

Conference Booklet

Workshop Descriptions and Details of Related Activities

Senior Centers 2013:

Where Do We Grow From Here?

Our Annual Fall Conference Scheduled for:

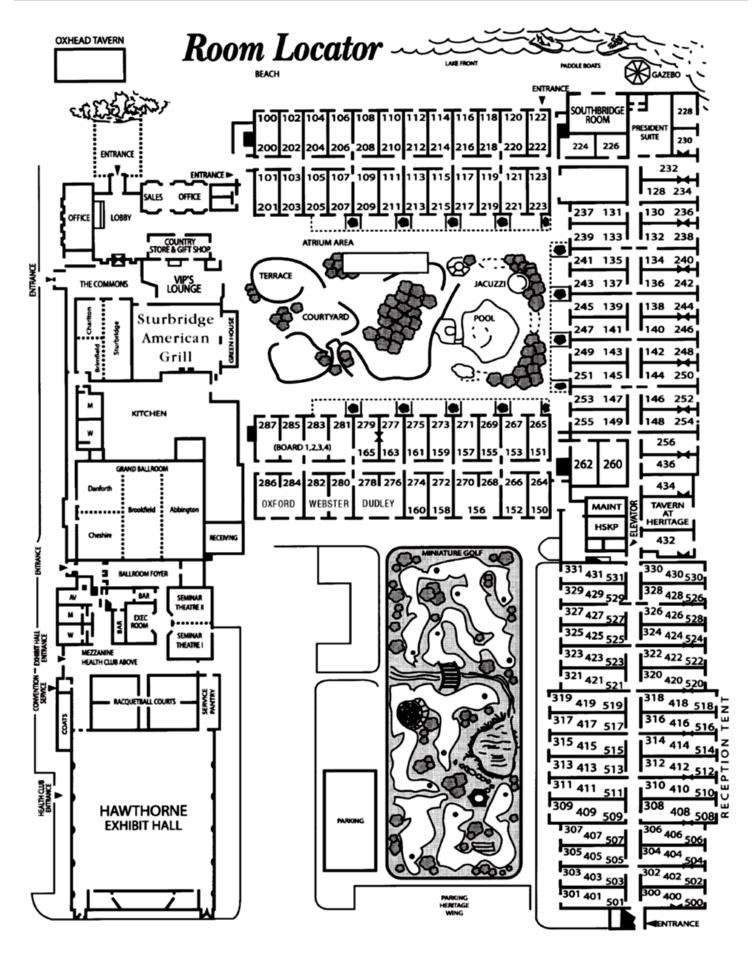
October 2, 3 & 4, 2013

At the Sturbridge Host Hotel
& Conference Center

Sturbridge, Massachusetts



Massachusetts
Association of
Councils on Aging
And
Senior Center
Directors



"Senior Centers 2013:

Where do We *Grow* from Here?"

October 2, 2013

MASSACHUSETTS ASSOCIATION OF COUNCILS ON AGING AND SENIOR CENTER DIRECTORS

At the Center of it All

Dear Participant:

The Massachusetts Association of Councils on Aging & Senior Center Directors is pleased to welcome you to Sturbridge Host Hotel. Historically this venture has been 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. This year, the National Council on Aging's National Institute of Senior Centers (NISC) is also joining us as a collaborating partner to make our annual event the first ever "National Senior Center Conference". Through that partnership, we connected with the International Council on Active Aging (ICAA) who also will be sponsoring this event to make this a truly dynamic opportunity for senior center professionals from around the country to meet, network, and learn. NISC plans to hold this annual conference with a different state association each year, and MCOA is proud to be the first.

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. There are also workshops on workforce development and civic engagement, outreach to underserved populations, legislative advocacy, property tax relief, coping with tight budgets, emergency planning, 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 suicide, hoarding, and depression as well as a track on Alzheimer's and related diseases. Scheduled workshops also include senior center design, NISC Accreditation, MCOA Certification, and conducting a needs assessment, as well as on employee management and team leadership. Overall there are 91 workshops to choose from and 4 Plenary Sessions to attend.

Senior Centers 2013: 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 lead 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 are completing our 35th year 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 \$10.5 million and not only includes a Formula Grant of \$8/elder based on the 2010 US Census but also has some Service Incentive 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 21% 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 to 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 2013" we offer...

91 workshops over this ten-session/ three-day event

- Four Plenary Sessions from National Leaders: James Firman, President and CEO of NCOA on "Creating the Next Generation of Senior Centers: A Strategy Guide for All of Us"; James Arena-DeRosa, Northeast Regional Administrator for USDA's Food and Nutrition Service on "Hidden Hunger Among our Senior Citizens"; Colin Milner, Founder and CEO, International Council on Active Aging on "Building the Foundation for Active Aging"; and on Friday morning Christine Beatty, Bob Pitman and Jill Jackson-Ledford, all leaders from NISC/NCOA, will answer all your questions during "Ask the Experts."

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- Three Field Trips: On both Wednesday and Thursday excursions are offered to area senior centers, and on Friday we will take a tour of Old Sturbridge Village to hear a lecture and see "What Growing Old in the 1830s Was Really Like". These are included in your conference registration there is no surcharge for these choices but seating is limited. Go to the Resolution Desk for details and availability.
- Two Evening Events: On Wednesday, MCOA will host our Annual Membership Dinner Dance, open to all registrants and their guests. This year's theme is "Senior Center Life is not Always Black and White." On Thursday, the event will be a very casual Networking Reception and (weather permitting) down by Cedar Lake with the theme "Welcome to Fall in New England" to remind us this is 'leaf peeper' season and New England should be in full color. Limited additional tickets are still available. Go to Resolution Desk for Details.
- **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 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. Ed Pomfred/DPH and Emmett Schmarsow/EOEA will lead the walks.
- **Luncheons:** On Wednesday, NISC will be observing the **Leo Laks Luncheon** in the Hawthorne Exhibit Hall. All conference registrants for that day have been issued a ticket to attend. Remarks honoring Leo Laks will be made at Wednesday's Plenary Session.
- Also at Wednesday's Luncheon, the Local Officials Human Service Council (LOHSC) will be gathering to network and discuss this year's schedule.
- **Exhibitors/Vendors:** We will have over 40 vendor tables on Wednesday and 35 on Thursday set up in the Hawthorne Exhibit Hall. A Get-Away Weekend Raffle is available to those who collect enough signatures from these exhibitors.
- **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.
- "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 front cover for a map of this facility and inside back cover for the conference timeline.

A Cooperative Venture

Thank You's: The content of this three day conference "Senior Centers 2013: 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. In addition, the National Council on Aging's National Institute of Senior Centers (NISC) and the International Council on Active Aging have played an active role in designing this first ever National Senior Center Conference. 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 (RISCDA) 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, *Mysenior*center, The Law Office of Spano & Dawicki, and Tufts Health Plan Medicare Preferred have all returned and will be joined by the Alzheimer's Association of MA and NH. In addition, there will be many other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to linger and make connections in Hawthorne 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 EOEA for their tireless efforts on behalf of COAs throughout our Commonwealth; Ruth Grabel and Ed Pomfred from DPH who have also contributed to make this event a success; and Maureen Arsenault O'Leary from NISC/NCOA who join us this year and is welcome back anytime! In addition I want to thank members of the Workshop Committee who reviewed over 160 proposals: Co-Chairs Donna Popkin and Terri Marciello, with Emmett Schmarsow, Carole Malone, Ruth Grabel, Maureen Arsenault O'Leary, Ginger Quarles, Eileen Bogle, Terri McDonough, Susan Carp, Jared Krok, Deb Thompson, Linda Kiernan, Joanne Sheehan, Charlotte Rodgers, Lauren Gray, Jayne Colino, 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 Jodi Zepke and Becky Moriarty, our Room Monitor Coordinator Annmary Connor; and our conference chair Kathy Bowler for holding all this together.

In addition I wish to recognize the extraordinary efforts and flexibility of our staff: Brenda Griffin, Lynn Wolf, Paul Kingston, Ashley and Richard Manley and Becky Moriarty. For the majority of these folks, this is their first conference or they are in a new role for MCOA. Their hard work, flexibility and dedication is appreciated. Inviting over 700 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.

And finally, I want to personally thank all the participants, especially those who have traveled from all over North America to attend this event. We registered folks from 25 states and Canada, which does truly make this a diverse event. We look forward to hearing about their successes and challenges as they share their stories from the front lines. Please welcome these friends and neighbors and thank them for joining us.

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 around the lake, 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

Dear Colleagues:

It's hard to believe another year has gone by and we are coming together for another COA conference. Having participated in these annual recharge sessions, I know how valuable they are. Just as it is important for consumers to be involved and engaged in COA activities, we, as professionals, benefit from getting together for programs and workshops to share ideas, best practices and have fun.

MCOA is hosting the first National Senior Center Conference, bringing elder experts together from across the nation to enhance the aging network and I congratulate you for being a national leader, as well as a state powerhouse!

Every year, I reflect on the accomplishments of the past year and what I hope the next year will bring. I'm gratified that we've opened new senior centers and developed exciting new community partnerships.

This year, I begin my 5th year as Secretary of Elder Affairs with the best state aging network budget we've had since 2009. We've demonstrated entrepreneurial spirit, a broader perspective and the partnerships we, as a network, have forged over the last 5 years.

We've partnered with the disability community to ensure that all people with functional needs have better access to supports to live as they choose as independently as possible. We are also working more closely with the medical and acute care communities to better address the needs of consumers with medical concerns. Chronic Disease Self-Management programs and education about the benefits of exercise and nutrition, offer people the tools to live active lives with chronic conditions. At the same time, we are committed to developing initiatives that make it easier for consumers to understand and access the supports and services they seek.

We are working to ensure that economic security is achievable for all people as they age and that employment is available for all who want to work.

We have made strides in protecting elders from abuse, preparing cities and towns for the senior tsunami, promoting self-directed lives for individuals who are aging with a disability, and providing better nutrition and home care for those in need of those supports.

Look to the agencies and businesses in your communities as potential partners in extending programs and options for consumers. Many of you already have established relationships that enhance your services. This conference is the marketplace for sharing your ideas and embracing new practices.

Special thanks to David Stevens, Emmett Schmarsow, Jayne Colino and all those who have planned and produced this year's conference. This is an opportunity to open doors and hatch ideas. I look forward to doing both of those with you.

Sincerely,

Ann L. Hartstein

And Hants



DEVAL L. PATRICK GOVERNOR JOHN W. POLANOWICZ SECRETARY CHERYL BARTLETT, RN COMMISSIONER

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

Tel: 617-624-5070 Fax: 617-624-5075 www.mass.gov/dph

Dear Colleagues:

I am delighted to welcome you to the 2013 annual MCOA conference. I am also especially pleased to acknowledge the visiting representatives from the National Council on Aging and the International Council on Active Aging who are co-sponsoring this first ever national senior center event. It is a particularly exciting time for our state to be hosting such an event as we celebrate the long-standing partnership that MDPH has with MCOA in fostering healthy aging throughout the Commonwealth.

Whether it be collaborating on chronic disease self-management programs such as "My Life, My Health", promoting active aging through the Keep Moving program, addressing the complex problem of elder substance abuse and mental health through the Massachusetts Partnership on Substance Use in Older Adults and the Suicide Prevention program, taking a special interest in the rising incidence of asthma in older adults or promoting falls prevention, the Department and MCOA work closely to provide a broad range of opportunities for healthy aging programs for older adults in Massachusetts.

I also want to take this opportunity to highlight other collaborations where MCOA has made valuable contributions. MCOA is a member of the Massachusetts Partnership for Health Promotion and Chronic Disease Prevention and a participant in our comprehensive, multi-disciplinary statewide community of practice initiative that fosters healthy communities for people of all ages. For example, this year MCOA and MDPH are taking a special interest in looking at the linkages between healthy aging and the built environment and are creating new ways to encourage participation in municipal planning for a healthy and safe physical environment for older adults.

Thank you to MCOA - both leadership and membership - for your outstanding commitment to health promotion and disease prevention and for your dedication to working with the Massachusetts Department of Public Health to ensure healthy aging for all our citizens.

Best wishes for a successful conference.

