004, VCRC became the 7th agency in California to apply to become a 2-1-1 provider. Their application came before the CPUC for a vote in August and it was approved.

Gary comes most recently from the world of information technology, having worked as the IT Manager for an Ontario, CA manufacturing company for six years. "I've long been working with information systems. I just didn't find the right end of it until I came to VCRC," he says.

His forage into the non-profit world came unexpectedly with an incident about four years ago, when he was introduced to rape crisis advocacy. Gary has since become a trained rape crisis counselor and advocate, and has served in those capacities as a volunteer for the local rape crisis center for the last 18 months. Gary has been married for 32 years, has six children and two grandchildren. He loves writing music, progressive politics, people, and his job. "Coming to work for VCRC was like coming home."

## Letters to the Editor

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

### CAIRS Officers

*Maribel Marin*  
President

*Lynn Pesely*  
Vice President/Operations

*Nancy Findeisen*  
Vice President/Membership

*Elaine Martinez-Curry*  
Secretary

*Rick Sakamoto*  
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:

Barbara Bernstein  
Editor, CAIRS Newsletter  
Eden I&R  
570 B Street  
Hayward, CA 94541  
Bbernstein@edenir.org

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

California Alliance of Information  
and Referral Services  
17853 Santiago Blvd., Ste. 107-349  
Villa Park, CA 92861

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

[cairs@hotmail.org](mailto:cairs@hotmail.org)

Copyright ©2004

California Alliance of Information  
and Referral Services

## 2-1-1 Receives Significant Support from First 5 Commissions

First 5 Commissions in ten counties are providing support to the development of 2-1-1. The support varies from county to county, from in-kind support to very substantial multi-year funding. In total almost \$1.5 million a year is currently being invested by these ten First 5 Commissions, indicating a growing realization of the importance of 2-1-1 in easing access to services for families with young children.

First 5 Commissions were established in each of California's counties in 1998 following the passage of Proposition 10, the California Children and Families Act. The Act established a 50-cent tax on tobacco products to fund programs that promote children's physical, cognitive and emotional development during their most critical formative years, prenatal through age five. A State Commission oversees the expenditure of 20 percent of the funds and 80 percent is allocated through the 58 County Commissions.

*Excerpt from State Commission Bylaws:*

*“Section II. (Intent) The Commission’s intent is to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development. This system should function as a network that promotes accessibility to all information and services from any entry point into the system...”*

In San Diego County the First 5 Commission has awarded two million dollars over three years to assist in building the 2-1-1

capability. This is the largest amount of First 5 support of 2-1-1 to date. This award came after a study, commissioned by First 5 of San Diego, of the I&R services available to the families of young children and the potential impact of 2-1-1. This study concluded:

*“Without a clear and simple access point to I&R such as 211 provides, consumer confusion about how to connect with services will continue, and lack of coordination will deter optimum service delivery and cost effectiveness. Therefore, we recommend that the First 5 Commission maintain a leadership role in supporting implementation of a 211 system in our region. First 5 is in a unique position to play a key role in a fundamental and sweeping change in the local I&R system, leaving a lasting legacy for all residents of San Diego County.”*

(Information and Referral Systems, Resources Research, and Planning for Coordination, Report to the First 5 Commission of San Diego, The Fromm Group, June 2003)

Although the San Diego situation is unique in the scale of First 5 support, the relevance of 2-1-1 to the intent of the First 5 system is being recognized increasingly across the state. The following table shows the current levels and types of support being provided.

**First 5 Funding for California 2-1-1/I&R's**

County	First 5 Funding	Project
Alameda	\$10,000	Initial investment for 2-1-1 ramp-up.
Butte	\$144,000 over 3 years (7/1/02 to 6/30/05)	Develop online searchable database/ explore 2-1-1 (www.helpcentral.org).
Contra Costa	\$40,000/year \$100,000- 250,000/year	Database maintenance. Parental advice “Warmline” that will be provided by 2-1-1.
Humboldt	\$ In-Kind	Shared resources, receptionist, space, outreach vehicle, computers, etc. at a Family Resource Center/ InfoCenter.
Nevada	\$5,000	Data base maintenance.
Orange	\$75,000 \$38,000/year	Capacity building for 2-1-1. I&R Specialist to do 0-5 I&R and resource management.
Riverside	\$250,000/year for 5 years	Expand capacities and upgrade infrastructure.
San Diego	\$2,000,000 over 3 years	2-1-1 planning, start-up and operating costs. First 5 also funded the Fromm 2-1-1 study, which preceded the decision to fund 2-1-1 in San Diego County.
Santa Barbara	\$43,478	2-1-1 planning and start up. Publish Family Resource Center Guides.
Ventura	\$100,000 over 2 years	2-1-1 Start-up – planning and staff.

