
Event Agenda

Sun, Surf & Sessions: Inform USA Conference 2025

Sunday, May 18, 2025

8:00 AM - 4:00 PM	iCarol Event Location: Harbor
8:00 AM - 9:00 AM	Governance Committee Meeting (Invite Only) Location: Garden 1 & 2
9:15 AM - 1:45 PM	Board Meeting & Lunch (Invite Only) Location: Garden 1 & 2
2:00 PM - 5:00 PM	Exhibit Hall Setup Location: Grand Hall G
2:00 PM - 3:00 PM	State Advisory Committee Meeting (Invite Only) Location: Garden 3
3:00 PM - 7:00 PM	Registration Open Location: Grand Foyer
4:00 PM - 6:00 PM	SESSION FULL: California’s I&R Network: Strengthening Connections, Driving Innovation Location: Pacific
4:00 PM - 5:30 PM	Platinum Member and Board Happy Hour (Invite Only) Location: Pool Patio

Monday, May 19, 2025

7:30 AM - 6:00 PM	Registration Open Location: Grand Foyer
7:30 AM - 7:45 AM	Morning Meditation with NAMI Location: Garden 1
8:00 AM - 9:30 AM	Welcome Breakfast and Keynote Location: Grand Hall A Speaker: Bill McKendry
8:00 AM - 11:30 AM	Exhibit Hall Setup Location: Grand Hall G
9:45 AM - 12:30 PM	Suicide Prevention, Intervention, and Postvention Symposium Location: Royal AB Speakers: John Plonski, Roderick Gabriel, Megan Rochford, Sandra Ray
9:45 AM - 12:30 PM	211 Symposium: Innovative Strategies for Optimizing Contact Center Operations Location: Royal CD Speakers: LaVondra Dobbs, Victoria Schwandt, Summer Lindzey, Sherrard Crespo, Jason Carpentier
9:45 AM - 12:30 PM	Aging/Disability Symposium Location: Royal EF Speakers: Nanette Relave, Lexie Bartunek

9:45 AM - 12:30 PM	Military Symposium: Serving Those Who Served Location: Terrace Speakers: Steve Rippe, Jamal Brown
12:00 PM - 6:30 PM	Exhibit Hall Open Location: Grand Hall G
12:30 PM - 2:00 PM	Lunch with Exhibitors Location: Grand Hall G
2:00 PM - 3:00 PM	Building Bridges: Enhancing Quality Through Collaborative QA Practices Location: Royal AB Speakers: Zachary Trammel, Thomas Buckley, Mariam Schrage
2:00 PM - 3:00 PM	From Resources to Economic Independence Location: Royal CD Speaker: Jeannette Sepulveda
2:00 PM - 3:00 PM	Let's Move! Strengthening and Healing Your Brain Location: Royal EF Speaker: Sherrard Crespo
2:00 PM - 3:00 PM	No, We're Not a Travel Agency: What are AAAs and How Do They Fit in the Information and Referral World Location: Terrace Speaker: Lexie Bartunek
3:15 PM - 4:45 PM	AI in I&R: The 2025 Edition from Yanzio Location: Royal AB Speakers: Neil McKechnie, Dennis McKechnie
3:15 PM - 4:45 PM	An Interactive Panel Discussion on Market Leading Communication Needs - Technology Consolidation in Crisis Support - LinkLive Sponsored Session Location: Royal CD Speaker: Pat Reetz
3:15 PM - 4:45 PM	Enhancing 211 Services with Integrated Technology Solutions - FindHelp Sponsored Session Location: Royal EF Speaker: Dallas Mudd
3:15 PM - 4:45 PM	Partnering with Utilities to Improve Safety and Resilience for Vulnerable Communities Location: Terrace Speakers: Alana Hitchcock, Paul Redfern, Kelly Brown, Jennifer Ocampo
4:45 PM - 5:00 PM	Meditation with NAMI Location: Garden 1
5:00 PM - 6:30 PM	Happy Hour with Exhibitors Location: Grand Hall G
7:00 PM - 9:00 PM	Board Dinner (Invite Only) Location: Offsite

Tuesday, May 20, 2025

7:30 AM - 7:45 AM	Morning Meditation with NAMI Location: Garden 1
7:30 AM - 4:00 PM	Registration Open Location: Grand Foyer

