

Massachusetts Association of Councils on Aging and Senior Center Directors

Fall Conference 2014

Senior Centers 2014: Where Do We *Grow* From Here?



Workshop Descriptions and Details of Related Activities

October 8, 9 & 10, 2014
Sea Crest Resort
Falmouth, MA



At the Center of it All

2014 Fall Conference At A Glance

Sea Crest Beach Hotel, Falmouth, MA

October 8, 9, & 10, 2014

Wednesday Activities: October 8th

| | |
|-----------------|--|
| 7:00am–9:00am | Commonwealth Breakfast – Nauset Exhibit Hall |
| 8:00am–5:00pm | Registration Desk & Resolution Desk Open |
| 8:00am–5:00pm | Exhibitors Hall Open – Nauset Exhibit Hall |
| 9:00am–10:15am | Workshop Session I |
| 10:15am–10:45am | Break – Nauset Exhibit Hall |
| 10:45am–12:00pm | Workshop Session II |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 12:00pm–1:00pm | LOHSC Luncheon Meeting – Reds Restaurant |
| 1:00pm–2:00pm | Plenary Session – New England Secretaries – Ballroom I |
| 2:15pm–3:30pm | Workshop Session III |
| 3:30pm–4:00pm | Break – Nauset Exhibit Hall |
| 4:00pm–5:15pm | Workshop Session IV |
| 5:30pm–7:30pm | Networking Reception – Courtyard (weather permitting) |

Thursday Activities: October 9th

| | |
|-----------------|---|
| 7:00am–8:00am | Exercise Walk – Meet at the Resolution Desk |
| 7:00am–9:00am | Breakfast – Oceanfront Dining Room |
| 8:00am–8:45am | Plenary Session – Acting Commissioner of Social Security – Ballroom I |
| 8:00am–5:00pm | Registration Desk & Resolution Desk Open |
| 8:00am–5:00pm | Exhibitors Hall Open – Nauset Exhibit Hall |
| 8:45am | Cape Cod COA Field Trip Departs from Resolution Desk |
| 9:00am–10:15am | Workshop Session I |
| 10:15am–10:45am | Break – Nauset Exhibit Hall |
| 10:45am–12:00pm | Workshop Session II |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 1:00pm–2:00pm | Plenary Session – Rev. Liz Walker – Ballroom I |
| 2:15pm–3:30pm | Workshop Session III |
| 3:30pm–4:00pm | Break – Nauset Exhibit Hall |
| 4:00pm–5:15pm | Workshop Session IV |
| 5:30pm–8:00pm | Annual Membership Dinner – Oceanfront Dining Room |

Friday Activities: October 10th

| | |
|----------------|---|
| 7:00am–8:00am | Exercise Walk – Meet at the Resolution Desk |
| 7:00am–9:00am | Breakfast – Oceanfront Dining Room |
| 8:00am–12:00pm | Registration Desk and Resolution Desk Open |
| 9:00am–12:00pm | Morning Intensive Session |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 12:45pm–2:15pm | Afternoon Wrap-Up Session |
| 2:15pm | Conference Adjournment until 2014 |

“Senior Centers 2014: Where do We *Grow* from Here?”

October 8, 2014



At the Center of it All

Dear Participant:

The Massachusetts Association of Councils on Aging & Senior Center Directors is pleased to welcome you to Sea Crest Beach Hotel. This venture is jointly offered by MCOA and by the Commonwealth of Massachusetts represented by the Executive Office of Elder Affairs, the MA Department of Public Health and the MA Office of Consumer Affairs and Business Regulation.

“Senior Centers 2014 Where Do We *Grow* From Here”: The first Senior Center open nearly six decades ago in New York City with many here in Massachusetts welcoming older adults for more than 50 years. Councils on Aging were authorized by our Commonwealth in on June 28th, 1956 with MGL Chapter 40, Section 8b that allowed municipalities to establish their own Council on Aging Department. Four decades ago the first Massachusetts Senior Center Conference was held in my home town of Northampton, which led to regional associations where Directors and Board Members would gather to share information and resources. MCOA, the statewide association, was incorporated in 1979 – indicating that we have completed 35 years of operation. The Commonwealth of Massachusetts began funding municipally based COAs in FY1980 budget with an allocation of \$300,000. Since that time our line item #9110-9002 has grown to \$11.5 million and not only includes a Formula Grant of \$8/elder based on the 2010 US Census but also \$1.3 million in Service Incentive Grant funds that allow for innovation and regionalization.

During that same timeline, we have seen our network of COAs evolve out of Park and Recreation Departments into fully operating human service agencies that offer a full range of benefit and support programs, as well as offering a full portfolio of evidence-based programming promoting “Healthy Communities.” Currently the US Census indicates that over 22% of our Commonwealth’s population is now age 60 and over, with projections of over 25% by the end of this decade.

Thus the theme of **“Where do We *GROW* from Here?”** seems pertinent. Sometimes when we are on the front lines trying to meet the ever-growing demands of our diverse populations, we forget to see the “Big Picture.” So that is the purpose of this event. It is time to “Dream the Dream” – **What Do We think the Eldercare Network should look like 5, 10, 25 years from now**: For We are the Leaders who will show the Country where to go from here. We are the Leaders who can and must create the best eldercare network for our nation. And we are the Leaders who can create the change that is needed. In cooperation with Consumers and Caregivers, and with other providers in the Eldercare Network, we can create the change that is needed, if we all recommit to the mission of serving older adults.

So when I ask the simple question **“Where do We *GROW* from here?”** What are your answers? We seek guidance from our Membership and all attendees as to what we should advocate for, what we should focus our trainings on, and how we can best serve our Members to help them serve all older adults. “Together We Can” grow and change to meet the overwhelming need, because over my 35 years, I have seen your resiliency, I have seen the magic you create on a shoe string, I have seen the joy in the faces of the older adults you have helped, and I have seen that the systems can change. When this event is over, let us all get reenergized to make our Senior Centers ‘Community Focal Points,’ and ensure that they all are a ‘Welcoming Place for All.’

A Parting Quote from President FDR just before his untimely death:

“The only limit to our realization of tomorrow will be our doubts of today.”

Conference Highlights: At “Senior Centers 2014” we offer...

Workshops: A major focus of this year’s event will be on transforming our senior centers into wellness centers with several sessions on evidence-based programming as well as a focus on the Healthy Communities initiative and the Massachusetts Healthy Aging Data Report. Overall there are 77 workshops to choose from including workshops on workforce development and civic engagement, outreach to underserved populations, legislative advocacy, property tax relief, ADA requirements, Elder Abuse, coping with tight budgets, elder drivers, fire prevention and other public safety programs. We feature workshops on Social Security, Medicare, and other public benefit programs as well as showcasing NCOA’s *BenefitsCheckUp* Program. Several sessions will focus on the mental health of older adults including hoarding and depression as well as a track on Alzheimer’s and related diseases. Scheduled workshops also include senior center design, NISC Accreditation, and MCOA Certification, as well as on employee management and team leadership.

Plenaries: Three Plenaries are scheduled that are the most remarkable we have ever offered. After lunch on Wednesday the session will feature Secretaries and Commissioners from around New England whose portfolios include elder services. We want to hear of their successes over this last term and reflect on the challenges that we all still face. Thursday morning the Acting Commissioner of Social Security, Carolyn W. Colvin, will address the gathering on the solvency of this valuable program and new initiatives that are planned. And after lunch on Thursday, Liz Walker will inspire and leave you feeling refreshed and energized.

Cape Cod Field Trip: Visit 3 Senior Centers on Thursday Morning: Step on board with us as we depart at 9am to visit three Senior Centers. Each facility is unique and you will be provided with a fact sheet for each stop. Our first stop will be at the Mashpee Senior Center. Built in 2004 by John Catlin and Associates, the Mashpee Senior Center is approximately 10,000 square feet. This amazing building affords the staff the opportunity to run many social, wellness, educational and recreational activities that keep the Seniors connected to one another and help them remain independent in their home setting. We now head to the Barnstable Senior Center. Built in 1999 by Hingham-based architects Keenan and Kenny, the nearly 20,000 square foot Barnstable Senior Center is a bright and contemporary Senior Center that is made even more beautiful by the wonderful people who participate in their programs and activities. Lastly, we’ll visit the Bourne Senior Center. Built in 2003 by Brown Lindquist Fenuccio & Raber Architects, Inc, the Bourne Senior Center boasts 27,000 square feet. The dedicated staff and clients who attend programs make this a very special COA with lots of shared laughter and good times. We will then return to the Sea Crest Beach Hotel in time for a quick lunch and Reverend Liz Walker’s Plenary entitled “The Next Chapter.” There is no charge for this excursion but reservations are required. Gather at 8:45 at the Resolution Desk.

MCOA Showcase: Visit MCOA Informational Tables in the Nauset Exhibit Hall on Wednesday and Thursday- Leave your business card for a ‘special raffle.’ At these tables attendees will have the opportunity to view MCOA’s newly redesigned website, learn about *BenefitsCheckUp* and download the MA Healthy Aging Collaborative Community Report. In addition we will be distributing information on several new initiatives including opportunities for COAs to receive funding to participate in the Aging Mastery, Benefits Counseling, and Intergenerational Programs as well as the Mass in Motion’s “Healthy Communities thru Design Project”. We will also be distributing our new calendar that will include opportunities for staff and board members including dates for our regional Protective Service and Government Regulations Training Days as well information about a newly funded grant received by Boston University to train COA outreach workers about the mental health needs of older adults and the available resources. In addition, preliminary information will be available on a recently received grant to develop multicultural core competency trainings with specific modules on identified underserved populations. And finally at MCOA’s Informational Tables we can answer your questions about MCOA Certification, NISC Accreditation, the Keep Moving Program and the status of Jobs Search Services Program (JSSP). Come visit us and learn what your trade Association is doing for you. Visit MCOA’s Showcase in the Nauset Exhibit Hall. On a final note: to help implement all of these new projects and carry forth MCOA’s goals and objectives MCOA seeks to employ an experienced COA Director as our ³Program Director for Technical Assistance, Training and Special Events². Funding for this new position has been secured from January 1, 2015 thru June 30, 2017 with the continued employment ³likely². Details available at MCOA Showcase Desk. Resumes due by 10/31/15.

Evening Events: Our motif this year is "Together Again, An MCOA Family Reunion." Two evening events are planned. **On Wednesday**, MCOA will host a casual Networking Reception, "Meet the Family", and - weather permitting - we will gather outside on a beachfront patio enjoying the scenic beauty of Old Silver Beach. In keeping with our MCOA Family Reunion motif, you are encouraged to dress casually and wear a favorite family vacation sweatshirt, t-shirt or hat. **On Thursday**, MCOA invites you to our Annual Membership Dinner Theater. "Family - You can't live with them, but you can't live without them. Or can you?" Enjoy a "Whodunnit" MCOA style!

Memorial Walks: On Thursday we will hold the Jan Marble Memorial Walk, and on Friday the Roz Clark Memorial Walk, to honor Jan’s efforts for the Keep Moving Program and Roz’s contributions to the East Longmeadow COA, the Massachusetts Senior Games and to MCOA. These annual events will begin at 7am and participants are asked to gather at the Resolution Desk. Emmett Schmarsow/EOEA will lead the walks.

In addition we will also offer:

- Also at Wednesday's Luncheon, the Local Officials Human Service Council (**LOHSC**) will be gathering in Red's Private Dining Room to network and discuss this year's schedule.
- **CEUs:** We will offer CEUs for Social Workers and RNs on select courses as well as Certificates of Attendance for Activities Personnel and for MCOA Certified Staff. Go to the Resolution Desk for details.
- **Exhibitors/Vendors:** We will have over 45 vendor tables on Wednesday and 35 on Thursday set up in the Nauset Exhibit Hall. A Get-Away Weekend Raffle is available to those who collect enough signatures from these exhibitors.
- ***May I suggest that you first read "Conference Housekeeping" located inside your two-pocket folder for tips and vital information to make this event more enjoyable. For a quick orientation to this event check out the inside back cover for a map of this facility and inside front cover for the conference timeline.***

A Cooperative Venture Thank You's: The content of this three day conference "Senior Centers 2014: Where Do We Grow from Here" is truly outstanding. We are grateful to the Massachusetts Executive Office of Elder Affairs and Secretary Ann Hartstein, the MA Department of Public Health and Commissioner Cheryl Bartlett, and the MA Office of Consumer Affairs and Business Regulation and Undersecretary Barbara Anthony for their ongoing support and sponsorship of this event. We should also recognize our other New England Partners who join us again this year: members from the Connecticut Association of Senior Center Personnel (CASCP), the New Hampshire Association of Senior Centers (NHASC), and the Rhode Island Senior Center Directors Association (RISCD) have been involved with the development of this event.

Attendees should also note the generosity of our sponsors who help offset the cost of this conference. This year the Executive Office of Elder Affairs, AARP Massachusetts, Blue Cross Blue Shield of Massachusetts, *myseniorcenter*, Alzheimer's Association of MA and NH, and Tufts Health Plan Medicare Preferred have all returned. In addition, there will be many other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to linger and make connections in the Nauset Exhibit Hall — **each day there will be different vendors onsite.**

More Thank You's: I also personally want to single out Emmett Schmarsow and Carole Malone from EOE for their tireless efforts on behalf of COAs throughout our Commonwealth; and Ruth Grabel and Ben Wood from DPH who have also contributed to make this event a success. In addition, I want to thank members of the Workshop Committee who reviewed over 140 proposals: Co-Chairs Donna Popkin and Terri Marciello, with Emmett Schmarsow, Carole Malone, Ruth Grabel, Terri McDonough, Jared Krok, Linda Kiernan, Joanne Sheehan, Jeanne Teehan, Ashley Stuart, Lauren Gray, Becky Moriarty, and Kathy Bowler. I am also appreciative of Judy Ramirez who assisted with the Nursing CE; the members of the Local Arrangements Committee co-chaired by Joanne Moore, Angela Sinnott, and Carol Boudrieau; our Room Monitor Coordinator Annmary Connor; our Volunteer Coordinator Barbara Ann Foley and our conference chair Kathy Bowler for holding all this together.

Additionally, I wish to recognize the extraordinary efforts and flexibility of our staff: Brenda Griffin, Lynn Wolf, Paul Kingston, Mary Kay Browne, Becky Moriarty and Tom Gagnon. Their hard work and dedication is appreciated. Inviting over 600 of your closest friends for three-day event can be a roller coaster. As you pass any of these individuals at this event, give them a hug and say thanks for a job well done.

MCOA hopes you enjoy this extraordinary event. There will be a time to learn, to find resources and to make connections; but let us not forget that as a trade association we should not only be about advocacy and training but we should also be about support and friendship. Reach out to your peers to vent and to listen. Enjoy this three-day conference: take in some workshops, relax with a walk along the beach, and connect with an old friend.

Enjoy!



David P. Stevens
MCOA's Executive Director



The Commonwealth of Massachusetts
Executive Office of Elder Affairs
One Ashburton Place, Boston, MA 02108

DEVAL L. PATRICK
Governor

ANN L. HARTSTEIN
Secretary

October 8, 2014

Dear Colleagues:

I love this time of year for so many reasons: the changing of the leaves, the crisp cool weather and the opportunity to participate in the MCOA's Fall Conference where we have the opportunity to learn from each other and share ideas about the critical role Councils on Aging play in serving Massachusetts communities. Having been a COA executive director for eleven years, I appreciate your initiative and innovation in attracting people to senior centers and offering the broad range of programs and services that support them in the aging process.