*This table may not be complete. Please inform Lynn Pesely, 2-1-1 California Statewide Coordinator, of additions or changes (916) 689-2378, lpesely@yahoo.com.*

## 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, PR Chair**

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, Secretary**

Helpline 211 Director,      Work: (805) 485-6114 x 630  
 Interface Children      Fax: (805) 983-0789  
 & Family Services  
 of Ventura Co.

1305 Del Norte Rd. #130  
 Camarillo, CA 93010

E-mail: [curryelm@aol.com](mailto:curryelm@aol.com)

**Nancy Findeisen, VP Membership**

INFO LINE Sacramento      Work: (916) 447-7063 x 328  
 Community Services      Fax: (916) 447-7052  
 Planning Council

909 12th St., Suite 200  
 Sacramento, CA 95814

E-mail: [nfindeisen@communitycouncil.org](mailto:nfindeisen@communitycouncil.org)

**Allan Friedman**

California Foundation      Work: (916) 325-1690 x310  
 of Independent      Fax: (916) 325-1699  
 Living Centers

660 J Street, Suite 270  
 Sacramento, CA 95814

E-mail: [allanm@cfilc.org](mailto:allanm@cfilc.org)

**Richard Kriegbaum**

United Way of Fresno      Work: (559) 243-3660 or 3661  
 4270 N. Blackstone #212  
 Fresno, CA 93726

E-mail: [rkriegbaum@unitedwayfresno.org](mailto:rkriegbaum@unitedwayfresno.org)

**Gary Madden, Director**

Inform Riverside      Voice (909) 686-4402  
 Volunteer Center of Riverside Co. Fax (909) 686-7417  
 2060 University Ave Ste 212  
 P.O. Box 5376

Riverside, CA 92517-5376

E-mail: [www.informriverside.org](http://www.informriverside.org)

**Maribel Marin, President**

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, 2-1-1 Chair**

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)

**Lynn Pesely, VP Operations**

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)

**Rick Sakamoto, Treasurer**

California Registry      Work: (949) 768-1171  
 17853 Santiago Blvd.      Fax: (949) 768-6364  
 Suite 103-349

Villa Park, CA 92861-4113

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, Conference Co-Chair**

12th Marine Corps      Work: (619) 542-5568  
 District      Work: 1-800-967-87623704  
 Hochmuth Ave.,      Fax: (619) 542-5587  
 Bldg 8

San Diego, CA. 92140-5191

E-mail: [stundahlam@12mcd.usmc.mil](mailto:stundahlam@12mcd.usmc.mil)

**Brandon O'Brien, Ex-Officio**

Fiscal Management  
 P.O. Box 726      Work: (714) 974-6200  
 San Gabriel, CA      Fax: (714) 974-6269

E-mail: [brandonobrien@hotmail.com](mailto:brandonobrien@hotmail.com)

### CAIRS Award for Excellence

**D**o you know someone in the I&R industry who has gone above and beyond expectations and deserves to be recognized? Nominations for the CAIRS Award for Excellence are now being accepted. The award will be presented at the CAIRS Annual Conference in San Francisco this September. To make a nomination, go to <http://www.cairs.org/> to download a nomination form today or contact Rick Sakamoto at (949) 768-1171 or [calregistryairs@cox.net](mailto:calregistryairs@cox.net) for more information.