8:00 AM - 6:00 PM	Exhibit Hall Open Location: Grand Hall G
8:00 AM - 9:00 AM	Morning Meet N' Greet with Exhibitors Location: Grand Hall G
9:00 AM - 10:00 AM	Collecting Demographics: Tips on How and Why We Do It Location: Royal EF Speakers: Carla Lundeen, Lacey Hanson
9:00 AM - 10:00 AM	Effective Public Health Collaboration: 2-1-1 Incentivized Referral to Kick It California Location: Royal CD Speaker: Shu-Hong Zhu, Ph.D.
9:00 AM - 10:00 AM	Reimaging Information & Referral in Community Spaces Location: Royal AB Speaker: Thanh Nguyen
9:00 AM - 10:00 AM	A Fresh Look: Key Updates to the Accreditation Manual Location: Terrace Speaker: Jennifer Abels
10:15 AM - 11:15 AM	Navigating I&R During Changing Times Location: Terrace Speakers: Lexie Bartunek, Avalon "Mal" Mallory, Carla Lundeen, Ariana Wilson, Karen Marc, Derek Dunn, Willa Evans
10:15 AM - 11:15 AM	The Power of Outreach and Education to Skyrocket I&R Location: Royal CD Speaker: Nickie Carter
10:15 AM - 11:15 AM	211 HSIS Taxonomy 101 Super Skills Academy Location: Royal EF Speakers: Jennifer Palmer, Nichole Bonilla
10:15 AM - 11:15 AM	An Overview of 988 and Collaborative Possibilities Location: Royal AB Speakers: Taylor Funke, Riley Juntti, Priya Govindaraj
11:15 AM - 1:15 PM	Award Luncheon Location: Grand Hall A
1:30 PM - 2:30 PM	From Good to Great: Lessons Learned from Revamping Our Training Program Location: Royal AB Speakers: Zachary Adams, Cheyenne Tillman
1:30 PM - 2:30 PM	Expanding Public Benefit Access through 2-1-1: 2-1-1 Colorado and MyFriendBen Location: Royal CD Speakers: Kimberly Christensen, Elise Henson
1:30 PM - 2:30 PM	Guardians of the Taxonomy! Superhero Strategies in Action with 211HSIS Taxonomy Customization & Targets Location: Royal EF Speakers: Nichole Bonilla, Jennifer Palmer, Shirley Fulco
1:30 PM - 2:30 PM	Goals, Values, and Preferences: Bringing Person-Centered I&R/A to Life Location: Terrace Speakers: Lexie Bartunek, Nanette Relave, Kristin Helfer Koester
2:45 PM - 3:45 PM	CA vs Hate Network of CA 211Providers Cast a Real Safety Net for Victims of Hate Location: Royal AB Speakers: Alana Hitchcock, Lauryn Murphy, Irma Serrano
2:45 PM - 3:45 PM	Centering Community Voice to Better Service Delivery Location: Royal CD Speaker: Zenia Torres

2:45 PM - 3:45 PM	Fighting Resource Inequity for Latinos with the National Paralysis Resource Center Location: Royal EF Speaker: Patricia Najarro
2:45 PM - 3:45 PM	An Innovative Approach to Disaster Response & Recovery for 211 and VOAD Location: Terrace Speaker: Kelly Brown
3:45 PM - 4:30 PM	Ice Cream With Exhibitors Location: Grand Hall G
4:30 PM - 5:30 PM	How to Prepare for an Inform USA Certification Location: Royal AB Speaker: Matthew Hundley
4:30 PM - 5:30 PM	Get Involved at Inform USA: Committee & State Advisory Committee Opportunities Location: Royal CD Speaker: Katie Appold
4:30 PM - 5:30 PM	Call Evaluation Overview Location: Royal EF Speaker: Jennifer Abels
4:30 PM - 5:30 PM	Making the Most of Your Inform USA Membership Location: Terrace Speaker: Leah Hayes
5:45 PM - 6:00 PM	Meditation with NAMI Location: Garden 1
6:00 PM - 8:00 PM	Exhibit Hall Breakdown Location: Grand Hall G
6:00 PM - 10:00 PM	Free Evening Location: Various

Wednesday, May 21, 2025

8:00 AM - 9:00 AM	Exhibit Hall Breakdown Location: Grand Hall G
8:15 AM - 8:30 AM	Morning Meditation with NAMI Location: Garden 1
9:00 AM - 10:15 AM	Closing Keynote: Fostering Connection & Wellness in the Workplace Location: Grand Hall A Speaker: Mark Ostach
10:30 AM - 11:30 AM	Strategizing Transportation Options for Unpaid Family Caregivers Location: Royal AB Speakers: Meredith Bratton, Laura Jane Ward-Strunin, Sara Clark
10:30 AM - 11:30 AM	The Power of Being Heard – Making Every Interaction Count - Sponsored by Frontline Group Location: Royal CD Speaker: Jill Blakenship
10:30 AM - 11:30 AM	Specialized Services Start-Up Strategies Location: Royal EF Speakers: Kate Quigley, Alana Kroeber
10:30 AM - 11:30 AM	Unifying Voices: A Member-Driven Discussion of Inform International Location: Terrace Speaker: Katie Appold

11:30 AM - 11:45 AM

Boxed Lunch N' Learn

11:45 AM - 1:00 PM

Inform USA AI Taskforce

Location: Royal AB

Speakers: Greg Bloom, Sasha Reinoso, Sara Clark

11:45 AM - 1:00 PM

A Real-Time Food Insecurity Surveillance System Based on 2-1-1 Data

Location: Royal CD

Speakers: Nasser Sharareh, Sai Jaganathan Sadhankumar

11:45 AM - 1:00 PM

Beyond Dashboards: Building a Statewide 211 Business Intelligence Platform

Location: Royal EF

Speakers: Caleb Goodrum, Edward Perry, Victoria Greer

11:45 AM - 1:00 PM

Beyond the Script - A Deeper Dive Into Trauma-Informed Quality Assurance

Location: Terrace

Speakers: Kellie Merdink, Ciara Doyle, Frida Fonseca

2:00 PM - 6:00 PM

Certification Exams

Location: Terrace Room

2:30 PM - 6:30 PM

Bus To The Beach

Location: Offsite