I am humbled and awed that you have done me the great honor of awarding me this year's Lifetime Achievement Award. Because I come from your ranks, I am particularly gratified to be recognized in this way. The last five years as Secretary of Elder Affairs have given me a great opportunity to work and advocate with you. We have seen the per person allocation increase along with the Service Incentive Grants and the partnerships with local agencies and organizations. I always say that councils on aging and senior centers are the readily accessible gateway to local, state and federal programs from SHINE counselors, to congregate meal sites, to information about heat subsidies, computer training, health screenings, tai chi, support groups, exercise as well as to basic socialization opportunities.

We have all worked hard to persuade our communities to build better centers and provide more support for seniors and we have achieved many of our goals. Of course, we still have more to do. But, let me suggest another goal we still need to reach: eliminating ageism. I believe when seniors are seen as equally valuable to communities as their children and grandchildren, when we, and others who work with seniors, cease to be patronizing or assume that older people can't make their own decisions, or are less aware than we are of their environment we will have helped to eliminate ageism. Seniors, who are living with chronic conditions and have slowed their pace somewhat, should not be seen as lesser beings than younger people who may be fleet of foot but may be lacking in the judgment that comes from experience. Old isn't the same as sick! Old isn't the same as burdensome or inadequate.

Once again, I want to thank you for all your contributions to Massachusetts seniors and their communities and for your support for me as Secretary of Elder Affairs. I'd like to offer a special word of thanks to Dave Stevens, who has been one of my most valuable advisors, Carole Malone who has been and remains dedicated to your work and, of course, Emmett Schmarsow, who has spent his life building and supporting Massachusetts Councils on Aging.

My very best wishes,

A handwritten signature in cursive script, appearing to read "Ann L. Hartstein".

Ann L Hartstein



The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Department of Public Health
250 Washington Street, Boston, MA 02108-4619

DEVAL L. PATRICK
GOVERNOR

JOHN W. POLANOWICZ
SECRETARY

CHERYL BARTLETT, RN
COMMISSIONER

Tel: 617-624-5200
Fax: 617-624-5206
www.mass.gov/dph

October 8, 2014

Dear Colleague:

I am pleased to welcome you to the 2014 annual MCOA conference. The Massachusetts Department of Public Health has been working closely with MCOA for decades to improve the health of older adults across Massachusetts and it is my pleasure to extend this welcome on this special occasion.

MCOA has been a strong partner with us in addressing such critically important issues as falls prevention, the built environment, and chronic disease self-management and we look to the membership of MCOA to help us in forging ahead with these programs. Nowhere has this partnership been more evident than in our recent collaboration with MCOA in which DPH collaborated with MCOA to award grants to 7 Mass in Motion Communities and their councils on aging to become healthy aging community design champions.

This innovative collaboration brings councils on aging together with other municipal agencies to improve the built environment for older adults, an effort that in turn benefits the whole community as well. Projects focused on hearing older adults concerns and translating them into a range of programs such as walk audits, integrated community design or community gardens. In addition, this funding also supported the Pioneer Valley Planning Commission in adapting their Healthy Community Design Toolkit to reflect the concerns of older adults as they confront the built environment in their communities. This pioneering new document highlights many of the challenges older adults face and offers ways to address these challenges by understanding and becoming directly involved in the community planning, design and implementation process.

I also want to acknowledge MCOA's valuable assistance in a range of other projects as well - older adult asthma prevention, behavioral health in older adults, and serving as a member of the Massachusetts Partnership on Chronic Disease Prevention. Additionally, I want to thank MCOA for taking over the Keep Moving program and enabling it to continue its vital work of helping to keep older adults physically active and socially engaged. Your steadfast support of health promotion and disease prevention has enabled the Department to reach older adults across the Commonwealth and we look forward to continuing this partnership in the future.

Best wishes for a wonderful conference.

Sincerely,

A handwritten signature in black ink that reads "Cheryl Bartlett". The signature is written in a cursive, flowing style.

Cheryl Bartlett, RN
Commissioner



COMMONWEALTH OF MASSACHUSETTS
OFFICE OF CONSUMER AFFAIRS AND
BUSINESS REGULATION

10 Park Plaza – Suite 5170, Boston MA 02116
(617) 973-8700 FAX (617) 973-8799
www.mass.gov/consumer

DEVAL L. PATRICK
GOVERNOR

GREGORY BIALECKI
SECRETARY OF HOUSING AND
ECONOMIC DEVELOPMENT

BARBARA ANTHONY
UNDERSECRETARY

October 9, 2014

Dear Friends,

The Councils on Aging and the Massachusetts Association of Councils on Aging provide invaluable expertise and resources to enhance the quality of life for seniors and their families. I write this letter to each of you as a fellow consumer advocate to thank you for your service and dedication. Your work makes Massachusetts better.

The Patrick Administration's Office of Consumer Affairs and Business Regulation strives to provide consumers with information about their rights and responsibilities in the marketplace. As Undersecretary of that Office, I oversee five agencies, and through regulation and oversight, we aim to ensure a fair and competitive market for the benefit of consumers and businesses alike.

We continue to tackle important challenges. We have begun an information campaign on Price Transparency in health care. Starting this month, health insurance companies will provide online cost estimators that will allow members to get out-of-pocket cost information about certain healthcare procedures or services ahead of time. You can use this tool to compare doctors and other medical providers and consider price as one factor in your healthcare decision-making.

We also see scams targeting consumers. One type of scam that has been particularly prevalent is where scammers pretend to be reputable businesses or government agencies such as Microsoft or the IRS to trick consumers into giving them personal information or money. Your support to educate consumers about staying vigilant is vital to consumers in the Commonwealth.

My office will once again present Consumer University. Joanne Campo, Esq., Deputy General Counsel, and Julian Smith, Esq., Consumer Research and Programs Manager, will give this presentation on Thursday just before I give the Greetings from the Commonwealth. We will also staff a consumer information table on Thursday, so come over and ask us a consumer question. You can also reach our consumer information hotline at (617) 973-8787 and visit us online at www.mass.gov/consumer.

Thank you again to the Councils on Aging for your important contribution to our Commonwealth.

Sincerely,

Barbara Anthony



Better businesses. Smarter consumers.





*The Commonwealth of Massachusetts
Executive Office of Health and Human Services
Commission for the Blind
600 Washington Street, Boston, MA 02111*

DEVAL L. PATRICK
Governor

JOHN W. POLANOWICZ
Secretary

PAUL SANER
Commissioner

Tel.: 617-727-5550
800-392-6450
TDD: 800-392-6556
Fax: 617-626-7685
www.mass.gov/mcb

October 9, 2014

Dear Colleagues,

On behalf of the Massachusetts Commission for the Blind (MCB), we are pleased to partner with and support the Massachusetts Association of Councils on Aging.

MCB's mission is to provide the highest quality rehabilitation and social services leading to independence and full community participation. Over the past century, MCB has successfully assisted thousands of individuals and we look forward to sharing our resources both at this conference and in the years to come. Some examples of our services include case management, orientation and mobility, rehabilitation teaching, referral to homemaker services as well as provision of low vision evaluation and devices. Services are planned and provided individually, based on the person's unique needs determined by an in-home functional assessment. The primary goal of MCB's services is to assist blind individuals to live as independently as possible in the community.

The MCB Blind Reintegration for Independence, Development, and Growth for Elders (BRIDGE) Program provides independent living services to elders aged 55 and older who are legally blind. Services are directed toward the better management of secondary disabilities which build upon and complement other agency services that the consumer may be receiving. Services are provided without regard to income, but are subject to the availability of federal grant funds at any given time. BRIDGE case workers conduct site visits with consumers to assess service needs, to develop rehabilitation plans, and to provide follow up services. Families are encouraged to participate in the process. Some of the programs provided by BRIDGE include - Peer Support Groups, Essential skills training to increase elder's independence within their living environments, Information and referrals both within and outside of MCB, Advocacy, Diabetes self-management training, Assistive listening devices, Instruction in the use of low-vision devices and Adaptive equipment and supplies.

As a partner, the Commission for the Blind is committed to working with our colleagues in the aging and health care networks to provide the very best rehabilitation services. We welcome this opportunity to meet our new partners and look forward to successful collaborative work that will improve the quality of life for those we collectively serve.

Thank you for the opportunity to be part of this conference. In addition to our presentations, MCB will have a table with informative materials. We welcome you to visit, to meet our staff, and to share ideas and resources.

Regards,

A handwritten signature in black ink, appearing to read "PAS".

Paul Saner
Commissioner



Executive Task Force

Gene A. Mazzella, Chair

Geriatric Care Advisor/Advocate
Senior Care Works – Metro Boston

Tamy-Fee Meneide, Treasurer

Clinical Research Diversity Coordinator
Massachusetts General Hospital: Neurology
The Harvard Aging Brain Study

Terrie Drew

Vice President, Board of Directors
North American Indian Center of Boston

Susan Kelliher

Marketing Manager
Community Interpreter Services
Catholic Charities Archdioceses of Boston

Dana Kern

Director of Marketing
Hearthstone Alzheimer Care

Gloria Pascual, MA

Executive Director Family Caregivers

Francis Thomas

Deputy Commissioner of
Administration and Finance,
Commission on Affairs of the Elderly
City of Boston

October, 2014

Dear MCOA Colleagues,

On behalf of the Multicultural Coalition on Aging (MCA), welcome to the 2014 MCOA Annual Fall Conference.

We are pleased to be a community partner with MCOA and to be part of the service incentive grant to develop diversity core competency trainings and on-line modules for all COA and senior center staff across the Commonwealth.

MCA is also planning a first Annual Summit for all stakeholders in the fight to reduce linguistic and cultural barriers to health and human services scheduled for January 2015 and an Aging Well Together Consumer Conference set for sometime in late spring or early summer 2015.

We hope you will consider joining us for either or both events!

Enjoy the conference!

Gene

Gene A. Mazzella, Chair
Multicultural Coalition on Aging

Multicultural Coalition on Aging

c/o Hebrew SeniorLife; Attn Mina Kuraoka; 1200 Centre Street; Roslindale, MA 02131

E-mail: mcaboston1994@gmail.com / Website: www.mcaboston.org / Phone: 617-363-8766

October 2014

Dear Friends,

The LGBT Aging Project is so pleased to be part of yet another terrific MCOA Conference and hope you'll have a wonderful time connecting with your colleagues and learning from each other.

We have worked with a number of Councils on Aging and Senior Centers and seen their successful efforts in training their staff and creating programming that is inclusive of lesbian, gay, bisexual and transgender older adults and caregivers.

We are so excited that this year we will partner with MCOA and the Multicultural Coalition on Aging to develop cultural competency trainings for the network of COAs throughout the Commonwealth.

The LGBT Aging Project
A program of The Fenway
Institute

Lisa Krinsky, LICSW
Director

Bob Linscott, MTS
Assistant Director

These trainings will provide you with the opportunity to learn about cultural competency in general (what is it really? How do we know when we have it?) as well as further trainings about specific cultural groups and what is unique, and universal about their experiences. What better way to ensure that the older adults in your communities feel welcome in your COA?

Have a wonderful time at this conference – your time away with colleagues and the new possibilities to expand the work you do!



Lisa Krinsky, LICSW
Director

September 25, 2014

Dear David,

The Massachusetts Association of Older Americans (MAOA) is pleased to join with you again this year in what promises to be another excellent MA Association of Councils on Aging and Senior Center Directors (MCOA) annual Fall Conference. The incredible range of educational offerings available at *Senior Centers 2014: Where do We Grow from Here?* is a tribute to its planners, MCOA leadership and its members. Thank you for inviting us to be part of it.

MAOA and MCOA have worked in together in many domains to make life better for our state's older men and women since the beginning of the senior center movement during the late 1960s. The growth of COAs and Senior Centers over the decades - steered by the vision, hard work and persistence of MCOA's leaders and members - gives our state a vital local base to respond to social, economic, and health challenges of our aging population.

We are proud that MAOA, with your support, has been a leader in geriatric mental health training and advocacy in Massachusetts for over two decades. In addition to the four high quality, affordable conferences we offer annually at sites across the state, we participate in events offered by other organizations, pursue a vigorous legislative agenda, and provide educational and resource material to expand the boundaries of access to mental health care for elders.

As you know, MAOA is also a pioneer in the use of the MA Elder Economic Security Index (EESI) developed at the Gerontology Institute at UMASS-Boston for Wider Opportunities for Women (WOW), MAOA's national elder economic security partner. The EESI guides our strong elder economic security education and advocacy program. We secured legislation to create a Special Legislative Commission on Elder Economic Security, MCOA is a member and a close partner in its work. We have recently joined MCOA's important Property Tax Task Force.

Thank you for again for the opportunity to be with you at this terrific conference. MAOA looks forward to continuing our partnership with MCOA and its members as we purse our mental health and economic security agenda and as senior centers continue to "*grow from here*".

Yours truly,



Chet Jakubiak
Executive Director



October 8, 2014

Dear Colleagues:

The Center for Aging and Disability Education and Research (CADER) at Boston University School of Social Work is pleased to announce a new behavioral health training program. The program is funded by the Massachusetts Department of Public Health Suicide Prevention Program and is offered in partnership with the Massachusetts Council on Aging and the Executive Office of Elder Affairs. This fall, 65 staff members from Councils on Aging in the southern and western part of the state will have an opportunity to earn a *Certificate in Mental Health and Aging* from CADER at Boston University. By participating in this training program, COA staff will enhance the competencies needed to effectively identify and respond to older adults with mental health and substance use concerns, increase mental wellness and resilience, and further the prevention of suicide. This program will consist of a “blended model” of online learning and face-to-face training. CADER will offer four online courses for 16 hours of training and two face-to-face sessions at the beginning and end of the program. All participants will earn a total of 20 hours of training and certificate of completion awarded by BU. This training program is generously funded by DPH and CADER and will be offered at no cost to you or your agency.

In the next few weeks, please look for a flyer with more information about registration and how to get involved in this training program. If you have any questions, please contact Kathy Kuhn at kkuhn@bu.edu or 617-358-2632. For more information about CADER and our online programs, please visit our website cader@bu.edu.

We look forward to your participation in this program and furthering the knowledge and skills needed to work with older adults.

Sincerely,

Bronwyn Keefe, MSW, MPH, Ph.D.
Research Assistant Professor
Associate Director, CADER

Kathy Kuhn, MSW, LICSW
Director of Workforce Development
CADER



October 2014

Dear Colleagues,

Thank you for serving our nation's older adults!

NCOA has been a champion of senior centers since 1970, when we formed the National Institute of Senior Centers (NISC) to promote best practices and advance the senior center field.

Today, NCOA's mission is to improve the lives of millions of older adults—especially those who are vulnerable and disadvantaged—and we continue to see senior centers as key partners in that effort.

Every day, senior centers help thousands of older adults improve their health, maintain their economic security, live independently, and stay active in their communities. At NCOA, we share these same goals. By 2020, we seek to:

- **Improve the health, independence, and financial well-being of 10 million older adults** through the development and widespread use of innovative services and programs.
- **Strengthen and protect major public programs** (especially Medicare, Medicaid, Social Security, and the Older Americans Act) for all older adults, but especially for disadvantaged and vulnerable older adults.