## CAIRS Southern CA Regional Training Conference

CAIRS partnered with the Center of Excellence in Early Childhood Development to host the Southern CA Regional Training Conference on Monday, June 14, 2004. It was held on the new campus of California State University, Channel Islands in Camarillo. Encouragingly, more and more organizations are recognizing the importance of professional development in delivering effective information and referral services. For example our partner at this conference, the Center for Excellence in Early Childhood Development, which originated as an evaluation and capacity building arm of the *First 5 Ventura County*, identified improving information and referral skills for front line staff at First 5 funded projects as a useful strategy in their work with young children and their families. The training conference was attended by I&R and I&A specialists from 21 agencies throughout seven Southern California counties. Attendees were offered training courses that included the Basics of I&R, Resource Database, Senior I&A, Crisis Intervention, Invaluable Role of Family Support & Family Resource Centers, and 2-1-1 State and National Update. We were pleased to have 23 people participate

in the AIRS Certification for I&R Specialist, I&A Specialist and Resource Specialist testing.

Participants reported that hearing from presenters, such as trainers from INFO LINE in Los Angeles, who were able to discuss concrete, real life examples was very helpful. An emphasis on the "3 Cs" of communication – Contact, Clarification and Closure – gave participants an accessible framework for delivering effective I&R services.

Participants also reported that reviewing the nine principles of family support was valuable in learning how to apply them and how they fit into the duties of I&R.

It is always exciting to see participants network and exchange agency information. Through participant networking everyone had the opportunity to learn new skills, gain new ideas, and share information between agencies. Additionally, CAIRS provided a resource information table where participants shared newsletters, brochures and fliers. We wish to thank our co-sponsor Strategies, Region II. Strategies programs statewide continues to support CAIRS conferences with sponsorship and training expertise.

## Video Relay Speeds Communications for the Deaf

Advances in information technology are rapidly overcoming barriers faced by persons with a disability, especially in communications. With the increasing growth of high speed internet connections and more powerful home computers, the internet has proven to be a boom to the disabled community in many ways.

Video Relay Service (VRS) is one technology changing the way the hearing impaired communicate. Video Relay works the same as traditional telephone relay services except that you use a computer, an inexpensive video camera and high speed Internet access to communicate in American Sign Language (ASL) with a Video ASL Interpreter (VI) instead of using a TTY!

VRS allows deaf persons to communicate in the mode in which they are most comfortable. The video conversation is translated with real emotions by ASL and facial expressions, similar to hearing people communicating feelings by voice inflection. It is also much faster than traditional TTY or telephone relay calls; there is much less waiting for the interpreter to relay remarks and responses and no wait for slow typing.

AT&T (<http://www.consumer.att.com/relay/>) and Sprint (<https://www.sprintvrs.com/>) provide VRS service for Californians. Calls

are free. Under the Americans with Disabilities, all long distance telephone companies are required to pay a percentage of the money that they collect from their subscribers into a national telecommunications relay services fund. This interstate fund is administered by NECA (National Exchange Carriers Association). NECA uses the money in the Interstate Relay Fund to reimburse relay providers for all of the interstate telecommunications relay services that they provide. In addition, that money is used to fund both intra- and interstate VRS.

Hearing callers can use VRS to contact a deaf person provided the deaf person has a computer with a camera and a high speed internet connection. A toll free number is provided on the services website. With the growth of 711 relay services and VRS services on the web, persons with hearing impairments are increasingly able to communicate with the hearing world. Relay services enable them do everyday tasks like ordering a pizza or making reservations on their own. VRS is just one example of how information technology is improving the lives of persons with a disability.

### Reach a Statewide Audience with CAIRS

Have a conference, service or product you want to promote statewide? Consider purchasing ads in the CAIRS Newsletter. The current circulation is over 200, with membership in CAIRS continuing to grow. The Newsletter is published at the end of the following months: February, May, August and November.

We are offering very low introductory advertising rates:

For-Profit rate = \$400 for 4 quarter page ads (\$100 per ad)

Non-Profit rate = \$200 for 4 quarter page ads (\$50 per ad)

If you are interested in placing an ad in the next CAIRS newsletter contact Barbara Bernstein at Eden I&R in Hayward at (510) 537-2710, ext. 8; or by email: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)



# 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 • 17853 Santiago Blvd., Ste. 107-349, Villa Park, CA 92861  
[www.cairs.org](http://www.cairs.org)

Contact [cairs@hotmail.org](mailto:cairs@hotmail.org) or any CAIRS board member if you have questions regarding CAIRS membership.



**California Alliance of Information  
and Referral Services**

---

17853 Santiago Blvd.  
Ste. 107-349  
Villa Park, CA 92861