

**Transforming Community Action,
Transforming Lives**





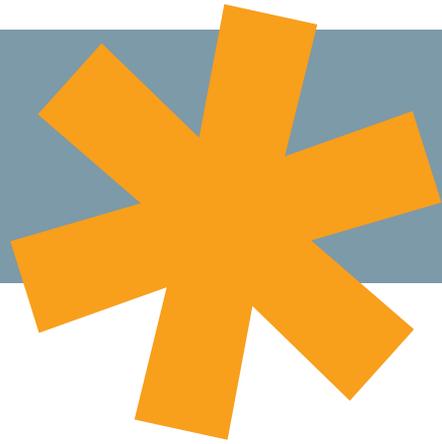
Delivering water and power®

ADVANCING COMMUNITIES, TOGETHER.

Building strong, safe and healthy communities often requires a helping hand from organizations like yours that provide vital services to those in need. At SRP, we support your efforts and applaud your commitment to work collaboratively for a better future.

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Wildfire 2023 Annual Conference



Dear Friends and Supporters,

I am delighted to welcome you to **Wildfire's 2023 Annual Conference**. This year's theme of **Transforming Community Action, Transforming Lives**, promises to be a celebration of our shared commitment to improving our knowledge and skills to best meet the needs of our ever-changing communities.

This conference serves as a reminder of our collective mission to **Ignite Lasting Change**. It is a platform where we can exchange ideas, share best practices, and inspire one another. Our program this year features a diverse array of workshops, expert panels, and keynote speakers who will provide valuable insights into the challenges and opportunities we face.

I would like to extend my deepest gratitude to our sponsors, program committee volunteers, staff, and all those who have contributed their time, expertise, and resources to make this event so successful.

Throughout this conference, I encourage you to engage actively, collaborate with fellow attendees, and take away actionable ideas that will help you to continue to make meaningful impact in the days, weeks, and months ahead.

I look forward to connecting with each of you and **thank you** for being a part of this event.

Wishing you a fun and inspiring conference experience.

Enjoy!

Kathy Senseman

Kathy Senseman

8:00 am

Registration Opens
And Continental
Breakfast

Prefunction South

8:30 am – 10:45 am

Opening Session,
Awards Presentation,
President’s Award And
The Margie Frost
Champion Against
Poverty Award And
Keynote Speaker

Banquet B1

11:00 am – 11:45 am

Breakout Sessions

12:00 pm – 1:30 pm

Lunch and Lunch Panel

Banquet B1

1:40 pm – 2:25 pm

Breakout Sessions

2:45 pm – 3:30 pm

Breakout Sessions

3:45 pm – 4:30 pm

Breakout Sessions



8:30 am – 10:45 am

**Opening Session,
Awards Presentation And
Keynote Speaker**

Banquet B1

Keynote Speaker

Iya Affo

*CEO of Heal Historical Trauma,
Arizona Trauma Institute*

**Stoking The Fire Of
Resiliency In Disempowered
Communities**

In alignment with Wildfire’s mission of stopping poverty before it starts, this year’s keynote address will inspire stakeholders to continue their passionate creativity in championing for our most vulnerable community members. We will ignite the fire within all of us as we develop a deeper understanding of how trauma and generational trauma is imprinted in the foundation of persistent poverty. We will fuel the inferno learning effective ally behaviors when working with members of BIPOC, Black Indigenous People of Color, and other disempowered communities. We will be rejuvenated through embracing a salutogenic/asset-based framework to stamp out the roots of poverty before they begin to take hold. In the end, our excitement for this work will blaze through the audience like Wildfire. **Join us!**

Bio

Iya Affo is the founder of Heal Historical Trauma. As a descendant of spiritual and physical healers, Iya’s life has centered around spirituality,

indigenous healing, and wellness. Iya strives to cultivate love and inclusivity and hopes to facilitate reculturing and the subsequent healing of indigenous people all over the world. Today, she is a Culturalist and Historical Trauma Specialist who has earned Western Certification as a Trauma Specialist. Iya is Certified to facilitate Dr. Bruce Perry’s Neurosequential Model for Caregiving, and Trust-Based Relational Intervention (TBRI). She is a Certified Trauma & Resilience Life Coach, a Certified Adverse Childhood Experiences Trainer and has completed Certification for the Native American based Fatherhood is Sacred/Motherhood is Sacred program. Iya serves as the Chair of the Historical Trauma committee and develops curriculum for the Resilience Empowerment Program with the Arizona Adverse Childhood Experiences (ACEs) Consortium. She is an Adjunct Faculty member at the Arizona Trauma Institute/Trauma Institute International, the founder of Phoenix Rising to Resilience virtual community on the PACEs, Positive & Adverse Childhood Experiences, Connection platform, and was recently appointed to the Gilbert Community Engagement Task Force to advocate for people who have been disempowered.

