



# **Aging Well in Massachusetts and Beyond**

**Annual Fall Conference**

**Wednesday, Thursday, and Friday  
October 6, 7, & 8, 2010**

**The Sea Crest Resort  
No. Falmouth, Massachusetts**

**2010 MCOA Fall Conference At A Glance**  
**Sea Crest Resort & Conference Center**



**Wednesday Activities**

7:00 – 8:00am	Exercise Walk – meet in Hotel Lobby
8:00 – 5:00pm	Registration & Resolution Desk
8:00 – 5:00pm	Nauset Exhibitors Hall
7:30 – 9:00am	Continental Breakfast: Nauset Exhibitors Hall
9:00 – 10:15am	Workshop Session I
10:15 – 10:45am	Break: Nauset Exhibitors Hall
10:45 – 12:00am	Workshop Session II
12:00 – 1:00pm	Crossroads Luncheon: Oceanfront Dining Room
1:00 – 2:00pm	Plenary Session: Ballrooms 1 & 2
2:15 – 3:30pm	Workshop Session III
3:30 – 4:00pm	Break: Nauset Exhibitors Hall
4:00 – 5:15pm	Workshop Session IV
5:30pm	MCOA Annual Meeting: Ballrooms 1 & 2 Annual Report and Election of Officers
7:00pm	MCOA Annual Dinner Dance: Oceanfront Dining Room Beach Barbeque & Music by The Relics

**Thursday Activities**

7:00 – 8:00am	Exercise Walk – meet in Hotel Lobby
8:00 – 5:00pm	Registration & Resolution Desk
8:00 – 5:00pm	Nauset Exhibitors Hall
7:30 – 9:00am	Breakfast: Oceanfront Dining Room
9:00 – 10:15am	Workshop Session I
10:15 – 10:45am	Break: Nauset Exhibitors Hall
10:45 – 12:00pm	Workshop Session II
12:00 – 1:00pm	Minuteman Luncheon: Oceanfront Dining Room
1:00 – 2:00pm	Plenary Session: Ballrooms 1 & 2
2:15 – 3:30pm	Workshop Session III
3:30 – 4:00pm	Break: Nauset Exhibitors Hall
4:00 – 5:15pm	Workshop Session IV
5:15 – 8:00pm	Cape Social: Old Friends New Friends: Oceanfront Dining Room

**Friday Activities**

8:00 – 10:00pm	Registration
7:30 – 9:00am	Breakfast: Oceanfront Dining Room
9:00 – 12:00pm	Intensive Session
12:00 – 1:30pm	President's Brunch Buffet: Ocean Front Dining Room
1:30pm	Conference Adjournment until.....

Conference Booklet generously sponsored by  
Community Publications, a division of LPi and Senior Center Newsletters



*At the Center of it All.*

October 6, 2010

**Dear Conference Participant:**

As we gather for this year's fall conference, the question on most minds is "Will this recession ever end?" Each day this struggle continues to burden our eldercare service delivery system and tax the morale of our network. But each day I am inspired by so many of you who find the energy and resources to get the job done. NBC News broadcaster Tom Brokaw wrote of the challenges and sacrifices that the Greatest Generation made to keep America safe and secure. One day historians will look back –with near equal admiration– at this time, when economic disaster was averted and we held our nation together with the resolve "Yes We Can." Two wars and a Great Recession are blamed on the current office holders by an angry public, but the seeds of these missteps were sown by others. The Great Recovery has begun. Growth may be slow but the foundation has been laid that will lead our nation, our commonwealth and our communities to better times. We just have to 'hang in'.

Each workshop at this event demonstrates that our government and our network of human services are working. We are helping thousands age with dignity and live their lives in a setting of their choice. We should be proud of our efforts and celebrate our victories. We should not allow the voices of despair and anger to rule either our Commonwealth or our nation. We need to vocalize our success stories, so our friends and neighbors understand that their tax dollars are at work – providing assistance and care to those in need.

During this event, look for many cutting-edge programs that can enhance your senior center's portfolio, strengthen our existing network of service delivery and re-energize you personally to return to your community ready to take on the challenges and live life with the mantra: 'one day at a time.'

Specifically look a wide variety of wellness programming targeting cognitive health, spirituality, physical health and exercise, as well as civic engagement. Many workshops will be offered on such 'hot topics' as hoarding, substance abuse, gambling, suicide, Alzheimer's, and depression. One of our cutting-edge roundtables will discuss establishing policies that govern senior center participants' behavior. Another track at this event focuses on making your center a welcoming place for all, to include all residents of our communities in our programming and services. We have also included several presentations on postal fraud, protective services, victim assistance programs and a workshop by our Consumer Protection Agency. Another major track will be conducted on Thursday afternoon with a focus on transportation services including cutting-edge research and roundtable discussion on improving our service delivery systems. Friday's Intensives will feature a three-hour workshop on a public-private approach for at-risk elders, another on negotiation skills, a third on resource development and fundraising, and the fourth targets the 18% among us who are "New Directors."

Many other opportunities to learn will be featured during this three-day event, but I am particularly pleased that our Board President and our Massachusetts State Delegate encouraged our national partner, the National Institute of Senior Centers (NISC) –a division of the National Council on Aging (NCOA)– to convene their biannual delegate council meeting here in Massachusetts just prior to our event. Many national delegates will join us after their event, and many are presenting workshops for us. Look for these opportunities featuring workshops on brain fitness, intergenerational programming, public policy, social media, the National Senior Center Accreditation process, and two that I am particularly pleased with will be offered: the first on the nationally acclaimed research on "New Models of Senior Centers," and the second on "Five Things a Senior Center Should Know to Survive and Thrive."