Together, we have been working to improve the lives of millions of older adults. You have empowered older adults to become economically secure through BenefitsCheckUp® and the SNAP Enrollment Initiative, built your center's capacity through the NISC Accreditation Program, and celebrated the gift of longevity through the Aging Mastery Program®.

I encourage you to visit us at www.ncoa.org to learn even more about what NCOA has to offer. Enjoy the conference, and I look forward to our continued good work.

Sincerely,

A handwritten signature in black ink that reads "James Firman". The signature is fluid and cursive, with the first name "James" being more prominent than the last name "Firman".

James Firman, EdD
President & CEO
National Council on Aging



October 2014

Dear Senior Center Professionals,

Welcome to one of the best senior center training opportunities in the country!

NCOA's National Institute of Senior Centers (NISC) has a long history of collaboration with the Massachusetts Councils on Aging (MCOA). It is a history steeped in admiration. Your association is strong. It will be evident during this conference as it delivers excellent learning and networking opportunities for attendees.

Consider sharing your expertise at the national level. NISC is the only national organization solely focused on the needs of senior center professionals like you. We are setting the standard for the future of senior centers. NISC supports a network of over 2,000 senior center professionals through:

- **Professional Development & Networking**
Seven NISC Teams allow professionals to advance the senior center field, share ideas, and grow in their careers.
- **Promising Practices**
The annual NISC Programs of Excellence Awards recognize outstanding senior center programs that others can replicate. Webinars, community education programs, and signature programs like the Aging Mastery Program™, allow centers to better serve seniors today and tomorrow.
- **Standards & Accreditation**
NISC offers the country's only National Senior Center Accreditation Program, which provides official recognition that a senior center meets nine established standards of operations. More than 230 centers nationwide have been accredited. After accreditation, those involved are offered the opportunity to become a peer reviewer.
- **Advocacy**
With NCOA policy staff, NISC members give voice to the older adults they serve in order to strengthen and protect important public programs.

Join us! We invite you to become a NISC member today. Visit us at www.ncoa.org/NISC to see all the possibilities.

Enjoy the conference!

Sincerely,

A handwritten signature in black ink that reads 'Maureen O'Leary'. The signature is written in a cursive, flowing style.

Maureen O'Leary
Program Manager
National Institute of Senior Centers

1901 L Street NW, 4th Floor | Washington, DC 20036 | 202-479-1200 |
www.ncoa.org/NISC



October 2014

Dear Colleagues,

Welcome to Massachusetts!

I hope you continue to use the tools that were unveiled last year to help older adults stay economically secure.

Both are unique versions of BenefitsCheckUp®—the nation’s most comprehensive online screening service for benefits programs. BenefitsCheckUp® connects older adults to more than 2,000 benefits programs that can help them pay for food, medicine, utilities, and other daily expenses.

- **BenefitsCheckUp® Massachusetts** (www.BenefitsCheckUp.org/MCOA) is designed for professionals and consumers here in Massachusetts to connect older adults to local, state, and federal programs.
- **BenefitsCheckUp® NISC** (www.BenefitsCheckUp.org/NISC) is designed specifically for senior center professionals and volunteers to screen their participants for benefits.

Since 2001, BenefitsCheckUp® has helped nearly 4 million people find over \$14.5 billion worth of benefits. Use it to help the seniors you serve!

Have a great conference.

Sincerely,

A handwritten signature in cursive script that reads "Marlene Schneider".

Marlene Schneider
Vice President of Decision Support Services
National Council on Aging

1901 L Street NW, 4th Floor | Washington, DC 20036 | 202-479-1200 | www.ncoa.org/NISC

the healthy living Center of Excellence



October 8, 2014

Dear Friends and Colleagues,

On behalf of Elder Services of the Merrimack Valley, Hebrew SeniorLife and the Healthy Living Center of Excellence, we welcome you to the 2014 MCOA annual conference.

The Healthy Living Center of Excellence seeks to promote the integration of evidence-based healthy living programs within the health care delivery system. Over the years, MCOA and its members have been integral partners in achieving this mission. More than a dozen healthy aging programs have been disseminated throughout the Commonwealth, with Councils on Aging from Berkshire County to the Cape and the Islands acting as host sites. Approximately 2,000 older adults are reached annually, many with multiple chronic health conditions.

Through programs like Stanford's Chronic Disease Self-Management Program, Diabetes Self-Management, A Matter of Balance, Healthy Eating for Successful Living, Enhanced Wellness, Powerful Tools for Caregivers, and Healthy IDEAS, Massachusetts seniors develop skills that allow them to more confidently partner with their health care team in managing their ongoing health challenges. We invite you to join us at the conference on Wednesday, October 2 to learn more about evidence-based programs in Massachusetts, as well as here examples of how these programs have been integrated with health care delivery systems. If you are unable to join us on Wednesday, please visit our website, www.healthyliving4me.org or contact us directly to learn how you can bring these meaningful programs to your communities.

Best wishes for a wonderful conference.

Sincerely,

Joan Hatem-Roy

Associate Director, ESMV

Jennifer Raymond

Dir., Healthy Living Center of Excellence



October 2014

Dear MCOA Colleagues:

Welcome to “*Senior Centers 2014: Where Do We Grow From Here?*”

The keynote speakers and workshop providers featured at this year’s Conference are experts in their fields! At the end of these three days, you will take with you “best practices”, innovative ideas and practical resources designed to help you, your staff and your elders grow.

On behalf of **LOHSC** -- the “human services arm” of the Massachusetts Municipal Association -- I invite you to join us. The **MCOA-LOHSC** partnership has evolved over the years to the point where we co-sponsor annual events that are designed to help staff provide vital services to the community. Mental health, housing, budget constraints, access/mobility limitations, emergency preparedness and other “human services” affect every population subset -- regardless of age or ability.

Thanks to President **Joanne Moore**, Executive Director *Lifetime Achievement Award* recipient **David Stevens** and **MCOA staff** for their terrific work putting together this year’s conference!

Best regards,

A handwritten signature in blue ink that reads 'Cynthia J. Wallquist'.

Cynthia Wallquist
President

One Winthrop Square Boston, MA 02111 (617) 426-7272



Massachusetts

One Beacon Street, #2301 | Boston, MA 02108
1-866-448-3621 | Fax: 617-723-4224 | TTY: 1-877-434-7598
aarp.org/ma | ma@aarp.org | twitter: @aarpma
facebook.com/AARPMA

Dear MCOA Conference Attendees,

AARP Massachusetts is pleased to sponsor the 2014 MCOA Conference in Falmouth, and we look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

Our advocacy efforts on behalf of the 50+ population have yielded much success this year. Among our accomplishments is the passage of the Uniform Adult Guardianship and Protective Proceedings Jurisdiction Act (UAGPPJA) into law. When the new law takes effect in November, Massachusetts will become the 39th state to adopt rules making it easier for family caregivers whose loved ones live in another state.

AARP Massachusetts worked alongside MCOA and other advocates to secure funding in 2015 for Councils on Aging, home and community based care programs, and elder protective services.

We hope you will enjoy our exciting workshops at this conference. Through a Life Reimagined Checkup, you will learn more about "What's Next?" for you. The program helps you create a renewed sense of purpose and summon the confidence to pursue a passion. It is a new way of thinking about what's next in life through a powerful step-by-step approach that turns goals and dreams into real possibilities.

Also, we have a session dedicated to the older workforce. AARP Massachusetts is very committed to helping experienced workers achieve their employment goals. We recognize best-in-class workplace practices and policies, highlight employers of choice, and connect people to trusted resources and peer networks.

Thank you. We look forward to our continued partnership as advocates for all 50+ residents of the Commonwealth.

Sincerely,

Linda Fitzgerald
State President, AARP Massachusetts

Michael E. Festa
State Director, AARP Massachusetts





MASSACHUSETTS

Timothy J. O'Brien
Senior Vice President, Sales and Marketing

October 2014

Dear Friends:

On behalf of Blue Cross Blue Shield of Massachusetts, welcome to the 2014 Massachusetts Council on Aging conference.

We're incredibly proud to be a sponsor at this year's conference. We are in awe of the incredibly important work you do—and we share your commitment and advocacy for Massachusetts seniors.

That's why we offer a broad range of quality Medicare Advantage and supplement health plans—so all seniors can get the care they deserve from Medicare, at rates that work for them.

We at Blue Cross wish you all the best for another successful conference. Enjoy the event!

Sincerely,

A handwritten signature in black ink that reads "Timothy J. O'Brien".

Timothy J. O'Brien

T :: 617.246.7663 F :: 617.246.7883 E :: timothy.o'brien@bcbsma.com
Landmark Center | 401 Park Drive | Boston, MA 02215-3326 | www.bluecrossma.com
Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

TUFTS Health Plan Medicare Preferred

Dear Colleagues,

On behalf of Tufts Health Plan Medicare Preferred, welcome to the 2014 annual Massachusetts Association of Councils on Aging (MCOA) and Senior Center Directors conference. Tufts Health Plan Medicare Preferred is honored to be part of the “Senior Centers 2014: Where Do We *Grow* From Here” conference.

As an invaluable community resource, the MCOA continues to be at the forefront of promoting healthy aging for the Massachusetts senior population. The MCOA’s extensive services and programs provide seniors in Massachusetts with the opportunity to take an active role in their well-being, lifestyle choices and healthcare decisions.

Along with the MCOA, Tufts Health Plan Medicare Preferred is proud to be a part of the Massachusetts healthcare community, and we extend our best wishes for a successful conference.

Sincerely,



Patty Blake

Sr. Vice President, Senior Products

Tufts Health Plan Medicare Preferred

www.alz.org/MANH

**Massachusetts/
New Hampshire Chapter**
480 Pleasant Street
Watertown, MA 02472

617 868 6718 p
617 868 6720 f

**Southeastern Mass
Cape Cod & the Islands**
Village South Plaza
473 South Street West
Raynham, MA 02767

508 880 0055 p
508 880 0056 f

Central Mass
128 Providence Street
Worcester, MA 01604

508 799 2386 p
508 799 2653 f

Western Mass
264 Cottage Street
Springfield, MA 01104

413 787 1113 p
412 787 1109 f



New Hampshire
Five Bedford Farms Drive
Suite 201
Bedford, NH 03110

603 606 6590 p
603 606 6803 f

October 8, 2014

Dear Friends,

The Alzheimer's Association is pleased to partner with the Massachusetts Council on Aging for this important conference. "*Senior Centers: Where Do We Grow From Here*" provides us all with the opportunity to look to the future with vision that is proactive and positive.

We have welcomed the opportunities to collaborate with MCOA and local Councils on Aging/Senior Centers to provide programs in the community for those living with the challenges of Alzheimer's disease and related types of dementia. All those programs are provided free of charge. We have also appreciated the opportunity to provide our programs for COA professional staff.

The Alzheimer's Association is the leading voluntary health organization for the care and support of families and people living with Alzheimer's or a related dementia, as well as cutting edge research. Last year, our 24/7Helpline responded to more than 10,000 calls, providing resources and support to those dealing with this challenging disease.

Alzheimer's is a growing health care crisis. If we are going to turn the tide, we all need to be involved. We are grateful to the local COAs and Senior Centers who have stepped up and joined us in our vision of a world without Alzheimer's. This past year, the MCOA chose the Alzheimer's Association, MA/NH Chapter as a charity partner and participated in the Walk to End Alzheimer's. We thank the MCOA for activating communities across the state, mobilizing for the Walk to End Alzheimer's. More than 25,000 people attended our 11 Walks in September.

For more information about our programs and services, please stop by our exhibitor table here or call us at 617.868.6718.

We hope that you enjoy the conference!

A handwritten signature in black ink that reads "James Wessler". The signature is fluid and cursive, with a long horizontal line extending from the end.

James Wessler
President and CEO

the compassion to care, the leadership to conquer®

Welcome!

At MySeniorCenter, we've had the great pleasure of working with many of you for the past nine years and we look forward to having fun with you this week.

We consider ourselves a lucky group of people. We get to visit hundreds of Senior Centers around the country every year. While no two Centers are alike, you all have something in common: you do great work for your communities. We're grateful for all that you do and it inspires us at MySeniorCenter to do what we do – which is to make your jobs easier.

If you get a chance, stop by to see us in the **Exhibit Hall on Wednesday and Thursday**. We have some really cool things to demonstrate; including new report formats, a Phone Connect feature (allows you to make phone calls directly from MySeniorCenter), and a new online registration system for your members.

Also, we have a **session on Wednesday at 10:45** where we'll show you how to use those new parts of MySeniorCenter and give you a **sneak peek** at some things that are coming in future versions. You won't want to miss it!

Have fun!

myseniorcenter™

MCOA Honor Roll

MCOA Certified Senior Center Directors

Pamela Woodbury, *Spencer 2014*
Eileen Clarkson, *Gardner 2014*
Nancy Hammond, *Manchester 2014*
Annmary I. Connor, *Amesbury 2013*
Jayne Colino, *Newton 2013*
Vicki Lowe, *Foxborough*
Theresa Poore, *West Newbury*
Karen Alves, *Franklin 2011*
Laura DeMattia, *Bellingham 2010*
Laura Dillingham-Mailman, *Merrimac 2010*
Colleen Ranshaw-Fiorello, *Georgetown 2010*
Elizabeth Pettis, *Salisbury 2010*
Mary Parcher, *Framingham 2010*
Ruth Ann Bleakney, *Milford, 2008*
Deborah Jenkins, *Fairhaven, 2008*
Rebecca C. Moriarty, *Hampden 2007*
Sharon Anne Mercurio, *Pepperell, 2007*
Sharon M. Yager, *Shrewsbury, 2007*
Joanne Moore, *Duxbury, 2006*
Barbara Farnsworth, *Hingham, 2006*
Deborah Arsenault, *Millis, 2006*
Kristin Kiesel, *Sudbury, 2006*
Barbara A. Search, *Sturbridge, 2006*
Chester D. Sewell, *Billerica, 2005*
Susan P. Jacobs, *Dalton, 2005*
Martha A. Campbell, *Groton, 2005*
Barbara L. Reynolds, *Tyngsborough, 2005*
Patricia Carty-Larkin, *Westwood, 2005*
Karen Santucci, *Lincoln, 2003*
Sharon Lally, *Needham, 2003*
Joanne Collins, *Woburn, 2003*
Sandra Lapollo, *Chicopee, 2002*
Patricia Roberts, *Marblehead, 2002*
Susan Schwager, *Marion, 2002*
Laurie Nelson, *Northborough, 2002*
Linda Elworthy, *Salem, 2002*
Anita Sundelin, *Upton, 2002*
Barbara Coghlan, *Walpole, 2002*
M. Beth Kaltner, *Ware, 2002*
Richard Mundo, *Agawam, 2001*
John Jope, *Arlington, 2001*
Jemma Lambert, *Barnstable, 2001*
Leslee Breen, *Beverly, 2001*
Carolyn Brennan, *Hampden, 2001*
Sandra Kent, *Hingham, 2001*
Barbara Lawlor, *Hull, 2001*
Jeanne DeBruin, *Lunenburg, 2001*
Diane Bertolino, *Rockport, 2001*
Kelly Burke, *Sterling, 2001*
Ruth Gately, *Waltham, 2001*

MCOA Certified Program Managers

Violet Suska, *Chicopee 2014*
Donna Ciappina, *Duxbury 2012*
Colleen Normandy, *Chelmsford 2012*
Laura Veligor, *Wellesley 2012*
Meghan Murtagh, *Salem 2012*
Angela Smith, *Carlisle 2011*
Sheila Ronkin, *Bellingham 2010*
LinnKim McGovern, *Greenfield 2008*
Mary Ann Soquet, *Greenfield 2008*
Christine (Tina) Gorman, *Westfield 2007*
Jared Krok, *Chicopee, 2006*
James Leyden, *Chicopee, 2006*
Susan Moore, *Chicopee, 2006*
Charmagne LaPrise, *Millis, 2006*
Marlene Troupes, *Hopkinton, 2006*
Gail A. Murley, *Beverly, 2005*
Deborah D. Thompson, *Groton, 2005*
Dorothy Blain-Hamel, *Holyoke, 2005*
Mary R. McLeod, *Hopkinton, 2005*
Karen Albright, *Millville/Blackstone 2005*
Joan Pippin, *Arlington, 2003*
Carol Pallozolla, *Beverly, 2003*
Judith Mikkola, *Chicopee, 2003*
Hope Macary, *Greenfield, 2003*
Amy Wilson Kent, *Hopkinton, 2003*
Lynne Waterman, *Mashpee, 2003*
Laura DeMattia, *Millville, 2003*
Joan Linnehan, *Agawam, 2002*
Pat Becker, *Andover, 2002*
Sheila Field, *Beverly, 2002*
Teri Allen McDonough, *Beverly, 2002*
Lynne Barrett, *Salem, 2002*
Judy Tanner, *Woburn, 2002*

The intent of MCOA certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel.