Sincerely,

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

> GREGORY BIALECKI SECRETARY OF HOUSING AND ECONOMIC DEVELOPMENT

BARBARA ANTHONY UNDERSECRETARY

October 3, 2013

Dear Friends.

I write to thank the Massachusetts Association of Councils on Aging for their tireless effort to better the quality of life for seniors and their families. I would also like to welcome the attendees of the annual fall conference. You all do indispensable work.

As Undersecretary of the Patrick Administration's Office of Consumer Affairs and Business Regulation, I oversee five state agencies and work on numerous consumer issues, many that directly affect seniors. Through education and advocacy, my office seeks to empower consumers with information about their rights and responsibilities to allow them to be savvy participants in the marketplace. 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 take on new challenges. We are implementing our Empowering Healthcare Consumers campaign in an effort to tackle the rising costs of health care while ensuring the finest quality of care that we have come to expect in Massachusetts. Healthcare consumers should feel comfortable asking questions and demanding answers, putting themselves in the driver's seat of their own health care.

We are also closely monitoring the implementation of the new item pricing law that allows food stores to stop individually pricing each item if they have an in-aisle scanner system set up for use by the consumer. Allowing the use of new technology is good for business and also allows for innovations that can greatly benefit consumers.

Unfortunately, seniors continue to be targets of scammers that try to steal money or personal information. Our office provides seniors and other consumers with information about how to spot scams or where to go to get further assistance. One of our efforts is the Consumer University program, which we present to seniors across the Commonwealth.

My office will once again be presenting Consumer University at the MCOA annual conference. Joanne Campo, Deputy General Counsel, and Julian Smith, Consumer Research and Programs Manager, will be giving this presentation on Thursday and I hope you have time to attend this great session. If you have a consumer question, we will also have a table on Thursday with informational brochures staffed by a Consumer Information Specialist. You can also reach our office to have your questions addressed at (617) 973-8741 or online at www.mass.gov/consumer.

I praise the Councils on Aging for their vital contribution to the seniors in our Commonwealth and the MCOA for once again holding this important event.

Sincerely,

Barbara Anthony



Garbers Broker



October 2013

Dear Colleagues,

Thank you for serving our nation's older adults!

The National Council on Aging (NCOA) is proud to co-sponsor and welcome you to this exciting event: Senior Centers 2013: Where Do We Grow from Here?

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 wide-spread 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.

Let's work together to improve the lives of older adults! Visit us at www.ncoa.org/GetInvolved to see everything NCOA has to offer

Enjoy the conference, and we look forward to working with you in the days ahead.

Sincerely,

James Firman, EdD President & CEO

National Council on Aging



October 2013

Dear Senior Center Professionals,

We're excited you're here!

NCOA's National Institute of Senior Centers (NISC) is proud to co-sponsor this learning and networking opportunity for senior center professionals from across the country.

NISC is the only national organization solely focused on the needs of senior center professionals like you. We're 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 Work Groups 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 this national conference allow centers to better serve seniors today and tomorrow.

Cutting-Edge Research

The annual NISC Research Award spotlights how senior center programs can have a significant, measurable impact on the lives of older adults.

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 200 centers nationwide have been accredited.

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,

Maureen Arsenault O'Leary

Program Manager

National Institute of Senior Centers

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October 2013

Dear Colleagues,

Welcome to Massachusetts!

At this year's conference, we're excited to unveil two new tools that you can use 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.

Join us for a live demo of these exciting new tools on Wednesday, Oct. 2 at 2:15 p.m. in Room X.

Since 2001, BenefitsCheckUp® has helped more than 3.6 million people find over \$13.4 billion worth of benefits. Use it to help the seniors you serve!

Have a great conference.

Sincerely,

Marlene Schneider

Vice President of Decision Support Services

Marlen Scaure

National Council on Aging

JSSP

Job Search Services Program Sponsored by MCOA & EOEA

Dear Conference Attendees:

Please consider attending the Job Search Services Program session Thursday afternoon at 2:15 PM to learn how you can help older adults re-engage with work. Once unemployed, older adults need almost twice as long to land the next job, when compared to younger workers age 25-54.

Councils on Aging can fill a critical need by providing job search supports specifically tailored to older adults. The Job Search Skills Workshops help older unemployed workers conduct a more effective job search. With a detailed facilitation guide, this turnkey workshop is easy to implement. COAs can provide employment support in other easy ways, including comprehensive I&R about regional Career Centers, job seeker peer groups, and consumer-focused fact sheets.

The Job Search Services Program, launched in May 2012 and supported jointly by MCOA and Elder Affairs, offers materials and staff support for easy implementation at your center. Our goal is for 40 COAs to be actively providing Job Search Services by the end of 2013. With implementation guides, resource materials, program mentors, and a turnkey workshop, it could not be easier to implement components of Job Search Services at your center!

Sincerely,

Jayne Colino

Jayne Calins



800-892-0890 • www.healthyliving4me.org





October 2, 2013

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 2013 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 has 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

Joan Hitson Ry, 205W

Associate Director, ESMV

Jennifer Raymond

Dir., Evidence-based, HSL



Dear MCOA Colleagues:

Welcome to "Senior Centers: Where Do We Grow From Here?"

LOHSC, the human services arm of Massachusetts Municipal Association, is delighted take part in MCOA's Annual Conference that brings together Council on Aging and Human Services staff from across the Commonwealth.

The keynote speakers and workshop providers featured throughout the Conference are experts in their fields! At the end of these three days, you will take with you best practices, new ideas and resources designed to help you, your staff and your elders grow.

Our partnership with MCOA has grown over the years to the point where we co-sponsor several annual events designed to help everyone who provides services to the community. Mental health, hoarding, budget constraints, access/mobility limitations and emergency preparedness affect every population subset -- regardless of age or ability.

I hope Wednesday afternoon's LOHSC-sponsored workshop "Working Together: Cross Disciplinary Interventions for Hoarding" will be helpful and that you'll let us know how we can partner on additional projects moving forward. Many COA Directors are members of LOHSC; if you haven't already joined, I invite you to do so!

Thanks to MCOA President Jayne Colino and Executive Director David Stevens for their terrific work putting the conference together.

Best regards,

Cynthia Wallquist

juthia I. Waguguss

President



Dear MCOA Conference Attendees,

AARP Massachusetts is pleased to be a sponsor for the 2013 MCOA Conference in Sturbridge, and we look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

It has been a politically eventful year in Massachusetts, starting with the special election for veteran Senator John F. Kerry's seat following his appointment as the 68th United States Secretary of State. Now with newly elected Ed Markey joining Senator Elizabeth Warren in the United States Senate, we are preparing to vote in yet another special election, this time for the 5th Congressional District seat. And in just a blink of an eye, we're on the heels of next year's gubernatorial race.

Through it all, we must continue to ensure that programs and services for the most vulnerable among us are protected, and that senior centers remain viable. And, we must join others in speaking up to protect and strengthen Medicare and Social Security.

Through **You've Earned a Say**, a national conversation about the future of Medicare and Social Security, we've heard from residents in all corners of the state. Overwhelmingly, they tell us that Social Security and Medicare are very important to them, and shared their ideas about how to keep the programs strong and viable for generations to come.

We are also facing big changes to the health care landscape next year with the implementation of the Affordable Care Act (ACA). AARP recently launched a personalized online tool, Health Law Answers, to help Americans of all ages understand benefits available currently, and in the future, as part of the ACA to help consumers make the best decisions for themselves and their families. Some of the protections and benefits under the ACA include: insurance coverage cancellation protections, pre-existing condition protections for adults, and the elimination of lifetime limits and annual limits. To learn more, visit www.HealthLawAnswers.org or www.MiLeyDeSalud.org.

Thank you for hosting AARP Driver Safety courses, AARP Tax-Aide, for providing space for the monthly AARP Chapter meetings and for *You've Earned a Say* community conversations this year.

We look forward to our continued partnership as advocates for the older residents of the Commonwealth.

Sincerely,

Linda Fitzgerald

State President, AARP Massachusetts

Lind F. Folgerard



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

September, 2013
Dear Friends,
On behalf of Blue Cross Blue Shield of Massachusetts, welcome to the 2013 Massachusetts Council on Aging annual conference.
We recognize the important work you do as adocates for Massachusetts seniors, and we are proud to sponsor this conference. We share your commiment to seniors and have offered Medicare health plan options since 1966. Blue Cross offers a full range of affordable Medicare Advantage, supplemental Medicare, and Medicare Part D prescription drug plans and we are proud to be rated among the nation's best helath plans for member satisfcation and quality.
I am sure you will find this year's itinerary dynamic and informative. We at Blue Cross wish you all the best for another success-ful conference.
Sincerely,
Timothy J. O'Brien

Timothy J. O'Brien

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

Central Mass 128 Providence Street Worcester, MA 01604 Western Mass 264 Cottage Street Springfield, MA 01104

508 799 2386 p 508 799 2653 f 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 2, 2013

508 880 0056 f

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 20,000 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!

James Wessle

James Wessler
President and CEO

LAW OFFICES OF SPANO & DAWICKI

605 Broadway, 2ND Floor S P. O. Box 1345 S Saugus, MA 01906-0645

PHONE: 781-231-7800 s FAX: 781-231-7900

STEPHEN SPANO, ESQ. * FRANCINE DAWICKI, ESQ.

Andrea W. Sendlenski, Esq. Whitney A. Alexander, Esq.

Wow!

Did you read this year's session descriptions? They are amazing! The theme of this year's conference is "Where Do We Grow From Here?" The answers are contained in the diverse topics for this year's program. The progressive topics range from "Creating the Next Generation of Senior Centers..." to "Building the Foundation of Active Aging." I especially love the title of one workshop, "Aging Mastery"; very Zen.

We are no longer talking solely about minimizing the isolation and loneliness of older adults which continues to be a growing concern; we are addressing how to proactively engage older adults as wisdom and thought leaders.

This conference recognizes that we represent older adults (or aspiring older adults) and not out-to-pasture seniors. Older adults are productive members of society and have enormous talents to offer our communities. While centers may focus on serving the needs of older adults, hopefully they bring in community members of all ages and engage and facilitate older adults in imparting their wisdom, practical knowledge and skills to our communities.

Without your collaborative efforts, the achievements and strides that have been made and continue to be made for the older adult community would not be possible. Like you, we are here to learn from the collective knowledge and experience of all the conference participants.

We can also help you. Call us whether you are in Massachusetts and need direct assistance or if you need a referral to a Board Certified Elder Law Attorney anywhere in the USA. We are a nationally recognized leader in the field of elder law and the only firm with an attorney who has served as President of the National Elder Law Foundation, President of the National Life Care Planning Law Firms Association and President of The National Academy of Elder Law Attorneys Massachusetts Chapter.

Like you, we help families achieve positive futures. We provide guidance, support and management to help older adults enrich their lives and maintain their independence and dignity.

Sincerely,

Stephen J. Spano

Stephen Spar

Board Certified as an Elder Law Attorney by the National Elder Law Foundation (CELA) *

Members, National Academy of Elder Law Attorneys



Welcome!

At MySeniorCenter, we've had the great pleasure of working with many of you for the past eight 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.

Budgets are tight everywhere which has made data and statistics more important than ever. In fact, we've worked with many of you this year to produce special reports for your town and board meetings. As a result, we're going to do a special workshop on **Thursday from 4:00 – 5:15.** The title of the session is **Use Statistics To Tell A Compelling Story.** We'll discuss how to best use data and statistics to communicate with your Board or Municipality.

Have fun!