11:00 am - 11:45 am

Breakout Sessions

**How Motivational
Interviewing Will Impact
Community-Based
Organizations**

B6

Claudia Arambula Bryant
*Cultural Care & Community
Manager, Equity Health*

Motivational Interviewing (MI) is an evidence-based practice that centers on the motivational processes within the individual that facilitate change. These skills are used in numerous settings when someone is struggling with a behavioral change, decision fatigue, or exploring ambivalence.

This presentation will cover:

1. Understanding principles, key components, and basic processes of Motivational Interviewing
2. Understanding how Motivational Interviewing can benefit community-based organizations
3. Identifying ways to implement Motivational Interviewing in your organization
4. Ensuring culturally informed Motivational Interviewing

Occupational Hazard: Overcoming Compassion Fatigue

B3

Denise Beagley

ASU

Compassion Fatigue is an occupational hazard and a state characterized by a gradual lessening of compassion over time. Working in this field, we cannot avoid being affected by the populations that we serve, but we can work at lessening the absorption of it. Compassion Fatigue is common among individuals who work directly with trauma survivors such as nurses, case managers, supervisors, psychologists, social workers, therapists, and first responders. Sufferers can exhibit several symptoms including hopelessness, a decrease in experiences of pleasure, constant stress and anxiety, sleeplessness or nightmares, and a

pervasive negative attitude. We find in the behavioral health arena that it has a significant presence and can lead to negative outcomes for staff and volunteers. Self-care is all about learning how to take care of yourself and identify those issues that trigger you to act negatively. This is where the real work begins.

Working With The LGBTQ+ Community

B4

Hira Ismail

**Training Program Specialist
One-n-Ten**

Creating an environment where all people are respected, validated, and heard, regardless of their gender identity or sexuality is essential to ensuring people feel welcomed. In this training, we will learn exactly how to create a welcoming environment by reviewing terminology around what it means to be LGBTQ+ and best practices for LGBTQ+ inclusion. Each participant will leave with tangible action items for how to make the spaces they occupy every day more welcoming and inclusive of all people.

Igniting Collective Healing: Why Do We Talk About Trauma

B5

**Virginia Watahomigie M.ADM
Coconino Coalition for Children
& Youth**

Learn about the impact of Adverse Childhood Experiences, the science of how resilience is developed, how this information impacts communities, and how we can use this information to Ignite Collective Healing.

12:00 am - 1:30 pm

Lunch and Lunch Panel

Housing And Homelessness Panel

Banquet B1

Panel Speakers:

Amy Schwabenlender
Human Service Campus

Lisa Glow
CASS

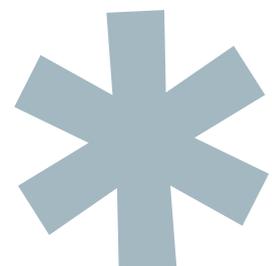
Ross Schaefer
Flagstaff Shelter Services

Cheri Horbacz
Southwest Fair Housing Council

Join us for an insightful panel session on housing and homelessness, featuring expert panelists from across the state of Arizona. In this engaging discussion, our diverse group of experts will explore holistic services, sharing timely data, and drawing lessons from the pandemic's impact. We'll delve into prevention strategies and discuss the challenges in ending homelessness. Discover how you can become a powerful advocate for change in our communities. Don't miss this opportunity to be part of the solution!

1:40 pm - 2:25 pm

Breakout Sessions



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those issues that trigger you to act negatively. This is where the real work begins.

When Healthcare Meets Social Services: Creating A Sustainable Partnership Framework

B6

Lauriane Hanson
Director of Health Equity and Community Partnerships, Equality Health

Genesis Verduzco
Manager of Community Partnerships, Equality Health

There is robust evidence that shows that the conditions in which people grow, live, play, and pray (also referred to as social determinants of health or SDOH) are critical factors in promoting health. There is also growing evidence that addressing SDOH can improve health status. It is not surprising that in the past several years, healthcare has sought to partner with social services to help them solve SDOH. In this session, attendees will identify opportunities and tools to co-create a sustainable partnership framework with healthcare entities.

Rentals, Animals, & Disabilities: Recent Changes For Advocacy

B4

Cheri Horbacz
Director, Education & Outreach Southwest Fair Housing Council

This orientation/refresher walks through the topics of disability, and HUD's 2020 Guidance regarding

animals in housing. Through examples contained in scenarios, questions, and interactions, attendees will connect the provisions of the FHA to daily work experiences. It is intended to help all fair housing advocates learn or refresh their skills when it comes to Federal Housing Law and Disabilities.