For more info go to: www.mcoaonline.com see About Us/ Staff Certification

National Institute of Senior Centers

Nationwide, 121 Senior Centers
Are currently Accredited since 1999

Bourne Council on Aging, Buzzards Bay
Callahan Senior Center, Framingham
Danvers Council on Aging, Danvers
Duxbury Senior Community Center, Duxbury
Hingham Senior Center/Hingham Department of Elder Affairs,
Hingham
Needham COA Stephen Palmer Center, Needham
Plymouth Council on Aging, Plymouth
Rochester COA and Senior Center, Rochester

Wednesday Activities: October 8th

| | |
|-----------------|--|
| 7:00am–9:00am | Commonwealth Breakfast – Nauset Exhibit Hall |
| 8:00am–5:00pm | Registration Desk & Resolution Desk Open |
| 8:00am–5:00pm | Exhibitors Hall Open – Nauset Exhibit Hall |
| 9:00am–10:15am | Workshop Session I |
| 10:15am–10:45am | Break – Nauset Exhibit Hall |
| 10:45am–12:00pm | Workshop Session II |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 12:00pm–1:00pm | LOHSC Luncheon Meeting – Reds Restaurant |
| 1:00pm–2:00pm | Plenary Session – New England Secretaries – Ballroom I |
| 2:15pm–3:30pm | Workshop Session III |
| 3:30pm–4:00pm | Break – Nauset Exhibit Hall |
| 4:00pm–5:15pm | Workshop Session IV |
| 5:30pm–7:30pm | Networking Reception – Courtyard (weather permitting) |

**Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration**

**Commonwealth Breakfast 7:00 to 9:00am
Nauset Exhibit Hall**

**Wednesday, October 8, 2014
Workshop Session I 9:00am – 10:15am**

W1-1 Partnering with others to make transportation go further

**Nauset V
1 SW CE**

Lack of transportation is a barrier for many seniors across Massachusetts. While most Councils on Aging offer some transportation services, these existing services do not satisfy all the need. By partnering with other organizations, COAs can make limited resources go further – thereby giving rides to more people. As part of a statewide initiative, Regional Coordinating Councils on Community Transportation have developed across Massachusetts. These RCCs are opportunities for stakeholder organizations to come together to identify needs and opportunities and work together to increase mobility for seniors and others who lack access to transportation. MassMobility staff will provide an overview of transportation coordination efforts across the state. Erica Girgenti, Director of the Adams COA, will share why she decided to participate and how her COA is benefiting from her leadership of the Berkshire Regional Coordinating Council.

Erica Girgenti, Director, Adams Council on Aging

Rachel Fichtenbaum, Mobility Information Specialist, EOHHS MassMobility

Wednesday, October 8, 2014

Workshop Session I *continued* 9:00am – 10:15am

W1-2 Elder Homeowner Displacement Prevention

Nauset II

The focus of the workshop is to provide outreach and education to elder service agencies on the warning signs that an elder may be in danger of potential displacement. Such signs include mortgage foreclosure, property tax failures and other sources of debt. Assisting elders early before they are facing an imminent displacement means greater options for the senior. The Lowell-based non-profit, H.O.M.E., believes that if agencies are trained to be on the look-out for potential warning signs, they can work with H.O.M.E. to assist elders before displacement becomes imminent.

Nomita Ganguly, Outreach Director, The PASS Group pursuant to a contract with H.O.M.E.

W1-3 Aging Mastery Program Round3 Bidder's Conference

Highland

The third round of funding for the Aging Mastery Program (AMP) will be awarded in January 2015. This session will introduce potential bidders to the application process, the program components, and the positive outcomes experienced by both the AMP participants and their host centers, which resulted during the first and second rounds in funding.

**Mary Kay Browne, Manager of Special Projects, T2-7
MCOA**

W1-4 Conversations About Dementia: Tips to Help with Family Conversations

Ballroom II

This is an example of a program for family caregivers that has been hosted at COAs. These workshops are presented by trained Alzheimer's Association staff and volunteers, and are free of charge. 'Conversations about Dementia' offers tips on how to have honest and caring conversations about some of the most difficult topics when you are caring for someone with memory problems: the importance of going to the doctor for a diagnosis or follow-up, concerns about driving and making legal and financial plans for the future. You'll hear from actual family caregivers about these challenging issues via video as well as recommendations for what to do next.

Jennifer Hoadley, Regional Manager, Southeastern MA/Cape Cod, Alzheimer's Association, Massachusetts/New Hampshire

**Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration**

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

Wednesday, October 8, 2014

Workshop Session I *continued* 9:00am – 10:15am

W1-5 Sugar Shockers

Private Dining Room

1 NS CEU, 1 SW CE

In this captivating and engaging presentation, you will learn about the shocking amounts of sugar in some favorite foods. Learn why sugar is not so sweet for your mind, body, health and weight. Get helpful tips for reducing your sugar intake, while keeping your diet satisfying and flavorful. Learn about flavorful and fulfilling lower sugar foods and snacks that can be offered at your senior center.

Tricia Silverman, RD, LDN, MBA, Registered Dietitian, Owner, NuTricia's Lifestyles, Instructor, Healthy Aging: Nutrition Strategies for Optimal Longevity, Northeastern University

W1-6 Planning for Medicare-Countdown to 65

Chatham

Planning for Medicare-Countdown to 65 is a presentation that helps people approaching Medicare eligibility understand their health insurance options outside of employer-sponsored coverage. Many people need help understanding the coverage options available to them. This is especially true for people that plan to retire and are leaving employer-sponsored coverage. For these individuals retirement may be the first time they do not have a Human Resources representative coordinating, explaining, and negotiating a rate for their health plan premium. The presentation will explain: • Medicare Parts A and B • Medicare enrollment timeline • Medigap plans that help supplement Medicare coverage • Medicare Advantage plans, such as HMOs and PPOs • Medicare Part D prescription drug plans • Plans and programs available to early retirees, such as COBRA.

Susan Flanagan, Senior Plan Consultant, Blue Cross Blue Shield of Massachusetts

W1-7 The Future of the Senior Center: An interactive workshop to explore the past, present, and future of the idea of a Senior Center

Ballroom I

In some circles, the whole idea of a "Senior Center" is being challenged. This workshop will offer an opportunity for participants to consider how the concept of a senior center has evolved over the recent past, consider where we are today, and work together to help define the future of the Senior Center . . . if there is one!

Gary L. Graham, FAIA Associate Professor of Architecture, Roger Williams University, School of Architecture, Art, and Historic Preservation and Principal Architect, GMI Architects, Boston, and Bristol, RI

W1-8 Senior SAFE, Fire and Fall Prevention Education Partnering with Senior Centers

Old Silver/Room 717

Senior SAFE is a new program initiated by the legislatures and the Department of Fire Services. Opportunities for partnering with fire departments will be discussed. Also, we will highlight a program using the book "No Dragons for Tea", to explain how to partner seniors with elementary school students in order to promote reading, fire prevention, and partnerships with schools, fire departments and seniors.

**Cynthia Ouellette Fire Data and Public Education Coordinator, Massachusetts Department of Fire Services
Lt. Annie Pickett - Worcester Fire Department, Worcester, MA**

Wednesday, October 8, 2014

Workshop Session I *continued* 9:00am – 10:15am

W1-9 Seven Simple Exercises to Increase your Strength Today

Race Point

We all know how easy it is to get all the information on anything you need; just click on TV, radio, read a newspaper or “surf the web”. We can find enough information on the importance of exercise for anyone over 50 to fill a landfill. The most difficult decisions to make are what are the best exercises for members and any particular physical issues they may have. If they could find exercises that are safe, easy to understand and do not take a lot of time; they might just do them. The first step is to find exercises that are comfortable. The second step is to make them safe and easy and the third step is to be able to do them in a short period of time. Most people do not want to spend too much time exercising. Our program, 7 Simple Exercises to Increase Your Strength Today takes the first step, Strength and gives Council members an easy and fun beginning. If they start with strength they might feel differently and then they could possibly add more components, such as; flexibility, cardiovascular exercise and balance. Who knows they might even get stronger.

Steve Satin, Founder and President, Satin Wellness, Inc.

Refreshment Break 10:15 to 10:45

Nauset Exhibit Hall

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

This Conference Booklet was generously sponsored by

**TUFTS  Health Plan
Medicare Preferred**

Wednesday, October 8, 2014

Workshop Session II 10:45am – 12:00pm

W2-1 Hoarding Disorder: Efficacy of Empathy and Peer Support in Treatment **Nauset V**

1 NS CEU, 1 SW CE

The ability to display true empathy, caring, and respect from the onset of work with hoarding cases is key to gaining trust and moving forward. Genuine empathy creates a safe, non-judgmental, and empowering environment for the client to find support and success. Additionally, research has shown that peer support is a vital part of maintaining goals and sustaining progress. Being able to connect with others through shared lived experience offers a unique sense of personal support and fosters empowerment and growth. Members of the North Shore Peer Support Program will be on hand to tell their story and answer questions.

Marnie McDonald, MSW, LCSW, North Shore Center for Hoarding and Cluttering, Clinical Specialist / Program Director

Deborah Baker, Peer Support Team

Lee Hardy, Peer Support Team

W2-2 Understanding "Compassion Fatigue"

Old Silver/Room 717

Workshop on recognizing and appropriately dealing with compassion fatigue in the workplace.

Sharon Kouzuch, M.Ed., LMHC, AllOne Health

W2-3 The Alzheimer's Association commitment to research in 2014 and how you can make a difference in advancing this disease towards a cure!

Race Point

1 NS CEU, 1 SW CE

This presentation will highlight the work the Alzheimer's Association is doing to advance research in 2014. Describe why research is important to advance towards finding a cure and where resources and additional information exists.

Lenore Jackson-Pope RN, BSN, MSM, CCRP Manager Medical & Research Education, Alzheimer's Association Massachusetts

W2-4 Friend Raising...The First Step in Fundraising

Ballroom II

An interactive discussion on how making friendships is the first step in raising funds for your Council on Aging, whether it's for operations or a much larger major gift or capital campaign. This session will focus on how to meet and influence people in your daily lives and then move them along to become donors to your organization.

Erich V. Briggs, Founding Partner, Butcher & Briggs, LLC, Fundraising Counsel

W2-5 New Features Workshop

Private Dining Room

Learn how to get the most out of new MySeniorCenter features. We'll review new touchscreen capabilities, groups, statistics, transportation and much more.

Eric Andersen, CTO and Founder of MySeniorCenter

Wednesday, October 8, 2014

Workshop Session II *continued* 10:45am – 12:00pm

W2-6 Catching The Wave To Wellness

Ballroom I

The wave of wellness continues to swell at the Woonsocket Senior Center. A tsunami of new programming added this past year include: a Diabetic Support Group led by a Registered Nurse CDOE, a 6 week Total Wellness Class, a "Good Grief" bereavement group, and Water Aerobics. A very successful collaboration with the New England Diabetic Association offered the first in a series of Senior Signature events. 120 participants attended Diabetes 101. Future events are scheduled and a joint focus survey will be sent to all Senior Centers in Northern RI. As a result of last year's conference, and the power of networking it provided, a telephone call was received from the Plainville Senior Center asking the Director of Wellness to develop a Wellness Program. A 10 week program was established, well attended and well received. This success generated a request for an ongoing collaboration. The wellness wave continues - the tide swells.

Linda Thibault, RN

W2-7 3 Outreach Programs for isolated Seniors that is easy on the budget

Chatham

Introduction to three different programs to help engage isolated seniors that takes little time and very little money. One program, Mailbox stickers, is a safety program, Circle of Friends, is social engaging program and Active hands/Busy minds, a national award winning program, is also a social engaging program through hobbies.

Claudia Borden, Outreach & Development Coordinator, Barnstable Senior Service

W2-8 Understanding and Using the Tufts Health Plan Foundation Healthy Aging Data Report

Highland

Tufts Health Plan Foundation and the UMass Boston Gerontology Institute will provide an update of an important statewide initiative on healthy aging. Specifically, we will review community profiles of indicators of healthy aging and highlight innovative ways to use the data. Such local data on healthy aging has never been available before. Now we seek to equip communities to use it to make positive change for healthy aging.

Elizabeth Dugan, PhD, Gerontology Institute, UMass Boston

Ruth Palombo, PhD, Senior Health Policy Officer, Tufts Health Plan Foundation

W2-9 Beyond the DNR: Helping Your Seniors Deal with Emergency Care

Nauset II

Does every senior in your community have a valid health care proxy? Do they know they may have invalidated one the last time they went to the hospital? Do they really understand the pluses and minuses of various kinds of life sustaining treatment? Do they know that the instructions in the FIVE WISHES® are probably not binding? How can they have an intelligent conversation about these matters, and with whom? Join elder law attorney, Arthur Bergeron of Mirick O'Connell to discuss these issues and how you can best protect and educate your community's senior population.

Arthur Bergeron, Elder Law Attorney

**Seaside Luncheon 12:00 to 1:00
Oceanfront Dining Room**

**Wednesday, October 8, 2014
Workshop Session III 2:15pm – 3:30pm**

**W3-1 Avoiding a Crisis: Advance Planning/Advanced Directives and Guardianship/
Conservatorship in Massachusetts**

Nauset II

Issues of competency and capacity often arise for elders and their families, when dealing with health and financial decisions. This Workshop will explore these issues, from a clinical and legal perspective, present options for advance planning to avoid the burdensome need to resort to court proceedings for guardianship and conservatorship; and discuss the laws governing these Court proceedings, including some recent updates to the law.