Dear Colleagues,

On behalf of the Tufts Health Plan Medicare Preferred, welcome to the 2013 annual MCOA and Senior Center Directors conference. Tufts Health Plan Medicare Preferred is honored to be part of the "Senior Centers 2013: 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

atty Blake

MCOA Honor Roll

MCOA Certified Senior Center Directors

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

Donna Ciappina, Duxbury 2012 Colleen Normandy, Chelmsford 2012 Laura Veligor, Wellesley 2012 Meghan Murtagh, Salem 2012 Angela Smith, Carlisle 2011 Sheila Ronkin, Bellingham 2010 Violet Suska, Chicopee 2009 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 Staff Certification

National Institute of Senior Centers

Nationwide, 114 Senior Centers are currently Accredited since 1999

Bourne Council on Aging, Buzzard 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 Rochester COA and Senior Center, Rochester

Wednesday Activities: October 2nd

7:00am-9:00am	Continental Breakfast: Hawthorne Exhibitors Hall
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open: Hawthorne Exhibitors Hall
9:00am	Central Mass Field Trip Departs from Resolution Desk outside Hawthorne Exhibitors Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break: Hawthorne Exhibitors Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Leo Laks Luncheon: Hawthorne Exhibitors Hall LOHSC Luncheon: Hawthorne Exhibitors Hall
1:00pm-2:00pm	Wednesday Afternoon Plenary: Abbington/Brookfield James Firman President and CEO, NCOA on "Creating the Next Generation of Senior Centers: A Strategy Guide for All of Us"
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break: Hawthorne Exhibitors Hall
4:00pm-5:15pm	Workshop Session IV
5:30pm-10:00pm	Annual Membership Dinner Dance: Abbington/Brookfield Theme: "Senior Center Life is not Always Black and White"

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

A final workshop syllabus will be available at registration.

Wednesday's Breakfast 7:00 – 9:00am in the Hawthorne Exhibitors Hall

Central Massachusetts Field Trip Departs 9am Visit 3 Senior Centers and Return in time for 4th 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 Worcester Senior Center, which was renovated in 2000, converting a portion of the building, which was once St. Vincent Hospital. We then move on to the Northborough Senior Center, which is new construction from 2010. The Architect was Joe Rizza of Courtstreet Architects, Inc. We now head North on Route 495 to the community of Westford. A stop at Kimball Farm for lunch with a \$25 voucher provided will allow you your selection from the seafood shack or something off the grill. Save room fort he over 50 flavors of homemade ice cream and visit the country store. Around the corner we will go to our final stop at Cameron Senior Center, most recently expanded and rehabbed in 2010. We will arrive back in Sturbridge around 2:35 pm.

Workshop Session I 9:00 a.m. - 10:15 a.m.

New Director Training — PART I

Seminar

Whether you've been a director for two days or 12 months, this workshop will touch on every aspect of this crazy, challenging position. We will cover the important aspects of being a new director, focusing on how to get started, town government, COA boards and friends groups, working with your budget, the different grants available, reports, staffing, certification, policies and procedures, volunteers, legislators, confidentiality, advocacy and facility maintenance. This is part one of a two-part workshop.

Carolyn Brennan, Director, East Longmeadow COA Marge McDonald, Director, Burlington COA

Creating a Welcoming Culture in Your Senior Center

Abbington

1 SW CE — Application

When someone enters your center, do they feel the friendliness and warmth that you want them to feel? Learn how to create an environment of hospitality and respect, including: integrating new participants, creating a positive, customer-focused senior center, and bringing about culture change.

Susan Lather, B.S.B.A, M.S. Ed., Director of Enfield Senior Center

Fall Risk Assessment and Care for Community Based Elders

Webster

1 NS CEU, 1 SW CE — Application

Community based elders fall often and when they do, it can be harmful and extremely expensive. Risk of falling can be objectively assessed and evidence based care plans should be constructed. This program will describe the impact of falling, how and when risk assessment should be performed, fall prevention programming health and financial benefits, and ways in which follow-on care management can be implemented. Two community-based, best practice plans for fall management will be described along with outcome data that provide compelling evidence of the utility of a comprehensive, person centric approach.

Kelly Magee, MSW, State Director, Caregiver Homes

Michelle Caron, RNS, MSN, ASLNC, Greater Medford VNA - Nurse Liaison and Community Educator

Community Teaming to Address Elder Mental Health Crises

Danforth

Attendees will be introduced to the Taunton Community Crisis Intervention Teams: Adult, Youth and Elder models, as well as the development of Case Conferencing to address complex elder mental health crises or concerns. The presentation will encourage cities and towns to develop 'teaming' with municipal departments and community elder service providers.

Anne C. Bisson, Director, Department of Human Services/Taunton COA, Taunton Elder Community Crisis Intervention Team Detective Michael Bonenfant, Taunton Police Department, Taunton Community Crisis Intervention Team

Edward J. O'Brien, LICSW, Retired Dept. of Mental Health SE Region Area Forensic Director & Taunton Area Director, Adjunct Faculty, Anna Maria College, Taunton Community Crisis Intervention Team

Charlene Bonenfant, LICSW, Department of Human Services/Taunton COA, Taunton Elder Community Crisis Intervention
Team

Workshop Session I 9:00 a.m. – 10:15 a.m.

(continued)

The Delirium Dilemma: Community Involvement in Preventing and Minimizing the Effects of Hospital Induced Delirium

Sturbridge

1 NS CEU, 1 SW CE — Application

Delirium, a sudden change in mental status, affects up to half of all hospitalized seniors. Delirium increases the chance of rehospitalization, and may result in permanent cognitive decline. Learn simple interventions that family/friends can implement in the hospital, rehab or home setting that may be able to reduce the risk of delirium.

Patricia Pomerleau LCSW, Home Care Program Director, HESSCO Elder Services, Sharon MA Patricia Gavin, Transitions Coordinator, HESSCO Elder Services, Sharon MA

How to Raise Money (Even without Development Staff!): 25-Plus Proven Ways to Increase Revenues - and Decrease your Stress! Brimfield

Don't have enough money for a full-time development staff? Or want to make fundraising less stressful and less painful? This seminar will give you more than 25 practical tactics, techniques and best practices to make your fundraising easier and bring in new money. Topics include:

- Proven ways to encourage donors to give more and more often.
- How to get your board more engaged with fundraising.
- Insider tips to feel more comfortable asking for money!
- Strategies to increase bequests.
- Effective wording to add to your appeal letters and website.

The seminar will include real-life examples from the Brookline (MA) Senior Center and other best practices from non-profit fundraising.

Barrie Atkin, MBA, MS Ed, President, Atkin Associates LLC

Conducting Community Needs Assessments and Planning for the Growing Older Population Brookfield

The purpose of this workshop is to provide an overview of needs assessments as a planning tool for Councils on Aging. We will review the role of needs assessments in community planning efforts, and describe approaches to conducting needs assessments that may be used by communities.

Jan Mutchler, Ph.D., Professor and Associate Director for Social & Demographic Research, Gerontology Department & Institute, University of Massachusetts Boston

30 Rules of Professional Survival

Executive

Learn to survive and thrive in your profession. "30 Rules" is an accumulation of Mr. Morgado's thirty-five years of experience in the field combined with twenty years of teaching at Clark University. Mr. Morgado will explain the rules with real life examples, his sense of humor and passion for public service.

Daniel J. Morgado, Shrewsbury Town Manager

Coordinated Programs for Adults Who Have Medicare and MassHealth

Oxford

1 NS CEU, 1 SW CE — Application

This workshop will provide information about the latest health insurance plans for dual eligible beneficiaries aged 21-64 (the One Care plans), Senior Care Organizations (SCOs) and Programs of All-Inclusive Care for Elderly (PACE). This workshop will answer the questions: Who is eligible for what? What services are provided and how do beneficiaries get them?

Cindy Phillips, MSW, SHINE Program Director

Susan Cicciarello, Assistant Director SCO Program

Achieving Greater Impact Through Evidence-Based Programs: Strategies for Success

Cheshire

Explore multiple strategies to spread the use of evidence-based healthy aging programs. Listen as the NCOA Center for Healthy Aging staff discusses how to leverage the capacity, strengths, and resources of the Area Agency on Aging network.

Emily Dessem, MSW, Senior Program Manager

Kristie Kulinski, MSW, Senior Program Manager

Effective Legislative Advocacy: The Perspective from the State House

Charlton

This workshop will feature a discussion of how to be effective as a legislative advocate on Beacon Hill. Staff members of leading legislators on elder affairs will share their tips on effective advocacy from their unique point of view. We will also discuss some of the Beacon Hill elder issues that are in play. Deb Thomson, a longtime elder advocate, will facilitate this discussion.

Deborah Thomson, The Pass Group

Kelly Love, Aide to Representative James O'Day, Co-Chair of the Joint Committee on Elder Affairs Vicki Halal, Aid to Senator Pat Jehlen, Co-Chair of the Joint Committee on Elder Affairs Scott Kjellberg, Aide to Representative Kate Hogan, Co-Chair of Elder Caucus

Refreshment Break 10:15 - 10:45 in the Hawthorne Exhibitors Hall

This Conference Booklet was generously sponsored by

TUFTS Health Plan Medicare Preferred

Workshop Session II 10:45 a.m. – 12:00 noon

New Director Training — PART II

Seminar

Whether you've been a director for two days or 12 months, this workshop will touch on every aspect of this crazy challenging position. We will cover the important aspects of being a new director focusing on how to get started, town government, COA boards and friends groups, working with your budget, the different grants available, reports, staffing, certification, policies and procedures, volunteers, legislators, confidentiality, advocacy and facility maintenance. This is part two of a two-part workshop.

Carolyn Brennan, Director, East Longmeadow COA Marge McDonald, Director, Burlington COA

The Healthy Aging Status Report and Your Community

Dudley

1 NS CEU, 1 SW CE — Application

Tufts Health Plan Foundation and the UMass Boston Gerontology Institute will provide an update of an important statewide initiative on healthy aging. We will report on work to develop community level profiles of healthy aging and community programs to promote healthy aging. Prior to its official release (January 2014) we will provide a "preview" of resources and show you how to use them to generate positive change to promote healthy aging in your area.

Elizabeth Dugan, Ph.D., Gerontology Institute, UMass Boston Ruth Palombo, Ph.D., Senior Health Policy Officer, Tufts Health Plan Foundation Nina M. Silverstein, Ph.D., Gerontology Institute, UMass Boston

Work with AARP To Help People Live Their Best Lives

Charlton

AARP is your ally in growing the reach and impact of your senior center. Learn about the AARP programs that help people turn their goals and dreams into real possibilities. We'll discuss programs such as: The Massachusetts Money Management Program, AARP Driver Safety, AARP Foundation Tax-Aide, AARP Foundation Finances 50+, and Life ReImagined. Help people live their best lives!

Linda Fitzgerald, State President, AARP Massachusetts Mike Festa, State Director, AARP Massachusetts

Understanding, Approaching, and Helping the Human Behind the Hoard

Danforth

1 NS CEU, 1 SW CE — Application

Looking past the disorder to the individual, giving insight to what Compulsive Hoarding Disorder is diagnostically and what it is not in regards to misconceptions, stigma, and shame. This workshop offers empathetic approaches to intervention for professionals, family, and support systems. We'll discuss strategies, techniques, and services for helping begin process of decluttering.

Marnie McDonald, MSW, LCSW, Clinical Specialist – Compulsive Hoarding and Clutter, North Shore Center for Compulsive Hoarding and Clutter, North Shore Elder Services / The Longevity Connection

The Benefit of Benefits: Ensuring Elder Economic Security

Abbington

Are seniors in your community struggling just to make ends meet? Join NCOA's Economic Security team to learn how to create and implement a strategic program to enhance the economic security of seniors in your community. Discover how to help older adults access benefits, programs, and services that can help them remain secure and independent, and get the latest info on current federal funding for senior services.

Brandy Bauer, Communications Manager Economic Security, NCOA

ADA Basics: Help Seniors Age in Place and Remain Active in their Communities Sturbridge

1 NS CEU, 1 SW CE — Application

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 ADA Trainer, New England ADA Center, a member of the ADA National Network, A project of the Institute for Human Centered Design

Using Community Needs Assessment in Support of Elder Services Planning Brookfield

1 NS CEU, 1 SW CE — Application

The purpose of this workshop is to provide a community perspective on conducting and using needs assessments. By integrating information on a community's older population, their needs and interests, a needs assessment can be a useful planning tool. The experience of three communities that have recently completed needs assessments will be discussed.

Kathleen Bowler, Director, Holyoke Council on Aging Barbara Farnsworth, Director, Hingham Elder Services Coral Grande, Director, Cohasset Elder Affairs

Retire the Fire! A Community-Wide Fire Prevention Initiative for Older Adults Executive

1 SW CE — Application

Developing a fire prevention and safety campaign targeted specifically for older adults requires key community partners, the support of local media, and appropriate timing. The Westfield Council On Aging coordinated such an effort following four major fires in the city in the last two years involving older adults. In this workshop, practical strategies for the development of a fire prevention and safety program for older adults will be outlined followed by a stovetop fire demonstration. Sample letters, fliers, and newspaper articles will be provided as handouts.

