

# Community Outreach and Education Workshop

## BACK TO BASICS: THE FUNDAMENTALS OF EFFECTIVE COMMUNITY ENGAGEMENT

9:30am - 4:30pm | Tuesday, May 23, 2017

NRLA Lumber Association | 585 North Greenbush Road | Rensselaer, NY

9:30-10:00am:	Participant Arrival and Check-In
10:00-10:10am:	Welcome Remarks and Introductions
10:10-11:15am:	Community Engagement: What Does It Really Take? David Whalen, President, Disability Awareness Training, Inc.
11:15-11:30am:	Break
11:30am-12:30pm:	Virtual Engagement: Power and Pitfalls Dan Allen, Vice President, Creative Services, Potratz
12:30-1:00pm:	Lunch
1:00-1:45pm:	From the Trenches: Getting a Community to Care John (Johnny) T. Evers, PhD, Director of Government Affairs, Business Council of NYS
1:45-2:00pm:	Break
2:00-2:45pm:	Developing a Strategic Community Engagement Plan David Whalen, President, Disability Awareness Training, Inc.
2:45-3:30pm:	Tabletop Exercise: Civic Engagement for Systematic Change Group Exercise
3:30-4:15pm:	Presentation of Advocacy Plans Group Exercise





# Presenter Bios



## David V. Whalen

David Whalen founded Disability Awareness Training (DAT) in September 2004, a program designed to sensitize and educate audiences on all aspects of disabilities, including (but not limited to) definitions of disabilities, etiquette and interaction skills, stigmas

and misperceptions, proactive approaches to community inclusion and integration, the Americans with Disabilities Act, and overcoming barriers through advocacy. Specific topic areas include emotional disturbance/mental health awareness and responsiveness, developmental disabilities, co-morbidities and dual diagnosis, and pertinent legislation.

David specializes in training law enforcement; emergency responders; human service providers; public, private and school transportation providers; corporations and businesses; places of worship and educators. He has presented to over 500 audiences.

David has worked in the disability field for most of his career. He spent 17 years at Opportunities Unlimited of Niagara serving individuals with developmental disabilities. As Vice President of Program Operations, David established groundbreaking programs recognized statewide – including a fully operational greenhouse, an on-site nature trail, rehabilitation counseling in schools, collaborative certification with his county’s alcoholism department, and a sensory integration room. He chaired the agency’s safety committee for seven years and developed its wellness program.

David spent a year serving low-income medically frail seniors as Director in a Long-Term Managed Care (Pre-PACE) program. He developed a comprehensive plan to serve seniors with developmental disabilities that is currently being implemented in agencies.

David served on the Western New York Developmental Disabilities Awareness Day (DD Day) committee from 1993 to 2008. A former co-chair, he was instrumental in making DD Day the largest single-day conference in New York State dedicated to the field of developmental disabilities.

He served as President of the New York State Association of Day Service Providers, which is dedicated to Day Treatment

and Day Habilitation providers. Under his direction, the Association established collaborative relationships with statewide organizations in the field. David has worked with the State of New York in establishing policy, regulations and staff training.

David was instrumental in launching the Diocese of Buffalo’s Disability Action Team, a committee developed to ensure that Catholic churches in Western New York best serve parishioners with disabilities. He has introduced this initiative to other faiths in the area. Dave was commissioned in September 2009 to be the Parish Disability Advocate at Sts. Peter and Paul Roman Catholic Church.

Mr. Whalen was appointed to the New York State Office for Persons with Developmental Disabilities Quality Assurance Real Choice Committee, which addresses the quality of care of individuals with disabilities.

Dave is President of the Buffalo Alumni Chapter of St. Bonaventure University, where he received his B.A. in Psychology (1984) and his M.S. in Education in Counseling Psychology (1986). Mr. Whalen established the four ideals of the alumni association: spirituality, socials, volunteerism and university support. He oversees some 10 events per year and works with the university on various initiatives and projects. In 2009, he was named Alumni of the Year by the university.