Wynn Gerhard, Senior Attorney, Greater Boston Legal Services

W3-2 COA gardening

Chatham

Several COAs have been tending to gardens providing the seniors in their community with fresh produce. The purpose of this program would be to demonstrate how any COA, town or city, can provide nutritional needs to the population, with basic gardening techniques.

Sharon Gensler, Outreach Program Coordinator, Northeast Organic Farming Association

W3-3 Women Growing Older: Our Bodies Ourselves

Highland

1 NS CEU, 1 SW CE

With increased longevity women over 60 are facing new opportunities and challenges. This presentation will explore some of the aspects that affect women's health, social, emotional and sexual well-being.

Joan Ditzion, LICSW, Educator, Geriatric Social Worker, Co-author and Co-founder of Our Bodies Ourselves

W3-4 Comprehensive Programs for People with Medicare and Medicaid

Nauset V

Program Directors from the Executive Office of Elder Affairs will describe the goals, eligibility criteria, service providers and state of the current programs in Massachusetts. We will also highlight success stories, coordination with stakeholders and challenges to service delivery.

Cindy Phillips, SHINE Director

Susan Ciccariello, Assistant Director, SCO

Elizabeth Bradley, PACE Program

**Note: Workshops may be added, deleted or changed and/or the timeline may be altered
due to circumstances beyond our control
A final workshop syllabus will be available at registration**

Wednesday Afternoon Plenary Session

1:00pm to 2:00pm

Ballroom I

Secretaries from Around New England



Speakers Confirmed:

- Ann Hartstein, Secretary, Massachusetts Executive Office of Elder Affairs
- Corinne Calise Russo, Deputy Director, Rhode Island Department of Human Services

Speakers Invited:

- Jim Martin, LMSW, Director, Office of Aging and Disability Services, Maine Department of Health and Human Services
- Diane Langley, Director of New Hampshire Bureau of Adult and Elderly Services
- Susan Wehry, Commissioner, Vermont Department of Disabilities and Independent Living
- Margaret Gerundo-Murkette, Acting Commissioner, Connecticut State Department on Aging

Wednesday, October 8, 2014
Workshop Session III *continued* 2:15pm – 3:30pm

W3-5 Intimate Partner Abuse in Later Life: Collaborative Interventions

Ballroom I

1 NS CEU, 1 SW CE

In this training, we seek to give participants key information on abuse in later life with an emphasis on collaborative interventions. We will debunk myths about aging and domestic violence, discuss dynamics of abuse specific to older populations, and share lessons learned from collaborating across systems to meet the needs of older survivors. We will also show a video of survivor testimony, and invite audience discussion.

Melanie LeGeros, LICSW, Program Coordinator and Advocate, Passageway at Brigham and Women's Faulkner Hospital
Sandy Hovey, Director, Protective Services, ETHOS Boston

W3-6 Making Data Work for Your COA

Ballroom II

This presentation will discuss why collecting data is important for COAs and provide an overview of data collection and analysis. More specifically, this presentation will include: how to use the data that COAs are collecting, how to analyze data, how to create graphs and tables to summarize data concisely, and how to present data to various audiences.

Lisa Beauregard, Research Analyst, Executive Office of Elder Affairs

W3-7 Parenting our Parents While Raising Our Children: 'Parts' in the Sandwich Generation

Private Dining Room

1 NS CEU, 1 SW CE

According to a recent Pew Research report, 24 million Americans comprise the "Sandwich Generation," defined as those squeezed by simultaneously providing care to aging parents as well as to their own children. (Pew Research Project Reference). Additional studies show that about 70% of those caregivers suffer from depression and/or deteriorating mental and physical health. What's largely missing from this body of material is the emotional impact caregiving has on this population. This workshop will provide the participant with an appreciation for a unique application of the therapeutic model, Internal Family Systems Theory, (IFS) to help their clients in their healing process. The IFS model is built upon understanding the relationship between Managers, Firefighters and Exiles – mirroring the relationship between two parents and their child, and the now-grown child with their own children. Triangular dynamics pose significant dilemmas unless something is added to the system to stabilize it. In IFS, the addition of Self Energy to the 'inner' family offers healing. This presentation will help the participants identify how Parts in clients can be unburdened for increased balance and enhanced coping. And, most importantly, how a caregiver's relationship to both the parent and the child can be transformed.

A description of the IFS model theory will be presented along with a case study, followed by an approach to a 10-week support group involving caregivers.

If you have clients who are simultaneously parenting a parent while raising their own kids, this workshop will offer you examples of how to help them improve their sense of wellbeing. Come learn how to use IFS to help caregivers unburden and find relief.

Alison Muyskens, MDiv, LICSW

Wednesday, October 8, 2014
Workshop Session III *continued* 2:15pm – 3:30pm

W3-8 Finding Your Voice: How to Be Heard in Town Halls and the State House

Old Silver/Room 717

Do you see things in your community that you know should be repaired or replaced? And do you see systems that could be improved or eliminated? If so, come to this workshop to learn and share strategic tips and tricks to getting your voice heard to make a positive difference in your community.

Andrea Freeman, Deputy Field Director, Massachusetts Public Health Association

W3-9 Healthy Aging through Healthy Community Design

Race Point

This workshop will describe the interaction between community design and healthy aging. Hear from select communities on the results of pilot projects funded by the Massachusetts Department of Public Health in partnership with MCOA. These projects integrated COAs and Senior Centers into local Mass in Motion efforts to increase access to healthy food and opportunities for active living. If you've ever wondered what a "walk audit" is, come to this workshop! Among other topics, hear how advocates from senior centers were effective change agents in making the neighborhoods around their senior center more walkable.

Ben Wood, Healthy Community Design Coordinator, Division of Prevention and Wellness, MA DPH

Julia Kantner, New Bedford

Ayn Yeagle, Fitchburg

Mary Gianetti, Fitchburg

Julie Kelly, Fall River

Steve Winslow, Gloucester

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

Refreshment Break 3:30 to 4:00

Nauset Exhibit Hall

This Conference Booklet was generously sponsored by

**TUFTS  Health Plan
Medicare Preferred**

Wednesday, October 8, 2014

Workshop Session IV 4:00pm – 5:15pm

W4-1 Older Drivers: Giving up the keys and finding alternatives

Ballroom II

1 NS CEU, 1 SW CE

Many seniors eventually lose their ability to drive safely. This can be a challenge both for individuals and for families, who must confront the reality that their loved one could cause a crash and be injured, or injure someone else. However, the alternative can also be bleak: stop driving and lose the ability to participate in community life. In this workshop, we will discuss how to support seniors who need to stop driving, whether it is through reporting them to the RMV for a skills check, encouraging supporters to have conversations about ceasing to drive, or providing alternatives to driving. Michele Ellicks from the Mass RMV will cover reporting procedures and liability issues for people whose driving skills are deteriorating. Theadora Fisher from the MassMobility project will discuss alternatives to driving, including travel training, using public transportation, and volunteer driver programs.

Theadora Fisher, Mobility Outreach Coordinator, MassMobility (Part of the MA EOHHS Human Service Transportation Office)
Michele Ellicks, Community Outreach Coordinator, MA RMV

W4-2 Positive Aging: A Toolkit for Transitions

Nauset V

We know a lot about the changes that occur in our bodies and our lives as we age, but what about the transitions that arise in the wake of change? What tools will help us to navigate the continuum of transition we call aging? Building on the strengths already present in each participant's own personal and professional toolkit, this workshop will explore the following concepts: Awareness: A tool for choice and change; Transitions: Isn't this what aging is all about; Positive Aging: Strategies for navigating transitions; and Communication: The foundation for successful aging.

Gwynne Guzzeau, Executive Director, Gestalt International Study Center

W4-3 How to Accommodate and Mediate Aging in the "Family"

Ballroom I

1 NS CEU, 1 SW CE

As family members, caregivers and individuals, we will confront difficult issues for ourselves and loved ones around aging. These issues transcend ethnicity, cultural traditions, community affiliations, and sexual preference. They range from disability to loss of capacity to end of life to financial stability to social connections. Fears about losing autonomy, offending others or overstepping boundaries delay conversations until a crisis. This interactive workshop draws on the techniques of mediation to provide a methodology for engaging clients and loved ones in conversations about aging's challenging issues. The workshop will present specific steps and illustrate their use with examples and role plays.

Ellen Waldorf, Esq. - Mediator
Deborah Danger, Esq. - Mediator

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration

Wednesday, October 8, 2014

Workshop Session IV *continued* 4:00pm – 5:15pm

W4-4 Flip the Script on Stress: A Resilient Approach to Well-Being

Highland

1 SW CE

Chronic stress negatively impacts our minds and our bodies. Learn how to transform being overwhelmed and stressed into being calm, focused, and productive. Explore and experience simple resiliency techniques and how flipping the script on stress can improve physical health and emotional well-being.

Katie Cohen, M.Ed., LCSW, RYT, Licensed Clinical Social Worker, Registered Yoga Teacher, Owner, Centered Seniors

W4-5 Aquatic Exercise for Healthy Aging

Nauset II

Aquatic exercise shows potential for improving balance, cardiovascular endurance, muscle strength and flexibility in older adults. This "hands on" workshop will discuss the properties of water that benefit seniors across the continuum (frail to healthy active seniors) and improve ADL performance based on recent research findings. It will also address how to implement pool based exercise by working with community pools and/or health clubs. Key exercises for maintaining balance and core strength, and interval training.

Laila Vehvilainen, MS, MPH, Program Director, Sherborn Council on Aging

W4-6 Ten Tips to Improve Your Website

Race Point

A website is a key component of your marketing plan, and it is vital to keep up with the latest changes in technology and trends. Mike Sperling, owner and founder of Sperling Interactive, and Mike Calabro, director of business development, will bring you up to speed with ten tips on how to visually improve your site, boost usability, and optimize it for search engines.

Michael Sperling, owner, Sperling Interactive

Michael Calabro, director of business development, Sperling Interactive

W4-7 The Value of NISC Accreditation

Private Dining Room

NISC has developed nine standards of excellence for senior operations to advance the quality of senior centers nationwide. These standards serve as a guide for all senior centers to improve their operations today and position themselves for the future.

This session will give an overview of the National Senior Center Accreditation Program. National accreditation is official recognition that a senior center meets the nine standards of excellence. More than 200 senior centers have been accredited. Learn about the value of the self-assessment process and accreditation, and the opportunity to improve your infrastructure, develop a vision for the future and showcase your center in the community.

Dianne Stone, Newington Senior and Disabled Center

Wednesday, October 8, 2014
Workshop Session IV *continued* 4:00pm – 5:15pm

W4-8 Meet the Secretary

Old Silver/Room 717

An inspirational message from the Secretary of Elder Affairs, who was herself a Senior Center Director for 11 years.

The best ideas grow out of talking to one another and sharing. In this session, Secretary Hartstein will invite participants to put on their entrepreneurial and community partnership hats to build on existing programs or develop new models. Take the ideas inside the box and reshape them. Whatever previous experience you bring to the discussion will only add to the mix, even if you are brand new to your job as a COA director. Every question is a good one!

Ann Hartstein, Secretary, Executive Office of Elder Affairs

W4-9 What's Left to Eat?

Chatham

Every day we are bombarded with information about what we should and shouldn't be eating, much of it contradictory to what we were told a few years ago (or even a few weeks ago). Many people are at the point where they just want to give up and start eating hot dogs and Twinkies. Bill Bradley, Registered Dietitian and Mediterranean cookbook author will guide you from the land of food confusion into the delicious Mediterranean diet and lifestyle that has been shown to be the healthiest diet in the world.

Bill Bradley, R.D., L.D.N.

Come Celebrate Old Friends and New
Networking Reception

Wednesday, October 8, 2014

5:30pm to 7:30pm

Outdoor Courtyard

Enjoy networking with your peers over
heavy hors d'oeuvres and cash bar.

Thursday Activities: October 9th

| | |
|-----------------|---|
| 7:00am–8:00am | Exercise Walk – meet at the Resolution Desk |
| 7:00am–9:00am | Breakfast – Oceanfront Dining Room |
| 8:00am–8:45am | Plenary Session – Acting Commissioner of Social Security – Ballroom I |
| 8:00am–5:00pm | Registration Desk & Resolution Desk Open |
| 8:00am–5:00pm | Exhibitors Hall Open – Nauset Exhibit Hall |
| 8:45am | Cape Cod COA Field Trip Departs from Resolution Desk |
| 9:00am–10:15am | Workshop Session I |
| 10:15am–10:45am | Break – Nauset Exhibit Hall |
| 10:45am–12:00pm | Workshop Session II |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 1:00pm–2:00pm | Plenary Session – Rev. Liz Walker |
| 2:15pm–3:30pm | Workshop Session III |
| 3:30pm–4:00pm | Break – Nauset Exhibit Hall |
| 4:00pm–5:15pm | Workshop Session IV |
| 5:30pm–8:00pm | Annual Membership Dinner – Oceanfront Dining Room |

Cape Cod Field Trip Departs 9am Visit 3 Senior Centers and Return in time for Lunch and the Plenary Session

Step on board with us as we depart at 9am to visit three Senior Centers. Each facility is unique and you will be provided with a fact sheet for each stop. Our first stop will be at the Mashpee Senior Center. Built in 2004 by John Catlin and Associates, the Mashpee Senior Center is approximately 10,000 square feet. This amazing building affords the staff the opportunity to run many social, wellness, educational and recreational activities that keep the Seniors connected to one another and help them remain independent in their home setting. We now head to the Barnstable Senior Center. Built in 1999 by Hingham-based architects Keenan and Kenny, the nearly 20,000 square feet Barnstable Senior Center is a bright and contemporary Senior Center that is made even more beautiful by the wonderful people who participate in their programs and activities. Lastly, we'll visit the Bourne Senior Center. Built in 2003 by Brown Lindquist Fenuccio & Raber Architects, Inc, the Bourne Senior Center boasts 27,000 square feet. The dedicated staff and clients who attend programs make this a very special COA with lots of shared laughter and good times. We'll then return to the Sea Crest Beach Hotel in time for a quick lunch and Reverend Liz Walker's Plenary entitled "The Next Chapter." There is no charge for this excursion but reservations are required. Gather at 8:45 at the Resolution Desk.

Thursday Morning Plenary Session

8:00am to 8:45am

Ballroom I



Carolyn W. Colvin

Acting Commissioner of Social Security

On June 20, 2014, President Obama nominated Carolyn W. Colvin as the Commissioner of Social Security. Since February 14, 2013, Carolyn W. Colvin has served as the Acting Commissioner. Prior to this designation, she served as the Deputy Commissioner, confirmed by the United States Senate on December 22, 2010 as President Obama's nominee. In addition to her role as the Acting Commissioner of Social Security, Ms. Colvin serves as a Trustee to the Social Security Board of Trustees.

Throughout her career, Ms. Colvin has managed programs that help people with their healthcare and financial needs. She previously held key executive positions at Social Security Headquarters: Deputy Commissioner for Policy and External Affairs (1994–1996), Deputy Commissioner for Programs and Policy (1996–1998), and Deputy Commissioner for Operations (1998–2001).