Tina Gorman, Executive Director, Westfield Council On Aging
Jennifer Mieth, Public Information Officer, Manager, Fire Data & Public Education Unit, Department of Fire Services

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

Brimfield

1 NS CEU, 1 SW CE — Application

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

Workshop Session II 10:45 a.m. – 12:00 noon

(continued)

Evidence-Based Session II: Overview of Evidence-Based Programs in Massachusetts Cheshire

1 SW CE — Application

Participants will leave with an understanding of evidence based health promotion in practice and steps to implement programs in their communities. In this workshop, participants will learn the basics of implementing programs (My Life, My Health or the Stanford Chronic Disease Self-Management Program; Healthy Eating for Successful Living; and many others), will learn best practices for collaborating with health care providers, will discover tools for delivery to hard to reach populations, and will explore multiple avenues of program sustainability.

Susan Poludniak, Coordinator for Healthy Aging Programs, Elder Services of the Merrimack Valley

Beat the Blues: An Integrated Approach to Depression Identification and Treatment in an Urban Senior Center Setting Webster

1 NS CEU, 1 SW CE — Application

Beat the Blues (BTB) involves an academic-community partnership between a nationally accredited non-profit senior community center (Center in the Park), and a research center (Johns Hopkins University's Center for Innovative Care in Aging), to address depression care in African Americans, aged 55+. Although an estimated 30% of older African Americans with chronic diseases report depressive symptoms, unequal access to depression care is consistently documented for this group. BTB involves in-home or telephone screening by senior center staff for depressive symptoms, and a home-based intervention delivered by licensed social workers that involves five components: depression education, care management, referral and linkage to health/mental health resources, instruction in stress reduction strategies, and behavioral activation.

Lynn Fields Harris, MPA, Executive Director, Center in the Park, Philadelphia. PA
Megan C. McCoy, MSS, MLSP, Director of Grant Research and Development, Center in the Park, Philadelphia. PA

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

A final workshop syllabus will be available at registration.

Leo Laks Luncheon
Sponsored by AARP
Wednesday 12:00 – 1:00pm
in the Hawthorne Exhibitors Hall

Afternoon Plenary Session 1:00 p.m. - 2:15 p.m.

Abbington/Brookfield



Afternoon Plenary Session on Wednesday, October 2, 2013 at 1pm

James Firman, Ed.D.



Creating the Next Generation of Senior Centers: A Strategy Guide for All of Us

About the Session

Transform your senior center to meet the challenges of the future. Examine national trends and public policy that will influence your decisions. Learn the implications of the Affordable Care Act and discover new strategies, tools, and programs to create the next generation of senior centers.

About NCOA

The National Council on Aging (NCOA) is a nonprofit service and advocacy organization headquartered in Washington, DC. NCOA is a national voice for older Americans and the community organizations that serve them. It brings together nonprofit organizations, businesses, and government to develop creative solutions that improve the lives of all older adults.

NCOA's mission is to improve the lives of millions of older adults, especially those who are vulnerable and disadvantaged. It works with thousands of organizations across the country to help seniors find jobs and benefits, improve their health, live independently, and remain active in their communities.

Workshop Session III 2:15 p.m. – 3:30 p.m.

New Directors — Meet the Secretary with Ann Hartstein

Brimfield

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

Developing LGBT Friendly Programming at Senior Centers: A Critical Link to Addressing Social Isolation in Lesbian, Gay, Bisexual and Transgender Older Adults Charlton

1 NS CEU, 1 SW CE — Application

In 2012, The Massachusetts LGBT Aging Needs Assessment (M'LANA) Coalition completed a study of seniors attending 6 mainstream congregate meal sites and 6 LGBT congregate meal sites. The data identified a significant lack of supports, services, and social connections for lesbian, gay, bisexual and transgender seniors. This workshop will highlight the key findings from that study and use that information to make recommendations for programming at COAs and Senior Centers to fill the gap in service delivery for this vulnerable population. The workshop will also highlight current LGBT friendly programming that is being offered in different parts of the state.

Bob Linscott, Assistant Director, LGBT Aging Project
Maryanne Ryan, LCSW, Outreach Worker, Orleans Council on Aging

Social Security Webster

This session will provide an update on several Social Security issues which will be impacting COA Directors. These topics include the long-range solvency of the program, the upcoming cost-of-living increase in benefit payments for 2014, and possible changes to the Windfall Elimination and Government Pension Offset Provisions.

Kurt Czarnowski, Czarnowski Consulting, Former SSA Staff

Working Together: Cross Disciplinary Interventions for Hoarding

Danforth

1 NS CEU, 1 SW CE — Application

Participants will leave with an understanding of how one suburban community, Natick, has developed an innovative "Community Support Team" with 15 local representatives who meet regularly to address these and other community issues with residents. The presentation will focus on best practices in collaboration with non-traditional partners and include how the team was established, their meeting schedule and coordination, the division of roles and responsibilities, and task negotiation. Specific case examples will highlight collaboration across disciplines, and communication challenges and successes.

Moira Anne Munns, Natick Human Services & COA Director
Jane Anderson, Natick Environmental Health Agent
Lt. Brian Lauzon, Natick Police Department, Community Services Division

The Challenge to Connect: Evolving Ourselves and Our Organizations to Reach and Engage Diverse Older Adults Dudley

If we aim to serve the increasingly diverse older population around us, we must examine and retool ourselves and our organizations. Cultural awareness and competence must be more than just another skill set, it must be a central operating principle.

This presentation will examine

- why it is a critical path for organizations to evolve in order to effectively serve our diverse population
- recent NCOA briefs and initiatives on reaching and engaging diverse older populations
- examples of effective programs nationally and in Massachusetts
- specific models and resources organizations can use to evolve into more inclusive, effective organizations

Marcie Becker Freeman,, MEd, AZA Care Management and Home Care

Healthy Communities for Healthy Aging: Stories and Resources from Communities Working to Make It Easier to Live Long, Active and Healthy Lives — PART I Sturbridge 1 NS CEU, 1 SW CE — Application

Do you feel safe walking in your neighborhood? Is it easy to find inexpensive and healthy food in your community? Do you think the COA should be involved in local city and town planning efforts? If you've ever thought about these types of issues come to this workshop and learn how other towns are making the healthy choice the easy choice! This is part one of a two-part workshop.

Ben Wood, Healthy Community Design Coordinator, Massachusetts Department of Public Health Molly Butler, Program Coordinator, State Office of Rural Health Kate Ito, Public Health Research Analyst, Metropolitan Area Planning Council Bob Sloane, Walk Boston Patte Shaugnessy, Senior Center Director, City of Northampton Lee Hartman, Director of Planning, Town of Plymouth Frank Caro, BrooklineCAN, Town of Brookline Rachael Plitch, Shape up Somerville Geoff Kotowski, Cambridge Senior Center

PS 101: An Overview of the Massachusetts Elder Protective Services Program Brookfield

1 NS CEU, 1 SW CE — Application

While reaching 20,000 elder abuse reports in Massachusetts in Fiscal Year 2012, experts suggest that elder abuse continues to be significantly underreported. As such, it is critical that professionals and non-professionals be educated on the signs and symptoms of abuse, and how to proceed should concerns exist, as cases can easily escalate to the point of irreparable physical, emotional, and financial damage. This presentation will provide an overview of the Massachusetts Elder Protective Services Program, including the principle of self-determination, definitions, and potential signs and symptoms of abuse, contributing factors, and the reporting and investigation processes.

Jonathan Fielding, M.S., M.Ed., Protective Services Regional Manager, Executive Office of Elder Affairs Bree Cunningham, Protective Services Regional Manager, Executive Office of Elder Affairs

Elder Protection: TRIAD Initiatives

Executive

In this workshop you will learn about the TRIAD initiative, which is a crime prevention and safety program geared toward reducing criminal victimization of older adults, and establishing community based programs that help to increase quality of life issues. As a result of the TRIAD program, law enforcement, fire departments, and Councils on Aging have enhanced their delivery of service to elders, and elders have taken the lead in implementing programs that, in many cases, have allowed their peers to age in place. Also included will be information on elder abuse and neglect, criminal statutes, how the District Attorney's Office can assist your agency with serious elder abuse and neglect issues.

Attendees of this workshop will learn how to establish a TRIAD program in their community, how these programs impact older adults and their families, and the importance of reporting elder abuse and neglect.

Chris Geffin, Program Director, Elders and Persons with Disabilities Protection Unit

Workshop Session III 2:15 p.m. – 3:30 p.m.

(continued)

Aging Mastery Program (AMP)

Abbington

Looking for a new name to combat old stereotypes? How about Aging Mastery Center? Four senior centers, out of five nationally selected to pilot this exciting new program, will share their experience in implementing the Aging Mastery Program (AMP). AMP is a comprehensive educational program designed to give participants tools and information they need to age well. It has created excitement among long-time members and attracted new ones as well. Learn what worked well, what could have been improved, and most importantly, how you can adapt this program to your center.

Emily Dessem, Senior Program Manager, NCOA Lynn Fields Harris, Executive Director, Center in the Park (PA) Joanne Moore, Director, Duxbury Senior Center (MA) Bob Pitman, Executive Director, Mill Race Center (IN) Dianne Stone, Director, Newington Senior and Disabled Center (CT)

Evidence-Based Session III: Program Delivery To Hard to Reach PopulationsCheshire

1 SW CE — Application

Participants will leave with an understanding of evidence-based health promotion in practice, and steps to implement programs in their communities. In this session, participants will learn the basics of implementing programs (My Life, My Health or the Stanford Chronic Disease Self-Management Program; Healthy Eating for Successful Living; and many others), will learn best practices for collaborating with health care providers, will discover tools for delivery to hard-to-reach populations, and will explore multiple avenues of program sustainability.

Ana Karchmer, Program Coordinator, Executive Office of Elder Affairs Molly Butler, Rural Health Program Coordinator, Department of Public Health Jennifer Raymond, Director of Evidence-based Programs, Hebrew Senior Life

Help Seniors Find Benefits: Meet the <u>NEW</u> BenefitsCheckUp® Massachusetts! Seminar

Join us for a virtual tour of the new Massachusetts version of BenefitsCheckUp®—the most comprehensive benefits screening service on the web. Powered by the National Council on Aging (NCOA), BenefitsCheckUp® screens for more than 2,000 programs that can help seniors pay for medicine, health care, rent, utilities, and more. Since 2001, the service has helped more than 3.6 million people find over \$13.4 billion worth of benefits. Watch a live demonstration of this simple, yet powerful, tool—and discover how you can use it to help older adults in your community

Chansopine Som, Senior Content Specialist, BenefitsCheckUp®, National Council on Aging Gina Hill, Development Associate, National Council on Aging

Refreshment Break 3:30 – 4PM in the Hawthorne Exhibitors Hall

Workshop Session IV 4:00 p.m. – 5:15 p.m.

NISC Private Label BenefitsCheckUp®

Seminar

Working with NCOA, the NISC Economic Security Work Group helped develop and test a private label NISC version of the BenefitsCheckUp[®] (BCU) online screening tool, which will be introduced to senior centers nationally in October. Access to benefits can reduce economic insecurity for thousands of vulnerable seniors across the country and the front-end customization of BCU for NISC will improve data tracking for individual senior centers and NCOA/NISC. Attend this workshop to learn about the program and toolkit that will help senior center professionals and volunteers use BenefitsCheckUp[®] to connect older adults with federal and state benefits programs.

Susan R. Getman, Executive Director, Wilmington Senior Center, Wilmington DE Others TBA

Certification Roundtable

Webster

During this roundtable workshop, candidates for the 2013-2014 MCOA certification process will get a chance to meet "face-to-face" with their mentors and program advisors to talk about their progress regarding the certification process. They will get an opportunity to ask questions, receive feedback and suggestions regarding their core service write-ups that form part of the basis for the certification process. This workshop is highly recommended for all those seeking MCOA certification.