2:45 pm - 3:30 pm

Breakout Sessions

Rentals, Animals, & Disabilities: Recent Changes For Advocacy

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Healing Historical Trauma

B3

Iya Affo
CEO of Heal Historical Trauma, Arizona Trauma Institute

The Program is broken into 6 levels and is built on a foundation of Black, Indigenous, People of Color cultures and neurobiology. It is taught from a multicultural perspective, injecting

traditions, and ideology from various cultures from around the world. In this inclusive study, we rely on the ancient tradition of storytelling, visual art, and interconnected relationships to intentionally explore difficult topics.

When Healthcare Meets Social Services: Creating A Sustainable Partnership Framework

B6

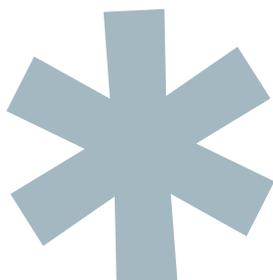
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“What’s the Story?”: Identifying Protective Factors and Opportunities For Mattering

B5

Andrea Merrihew

Division Manager, Community Action, Coconino County Health and Human Services

This interactive workshop will allow participants to explore the concept of “mattering,” its connection to the social determinants of health, and the tools we can use in our work to learn and understand the story to further enhance our capacity for meaningful case management.

3:45 pm - 4:30 pm

Breakout Sessions

Do I Need A Power Of Attorney?

B4

Matt Osborn

Director of Wills & Trusts Desert Financial Credit Union

Learn why the Financial Power of Attorney and Financial Directives are important for every adult. Access free and reliable forms from trusted sources.

How Motivational Interviewing Will Impact Community-Based Organizations

B6

Claudia Arambula Bryant

Cultural Care & Community Manager, Equity Health

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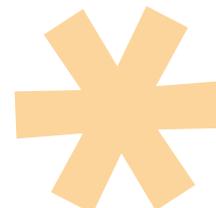
Pursuing A More Heat-Resilient Future For Arizona

B3

David M. Hondula

Director, Heat Response and Mitigation / Associate Professor City of Phoenix / Arizona State University

In this session, participants will review recent data related to the impacts of extreme heat in Arizona and discuss opportunities to improve local, regional, and state heat response and heat mitigation initiatives.



AZ Utilities Offer Options To Help Save On Energy Costs And Keep Power On

B5

APS, SRP, TEP/UniSource

Michelle Lehman

Limited Income Programs
Manager, APS

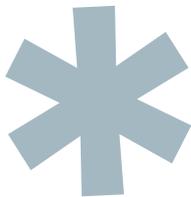
Jackie Castrellon and
Bonnie Temme

Community Relations Program
Managers, SRP

Wendy Erica Werden

Manager Community
Involvement, TEP/UniSource

This session will feature APS, SRP, and TEP/UniSource monthly customer discounts, programs to help reduce energy costs, resources available to community partners, and a description of how each utility works with their customers to keep the power on year-round and when transitioning out of seasonal moratorium.



President's Award



Malissa Buzan

Embodying the ideals of Community Action, Malissa Buzan spent her career as a fierce and compassionate advocate for her community. A lifelong Gila County resident, Malissa served as the Executive Director of Gila County Community Services from 2009 until her recent retirement. Seemingly tireless in her commitment to impacting others, she also served as the President of the Wildfire Board of Directors, the co-chair of the Gila County Community Network, and on the boards of Habitat for Humanity, Gila County Foster Care Review Board, and Kids Care. The Arizona Community Action Network was lucky to have Malissa's heart and humor and her impact has truly created lasting change.

Margie Frost Champion Against Poverty



Cynthia Zwick

The Margie Frost Champion Against Poverty award is named in honor of a tremendous advocate who left a remarkable legacy of dedication. There is no one more deserving of this award than Cynthia Zwick. Serving as the Executive Director of Wildfire for nearly 20 years, Cynthia's strategic, passionate, and visionary leadership significantly expanded the organization's voice as anti-poverty advocates. Perhaps one of Cynthia's greatest strengths was her ability to bring a diverse group of constituencies and organizations to the table to solve the most pressing issues faced by low-income Arizonans. Her unwavering commitment to creating an Arizona where all may thrive was a true gift to the organization and the larger community it serves.