Prior to returning to SSA, Ms. Colvin was the Director of Human Services for the District of Columbia (2001-2003); the Director of the Montgomery County Department of Health and Human Services (2003-2007); the Chief Executive Officer of AMERIGROUP Community Care of the District of Columbia (2007–2008); and, the Special Assistant to the Secretary of Maryland's Department of Transportation (2009-2011). In addition, Ms. Colvin served as the Secretary of Maryland's Department of Human Resources (1989-1994).

Ms. Colvin has received numerous awards and recognition for her managerial expertise and creativity. These awards include the Innovations in Aging Leadership Award presented by the Maryland, Virginia and District of Columbia Departments of Aging (2012); The Clifford R. Gross Award for Outstanding Federal Government Public Service presented by the Maryland Chapter of the American Society of Public Administration (2012); Maryland's Top 100 Women Award from the Daily Record (2005); and, The Women of Achievement Award from Suburban Maryland Business and Professional Women (2005). She has served on a variety of boards and commissions, including the National Committee to Preserve Social Security and Medicare.

Ms. Colvin earned her graduate and undergraduate degrees in business administration from Morgan State University. Additionally, she completed the Senior Executives in State and Local Government Program at Harvard University, the Maryland Leadership Program, and the Greater Baltimore Leadership Program. Ms. Colvin is from Maryland and currently resides in Anne Arundel County. She has one son and six grandchildren.

Thursday, October 9, 2014
Workshop Session I 9:00am – 10:15am

T1-1 Antidepressants, Anxiety and Alcohol

Nauset V

1 NS CEU, 1 SW CE

Older adults are frequently prescribed medications for depression and anxiety; they may also combine these with alcohol - a combination that could have dangerous consequences. This workshop will discuss these medications and review interactions. This is critical information for staff of senior centers and other elder service organizations to have and to utilize in their work with residents and families in their communities. Resources and referral information will be provided.

Donna Bartlett, PharmD, CGP, RPh, Assistant Professor of Pharmacy Practice, MCPHSU

T1-2 Family history—looking forward - Tools to begin a genealogical, family history workshop at your senior center

Chatham

Learn methods to lead a research and writing group. Hands-on participation in small groups, class discussion, and demonstration of documenting and writing stories about yourself, a gift for future generations. Includes genealogical forms, and how to use them, historical timelines, story starters, reading list and more.

Seema-Jayne Kenney, Owner, Mass Researchers, Genealogical Researcher & Educator

Marjorie Turner Hollman, Owner, Silver Lake Publications, Personal Historian

T1-3 Home Sweet Home: Partnering to Provide a No-Cost Home Assessment Safety Program

Nauset II

1 NS CEU, 1 SW CE

Eight years ago, the Westfield Council on Aging in collaboration with the Occupational Therapy Department at Springfield College, launched a successful home assessment program for older adults. Pairs of students determine the level of safety and convenience in the home of their assigned senior by conducting a home visit and an extensive interview. A written report, complete with recommendations, is reviewed by the instructor prior to distribution to participants.

Tina Gorman, CRC, LRC, Executive Director, Westfield Council on Aging

Joan Simmons, Ph.D., OTR/L, Occupational Therapy Undergraduate Programs Coordinator & Associate Professor, Springfield College

T1-4 Evidence-based Healthy Aging Programs and Senior Centers: Proven Outcomes Advancing Health and Wellness

Private Dining Room

1 NS CEU, 1 SW CE

This workshop will highlight statewide activity around evidence-based programs like Chronic Disease Self-Management and Healthy Eating for Successful Living. In addition to sharing information about the scope and reach of programs, we will discuss program outcomes related to better health, better care, and lower costs. Objective: Participants will leave this workshop with the ability to name at least two positive health outcomes attributable to evidence-based healthy aging programs.

Ana Karchmer, CDSME Coordinator, Executive Office of Elder Affairs

Jennifer Raymond, Director, Healthy Living Center of Excellence

Thursday, October 9, 2014

Workshop Session I *continued* 9:00am – 10:15am

T1-5 Who are Massachusetts older adults? A demographic overview of the state's seniors **Ballroom II**

Most are well aware of the aging of the population and the fast growth of the senior demographic, but less is known about the specific characteristics of this segment of the population. The Center for Social and Demographic Research on Aging will present on data on general demographics of older Massachusetts residents, such as income, poverty status, and disability rates, as well as more specific details about the distribution of the older population in the state.

Hayley Gleason, MSW, MS, Graduate Student, UMass Boston, Assistant Director, Home Care Aide Council
Bernard Steinman, PhD, Research Fellow, UMass Boston

T1-6 Avoiding Guardianship & Conservatorship in Massachusetts **Race Point**

1 NS CEU, 1 SW CE

Guardianship and Conservatorship in Massachusetts is time consuming, costly and imposes significant initial and ongoing burdens upon loving family members. This workshop will provide professionals with simple tools to use to minimize the burdens upon the family .and possibly avoid Guardianship and Conservatorship altogether.

Stephen J. Spano, MBA, JD, CELA, Partner, Law Offices of Spano & Dawicki with offices in Boston, Beverly, Saugus and Woburn

T1-7 Chronic Disease Self-Management: Training Staff to Assist Clients **Highland**

1 NS CEU, 1 SW CE

This session will provide an overview of two trainings designed to prepare direct care workers to assist older clients with the management of their chronic and acute illnesses. Adapted for use for Councils on Aging staff, this presentation will offer guidance on how to equip staff to assist their older adults in better management of their chronic diseases.

Lisa Gurgone, Executive Director, Home Care Aide Council
Jessica Boyle, RN Manager, Intercity Home Care

**Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration**

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

This Conference Booklet was generously sponsored by

**TUFTS  Health Plan
Medicare Preferred**

Thursday, October 9, 2014

Workshop Session I *continued* 9:00am – 10:15am

T1-8 Understanding the Senior Center Participation Patterns of Diverse Groups of Seniors

**Ballroom I
1 SW CE**

This paper/workshop will address the general question of whether senior centers are fulfilling their mandate to serve the most disadvantaged older adults and to meet the needs of diverse constituencies. The paper is based on data collected in two phases: 1.) Analysis of MySeniorCenter tracking data for 139 Massachusetts senior centers to identify patterns of usage (i.e., who uses the senior center and in what ways), and; 2.) follow up individual- and focus-group interviews at five centers to get a better sense of how diverse groups of seniors experience their center as a social space, and the role it plays in their lives. One goal of quantitative analyses was to determine, through latent class analysis, whether senior center members with certain demographic characteristics would cluster into groups based on their participation patterns. For instance, are there participation patterns in the dataset more common to younger groups, women, married individuals, or to other types of groups? In addition to reporting the results of this analysis, we will share our recommendations for more uniform coding and reporting of data across centers. During the second phase of data collection, we completed 6 focus groups, with a total of 57 participants, in three different languages, and we conducted 30 individual interviews in four different languages. All interviews were recorded, translated if necessary, transcribed, and uploaded to an NVivo database. Several common threads and themes have emerged from this analysis. In particular, interviews with non-English speaking seniors indicate that some centers are doing better than others in their efforts to reach out to and fully incorporate diverse groups (including immigrants and seniors of color). And all centers have room for improvement in this respect. We share some best practices gleaned from the study, and make some recommendations for creating truly inclusive senior centers.

Andrew Hostetler, Associate Professor of Psychology, UMass Lowell

Alice Frye, Lecturer in Psychology, UMass Lowell

T1-9 Social Security Service Delivery Updates

Old Silver/Room 717

We will provide an overview of some upcoming changes in service delivery at Social Security as well discuss some of the enhanced and expanded online service options available.

Delia M De Mello, Metropolitan Public Affairs Specialist, Social Security Administration

Refreshment Break 10:15 to 10:45

Nauset Exhibit Hall

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

Thursday, October 9, 2014

Workshop Session II 10:45am – 12:00pm

T2-1 Consumer University

Nauset II

This program provides educational information about Consumer Rights and Responsibilities in Massachusetts for senior consumers. Topics include: consumer finances, including reverse mortgages; debt collection; low cost banking; spending money wisely: charitable donations; shopping rights; contracting for goods and services; using credit cards and checks; and consumer fraud. Also touched upon: safety at home and away and protecting health.

Julian Smith, Consumer Research and Programs Manager, Massachusetts Office of Consumer Affairs and Business Regulation
Joanne Campo, Deputy General Counsel, Massachusetts Office of Consumer Affairs and Business Regulation

T2-2 Medicare Update for Consumers and Advocates

Highland

1 NS CEU, 1 SW CE

Overview and interactive discussion of current Medicare updates and issues. Building from an overview of basic Medicare coverage, focus will be on current areas of concern with an emphasis on short and long term Medicare changes, both those that have been proposed and those that have already been enacted.

Diane F Paulson, Senior Attorney, Medicare Advocacy Project, Greater Boston Legal Services

T2-3 Understanding & Recognizing Problem Gambling Among Older Adults

Old Silver/Room 717

How can you tell when your gambling changes from a social entertainment gambling experience to a problem? This presentation provides the audience with risk factors, warning signs and ways to reduce risk. It also provides statewide survey information about gambling behavior in the Commonwealth of Massachusetts, prior to upcoming gambling expansion.

Philip S. Kopel, M.A., Research and Data Director, Massachusetts Council on Compulsive Gambling
Amanda Poggenburg, B.S., Program Specialist, Massachusetts Council on Compulsive Gambling

T2-4 Empowering Seniors to Prevent, Detect and Report Healthcare Errors, Fraud and Abuse

Nauset V

1 NS CEU, 1 SW CE

The Massachusetts Senior Medicare Patrol (MA SMP) Program utilizes innovative and culturally appropriate strategies to reach and educate Medicare and MassHealth (Medicaid) beneficiaries, family members, caregivers, and provider networks including isolated, hard-to-reach, rural, limited English proficient and Native American elders across the Commonwealth of Massachusetts. The MA SMP Program offers free community educational workshops on the importance of being engaged healthcare consumers to prevent, detect and report healthcare errors, fraud and abuse. The MA SMP Program also assists with reviewing and understanding the Medicare Summary Notice (MSN) and other medical bills and provides cross referrals to other statewide programs including the SHINE (SHIP) Program for health benefits eligibility and enrollment options. Please see our MA SMP Program website www.masmp.org or the national website www.smpresource.org for more information. Multiple languages are served and volunteers are always welcome!

Lucilia Prates, Statewide Director, Massachusetts Senior Medicare Patrol (MA SMP) Program

Thursday, October 9, 2014

Workshop Session II *continued* 10:45am – 12:00pm

T2-5 “Relationships Matter”

Ballroom II

As Councils on Aging seek support for the development or expansion of sustainable programs and activities, the relationships that exist between Councils on Aging, state and local government officials along with local departments and community leaders becomes increasingly important. Advocacy is the key to gaining support and funding as well as to maximizing the resources that elders deserve for successful aging. This workshop will include tips and strategies in communicating and working in collaboration with community leaders as well as state and local government officials. We will discuss how to develop and build relationships within the community, local and state government that enable COA staff to effectively build an advocacy network designed to support the needs of elders. Samples of press releases, letters, action steps for effective advocacy, and proposals for support will be included. Participants will have an opportunity to discuss some of their own advocacy experiences and successful outcomes.

Colleen Ranshaw-Fiorello, Georgetown COA Director

Laura Dillingham-Mailman, Merrimac COA Director

T2-6 The Integral Role that Councils on Aging Can Play in Elder Abuse Prevention Chatham

Elder abuse is a prevalent and growing problem across the Commonwealth. The Elder Abuse Prevention Project of Greater Boston Legal Services has developed a community-wide model that prevents and responds to elder abuse. This workshop will focus on the crucial role that COA’s play in supporting this model, as COAs are at the heart of a coordinated and systemic response to elder abuse. We will discuss our community model, share our “tool kit of training materials” and highlight our successful partnerships with the Arlington Council on Aging and the Woburn Senior Center, as well as budding partnerships with Somerville and Cambridge Seniors Centers and the Boston Elderly Commission. In each of these communities, the COA has been instrumental in: assembling interdisciplinary task forces; distributing preventative, educational materials through a range of mediums, including local media; hosting town hall forums on financial exploitation; and conducting trainings and outreach to faith-based groups, home health aides, physicians, and seniors themselves. We will discuss how individual communities can replicate this model in a way that responds to the unique needs of seniors in that area.

Betsey Crimmins, Senior Attorney, The Elder Abuse Prevention Project of Greater Boston Legal Services

Sheila Gholkar, Staff Attorney, The Elder Abuse Prevention Project of Greater Boston Legal Services

T2-7 Evidence-based Healthy Aging Programs and Senior Center: Successful Health Care Partnerships

Private Dining Room

1 NS CEU, 1 SW CE

Senior Centers are particularly and uniquely situated to take advantage of the renewed focus on wellness and prevention among the medical community. This workshop will expose participants to the importance of clinical and community linkages, as well as provide tips for improving medical partnerships in your community. Examples of successful partnerships will be highlighted. Objective: Participants will leave this workshop with an understanding of the key steps needed to demonstrate the value of senior centers in offering evidence-based programs to medical providers.

Jennifer Raymond, Director, Healthy Living Center of Excellence

Robert Schreiber, MD, Medical Director, HLCE

Leslie Kayan, Regional Coordinator, Franklin County Home Care Corporation

Susan Poludniak, Project Manager, Elder Services of the Merrimack Valley / Healthy Living Center of Excellence

Thursday, October 9, 2014

Workshop Session II *continued* 10:45am – 12:00pm

T2-8 What is a "Life Reimagined?"

Ballroom I

Designed with Boomers in mind, AARP's Life Reimagined is about a renewed sense of purpose, the confidence to pursue a passion or take a new direction, and is not limited to any one segment of society. It is a new way of thinking about what's next in your life through a powerful step-by-step approach to help you discover possibilities, prepare for change, and make your ideas real. Come to this Check-Up session and engage in reflection activities and guided conversation. Check-Up Sessions will be scheduled throughout Massachusetts and we are looking to expand our cadre of Check-Up Session facilitators.

Lisa Masters, AARP Massachusetts, Community Outreach Specialist

T2-9 Making Connections: Aging and Disability Resource Consortia in Massachusetts

Race Point

COA directors, outreach workers and volunteers please join us and learn more about the Aging and Disability Resource Consortia (ADRCs) as a valuable resource that can help you better serve the members of your community. Through collaboration with your regional ADRC you can strengthen your ability to help consumers access long term services and supports to live independently in the community setting of their choice. Participants will gain a better understanding of what an ADRC is, of the No Wrong Door (NWD) model in Massachusetts, and of Options Counseling as one of the core function of the ADRCs. ADRC staff will share their experience working with COAs, providing examples of how teamwork has benefitted both COAs and ADRCs in serving consumers across aging and disability.

Meet your state and local ADRC colleagues to share experiences about how working together we can provide streamlined access to long term services and supports to consumers, caregivers and family members.

Carole Malone, Executive Office of Elder Affairs

Marylouise Gamache, Executive Office of Elder Affairs

Rachel Weiner, Executive Office of Elder Affairs

Ann Shor, Massachusetts Rehabilitation Commission

Wendy Gonzales, Southeast Center for Independent Living

Primma-Latise Murry, Old Colony Elder Services

Lighthouse Luncheon 12:00 to 1:00

Oceanfront Dining Room

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control

A final workshop syllabus will be available at registration

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

Thursday Afternoon Plenary Session

1:00pm to 2:00pm

Ballroom I



Reverend Liz Walker talks about The Next Chapter

Reverend Liz Walker is pastor of the Historic Roxbury Presbyterian Church. Installed in March of 2014, she was called to this ministry after 21 years as Boston's first African American Television News Anchor on WBZ TV and 12 years of humanitarian work in war torn Sudan where she helped build a school for girls, one of the first of its kind in that region.

