

# festivals yield rent results

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**TH** in his words

Jesus Aviles talks about the success of Island Fest, [Thonline.com](http://Thonline.com)

assistance to the families of injured military veterans.

On a less celebratory note, the board approved spending \$30,000 to help cover losses from America's River Festival, held June 14-16.

Overall, the festival lost \$153,000 this year, a shortfall that must be made up by five partner organizations, including the DRA, the city of Dubuque, the Dubuque Area Chamber of Commerce, the Dubuque Convention and Visitors Bureau and Dubuque Initiatives.

The 2013 festival was organized with a more regional approach in mind, said Jesus Aviles, president and CEO of Mystique, and "top-name" musical acts were targeted. The added expenses, as well as higher ticket prices and the threat of inclement weather, likely combined to create the shortfall, according to Aviles.



Jesus Aviles

Board member Tom Yunt asked whether it is time to re-evaluate how the festival is presented.

"I know it's difficult to predict weather patterns (but) it might be worthy to go back and just look historically at some weather patterns and say, 'Is that the time that we want to have that?'" he said. "That's one. Two, there was a huge detractor this year that from lots of peo-

ple, at the meeting, Aviles said he'd like to see the festival's organizing committee explore several options to address these concerns.

"I don't think this will jeopardize the festival," Aviles said, adding that he could not speak for the festival's River Festival

organizers. "It might have a different impact on it as it pertains to pricing and all of that."

# Direct-care worker shortage examined

Forum looks at ways to reduce stress and high turnover rates among caregivers.

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One of Iowa's largest workforces also is one of the state's most endangered because of the twin threats of stress and turnover.

The state's 75,000 direct-care professionals often face stress because of their intensive, daily caring for older adults, people with disabilities and children with chronic illnesses.

"They provide hands-on support when people need it most," said

Arlinda McKeen, of the statewide Direct Care Workforce Initiative. "The rest of the (health care) system couldn't function without this work."



Arlinda McKeen

A community forum Tuesday morning at the Northeast Iowa Community College Town Clock Center for Professional Development examined a looming shortage of such workers.

A state-average turnover rate of 64 percent means the profession will need 20,000 more people entering the workforce by 2020, but the occupation's stress and relatively low pay combine to hurt recruitment and retention efforts.

"The turnover is stressful," said Fran Mancl, a certified nursing assistant with Stonehill Franciscan Services. "About 35 percent of my time is spent training new people."

Initiative organizers said that increased, standardized training could help reduce the rate of turnovers.

**TH** Video

Arlinda McKeen discusses the scope of the direct-care worker shortage, [Thonline.com](http://Thonline.com)

**"We need people who care and people who are knowledgeable. It's great to care, but it's important to know what you're doing."**

ARLINDA MCKEEN, OF THE STATEWIDE DIRECT CARE WORKFORCE INITIATIVE.

"We need people who care and people who are knowledgeable," McKeen said. "It's great to care, but it's important to know what you're doing."

Iowa's annual direct-care worker turnover costs could be as high as \$193 million because of the expense of overtime to cover vacated shifts and hiring. Savings from reducing turnover could help pay for increased, standardized training.

The training, in turn, could help reduce turnover — the bulk of which occurs within the first 30 to 60 days of employment.

"When you go through the training, people will realize at that time (the profession) is not for them," said Stephanie Lange, a direct-care worker for Lutheran Services, "as opposed to after an agency spends six to eight weeks with you."

Standardized training also could boost career opportunities, officials said. Currently, training offered through one employer might not be accepted at another.

"Everybody benefits from standardized training," Mancl said.