Mr. Whalen is a volunteer for Skating Athletes Bold at Heart (SABAH), and the Committee on Special Education. Dave serves as the Vice President of the Central Amherst Little League Challenger division. He also is the President of the Board of the Williamsville Special Education Parent Teacher Student Association (SEPTSA) and past Vice President of the PTSA Council. Dave is past Chair of the Board of Directors of the Parent Network of Western New York, a non-profit agency serving parents of children with disabilities.

He was also appointed as Chair of the Town of Amherst’s committee on disabilities. He developed their innovative Town Hall Training whereby he trains advocates to work within their municipality on disability matters, including how to start a committee so local governments will understand and respond to the needs of individuals with disabilities. This initiative was presented at the national FEMA Get Real II conference in Arlington, VA.

# Presenter Bios



In March 2011, David accepted an invitation to the White House for a historic memorandum of understanding signing between FEMA and the National Disability Rights Network. In April 2015, he became a FEMA-certified Access and Functional Needs Trainer. In October 2016, Dave and Niagara University received a three-year grant from the New York State Developmental Disabilities Planning Council to develop training on proper responses to individuals with disabilities and access and functional needs in emergencies.

David is co-founder of Access Buffalo, a progressive initiative to ensure that individuals with disabilities can access restaurants and hotels in the Buffalo area. DAT trains college students to do accessibility reviews in restaurants throughout Western New York. Each restaurant will be listed on the Buffalo Niagara Convention and Visitors Bureau website. In August 2010, he became a certified ADA trainer through the Region II Northeast ADA center.

In January 2010, the New York State Board of Regents appointed him to a three-year term on the New York State Independent Living Council; in the fall of that year, he wrote a collaborative grant with Niagara University and received a three-year (since extended two more years) New York State Developmental Disabilities Planning Council grant to develop Disability Awareness Training for First Responders. The Arkansas Council on Developmental Disabilities funded the same program beginning in October 2014 and the Missouri Council on Developmental Disabilities funded an iteration in July 2016.

In March 2011, Erie County (NY) appointed Dave to sit on the Disability Advisory Board. In January 2014, Dave joined the advisory council of the National Center on Criminal Justice and Disability. He also accepted an invitation to join the International Association of Chiefs of Police focus group entitled Mental Health of Arrestees and How It Impacts our Officers. Dave attended the U.S. Senate Hearing on April 29, 2014 entitled Law Enforcement Responses to Disabled Americans: Promising Approaches for Protecting Public Safety while also providing written testimony.

In March 2015, he accepted an invitation to join the Niagara County Behavioral Health and Justice Committee. He was recognized for his consultation with the Department of Justice's Community Relations Services for work on law enforcement disability awareness training and joined them on the International Association of Chiefs of Police

Civil Rights Committee at their October 2015 conference in Chicago. In April 2016, Dave was awarded Advocate of the Year from Deaf Access Services of Western New York.

Dave and his wife Sandy live in Williamsville, NY, and are the proud parents of 19-year-old twins David and Rachel, who were born 11 weeks premature. As a result, David has cerebral palsy, seizure disorder and a learning disability. He is currently in the transition program at Williamsville South, while Rachel is a sophomore at Cornell University studying English Literature and Psychology.



## John (Johnny) T. Evers, PhD

Johnny Evers is Director of Government Affairs at the Business Council of New York State. Since January 2016, he has supervised lobbying on issues like economic development, telecommunications and transportation. Before then, he spent four years working for

Albany County in various capacities, including as Director of Operations. He also served as Executive Director at the Food Bank Association of New York State from 2006 to 2012.



## Dan Allen

Dan Allen is at the core of the Potratz Creative Services team, where he has been a resource for all things design for 12 years. In his role as Vice President of Creative Services, Dan is responsible for guiding the creative team in art direction, resulting in the production of award-winning

concepts. After graduating from Freed-Hardeman University in Tennessee, Dan returned home to the Capital Region, began his career with Potratz, and has been a leader in the company and within the community ever since. Dan's understanding of marketing, brand objectives, integrated media and the value of effective communications has also driven him to take on the role of Vice President for the Albany Ad Club. Dan's leadership success can be attributed largely to his passion for design, his ability to inspire creativity with a fun-loving spirit, and the help of his rescued Yorkie, Mia.