In the summer of 2001, Reverend Walker traveled to Sudan on a fact-finding mission on the controversial slave trade there. Sudan is the scene of the worst human rights atrocities in the world. Reverend Liz was so outraged by what she saw she co-founded the humanitarian organization "My Sister's Keeper" which focuses on economic and educational initiatives for Sudanese women and girls. Reverend Walker shot her own footage during that first journey and produced a number of television specials including one that earned the prestigious Edward R. Murrow Award from the New England Radio Television News Director's Association in 2002. She also produced an award winning documentary called "A Glory from the God" which profiles the work of "My Sister's Keeper".

A graduate of Harvard Divinity School, Reverend Walker has long been actively involved in many community service organizations and projects. She has a special interest in the victims and survivors of domestic violence, and helped found the Jane Doe Safety Fund, a multi-million dollar statewide anti-violence initiative that works on policy and supports domestic abuse shelters and safe houses around the Commonwealth.

Reverend Walker is the chair of the Roxbury Presbyterian Church Social Impact Center responsible for the creation of the community's first Science Technology Engineering and Math Academy (with construction to be completed in 2017). She is a member of the Core Strategy Team of the Greater Boston Interfaith Organization and the Board for the New England Chapter of the United Nations International Children's Emergency Fund. She has also served on the Board of Trustees for Andover Newton Theological Seminary, the Tufts Health Foundation and Board of Overseers for Beth Israel Deaconess Medical Center. Reverend Walker has been awarded honorary degrees from a multitude of New England institutions including University of Massachusetts in Dartmouth, Boston College, Simmons College, Salem State University and Bridgewater State University.

Thursday, October 9, 2014

Workshop Session III 2:15pm – 3:30 pm

T3-1 "How to Eliminate Clutter and Downsize"

Nasuet V

1 NS CEU, 1 SW CE

When seniors are asked about their greatest concern, the conversation inevitably turns to losing independence. The presentation will discuss ways to motivate seniors and family members to eliminate clutter in order to improve living conditions, lessen fall risk, eliminate allergens from the home and provide a stress free environment that will be especially beneficial to those wishing to age in place.

Judy Tanner - Woburn Council on Aging

Robin Brown

T3-2 Community Innovation Challenge (CIC) Grant- Incentivizing Innovation and Regionalization at the Local Level

Ballroom I

In 2011, the Patrick Administration launched the Community Innovation Challenge (CIC) grant program (www.mass.gov/ANF/CIC) to incentivize regionalization and other innovative projects at the municipal level. In a three year period, 242 cities and towns have participated in at least one of the 74 unique projects funded by the program which provides one-time seed money to develop and implement projects. This session will provide an overview of the CIC program and will also provide detailed examples of successful regionalization projects and a discussion of items that municipalities should consider as they consider the regionalization of services.

Tim Dodd, Local Government Program Manager, Massachusetts Executive Office for Administration and Finance

T3-3 Now Hear This – A Guide to Regaining Access to Your Life

Old Silver/Room 717

Introduction to communication techniques, assistive listening & visual alerting devices to promote improved communication access for the older population with a hearing loss.

Jan Caswell, Principal/Owner, Caswell Communications, "Bridging the Gap Between Deaf & Hearing"

T3-4 The Somerville Fit-4-Life Program

Private Dining Room

Teamed up with the Jean Mayer USDA Human Nutrition Research Center on Aging's NEPS Lab, the Somerville Fit-4-Life program is an evidenced based program designed to help reduce the significant and prevalent burden of age-associated chronic disease, and to provide support for healthier aging. This two day a week program helps each participant incorporate healthy fitness and nutrition habits into their lives.

Christopher Kowaleski, Health & Wellness Coordinator, Somerville Council on Aging

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration

Thursday, October 9, 2014
Workshop Session III *continued* 2:15pm – 3:30 pm

T3-5 Legislative Advocacy: How to Make a Difference on Beacon Hill

Nauset II

Are you frustrated with the difficulties of advancing legislation or improving budget appropriations that affect your COA? This program will introduce participants to the basics of the legislative process and how to get issues heard in the Legislature. Participants will learn about the process for passing bills as well as the process for influencing the state budget. Materials will include legislative contact information, tips for contacting legislators and model fact sheets for advocates to use.

Deborah Thomson, J.D., Principal, The PASS Group

T3-6 Patients' Health Information Needs: Do you know where to find reliable information?

Highland

1 NS CEU, 1 SW CE

Participants will learn how to navigate the National Library of Medicine Medline Plus website to find reliable, evidence-based information on health topics, drugs, and supplements. This information will serve as a tool that can be utilized with proactive older adults seeking to enhance their knowledge. Other helpful means to raise public awareness of improving quality of care will be reviewed.

Colleen Massey, MS, Director of Operations, MCPHS University Pharmacy Outreach Program

Paula Evans, PharmD, MS, CGP, Director, MCPHS University Pharmacy Outreach Program

T3-7 Identifying and Reducing Retirement, Reverse Mortgage, Veteran, Financial and Legal Scams Targeting your Senior Center and Community

Race Point

1 SW CE

Think you know how to spot a scam? Think again! You will be shocked when you see how easily you can be fooled into allowing unscrupulous presenters into your senior center. These professionals come with your blessing so your members don't hesitate to embrace what is being sold. Seniors can lose their home, retirement income, life savings and independence. Come see and hear (depending upon client consent) actual examples of scams and how you can spot them.

Stephen J. Spano, MBA, JD, CELA, Partner, Law Offices of Spano & Dawicki, Saugus

T3-8 Mature Works: Crafting a Job Fair for Older Workers

Ballroom II

As your senior center continues to transform into a magnet for younger seniors, you will want to learn about how one senior center held a successful job fair that engaged 40 employers and attracted 500+ attendees. Learn also about AARP's rich coffer of online resources and printed materials for older workers. Discuss what we can do to further make the case for older workers in the community-at-large.

Laurie A. Cassidy, Executive Director, West Springfield COA

Kara Cohen, Community Outreach Director, AARP Massachusetts

T3-9 Empathy, Empowerment, & Engagement: Clearing a Path to Collaborative Resolutions

Chatham

An empathic approach to understanding hoarding disorder. Formulating effective case management plans that focus on empowering the client to affect change while engaging others in a multi-disciplinary team approach.

Marnie McDonald, MSW, LCSW

Refreshment Break 3:30 to 4:00
Nauset Exhibit Hall

Thursday, October 9, 2014
Workshop Session IV 4:00pm – 5:15pm

T4-1 ADA Basics: Helping Seniors Age in Place & Remain Active in their Communities

Race Point

Do you golf? Do you enjoy sports or the theater? As we age, the activities we enjoy become harder to do. Knowing the law and the type of accommodations that exist will help you to support your clients in the enjoyment of their favorite community-based activities for as long as possible. We will address these ADA issues and more.

Stacy R. Hart, ADA Information Specialist and Trainer New England ADA Center, a member of the ADA National Network, A project of the Institute for Human Centered Design

T4-2 Mental Health Law and Aging - Legal Mechanisms for Protecting Those with Impaired Capacity

Ballroom I

1 NS CEU, 1 SW CE

This program will explore the legal processes related to Guardianship, Conservatorship, Health Care Proxies, Durable Powers of Attorney, and Involuntary Commitment. We will take a closer look at the legal implications of hoarding, mental illness, substance abuse, Alzheimer's disease, and Dementia.

Sarah W. Peterson, Esq., Zalkin Law Firm, PC
Gary Zalkin, Esq., LICSW of Zalkin Law Firm, PC

T4-3 Stress Management: Using Communication, Time Management, and Relaxation to De-Stress at Work

Nauset II

Attendees will learn about a three hour stress management workshop created for use with home care workers. This training has been adapted for use with a number of other workforces and will be outlined in this session. The session will offer attendees an overview of the workshop and tools for bringing the training back to their organization.

Lisa Gurgone, Executive Director, Home Care Aide Council
Hayley Gleason, Assistant Director, Home Care Aide Council

T4-4 ZENgevity: Imagine Exercising Your Brain While Exercising Your Body

Nauset V

ZENgevity Fitness programs are a combination of gentle and joyful movements designed for any shape, size, age or ability. These unique movements promote balance, flexibility and even improve physical and mental clarity. Come and move to have fun, laugh a lot, ease stiffness, while exercising your brain.

Jan Cunningham, Teacher, Trainer, ZENgevity

Thursday, October 9, 2014

Workshop Session IV *continued* 4:00pm – 5:15pm

T4-5 Give It! Get It!: Options for Free Assistive Devices in Massachusetts

Old Silver/Room 717

Do you work with individuals and families who need a wheelchair or other assistive devices to live safely at home? Do they have equipment they no longer need and want removed? Assistive equipment reuse programs are alive and well in Massachusetts! Refurbished durable medical equipment (DME) and other assistive technology (AT) may be an option to help people get the equipment they need easily and quickly. Many types of AT and DME items are available for free to use short term, long term or trial. This presentation describes several different options for borrowing, obtaining and donating gently used assistive devices for little or no cost.

Randi Sargent, REquipment Program Manager, Mass Rehabilitation Commission and The Boston Home

T4-6 Fifty Shades of Outreach: Visibility Creates Opportunities

Ballroom II

Outreach takes many forms. This presentation covers basics and numerous variations that help expand and extend awareness of agency programs, activities and services. Expect an interactive exchange of ideas and practices.

Emmett Schmarsow, Executive Office of Elder Affairs

T4-7 Roundtable Discussion on LGBT Programming and Outreach

Chatham

1 SW CE

There are many COAs that are starting or currently have programming for older LGBTs. This is a workshop to gather together and talk about how we can coordinate and share programming plans and ideas across cities and towns.

Jayne Colino, Director, Newton Council on Aging

Lisa Krinsky, LICSW, LGBT Aging Project

Lisa Heyison, LCSW, Community Connections

T4-8 Certification Roundtable

Private Dining Room

During this roundtable workshop, candidates for the 2014-2015 MCOA certification cycle are welcome to meet "face-to-face" with their mentors and program advisors to talk about their progress regarding certification. They will get an opportunity to ask questions, receive feedback or suggestions regarding their core service write-ups and portfolio. This workshop is highly recommended for those individuals pursuing certification or in finding out more about the process.

Laura DeMattia, Director, Bellingham Council on Aging, MCOA Certification Co-Chair

Barbara Farnsworth, Director, Hingham Council on Aging, MCOA Certification Co-Chair

T4-9 Bridging the Gap to Affordable Healthcare for Seniors

Highland

High out-of-pocket healthcare costs prevent far too many seniors from accessing needed care and /or affording other basic needs. Join us to learn more about an exciting campaign to "bridge the gap to affordable healthcare for seniors" and how to engage the older adults in your community.

Massachusetts Senior Action Council



Family

You can't live with them, but you
can't live without them...

...Or can you?

Join us for a “Whodunnit”
MCOA-style

Thursday, October 9, 2014

Cocktail Hour

5:30pm to 6:30pm

Dinner and Show

6:30pm to 8:00pm

Oceanfront Dining Room

Friday Activities: October 10th

| | |
|----------------|---|
| 7:00am–8:00am | Exercise Walk – meet at the Resolution Desk |
| 7:00am–9:00am | Breakfast – Oceanfront Dining Room |
| 8:00am–12:00pm | Registration Desk and Resolution Desk Open |
| 9:00am–12:00pm | Morning Intensive Session |
| 12:00pm–1:00pm | Lunch – Oceanfront Dining Room |
| 12:45pm–2:15pm | Afternoon Wrap-Up Session |
| 2:15pm | Conference Adjournment until 2014 |

Friday, October 10, 2014 Workshop Session I 9:00am – 12:00pm

F1-1 What Makes a Successful Senior Center Building

Ballroom I
1 SW CE

The presentation covers an overview of the process of designing an older adult community center (aka: Senior Center). It will cover the early stages necessary for gaining support within the community for a new center, setting up the designer selection committee and building committee, canvassing the community for a needs assessment, gaining political support, determining the components of the project (programming), site selection, adjacencies (how do the parts fit together), schematic design, final design, a detailed review of design issues that are critical for a successful center, a series of case studies of existing centers pointing out the good and the not so good elements and concluding with a question and answer session.

John Catlin, AIA, Partner - Catlin + Petrovick Architects, PC

F1-2 Art is 4 Every1: Creating Artists and Changing Lives

Nauset II

Creating a painting and learning how to see like an artist empowers people of all ages. Art is 4 Every1 has used for nearly 30 years, an original method to bring this experience to people in all kinds of circumstances. The history and therapeutic use of this unique method is explained through lecture and display of student work. A limited number of attendees will have a chance to create their own painting using this easy to learn innovative method developed by the presenter.

Elaine Griffith, Art is 4Every1 Founder and Developer of the Elaine Griffith Method

F1-3 Can We Talk? Communication Skills for Everyone

Nauset V

Do you wonder why this person understands you, while that one doesn't? Ever have trouble saying no, or gracefully pulling out of a conversation? Join us for an interactive workshop that covers the basics of communication and beyond. Among some of the topics are 1) how filters color what we say and what we hear, 2) your particular communication style and that of people around you, and 3) how to steer a conversation back from the edge. We'll practice and learn strategies you can use right away.

Pam Kristan, Principal, Pam Kristan Consulting

Friday, October 10, 2014
Workshop Session I *continued* 9:00am – 12:00pm

F1-4 Fundraising Best Practices to Increase Donations at All Levels from Multiple Sources

Ballroom III

1 SW CE

This 3-hour intensive and interactive seminar will offer more than 50 tips, tricks and best practices to help your COA and Friends groups with fundraising and marketing communications to bring in more money – whether from individual donors, sponsors, grants, events or bequests. You will walk away with examples of effective language, scripts, appeals and other fundraising materials from Senior Centers and non-profits in Massachusetts to energize your fundraising and marketing. And if you have fears about fundraising, this workshop will teach you some techniques to help overcome those and make you more successful. This program is appropriate for beginners and experienced fundraisers.

Barrie Atkin, President, Atkin Associates LLC, Strategy, Marketing & Fundraising Consultants

F1-5 Managing Everyday Conflict

Ballroom II

1 NS CEU, 1 SW CE

Differences of opinions and values are a reality for everyone in today's world. Feeling comfortable in dealing with these differences is essential for professionals and volunteers in all fields. This interactive and practical workshop is geared for people who are seeking to understand and enhance their abilities in managing conflict. The workshop focuses on understanding styles of responding to conflict, examining how conflict escalates, strategies for de-escalating conflict, effective communication and problem solving skills.

Janice Durham, Trainer/Facilitator, Independent Consultant

Friday, October 10, 2014
Wrap-Up Session: Where Do We *Grow* From Here
12:45pm – 2:15pm
Ballroom I

Note: Workshops may be added, deleted or changed and/or the timeline may be altered due to circumstances beyond our control
A final workshop syllabus will be available at registration

Application for social work continuing education credits has been submitted. Please contact us at the Resolution Desk for the status of social work CE accreditation.