Becky Moriarty, Director, Hampden COA Carolyn Brennan, Director, East Longmeadow COA Laura DeMattia, Director, Bellingham COA

Women Growing Older: Our Bodies Ourselves

Southbridge

1 NS CEU, 1 SW CE — Application

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, Author, Speaker- Co-Founder of Our Bodies Ourselves and Co-Author of all 9 editions of *Our Bodies Ourselves*.

It's Not Rocket Science – The Massachusetts Formula Grant: A Guide to Securing A Stable Funding Source for Senior Center Activities and State Association Dues Executive

Over 30 years ago, the leadership of the Massachusetts Councils on Aging felt that the State should directly compensate municipally-based Senior Centers for the services and programs that they provide to older adults of the Commonwealth. They were successful and over the last three decades we have increased the "Formula" 4.5x and used those additional funds to provide programs and services for older adults. This annual, local-aid funding, in turn, provides a source of revenue for the State Association in the form of Annual Dues. This workshop will provide a work plan that can be replicated to secure state funding for Senior Center services and programs, which in turn can lead to membership dues, which support the State Association

David P. Stevens, Executive Director, Massachusetts Association of Councils on Aging and Senior Center Directors

Workshop Session IV 4:00 p.m. – 5:15 p.m.

(continued)

MassHealth: Many Roads to Coverage for Elders

Oxford

1 NS CEU, 1 SW CE — Application

MassHealth provides comprehensive healthcare coverage to individuals with limited resources. But did you know that there is more than one way for an elder to receive assistance from MassHealth? And some of these MassHealth programs have more lenient financial eligibility criteria. The eligibility criteria, application process, and services provided under each program will be discussed.

Chris Ciano, Assistant State Director, SHINE
Renee Grenier, Field Operations Manager & Training Coordinator, SHINE

Healthy Communities for Healthy Aging: Stories and Resources From Communities Working to Make It Easier to Live Long, Active and Healthy Lives — PART II Sturbridge

1 NS CEU, 1 SW CE — Application

Do you feel safe walking in your neighborhood? Is it easy to find inexpensive and healthy food in your community? Do you think the COA should be involved in local city and town planning efforts? If you've ever thought about these types of issues come to this workshop and learn how other towns are making the healthy choice the easy choice! This is part two of a two-part workshop.

Ben Wood, Healthy Community Design Coordinator, Massachusetts Department of Public Health Molly Butler, Program Coordinator, State Office of Rural Health Kate Ito, Public Health Research Analyst, Metropolitan Area Planning Council Bob Sloane, Walk Boston Patte Shaugnessy, Senior Center Director, City of Northampton Lee Hartman, Director of Planning, Town of Plymouth Frank Caro, BrooklineCAN, Town of Brookline Rachael Plitch, Shape up Somerville Geoff Kotowski, Cambridge Senior Center

Transportation Resources for Seniors

Brimfield

1 NS CEU, 1 SW CE — Application

Since seniors need transportation to access community life, community transportation services are essential for seniors who cannot drive. Workshop participants will learn how to access information about transportation options in communities across Massachusetts and will discuss innovative models and partnership strategies to help programs serve more people and be more sustainable.

Theadora Fisher, Mobility Outreach Coordinator

Encore Careers – Finding Meaningful Work After 60 and Beyond

Charlton

This is a practical approach to helping seniors understand the value of working, or volunteering, as well as providing realistic advice on current job search methods and opportunities. We will also discuss how starting a support group for recently retired community members can attract new members to senior centers, and expand their community outreach. Versions of this presentation were given at Sen. Karen Spilka's Senior Health and Wellness Fair at Keefe Technical High School in September 2012 and Sen. Jamie Eldridge's Annual Senior Conference at Assabet Technical High School in March of 2013.

Douglas Peck, CSA, President and Owner of Seniors Helping Seniors® - Metrowest. Doug is a Certified Senior Advisor and has had a 30-year career in Human Resources, coaching and hiring hundreds of individuals.

Nurturing the Soul of your Senior Center

Danforth

This presentation will summarize the various models for successful senior centers. No two communities are alike. Likewise, no two senior centers are ever alike either. However, some are vibrant and active with energy while others fail to thrive. If the soul of every senior center is the spirit of camaraderie that brings folks together, then every director should ask, "How do I nurture that soul? How do I make folks want to come to our senior center every day?" This workshop will examine the heart and soul of several consistently popular senior centers and define how you can transform your facility with an active and vibrant ambience.

The conversation will include consideration of the guidelines offered by the National Institute of Senior Centers (NISC), a cohost of the MCOA Annual Conference. The NISC has outlined some very specific measures that can be taken to improve design and planning outcomes for Senior Centers. These recommendations will be reviewed as they apply to the case studies shown.

William A. Sterling, AIA, LEED, President, Sterling Associates, Inc. Architects
Elaine Bello, Interior Designer, Principal of The Interiors Group, Senior Faculty Member, Boston Architectural College

Evidence-Based Session IV: Embedding Evidence-Based Programs with Health Care Delivery Systems Cheshire

1 SW CE — Application

Participants will leave with an understanding of evidence based health promotion in practice and steps to implement programs in their communities. In this program, participants will learn the basics of implementing programs (My Life, My Health or the Stanford Chronic Disease Self-Management Program; Healthy Eating for Successful Living; and many others), will learn best practices for collaborating with health care providers, will discover tools for delivery to hard to reach populations, and will explore multiple avenues of program sustainability.

Joan Hatem-Roy, Associate_Director, Elder Services of the Merrimack Valley
Susan Poludniak, Coordinator for Healthy Aging Programs, Elder Services of the Merrimack Valley
Jennifer Raymond, Director of Evidence-based Programs, Hebrew Senior Life

Pushin' Up The Daisies: An Obituary Writing Workshop

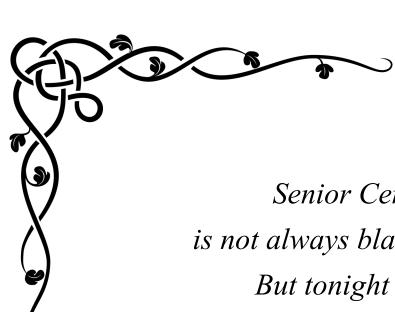
Dudley

Obituary writing has evolved into a creative way to celebrate a person's life. By writing your obit pre-humously you are creating a remembrance that is an accurate reflection of who you are, rather than how others see you. You will unburden loved ones from this daunting task during their grief, as well as solidify remaining goals, come to terms with end-of-life issues; all while letting your individuality and personality shine through.

Victoria Haeselbarth (workshop leader), Outreach Worker, Edgartown Council on Aging Paul Mohair (assistant), Administrator, Edgartown Council on Aging

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

A final workshop syllabus will be available at registration.



Senior Center Life is not always black and white... But tonight it will be!

Please join us on Wednesday, October 2, 2013 at 5:30 P.M. In the Sturbridge Host Hotel Ballroom For the MCOA Elegant Black and White Dinner & Dancing Party

Buffet Dinner DJ Joe Entertainment Cash Bar Semi-Formal to Black-Tie Attire Suggested



Thursday Activities: October 3rd

7:00am-8:00am	Exercise Walk – meet at the Resolution Desk outside Hawthorne Exhibitors Hall
7:00am-9:00am	Breakfast: Hawthorne Exhibitors Hall
7:30am-8:45am	Thursday Morning Plenary: Abbington/Brookfield James Arena-DeRosa, NE Regional Administrator for USDA's Food and Nutrition Service on "Hidden Hunger Among Our Senior Citizens"
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open: Hawthorne Exhibitors Hall
9:00am	Western Mass Field Trip Departs from Resolution Desk outside Hawthorne Exhibitors Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break: Hawthorne Exhibitors Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Minuteman Luncheon: Hawthorne Exhibitors Hall
1:00pm-2:00pm	Thursday Afternoon Plenary Session: Abbington/Brookfield Colin Milner Founder and CEO, International Council on "Building the Foundation for Active Aging"
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break: Hawthorne Exhibitors Hall
4:00pm-5:15pm	Workshop Session IV
5:30pm-8:30pm	Networking Reception down by Cedar Lake (weather permitting) Theme "Welcome to Fall in New England" (Inclement weather location: Indoor Courtyard by the Pool)

Thursday's Breakfast 7:00 – 9:00am in the Hawthorne Exhibitors Hall

Western Massachusetts Field Trip Departs 9am Visit 3 Senior Centers and Return in time for 4th Session

Join us for a trip to the Pioneer Valley to visit three newly constructed Senior Centers and a newly established PACE program. WE will depart at 9:00am. All of the Senior Centers house fitness centers, cafes and multipurpose spaces. The three communities have similarly sized older adult populations and are reflective of the unique flavor of each community. Our first stop will be to tour the Holyoke Senior Center which was completed in December 2012. Our next stop will be the Agawam Senior Center which was completed in 2006. We will then visit the newly constructed PACE site in Springfield operated by Fallon Community Health Plan where we will be served lunch. Our final stop will be to Northampton where we will tour their 18,000 sq. ft. one-floor Senior Center completed in 2007. We will arrive back in Sturbridge around 3:45.

Thursday, October 3, 2013 Morning Plenary Session 7:30- 8:45am Abbington/Brookfield





James Arena-DeRosa

Northeast Regional Administrator,

USDA Food and Nutrition Service

Hidden Hunger Among Our Senior Citizens

About the Session

With long term metrics pointing to huge health care costs for the nation – keeping seniors happy and healthy will be a key determinant of our financial solvency. Are your seniors choosing between food and other necessities? What can we do about this collectively? Food and Nutrition Service, Northeast Regional Administrator, James Arena-DeRosa will present an overview of a number of nutrition programs available to the senior population, including: Supplemental Nutrition Assistance Program (SNAP), Child and Adult Care Feeding Program (CACFP), Seniors Farmers' Market Nutrition Program (SFMNP) and The Emergency Food Program (TEFAP). This session will also include time for a group discussion about what the federal government can do to reach older Americans about nutrition issues.

About FNS

The Food and Nutrition Service (FNS) and Center for Nutrition Policy and Promotion (CNPP) are agencies of ASDA's Food, Nutrition and Consumer Services.

FNS works to end hunger and obesity through the administration of 15 federal nutrition assistance programs including WIC, Supplemental Nutrition Assistance Program (SNAP), and school meals. In partnership with State and Tribal governments, our programs serve one in four Americans during the course of a year. Working with our public, private and non-profit partners, our mission is to increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition educations in a way the supports American agriculture and inspires public confidence. No American should have to go hungry.

Session I 9:00 a.m. – 10:15 a.m.

Because You've Never Died Before: Spiritual Issues at the End of Life Part I Seminar

1 NS CEU, 1 SW CE — Application

Once individuals receive a terminal prognosis, they embark upon an unexpected new journey. Their worldview is forever changed, an amazing journey into a previously unimaginable spiritual terrain is automatically set into motion and discoveries into the meaning of life and the essence of the self, the other and God emerge. What the dying learn about living at the end of life is their gift to us in the midst of life. This is part one of a two-part workshop.

Rev. Dr. Kathleen Rusnak

Mental Health and Aging / Mental Health 101

Cheshire

1 NS CEU, 1 SW CE — Application

Participants will leave with a working knowledge of the basics of mental illness and a working knowledge of how to identify depression and post-traumatic stress disorders in the elderly. They will learn the nuts and bolts of guardianship in Massachusetts, including avoiding guardianship/maintaining control over one's medical decision-making when one has lost capacity, and how to narrow the scope of a guardianship to meet the specific needs of the protected person in terms of fluctuating capacity. Other topics include: self-determination and how to use a durable power of attorney to avoid conservatorship and plan for incapacity, and the nuts and bolts of conservatorship law in Massachusetts.

Rev. Debra Lee, MDIV, MPA, Director of the Council on Aging/New Bedford Gary Zalkin, Esq., LICSW, Zalkin Law Firm PC Sarah Peterson, Esquire, Zalkin Law Firm PC Stacey Edwards, LICSW, Suicide Prevention Coordinator, Boston VA Healthcare

Developing a Community Leadership Program for Seniors

Brookfield

Developing a community leadership program for seniors presents a win-win opportunity. Boomers have time, talent, skills, expertise and energy they want to share with communities that have many needs! Learn about this model program which encourages boomers to remain involved in purposeful, meaningful activities, while helping meet the needs of their communities.

