

1231 8th Street #236 • West Des Moines, IA 50265

Phone: (515) 223-2805 • Fax: (515) 226-3214

www.IowaCareGivers.org



Greetings!

This year's Iowa CareGivers conference theme, "Cultivating Caregivers", reflects the need to grow and nourish this high demand and very vital segment of our caregiving workforce. The benefits of this event are far-reaching. As you know, a stable, well-educated, skilled, and prepared direct care workforce impact the lives of Iowans of all ages and abilities. They, along with family caregivers are the bedrocks of the service delivery system, and the conference is suitable for both direct care workers and family caregivers.

With the workforce shortages, or "Care Gap", predicted several years ago now upon us, family caregivers, older Iowans and people with disabilities, employers and the business community are now experiencing the challenges associated with too few workers to provide the needed services and care.

While the issues are complex in nature, this conference is one way we can collectively say thanks to those dedicated to the care and support of others, and pay tribute to the important roles they play.

The event is held at The Meadows Events and Conference Center, Prairie Meadows in Altoona, Iowa, a great venue and now close to a new outlet mall and restaurants.

Caregivers who attend leave the conference with a sense of renewed spirit and are able to:

- ✓ Enhance knowledge and skills through educational workshops on relevant topics such as opioid use, oral care, dementia, mental health, cultural diversity, infectious diseases, grief, compassion fatigue, skin care, and regulatory changes that impact them and the Iowans they serve;
- ✓ Leave inspired and motivated by keynote speakers messages;
- ✓ Network with others in the field from across the state;
- ✓ Benefit from exhibitor resources that they can share;
- ✓ Receive free health and oral health screenings;
- ✓ Learn about how to better care for themselves;
- ✓ Have fun associated with a "theme-related" conference, this year gardening or cultivating;
- ✓ Get a two-day break from caregiving to nourish their own bodies and spirits;
- ✓ Receive recognition for the important roles they play in the lives of so many Iowans.

This year, because the state support that helped subsidize the cost of this event was completely cut, your support is even more important. Please join us in honoring these important caregivers by making this their best conference experience yet. A donation of even \$200 subsidizes the cost of one conference attendee and enables us to keep the registration cost extremely low. We only need a pledge and amount by **March 2, 2018** (for inclusion in the brochure and/or the next issue of the Hub newsletter depending upon your sponsorship level).

You can view the Sponsorship and Exhibitor Options at <http://www.iowacaregivers.org/education/conference.php>
Continue to check our website for updated information and please share with others who may be interested.

Thank you for consideration of sponsoring our 2018 "Cultivating Caregivers" conference. Please call if you have any questions.

Your Partner in Recruiting and Retaining the Direct Care Workforce,

Pam Biklen, Program Director, Iowa CareGivers
515-729-9729