**OUR VISION
IS A WORLD
WITHOUT
ALZHEIMER'S
DISEASE**

Participate.
Volunteer.
Donate.

Help
#ENDALZ

alzheimer's  association®

Massachusetts/New Hampshire Chapter

*More than
5 million
in the
U.S. have
Alzheimer's.*

*Nearly
two-thirds
of those are
women.*

*Another
American
develops
Alzheimer's
**every
67 seconds.***

800.272.3900
alz.org/MANH

**Tufts Health Plan Medicare Preferred
is proud to support the Massachusetts
Association of Councils On Aging
and Senior Center Directors.**

**TUFTS  Health Plan
Medicare Preferred**

**Offering Medicare Advantage HMO, Medicare Supplement and
Senior Care Options Plans**

800-543-8504 (TTY 888-899-8977)

Representatives are available Monday - Friday, 8:00 a.m. - 8:00 p.m.
(From October 1 - February 14, representatives are available 7 days a week, 8:00
a.m. - 8:00 p.m.) After hours and on holidays, please leave a message and a
representative will return your call the next business day.

tuftsmedicarepreferred.org

Tufts Health Plan Medicare Preferred is a Medicare Advantage Organization with a Medicare contract.

Tufts Health Plan Senior Care Options (HMO SNP) is a Coordinated Care plan with a Medicare Advantage
contract and a contract with Commonwealth of Massachusetts Medicaid program.

H2256_S_2013_73R1 CMS Accepted

It's not too late to get Medicare supplement coverage you can depend on.

**Choose a Medicare supplement and preventive dental plan
with the reliability of Blue Cross.**

Enroll in a **Medex Medicare supplement plan** from Blue Cross Blue Shield of Massachusetts and get the out-of-pocket savings you want with the quality and dependability you need. After all, we've been serving Massachusetts residents since 1966. Add our affordable Dental Blue™ 65 Preventive plan, and you'll be covered from head to toe by Blue Cross – at a price that fits your budget.

**Learn more about your options at
www.bluecrossma.com/medicare or call
1-800-678-2265 (TTY: 1-800-522-1254).**



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association. ©, SM Registered Marks and Service Marks of the Blue Cross and Blue Shield Association. SM Service Marks are the property of their respective owners. © 2014 Blue Cross and Blue Shield of Massachusetts, Inc.



See the doctor YOU want to see.

No restrictions. No referrals. No worries.

With Fallon Senior Plan™ Medicare Supplement, you can receive care from any provider who accepts Medicare, anywhere in the nation—it's that simple.

Members of Fallon Senior Plan Medicare Supplement Core and Medicare Supplement 1 also enjoy:

- Not having to select a primary care provider
- No referrals needed for specialty care
- \$0 copayments*
- \$150 toward eyeglasses or contact lenses, every year
- Free gym membership through the SilverSneakers® Fitness program
- 15% plan premium discount for members who qualify
- And more!

For more information, or to find a meeting near you, call:

1-866-330-6380

(TRS 711)

Monday–Friday, 8 a.m.–6 p.m.

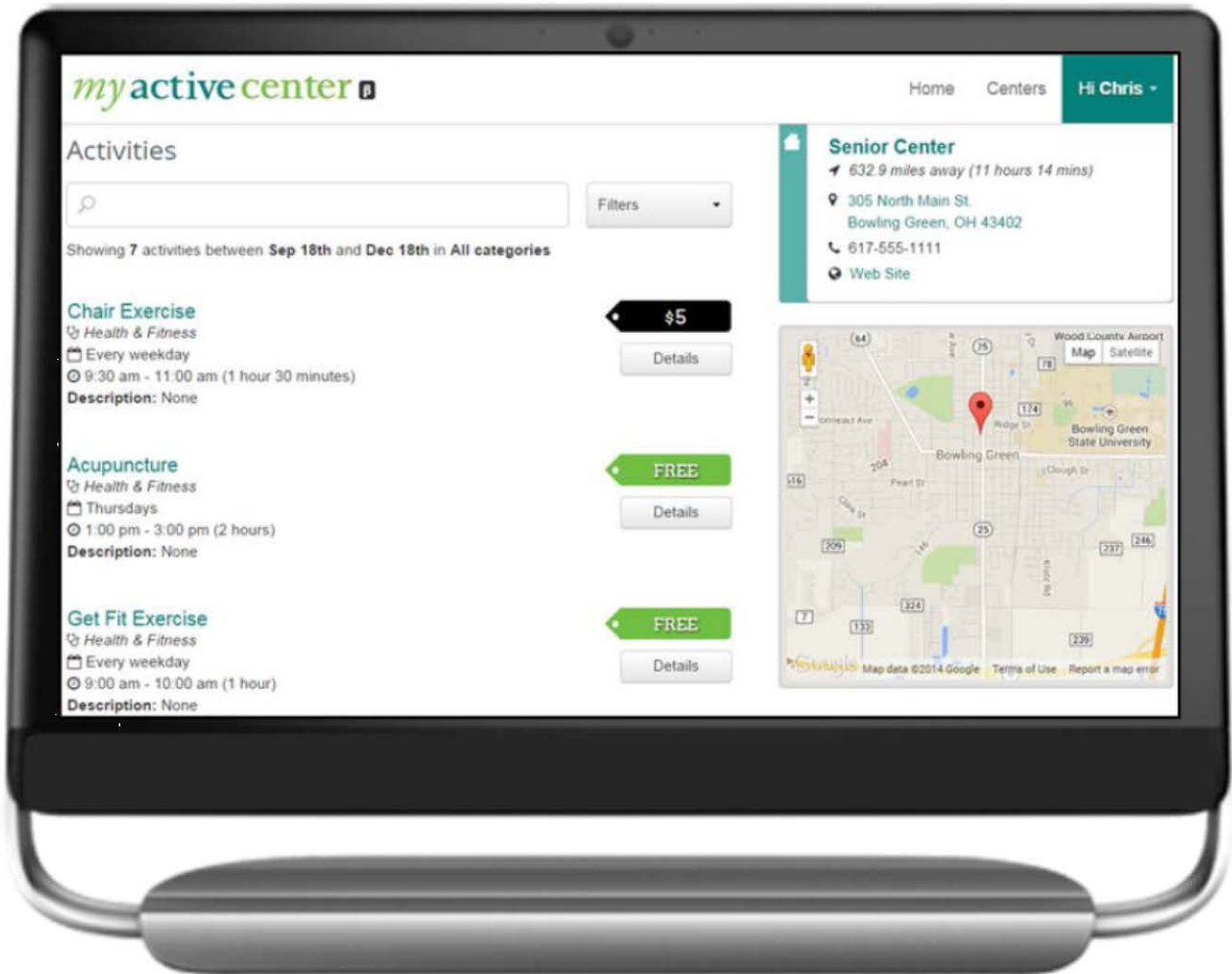
fallonhealth.org/medsupp



* With Fallon Senior Plan Medicare Supplement Core, you have to meet your Part A and Part B deductibles before you have \$0 copayments. Fallon Health & Life Assurance Company, Inc., is a wholly owned subsidiary of Fallon Community Health Plan. SilverSneakers® is a registered trademark of Healthways, Inc.

14-686-178 Rev. 00 9/14

WICKED COOL FEATURE #314 ONLINE REGISTRATION FOR YOUR MEMBERS



my seniorcenter

VISIT US AT THE CONFERENCE TO LEARN MORE!

WWW.MYSENIORCENTER.COM

Advance Planning Leads to Better Care Overall

Do your clients need expert guidance making end-of-life plans?

Compassion & Choices has unique, free resources to facilitate planning:

- Good-to-Go toolkits
- Downloadable advance directives
- Trained consultants who serve seniors and their loved ones

Contact Marie Manis, Compassion & Choices Massachusetts, at **617.379.0033** or **mmanis@compassionandchoices.org**

www.compassionandchoices.org • 800.247.7421

A nonprofit organization providing Care and Choice at the End of Life

 **compassion & choices**

Care and Choice at the End of Life



Hope. Where would we be without it?

For those facing serious illness or loss, hope is here. We're focused on meeting the needs of the seriously ill and their families—dedicated to touching lives in so many ways.

To learn more call 508.957.0200 or visit HopeHealthCo.org.

HOSPICE | PALLIATIVE CARE | HOUSECALLS
DEMENTIA & ALZHEIMER'S SERVICES
COMMUNITY CARE | CARE FOR KIDS

Formerly Hospice & Palliative Care of Cape Cod


HopeHealthSM
Touching Lives

 **2 Sisters**
SENIOR LIVING ADVISORS

Helping you make informed decisions and increasing your peace of mind.

Assisted Living ♥ Memory Care
Home Care ♥ Skilled Nursing

WWW.2SISTERS-SLA.COM ♥ (508) 564-0192

WESTERN UNION WU

Protect Yourself from Fraud

To learn more about how to protect yourself from fraud visit:
westernunion.com/stopfraud

If you believe you may be a victim of fraud, call the
Western Union Fraud Hotline number at:
1-800-448-1492



In-home services
for Seniors by Seniors

Cape Cod MetroWest MetroNorth Worcester

www.seniorshelpingseniors.com



Liturgical Publications Inc
Connecting Your Community™

Take your communications into the future!
With over 40 years of experience LPi has the
resources available to help you reach
and stay connected with today's seniors.

Connecting your community has never been easier!

To find out how, visit our booth at the MCOA Conference
or contact:

Sue Gostissa (800) 888-4574 ext. 3409
or **SGostissa@4LPi.com**

Compassion. Excellence. Reliability.



BAYADA®
Home Health Care

Call **888-4-BAYADA** | www.bayada.com

**See why 178 wise older
adults call us home.**

Call today to schedule a visit.

Atria **WOODBRIAR
CAMPUS**

Independent & Assisted Living | Memory Care
508.495.5500 | www.atriawoodbriar.com

115703



**caregiver
homes**

Caregiver Homes™ helps elders and individuals
with disabilities enjoy a high quality of life at home

Call **866.797.2333** or visit WWW.CAREGIVERHOMES.COM

Are stairs a problem?
A Stannah Stairlift is the answer!

Stairs are the most dangerous place in the home for
falling. A Stannah Stairlift allows the user to ride
up and down, safely and comfortably. Models for
straight and curved stairs, with a range of
payment options, including rental.

Call for a free, no-obligation quotation.
Toll-free **1-888-782-6624**

Visit our showroom!
Stannah Stairlifts, Inc.
20 Liberty Way, Suite A
Franklin, MA 02038
www.stairliftma.com, Tel: 508-520-7878



Stannah
The Stairlift People

PFE **PRECISION
FITNESS
EQUIPMENT**

Providing COA's with exercise equipment and accessories since 1988

- Featuring ADA compliant and easy to access products
- Accessories, tubing, hand weights
- Service
- Room design/layout
- Delivery/Installation
- www.pfe-inc.com
- 1-800-733-2324

SERVtracker®

BY **accessible
SOLUTIONS**

Software For People Serving People

3585 N. Courtenay Parkway, Suite 8
Merritt Island, FL 32954

800.886.2818
www.accessiblesolutions.com

Senior Homecare By Angels®

We Care Every Day, In Every Way®

- Errands
- Shopping
- Light Housekeeping
- Meal Preparation
- Friendly Companionship
- Flexible Hourly Care
- Respite Care for Families

America's Choice in Homecare.
VisitingAngels®
LIVING ASSISTANCE SERVICES

866-492-6435
www.VisitingAngels.com

Each Visiting Angels agency is independently owned and operated.

‘Group Trips For All’
 A Consortium of New England
 Trip Coordinators and Group Leaders

Dedicated to Cooperation, Coordination and Consideration
 among groups. Half-full buses result in cancelled trips.
 When groups work as a team there are
 less cancellations and more satisfaction.

Group Trips For All
 PO Box 51765, Boston, MA 02205
 Phone 617.952.2464, Email: GroupTripsforall@Gmail.Com
 Ad Sponsored by: The Tour Connection, LLC

ServiceMASTER
Restore

ServiceMaster by Gilmore

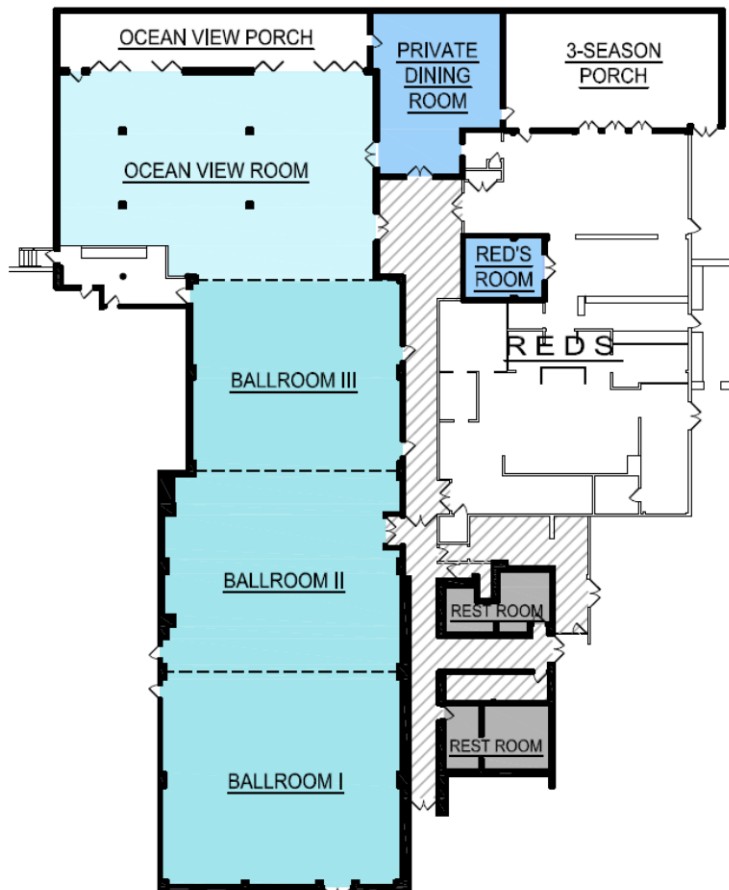
A Company You Can Trust

Water, Fire, Mold, Hoarding
800 783-0552

Hearing & Vision Loss?
 You, or someone you
 know, may qualify

For more information
 call Jerry Berrier: 617-972-7826

iCanConnect
 The National Deaf-Blind Equipment Distribution Program
www.iCanConnect.org



NOTE: Old Silver is Room number 717 located across from the Highland Room



President Jayne Colino (right) and Norma Simons-Fitzgerald present David Levington and the Town of Sudbury Innovator of the Year for the “Means Tested Senior Tax Exemption Program”



Frances Bedini and President Jayne Colino present Donna Hartlage (center) from the Florida Council on Aging with the Advocate of the Year Award



Karen Alves and the Franklin County Senior Center win Innovator of the Year



Newly Certified Directors Eileen Clarkson and Pamela Woodbury receive their award from Certification Chair Laurie DeMattia (left). Missing: Nancy Hammond



Vicki Lowe receives Advocate of the Year Award. Pictured here with her mother



Out-going MCOA President Jayne Colino receives the Director of the Year Award from in-coming President Joanne Moore



Executive Director David P Stevens receives Lifetime Achievement Award for 20 years with MCOA and 35 years in the field. Pictured with his husband of 30 years, Jeffrey Rankin