Hella Spellman, Program Supervisor, Tallahassee Senior Services

Delivering a 360° Service Package in Senior Centers

Abbington

Learn from examples of how Salt Lake County Aging Services is meeting the needs of the evolving senior population. We will explore models of service delivery, innovative ways to enhance the quality of services delivered, and the significance of community collaboration.

Traci Lee, Active Aging, Program Manager Emma E. Houston, Active Aging, Assistant Program Manager

Session I 9:00 a.m. – 10:15 a.m.

(continued)

Healthy Aging Website: Exploring Professional and Consumer Uses

Executive

This workshop will focus on a new state initiative funded by the Tufts Health Plan Foundation to develop an interactive website to connect professionals to facilitate idea and information sharing and leverage existing networks. The workshop will provide an overview of the Collaborative and its goals, the need for the website, and how using web-based technology will support healthy aging efforts and collaboration. Participants will then break out into groups to participate in an brainstorming and feedback session around professional and consumer uses for the new website.

Staff from John Snow, Inc. Research and Training Institute and the Tufts Health Plan Foundation

Longevity Gifts of Abkhasia, Vilcabamba and Hunza

Danforth

1 NS CEU, 1 SW CE — Application

Discover the lifestyle and dietary practices of cultures where elders are known for living long lives full of vitality and health. Join Tricia Silverman, Registered Dietitian, in exploring the unique breakfast habits of the Abkhasians and Hunzans. Learn about the natural-foods diet of the Vilcabambans and see how reducing processed foods in your diet may contribute to longevity and robust health.

Tricia Silverman, RD, LDN, MBA, Registered Dietitian, Professional Speaker, Owner, NuTricia's Lifestyles

Action for a Healthy Massachusetts: Beacon Hill Demystified

Charlton

Learn how a statewide coalition of public health organizations is collaborating to make cutting-edge (and overdue) things happen to make healthy eating and active living easier choices for everyone. Learn about recent successes and how you and/or your organizations can help advocate for important bills currently before the state legislature.

Andrea Freeman, Deputy Field Director, MA Public Health Association

RI Healthy Communities: Techniques for collaboration and sustainability of Evidence Based Wellness programs Oxford

The R.I. Healthy Communities Program provides evidence-based resources and self-management tools covering the following areas: Chronic Disease, Chronic Pain and Falls Prevention. The presentation will detail positive outcomes of participants completing one or more evidence based program. Information about access to programming and opportunities for coach trainings will be covered. Additionally, the workshop will explore state-wide collaboration on implementation and sustainability of evidence-based health and wellness programs targeting older adults

Amy Mochel, Senior Corps Director, MS, Gerontology, Management of Aging Services Tara Treffry, Health Promotions Program Coordinator Sandra Blackmon, Director of Emergency Services

The Basics: Memory Loss, Dementia and Alzheimer's Disease

Webster

1 NS CEU, 1 SW CE — Application

The Basics: Memory Loss, Dementia and Alzheimer's disease is a workshop designed to provide the audience basic information about memory loss, Alzheimer's disease and related dementias. The workshop will provide information about the warning signs, getting a diagnosis, the benefits of early detection, causes and risk factors; treatments and services offered by the Alzheimer's Association.

Julie B. McMurray, MA LMHC, Regional Manager, Central MA Region, Alzheimer's Association, Massachusetts New Hampshire Chapter

ADA and Transportation Refresher: Using all Transportation Options

Brimfield

This session will review requirements for public and private transportation under the Americans with Disabilities Act and will engage participants in a discussion of the transportation needs in their communities. The presenter will share experiences from communities around the country who have taken on the task of improving transportation for people who use options other than driving.

Donna Smith, Director of Training, Easter Seals Project ACTION

Economic Insecurity and the Mental Health of Elders: The Unaddressed Link Sturbridge

1 NS CEU, 1 SW CE — Application

The "Great Recession" has had a devastating impact on the economic security of older men and women. Elders who fhave elt they had adequate resources to face later life have seen their savings and assets dwindle, while those already struggling to get by have found public supports shrinking. Participants will leave this workshop with an increased awareness of the mental health dimensions of growing economic insecurity among older adults within the framework of an Elder Economic Security measure and public policy.

Chet Jakubiak, MSW, Executive Director, Massachusetts Association of Older Americans, Inc.

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

- A final workshop syllabus will be available at registration. -

Refreshment Break 10:15-10:45 in the Hawthorne Exhibitors Hall

Session II 10:45 a.m. – 12:00 p.m.

Because You've Never Died Before: Spiritual Issues at the End of Life Part II Seminar

1 NS CEU, 1 SW CE — Application

Once individuals receive a terminal prognosis, they embark upon an unexpected new journey. Their worldview is forever changed, an amazing journey into a previously unimaginable spiritual terrain is automatically set into motion and discoveries into the meaning of life and the essence of the self, the other, and God emerge. What the dying learn about living at the end of life is their gift to us in the midst of life. Second of a two-part workshop.

Rev. Dr. Kathleen Rusnak

Making Data Work for Your COA

Cheshire

This presentation will discuss why collecting data is important for COAs, and will provide an overview of data collection and analysis. More specifically, this presentation will include: How to design and administer a survey, how to analyze data, and how to create graphs and tables to summarize data concisely.

Lisa Beauregard, Research Analyst, Executive Office of Elder Affairs

Consumer University

Brookfield

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.

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

Using Trends to Build a Program That Meets Community Needs

Abbington

1 SW CE — Application

As we move through this decade, five trends have been identified as issues facing people over 50. We will explore how these trends can be used to develop program that incorporates community resources and creates partnerships that will enhance both organizations.

K. Jean Williams, Consultant/Trainer, Expand your Horizons Rennie Cohen, Consultant/Trainer, Aging Positively

2013 Medicare Updates for Consumers and Advocates

Danforth

Overview and interactive discussion of current Medicare updates and issues as they affect Massachusetts. 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 Affordable Care Act changes.

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

Reaching the Hard-to-Reach – Aging and Mental Health Collaboration

Webster

1 NS CEU, 1 SW CE — Application

We will demonstrate the significance of social connectivity and active engagement provided by elder peer volunteers to the isolated elders within the community. Through befriending, elders suffering from age related concerns become reengaged and have reduced anxiety and depression. This is all managed through a collaborative effort of agencies and volunteers.

Lynn T. Kerner, LICSW, Clinical and Program Manager, Elder Community Care Eileen S. Davis, Director, Call2Talk, A Direct Service of the United Way of Tri-County

Transformation of the Woonsocket Senior Center into a Wellness Center Charlton

The transformation of the Woonsocket Senior Center began with a Grant from the Older American Act through the R.I. Department of Elderly Affairs, which provided funding for a registered nurse to develop a health promotion and disease prevention program for senior citizens. The focus of the Senior Wellness Project was to give older adults the tools needed to remain active and healthy in their preferred home environment.

In its first year, the Senior Wellness Program reached over 800 senior citizens and conducted over 85 health education and screening events. The Senior Wellness Nurse taught chronic disease management and provided information about stroke awareness, hypertension, fall prevention and the benefits of exercise. The program then morphed into the Wellness Center which currently offers exercise classes 5 times a week, BP clinics and nurse consultations, podiatry and vision screening appointments on site, and Wellness Through Weight Loss classes. Strategic partnerships in the community have increased the Wellness Center's ability to provide reliable health information and strategies that enable seniors to take control and make healthy lifestyle choices.

Linda Thibault R.N., Senior Wellness Nurse, Director of the Senior Wellness Program

Mobilizing Those 50+ For Significant Service

Executive

The next generation of retirees will be the healthiest, longest-lived, best-educated, and most affluent in history. A large percentage of this population will have supervisory, management, and/or professional experience. Let's explore this population of 50+ folks, and determine the strategies and techniques that will propel and structure their capacity-building service to your organization.

Christine Beatty, Director, Madison (WI) Senior Center. 2004-2006 National Institute of Senior Center Chairperson and 2005-2011 National Council on Aging Board Member

Serving People with Early-Stage Alzheimer's Disease in the Community

Sturbridge

1 NS CEU, 1 SW CE — Application

People with early-stage Alzheimer's disease are a growing population with unique needs that are often unmet by traditional senior services. This presentation will highlight the issues faced by people with early-stage Alzheimer's disease and discuss ways that senior centers can support them. Ideas for new programming and collaborations will be discussed.

Nicole McGurin, M.S., Director of Clinical Services, Alzheimer's Association MA/NH Chapter Catherine Ricketson, M.S.W., Manager of Early Stage Program, Alzheimer's Association MA/NH Chapter Lisa Ushkurnis, M.S.W., Supervisor of Social Services, Callahan Center

Increasing Mobility in Your Community by Learning to Assess Path of Travel

Brimfield

Independent mobility is critical for good health, socializing, and accomplishing daily tasks. Easter Seals Project ACTION has developed a checklist for assessing the path of travel in a community. This checklist looks at accessibility, safety and desirability for people traveling independently including being able to access public transportation.

Donna Smith, Director of Training, Easter Seals Project ACTION

Session II 10:45 a.m. – 12:00 p.m. (continued)

A Bridge to Quality Care: When to Call the Long Term Care Ombudsman

Oxford

Life in a nursing, or rest home, is not always easy for the residents or those who care about them. Many don't know where to turn. Learn how Long Term Care Ombudsmen offer a way to voice concerns and have complaints addressed, working to resolve issues so residents can live their lives with dignity and respect.

Jenny Beaujean, Ombudsman

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

A final workshop syllabus will be available at registration.

Thursday's Minuteman Luncheon
Sponsored by Blue Cross Blue Shield MA
12:00 – 1:00pm
in the Hawthorne Exhibitors Hall

This Conference Booklet was generously sponsored by

TUFTS Health Plan Medicare Preferred

Thursday, October 3, 2013 Afternoon Plenary Session 1:00-2:15pm Abbington/Brookfield



Colin Milner



Building the Foundation for Active Aging

About the Session

We live in a world that is increasingly growing older and more diverse. To address this shift, we too need to become more diverse in the environments we provide, the programs and products we offer, and the way we position and promote these services. We also need to create the policies and hire the staff that will allow customers to feel comfortable in our organizations. Is your organization prepared to address these challenges and opportunities?

By attending this plenary session you will learn how the International Council on Active Aging's "9 Principles of Active Aging" offers a comprehensive and integrated model to guide you through this process, helping you to create a firm foundation for your active-aging efforts. Whether it's your first foray into this arena, or it has been a longtime pursuit, this session is a must.

About ICAA

ICAA is rooted in the principle of active aging — the conviction that people can significantly improve the quality of their later years by staying active and fully engaged in life. We believe that all individuals have the capability of embracing life within the dimensions of wellness. Active aging ia the heart of our philosophy and the basis of Changing the way we age, our grass-roots initiative to change everyone's perception of aging, young and old. ICAA champions inclusive environments, programs, and products that reflect and age-friendly philosophy. We encourage businesses and individuals to plan and execute projects from the point of view of older adults.

Session III 2:15 p.m. – 3:30 p.m.

Avoiding a Crisis: Advance Planning/Advanced Directives and Guardianship in Massachusetts

Sturbridge

1 NS CEU, 1 SW CE — Application

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 advanced 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 these laws.

Wynn Gerhard, Senior Attorney; Elder, Health and Disability Unit; Greater Boston Legal Services

Nuts and Bolts of Starting a Walking Club

Brookfield

The *Keep Moving* Program improves the lives of people over age 50 by promoting physical activity to help prevent and post-pone chronic disease, build healthy bodies and minds, and keep individuals socially connected. This workshop will introduce the benefits of walking for seniors and how to start a walking club.

Ed Pomfred, Director, Keep Moving Program, Healthy Aging and Disability Unit, Massachusetts Department of Public Health (MA DPH)

Nancy McCarthy, Senior Plan Consultant (listed at this time), Blue Cross Blue Shield of Massachusetts (BCBSMA)

Are You Prepared to Help Older Adults Find their Next Job?