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Elizabeth Goodman
egoodman@hbstrategies.us

Cole Libera
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Destiny Ruiz
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ABOUT OUR PROGRAM



PPEP, Inc. is the grantee of record, designated by the US Department of Labor to operate the National Farmworker Jobs Program (NFJP) since 1981 in the state of Arizona.

The program is designed to assist farmworkers in upgrading their skills/positions within agriculture or to acquire education and/or skills needed to retain employment outside of agriculture.



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- Save time and money
- Expand applicant pool
- Add to your bottom line
- Utilize tax credits
- Increase diversity

**BUSINESS
SERVICES**

- Networking & Referrals
- Diversified Trainings

8:00 am – 11:00 am

Breakfast,
General Session &
Business Meeting,
Awards Presentation,
Heart in Hand Award
And Beating The Odds
2023, And Keynote
Speaker

Banquet B1

10:45 am – 11:00 am

Silent Auction And
Closing Remarks



8:00 am - 11:00 am

**Breakfast, General Session &
Business Meeting, Awards
Presentation, and Keynote
Speaker**

Banquet B1

Keynote Speaker

Dr. Nika Gueci

*Executive Director, ASU Center of
Mindfulness, Compassion and
Resilience*

**Leading from Within:
Nurturing Resilience and
Well-being in the Modern
Workplace**

Delve into an immersive presentation where leadership seamlessly melds with well-being. As we navigate a shift in understanding leadership beyond mere job performance, this emphasizes the importance of filling your own cup first, because only then do we truly nurture others. This principle stands at the heart of crafting workspaces that prioritize mental health. Informed by the U.S. Surgeon General's framework for a workplace mental health and well-being and underpinned by mindfulness and resistance, this presentation is tailored for professionals at every career level. It's not just theoretical - prepare to receive actionable strategies to address widespread challenges like burnout and demoralization, especially in the helping spheres. As you deepen your understanding of mindful leadership, gain tools to rejuvenate, manage

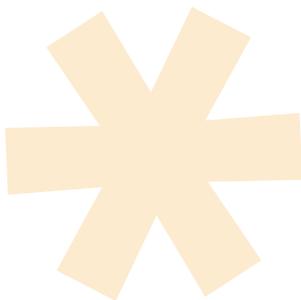
stress, and to support the creation of a healthy work environment, always remembering the significance of self-care in the journey.

Bio

Dr. Nika Gueci is a born and bred New Yorker who moved to the desert to advance Arizona State University's Charter of inclusion and belonging. She is the Executive Director of ASU's Center for Mindfulness, Compassion and Resilience, which was created as an institutional-priority initiative to build human capacity through an innovative whole-person approach. Here, she furthers individual and community resilience through translational research, customized curriculum and leadership trainings. Nika has presented over 1k speeches, workshops, and events, and has been invited to speak on media sources such as AZ3TV, NPR, ASU News, and as a keynote at national conferences. She serves as co-chair of the Mental Well-Being Committee, Arizona Department of Health Services and leads a state-wide strategy to reduce loneliness and social isolation.

She is a Senior Fellow at ASU's Learning Enterprise as Venture Design lead on personal development solutions, created for learners to realize and develop their full potential as thriving human beings.

Nika has been recognized as one of the top 50 women leaders of Arizona for 2023. She is a registered yoga teacher and ardent advocate for animal rights. She serves on the Arizona Veterinary Medical Association Wellness Task Force and fosters dogs. She holds an EdD in Leadership and Innovation from Arizona State University, MA in communication from New Mexico State University and a BA in Russian from Columbia University.



Heart in Hand Award Recipients 2023

Each year Community Action Agencies throughout Arizona take the time to recognize people who go above and beyond their daily duties to impact and improve the lives of limited-income families, communities, and Arizona.

Margaret Bentzen - Coconino County Health and Human Services

Margaret is the Senior Services Lead Case worker at CCHHS, and she is a warrior for senior social services. She is the first to volunteer for any action that includes helping seniors age with dignity and independence. Her relationships with each senior radiate love and compassion without judgment and CCHHS is honored to work with her every day.

Denise Carter - A New Leaf, MesaCAN

Denise is the founder of Over-Flo Missions, a non-profit organization that assists the unhoused and working poor by providing food boxes, snack boxes, personal care items, and other resources. Denise and Over-Flo have been critical supporters of MesaCAN's food pantry since its inception. Denise was inspired by her family story, and it drives her quiet passion to help others. MesaCAN is thrilled to honor Denise Carter.

Tom Cock - WACOG

Tom stands out as one of the best landlords in our community because of his compassion for low-income families and the homeless. Tom works with different agencies in the community and rents to clients who would be turned away by other landlords because of their histories. While Tom's business has grown tremendously, he understands the needs of our clients and their desire to put their lives back together. WACOG is proud to honor Tom for his heart for the homeless families in our community.