Seminar

Do you have information you can readily supply to help a job seeker in need of navigational support? Is the staff at your center ready to provide comprehensive information and referral about local employment resources? Could you host a job seeker peer group or workshop in job search techniques geared specifically for older adults in your community?

MCOA's Job Search Services Program has developed a series of consumer fact sheets and program guides so COAs can help older adults navigate through the unfamiliar and difficult process of finding a new job, meaningful volunteer work, or a different second career. Join us to learn about activities you can implement easily to help the job seeker, the aspiring volunteer, and the encore careerist. This workshop will provide you with ready-to-go tools that help older adults identify resources that can lead to a new work engagement, whether paid or unpaid.

Mary Kay Browne, JD, Senior Project Director - Job Search Services Program, MA Executive Office of Elder Affairs Anne Spangler, Job Search Services Program Manager, Mass Councils on Aging Association

Forging New Partnerships: Creating a Win-Win—Linking Home and Community Supports with Heatlhcare Systems Charlton

1 NS CEU, 1 SW CE — Application

Health reform is on fast forward in Massachusetts. In this dynamic environment, Mass Home Care, a state-wide network of 26 Aging Service Access Points (ASAPs), has initiated a strategic venture called Community Care *Linkages* to link long-term services and supports (LTSS) for individuals of all ages to the evolving care-delivery system. This workshop explores the unique elements of the partnerships between ASAPs and ACOs, ICOs (One Care Plans), PCMHs and healthcare organizations. Strategies to engage healthcare organizations and physician practices with community-based organizations, to broaden the concept of the "care team" to include the patient's home and community-based networks will be discussed.

Amy MacNulty, Director of Mass Home Care's Community Care Linkagse Project, Presdient MacNulty Consulting, LLC

Suicide & Aging: Fact or Fiction? — PART I

Oxford

1 NS CEU, 1 SW CE — Application

The Samaritans of Merrimack Valley will present a workshop on the basics of suicide prevention for older adults. The workshop is intended to provide a foundation of knowledge when talking about suicide. Topics to be covered include suicide terminology, the prevalence of suicide, older adult risk and protective factors and warning signs, how to talk with an older adult who may be at risk of suicide, and the resources available to provide care for older adults at risk. Workshop participants will receive handouts, including: The power point presentation, statistical information, resource information, suggested reading material and more. This is part one of a two-part workshop.

Mary Quinn, LICSW, Samaritans Training Coordinator Dolores Goyette, Samaritans Training Facilitator

Drinking After 50 — A Whole New Game

Webster

1 NS CEU, 1 SW CE — Application

As we age, metabolism decreases while medical conditions, pain, loneliness and loss increase. The unintended consequence of drinking for comfort & socialization may be serious health problems. How can health professionals and others assess the risk and gently educate elders about the potential consequences?

Lynn Kerner, LICSW, Program Supervisor Alison Johnson, LCSW, Health Educator

Findings from the SFY 2013 Senior Center and Municipal surveys conducted for the 2014-2017 State Plan on Aging Abbington

In the fall of 2012, 36 Senior Centers and 342 COAs were asked to complete a survey to help the Executive Office of Elder Affairs become better informed of the services being offered by COAs, and each COA's preparedness to address the rapidly growing senior population. The findings from 34 senior centers and 222 COAs are presented.

Mildred M. Asano, Ph.D., Executive Office of Elder Affairs Research & Data Unit Emmett Schmarsow, Director, Councils on Aging, Executive Office of Elder Affairs

The Value of NISC Accreditation

Executive

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.

Maureen Arsenault O'Leary, NISC Program Manager Sharon Lally, Director, Rochester Council on Aging Dianne Stone, Director, Newington Senior & Disabled Center, Newington CT

Session III 2:15 p.m. – 3:30 p.m.

(continued)

What is Happening Currently in Alzheimer's Research and the Critical Need for Research Participants Cheshire

1 NS CEU, 1 SW CE — Application

Alzheimer's disease is increasing at an alarming rate as the baby boomer generation is aging. This presentation will provide examples of what is happening currently in Alzheimer's research; what the Alzheimer's Association is doing to support funding and access to research information. The presenter will review with the audience: What a research study is; what it is like to be a study participant; why research is critical for treatment success; why information on research is often not readily available and how research participants are protected in 2013. It will also describe the experience of a clinical trial participant during a trial. It will also provide information on where individuals can access clinical trial information and focus on how individuals can find out more about research.

Lenore Jackson-Pope BSN, MSM, CCRP, Manager of Medical & Research Education Alzheimer's Association, Massachusetts/New Hampshire Chapter

NISC Research Award-Winner Workshop

Danforth

1 SW CE — Application

Dr. Delia West and members of the COACHES (Counseling Older Adults in Cognition and Healthy Eating Strategies) Research Team conducted a cluster of randomized, controlled trials to assess the translation of two evidence-based health promotion programs delivered by lay health educators to older adults in senior centers. Fifteen senior centers across Arkansas participated as research sites and 228 older adults enrolled in the trial. The results were positive, with those enrolled in the lifestyle arm and those enrolled in the memory arm showing clinically meaningful improvements in weight and memory, respectively.

Delia S. West PhD, Principal Investigator, University of Arkansas for Medical Sciences

Understanding the Role of Medical Orders for Life-Sustaining Treatment [MOLST] in Advance Care Planning Brimfield

1 NS CEU, 1 SW CE — Application

Medical Orders for Life-Sustaining Treatment (MOLST) is a process and a standardized medical form that may be used voluntarily by patients with advanced illness to translate life-sustaining treatment decisions into valid medical orders, to be honored across all settings. MOLST complements, but does not replace, other advance care planning tools such as the Healthcare Proxy [HCP], which allows us to designate a person to make future health care decisions if we become incapacitated. In contrast, MOLST is a valid medical order form, followed by health care professionals, that goes into effect immediately when signed. Councils on Aging and Senior Centers have a role to play in helping consumers and caregivers understand MOLST.

Arlene Lowney, Principal, Innovative Healthcare Solutions, MOLST Region 4 Coordinator

Refreshment Break 3:30 – 4PM in the Hawthorne Exhibitors Hall

Thursday, October 3, 2013

Session IV 4:00 p.m. – 5:15 p.m.

Who Are These Boomers & What Are We Going to Do With Them

Brookfield

Through an interactive workshop, we will examine the differences and similarities between the older generation and the younger generation of people over 50. Using generational characteristics, we will explore how we can capitalize on the skills and experience of the over 50+ population. We will look at ways to build our capacity to help us meet increased needs in this day of shrinking funding.

K. Jean Williams, Consultant/Trainer, Expand Your Horizons Rennie Cohen, Consultant/Trainer, Aging Positively

Why Wonder...A Board Game Highlighting the Benefits and Surprises Webster of Estate and Incapacity Planning 1 NS CEU, 1 SW CE — Application

Come experience a fun and interactive way for boomers with aging parents, nurses, social workers, and care managers to increase their knowledge of estate and incapacity planning. Sample a way to make it easier for clients to talk about and accomplish this frequently postponed goal.

Attorney Deborah Danger will guide participants through a board game that identifies the pitfalls and priorities of Estate and Incapacity Planning, provide entertaining, but essential, tips and terminology and get clients talking about and documenting end of life wishes.

Participants are guaranteed to learn something, and laugh at least three times.

Attorney Deborah Danger, MBA, JD, LL.M. in Tax Law, game host and provider of legal guidance.

Fitness Programs for All Size Centers

Brimfield

Fitness is an integral part of keeping individuals healthy and active parts of their community. Fitness programs can be offered at all size centers, with various spaces available and to meet the wide range of needs. Different options for programming will be discussed.

Mary Jo Riley, Groton Senior Center Supervisor Judy Jencks, Lisbon Senior Center Director

At Least Fifty Shades of Outreach: How to Increase Attendance at your Senior Center

Abbington

Outreach is essential to COAs. This session will offer a wide variety of programs, strategies and perspectives to meet client needs and increase effectiveness of agency offerings and services. Expect an interactive discussion.

Emmett Schmarsow, Program Manager, Massachusetts Executive Office of Elder Affairs

Session IV 4:00 p.m. – 5:15 p.m. *(continued)*

Suicide & Aging: Fact or Fiction? — PART II

Oxford

1 NS CEU, 1 SW CE — Application

The Samaritans of Merrimack Valley will present a workshop on the basics of suicide prevention for older adults. The workshop is intended to provide a foundation of knowledge when talking about suicide. Topics to be covered include suicide terminology, the prevalence of suicide, older adult risk and protective factors and warning signs, how to talk with an older adult who may be at risk of suicide, and the resources available to provide care for older adults at risk. Workshop participants will receive handouts, including: The power point presentation, statistical information, resource information, suggested reading material and more. This is part two of a two-part workshop.

Mary Quinn, LICSW, Samaritans Training Coordinator Dolores Goyette, Samaritans Training Facilitator

Volunteering After Dark - Utilizing Volunteers After Hours

Seminar

The participant will learn greater exploration of ideas for evening programs and identifying areas within your community that can host a COA program. Moreover, the collaborative discussion will help create the seed bed that empowers the role and value of volunteers, creating a more powerful organization helping COA's meet their mission.

Susan Carp, Director, Arlington Council on Aging
Bill Murphy, Volunteer Coordinator, Arlington Council on Aging

Have I Outgrown My Home? Home Modifications, Reverse Mortgage and Property Tax Relief including Work-Off Cheshire

A refresher course on options COA staff can offer a resident that begins to ask that question.

Participants will leave this workshop with resources to offer residents who are considering relocating or feeling forced to relocate due to age-related, disability, or economic issues. Participants will gain an overview of reverse mortgages, including: trends and problems of reverse mortgage; resources to locate housing counselors will be provided. Home modification resources for 0% and low interest loans, as well as information about how access or safety modifications may be a solution will be addressed. An overview on property tax relief options offered by cities and towns, donation programs, the Senior Work-off Program and DOR's Senior Circuit Breaker will be presented, along with a guide for setting up yearly informational programs for seniors, and a guide on how to pass a warrant article at a Town Meeting!

Norma Simons Fitzgerald, LICSW, Executive Director, Sharon Council on Aging Susan Gillam, Program and Outreach Coordinator, Home Modification Program, MA Rehabilitation Commission Debbie Robbins, Westwood Town Assessor

Xi Zhou, Senior Counselor, Homeowner Options for Massachusetts Elders (H.O.M.E.)

National institute of Senior Centers Award-Winning Program Ideas & Networking

Danforth

Learn about the National Institute of Senior Centers Programs of Excellence Awards. A selection of winners will give overviews of their programs and answer your questions. The NISC Best Practices Group leads this awards program. You'll find out how you can apply to receive an award for your programming next year. And you'll find out how you can become a part of this national senior center network and connect to colleagues across the country. Whether your senior center passion is in best practices in programming or in other areas like Improving Health, Standards and Accreditation, Policy and Advocacy or Economic Security. We'll show you how you can connect and make a difference.

Carol Reagan, Executive Director, Palatine Township Senior Citizens Council, Palatine, IL, NISC Chair Kris Orluck (Moderator), Senior Program Coordinator, City of Maple Grove Parks & Rec. Board, MN Maureen Arsenault O'Leary, NISC Program Manager, NCOA

Use Statistics To Tell A Compelling Story

Executive

1 SW CE — Application

Do you struggle to communicate with your Board? Is it hard to summarize all that you do when you're at a Town Meeting? Learn how to take participation numbers and turn them into a compelling story. Whether you use MySeniorCenter, Access, Excel or pencil and paper to keep track of visitors, this workshop will help you take full advantage of all those numbers.

Chris Hamilton, President of MySeniorCenter

Emergencies and Disasters – They Do Happen!

Sturbridge

Participants will leave with an enthusiasm to become leaders in their community in emergency preparedness and an awareness of the importance of utilizing technology, coordinating transportation, and volunteers to keep our elders safe. Policies, procedures and MOU's will be discussed as they relate to shelter operations.

99% of shelter censuses are elders. COA's must be on the front line in coordinating services and reaching our more vulnerable residents. Cots, food, and medical concerns may be the obvious initial needs, but learn how technology, transportation and volunteer recruitment during a disaster are just as important. Carolyn Brennan, Director of the East Longmeadow COA will discuss her role now as the designated Shelter Director after the 2011 tornado that hit western Massachusetts and the "Snowtober" event. She will also address the importance of using volunteers during an emergency and will share her experience volunteering for the town of Wilbraham in the aftermath of the 2011 tornado.

Carolyn Brennan, Director, East Longmeadow Council on Aging Additional presenters to be announced

Census to Senses: Genealogy and Personal Histories Made Simple

Charlton

This workshop is intended to train staff to lead a research and writing group. We will use exercises and demonstrations to enhance skills for a supportive, small group working on researching ancestral roots and/or writing stories about oneself or family history.

Seema-Jayne Kenney, Owner, Mass Researchers, Genealogical Researcher & Educator Marjorie Turner Hollman, Owner, Silver Lake Publications, Personal Historian

Friday's Breakfast
Sponsored by Myseniorcenter
7:00 – 9:00am
in the Hawthorne Exhibitors Hall



Bring your favorite New England memories and join us for an evening of good food, good friends and great entertainment.

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

Thursday, October 3, 2013 at 5:30 P.M. Sturbridge Host Hotel Under the Tent Casual Attire

(This is an outside event—bring a sweater!)

Former Senator Mike
Knapik will receive our
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Sponsored by The Alzheimer's Association

Friday Activities: October 4th

7:00-8:00am	Exercise Walk – meet at the Resolution Desk
	Outside Hawthorne Exhibit Hall
7:00-9:00am	Breakfast: Hawthorne Exhibitors Hall
7:30-8:45am	Friday Morning Plenary: Abbington/Brookfield Christine Beatty, Bob Pitman and Jill Jackson-Ledford, NISC/NCOA Leadership will answer all of your questions during
	"Ask the Experts"
8:00-12:00pm	Registration Desk and Resolution Desk Open
9:00	Field Trip to Old Sturbridge Village Departs
	from Resolution Desk/Hawthorne Exhibit Hall
9:00-12:00pm	Morning Intensive Session
12:00-1:00pm	Presidential Luncheon: Hawthorne Exhibitors Hall
12:45–2:15pm	Afternoon Wrap-Up Session: Seminar Theater with
	Emmett Schmarsow, Program Manager, EOEA
	Jayne Colino, MCOA President
	Maureen Arsenault O'Leary, NISC Coordinator and
	Carol Reagan, NISC Chair
2:15pm	Conference Adjournment until 2014

Old Sturbridge Village Field Trip Departs 9am Listen to a lecture on being 'old' in 1830s New England and tour the village

You will be immersed in a re-created early 19th century rural New England community. The day begins with transport across the street to Old Sturbridge Village and then a 45-minute lecture on *Aging in the 1830's* with a 15-minute question-and-answer session. You will then receive a daily map guide listing the locations and times of the day's special events for OSV's self-guided tour. Costumed interpreters demonstrate life in the 1800's in 40 buildings, several gardens and working farms. Attendees should wear comfortable walking shoes and appropriate clothing as this is an outdoor, living history museum. Well-placed benches enable you to experience the Village at your own pace.

This Conference Booklet was generously sponsored by



Friday, October 4, 2013 Morning Plenary Session 7:30-8:45am Abbington/Brookfield

Ask the Experts From SHIFT for Success: Ask Them Anything

About the Session

As we begin the last day of the Conference, three experts will be available to answer all your questions. Go ahead, ask them anything...



Bob Pitman

Executive Director of Mill Race Center, Inc. NISC Past Chairperson 2006-2008



Jill Jackson Ledford

Past Vice President for Health Promotions NCOA Board Member, Lowcountry Senior Center Executive Director, Our Lady Of Mercy Community Outreach



Christine Beatty

Director of the Madison Senior Center NISC Past Chairperson 2004 - 2006

NCOA Board of Directors of the National Council on Aging, Washington, D.C. from 2005 to 2012 and was elected Convener of the NCOA Leadership Council.

Friday, October 4, 2013 Intensive Morning Session 9:00 a.m. – 12:00 noon

Senior Center Design

Seminar

3 SW CE — Application

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, Principal of Catlin Architecture, Practicing architect for 39 years, graduate of Harvard Graduate School of Design with a Masters of Architecture

The ABCs of Sustainable Time Management

Executive

3 SW CE — Application

Too much to do? Too little time? Learn the ABCs of sustainable time management — focus your attention, establish good Boundaries, make wise Choices. This time management lab gives you the insights and hands-on skills to deal effectively with interruptions, procrastination, priorities, and more. Everyone — from executive director to part-time volunteer — can use these skills!

Pam Kristan, owner, Pam Kristan Consulting

MY HOW YOU'VE GROWN! How the New Science of Positive Psychology Can Inspire Seniors, Staff, and COAs to Flourish Brookfield

3 NS CEU, 3 SW CE — Application

Happiness and well-being pulse through the research-based field of Positive Psychology. The nexus of neuro-science, immunology, endocrinology, and psychology points the way to building strength and wellness in individuals, groups, and organizations, even in the midst of challenge and change. This workshop explores the attributes and actions of persons and agencies fueled by optimism, resilience, and creativity. It offers practical and proven strategies to nurture growth in us all.

Michele C. Tamaren, M.A., Author, Presenter, Consultant on Healing and Well-being, Spiritual Director, and Life Coach

From Nice to Necessary: Creating Effective Intergenerational Programs

Danforth

In this workshop, nonprofit leaders will learn 1) why intergenerational (IG) programs that bring older adults and children together are necessary, 2) how to identify and establish a relationship with a partner organization, 3) the theories and best practices behind effective IG programs, 4) examples of one-time, short-term and ongoing IG Programs; 5) possible funding sources.

Andrea Fonte Weaver, Executive Director, Bridges Together, Inc.

Personnel 101: Ten Key Concepts to Your Success

Cheshire

Whether your are a new or veteran director dealing with personnel challenges, this workshop is for you. We will explore documentation, personnel evaluations, progressive discipline, discrimination, retaliation, and other key concepts to help you be successful in your role as a supervisor.

Helen Bowler, Hearings Officer/ Arbitrator/ Mediator, MA Department of Labor

NISC Leadership Skills: Two Workshops in One Intensive

Abbington

Lead, Follow or Get Out of the Way

Thomas Paine's famous quote had it right. To achieve our Big Hairy Audacious Goals (BHAGS), Senior Center leaders must learn how to lead, when to follow, and when to get out of the way. More importantly, we also must learn how to help, and sometimes compel our Boards and members to follow the lead, and unfortunately, to help push naysayers out of the way in order to move forward. It's not easy. Bob Pitman shares his insights on transformational leadership styles based on 20 years of effort to make Mill Race Center a reality. In follow up discussions, you'll have an opportunity to share the barriers you are facing and learn strategies for building leadership coalitions in your center and community.

Bob Pitman, Executive Director, Mill Race Center

SHIFT! For Your Marketing Success

With daily demands of customer and staff, it's difficult for senior center directors to focus on needs such as marketing, branding and nurturing the image of the agency. They get pushed to the back-burner, which in the long run, hurts the agency. What do you need to do to SHIFT! your agency's image and take it to the next level? Join this workshop and get up to date on all the latest trends relevant to senior centers and the customers they serve. Take the opportunity to problem solve marketing issues with experts and colleagues. Go home with a plan and many new resources to SHIFT! your organization to where it needs to be.

Friday's Presidential Luncheon 12:00-1:00pm in the Hawthorne Exhibitors Hall

Friday, October 4, 2013 Afternoon Wrap-up Session 12:45 pm – 2:00 pm

Conference Roundtable: Best Practices and Problem Solving

Seminar

Emmett Schmarsow, Program Director, Councils on Aging, Executive Office of Elder Affairs

Jayne Colino, President, MCOA and Director, Newton Council on Aging

Maureen Arsenault O'Leary, NISC Program Manager

Carol Reagan, NISC Chair

This Conference Booklet was generously sponsored by

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2013 Fall Conference

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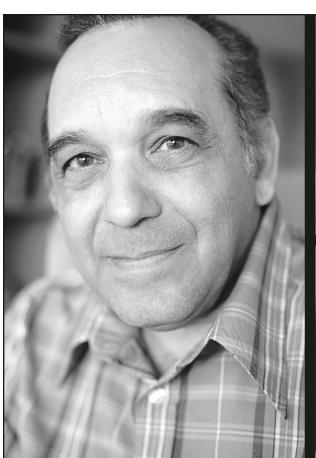
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my senior center **

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Thomas Reily

Senior Center Advertising Director





2013 Fall Conference At A Glance

Sturbridge Host & Conference Center –

October 2, 3, & 4, 2013

Wednesday Activities: October 2nd

7:00am-9:00am	Continental Breakfast: Hawthorne Exhibitors Hall
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open: Hawthorne Exhibitors Hall
9:00am	Central Mass Field Trip Departs from Resolution Desk outside Hawthorne Exhibitors Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break: Hawthorne Exhibitors Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Leo Laks Luncheon: Hawthorne Exhibitors Hall LOHSC Luncheon: Harthorne Exhibitors Hall
1:00pm-2:00pm	Wednesday Afternoon Plenary: Abbington/Brookfield James Firman President and CEO, NCOA on "Creating the Next Generation of Senior Centers: A Strategy Guide for All of Us"
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break: Hawthorne Exhibitors Hall
4:00pm-5:15pm	Workshop Session IV
5:30pm-10:00pm	Annual Membership Dinner Dance: Abbington/Brookfield Theme: "Senior Center Life is not Always Black and White"

Thursday Activities: October 3rd

7:00am-8:00am	Exercise Walk – meet at the Resolution Desk outside Hawthorne Exhibitors Hall
7:00am-9:00am	Breakfast: Hawthorne Exhibitors Hall
7:30am-8:45am	Thursday Morning Plenary: Abbington/Brookfield James Arena-DeRosa, NE Regional Administrator for USDA's Food and Nutrition Service on "Hidden Hunger Among Our Senior Citizens"
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open: Hawthorne Exhibitors Hall
9:00am	Western Mass Field Trip Departs from Resolution Desk outside Hawthorne Exhibitors Hall
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break: Hawthorne Exhibitors Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Minuteman Luncheon: Hawthorne Exhibitors Hall
1:00pm-2:00pm	Thursday Afternoon Plenary Session: Abbington/Brookfield Colin Milner Founder and CEO, International Council on "Building the Foundation for Active Aging"
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break: Hawthorne Exhibitors Hall
4:00pm-5:15pm	Workshop Session IV
5:30pm-8:30pm	Networking Reception down by Cedar Lake (weather permitting) Theme "Welcome to Fall in New England" (Inclement weather location: Indoor Courtyard by the Pool)

2013 MCOA Fall Conference At A Glance

Sturbridge Host & Conference Center

October 2, 3, & 4, 2013

Friday Activities: October 4th

7:00–8:00am	Exercise Walk – meet at the Resolution Desk Hawthorne Exhibit Hall
7:00-9:00am	Breakfast: Hawthorne Exhibitors Hall
7:30-8:45am	Friday Morning Plenary: Abbington/Brookfield Christine Beatty, Bob Pitman and Jill Jackson-Ledford, NISC/NCOA Leadership will answer all of your questions during "Ask the Experts"
8:00-12:00pm	Registration Desk and Resolution Desk Open
9:00-2:00pm	Field Trip to Old Sturbridge Village Departs from Resolution Desk/Hawthorne Exhibit Hall
9:00-12:00pm	Morning Intensive Session
12:00-1:00pm	Presidential Luncheon: Hawthorne Exhibitors Hall
12:45–2:15pm	Afternoon Wrap-Up Session: Seminar Theater with Emmett Schmarsow, Program Manager, EOEA Jayne Colino, MCOA President Maureen Arsenault O'Leary, NISC Coordinator and Carol Reagan, NISC Chair
2:15pm	Conference Adjournment until 2014

MCOA recognized the following people at the June 7 Membership Meeting:

- Director of the Year: Norma Simons Fitzgerald
- Innovator of the Year: Blandford COA: Sand for Seniors
- Advocate of the Year: MCOA Charity Campaign
- Lifetime Achievement: Sandra Albright
- Director Certification: Annmary Connor and Jayne Colino
- NISC recognition of National Re-Accreditation to Hingham Elder Services and Danvers COA



At the Center of it All