Lori and Roger Deutsch - NACOG

This past year, Lori led the effort to establish a Yavapai County Diaper Bank, Wrapped in Love. She was contacted by a woman who was running a small scale diaper bank out of her church and asked Lori for help because the need was so great. With Roger's help, Lori secured grants, recruited an advisory board, cemented partnerships, secured a storage facility for donations - and much more. Lori and Roger spend their time wrapping diapers, building shelving, and traveling around the state for for diaper pick-ups. Lori has a solid plan and is on the way to making this diaper bank a sustainable reality. NACOG is grateful for these two wonderful community members.

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Councilwoman Lisa Navarro Fitzgibbons - CAHRA

Lisa Navarro Fitzgibbons is not only a Casa Grande councilwoman but also an invaluable community volunteer. Councilwoman Fitzgibbons was a driving force behind the Casa Grande I-HELP project, which provides temporary overnight shelter, a hot meal, and a shower for our unhoused neighbors. Councilwoman Fitzgibbons is drawn to helping the less fortunate and is a volunteer in the purest definition.

Constables Denice Garcia and Lennie McCloskey - Glendale CAP

Constables McCloskey and Garcia have been two of the strongest advocates in the Glendale community when it comes to treating people with dignity and compassion during eviction proceedings. The constables have made themselves available to Glendale CAP staff to strategize over how best to deal with rising evictions and this has resulted in increased communication and coordination between tenants and landlords. Constables Garcia and McCloskey have intervened in cases with vulnerable seniors to ensure safe outcomes when they are being displaced. Glendale Community Action Program is grateful for their kindness and compassion to our community.

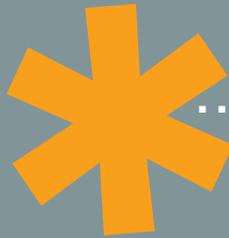
Anna Maria Maldonado - City of Phoenix Human Services

Anna Maria's work with Helping Families in Need (HFIN) exemplifies their mission - no one should be denied the basic needs of healthcare, housing, nutrition, and safety. Anna worked closely with HFIN and the Phoenix Industrial Development Authority to provide critical assistance to Phoenix mobile home residents at Weldon Court and Las Casitas as their parks were set to close. Anna Maria gained the trust of residents and helped secure new housing for all residents in need. The residents called Anna Maria a hero - and so does the City of Phoenix.

Gloria Padilla - Pima County Community Action Agency

Gloria joined Pima County Community Action Agency in 2009 and Pima County has been better off ever since. Gloria's extensive knowledge of state services, CAA programs such as LIHEAP, CSBG, STCS/TANF, ERAP, ADOH, Wildfire funds and local programs empowered her to better serve low-income communities and mentor peers. Gloria has served our local community with heart and urgency, acting as a mentor to new staff and as the fun police by boosting morale in the office. Pima County Community Action thanks Gloria for leaving them in a better place and wishes her the very best in retirement.

Beating The Odds 2023



Teresa Gault - Coconino County Health and Human Services

Teresa Gault's perseverance through personal adversity is nothing short of a triumph. Despite many challenges in her life, Teresa utilized case management to purchase a home and graduated with a bachelor's degree in Business/Accounting, all while working full time as a Social Services Specialist and Recovery Coach in Montana. Since 2018, Teresa's work at CCHHS has ignited change by digitizing processes that result in keeping more people housed, providing utility support, and easing the impact of poverty. Teresa truly embodies the mission of Community Action.

Chad M. Palmer - WACOG

In the past 20 years, Mr. Palmer has faced homelessness and joblessness but has never wavered in his devotion to his two daughters and his determination to provide them with a loving, stable home. Working with WACOG's Rapid Rehousing Program, Mr. Palmer purchased a fifth wheel mobile home. More recently working with WACOG's Housing Counseling Program he purchased a single-wide mobile home. Mr. Palmer is now happily retired.

POWERFUL ASSISTANCE

Serving Arizona's low income families through our partner agencies: Pima County Community Services/Community Action, PPEP, ICS, DES, CCCS, NACOG, SEACAP, and WACOG.

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Southwest Gas is proud to support our community partners and value all you do to elevate the most vulnerable in our communities. Your passion for community action to ignite lasting change and build strong and healthy communities in Arizona is an inspiration for us all.

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wildfire
*Igniting Community Action
to End Poverty in Arizona*



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Office: (602) 604-0640 | info@wildfire.org