Our theme for this year's annual conference is "**Aging Well in Massachusetts and Beyond**" and with the infusion of NISC delegates and the annual inclusion of our other New England partners –Connecticut Association of Senior Center Personnel (CASCP), New Hampshire Association of Senior Center (NHASC), and Rhode Island Senior Center Directors Association (RISCDA)– we will get a national perspective. This event will be truly memorable and will re-energize participants to go back to their communities and provide the best elder care system "**We Can.**"

**Thank You's:** Each year this conference has grown. This year we offer 65 workshops for you to choose. Our successes are due in large part to the generosity of our sponsors, and by several individuals who work diligently behind the scenes. First we owe a great deal of thanks to Secretary Ann Hartstein, UnderSecretary Sandy Albright, Assistant Secretary Ruth Palumbo and the rest of the team from the Executive Office of Elder Affairs. Their hard work provides us with guidance and support not only for this event, but all year long. I personally want to single out Emmett Schmarsow and Carole Malone for their tireless efforts on behalf of COAs throughout our Commonwealth. Other departments under the Executive Office of Health and Human Services have also participated fully in the planning of this event, and our thanks go out to Jonathan O'Dell and Carole Rossick from the Commission on the Deaf and Hard of Hearing, to Ruth Grabel and Anita Albright from the Massachusetts Department of Public Health, and to Commissioner Janet LaBreck and the rest of her team from the Massachusetts Commission for the Blind. Members of MCOA should also note the generosity of our sponsors which helps offset the cost of this event. This year Blue Cross Blue Shield of Massachusetts, AARP Massachusetts, Tufts Health Plan Medicare Preferred, Miracle-Ear, and Senior Citizens Publishing have all returned and will be joined by Berkshire Health Care, Xavus Solutions/MySeniorCenter, and Community Publications – a division of LPi and Senior Center Newsletters. In addition, there will be over 50 other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to linger and make connections in Nauset Exhibit Hall — **each day there will be different vendors onsite.**

**More Thank You's:** And on the subject of gratitude, MCOA also needs to thank our members of the Workshop Committee: Co-Chairs Donna Popkin and Terri Marciello, with Judy Tanner, Charlotte Rodgers Marilyn Keating, Lauren Gray, Judy Ramirez, Kathy Bowler, Carole Malone, and Emmett Schmarsow who reviewed all of the workshop submissions; the members of the Local Arrangements Committee including Sharon Lally, Deb Jenkins, Joanne Moore, Coral Grande and Jan Timmons who found onsite volunteers, arranged for the two after-hours events and will conduct the raffles; 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: Janiece Leach, Peter Kubaska, Natalie Skrzyniarz, Bruce Callahan, Tom Gagnon, and Rita Vollinger. Inviting 600 of your closest friends over for three days can be a roller coaster. As you pass these individuals at this event, give them a hug and say thanks for a job well done.

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

Enjoy!



David P. Stevens  
MCOA's Executive Director

# Conference Highlights You Should Know

**The Plenary Sessions:** Wednesday's Plenary will be a nationwide panel and has been given the topic "Senior Centers: Relevant or Relics? Pundits Weigh In." For Thursday's Plenary we have invited EOHHS Secretary JudyAnn Bigby MD to address the gathering, as will UnderSecretary Barbara Anthony, Commissioner of Consumer Affairs. In addition we will present our MCOA Awards for Innovation, Advocacy, and Director of the Year. Also the newest class of Staff Certification Candidates will be inducted.

**Congratulations to the 2011 MCOA Staff Certification Class from Co-Chairs Joanne Moore & Pat Roberts**  
Great News! All six candidates who completed the certification process have passed—with flying colors! The recognition ceremony will be held during Thursday's Plenary Session.

## Newly Certified Directors

Laura DeMattia  
Laura Dillingham-Mailman  
Colleen Ranshaw-Fiorello  
Elizabeth Pettis  
Mary Parcher

## Newly Certified Program Manager

Sheila Ronkin

This year's reviewers included: Ted Lang, Woody Woodruff, Donna Pizura, Joan Wright, and Lynda Chuckran. We congratulate the successful candidates and thank the outside reviewers!

**MCOA Awards:** MCOA will present the following awards at Thursday's Plenary Session beginning at 1pm.

**Director of the Year – Carolyn Brennan, East Longmeadow**

**Advocate of the Year – Joanne Champa, Program Coordinator for the MA Dept of Transportation**

**Innovator of the Year – Ye Olde breakfast Shoppe, Rochester COA**

**Special recognition to NISC for advancing the mission and profile of Senior Centers**

**Lifetime Achievement Award – Frank Ollivierre**

**NISC Accreditation:** Though no new Massachusetts communities were added to their national roster this year, several are in the works and we await their approval. Duxbury, Groton, Rochester, Hingham, Needham, Danvers, Newton, Sudbury, Dennis, and Chelsea here in Massachusetts met the criteria necessary to be accredited by the National Institute of Senior Centers (NISC). 164 Senior Centers from around the country have been accredited, including 33 from New England.

**CE, CEU, CA, and CEC:** CE for Social Workers, CEUs for RN/LPN, Certificate of Attendance (CA) for Activity Professionals and Continuing Education Credits (CEC) for MCOA Certified Staff are available throughout this three-day event. What has already been approved has been included in the Conference Booklet. Check with the Resolution Desk (near Registration Desk) for further details and extra signature forms.

**Annual Meetings:** MCOA's annual meeting will be conducted to elect officers and receive reports on Wednesday October 6<sup>th</sup> at 5:15pm in Ballroom 1.

**Celebrations:** We have a lot to celebrate this year, including maintaining the \$7/Elder/Year Formula Grant in FY11; so the Local Arrangements have arranged two special functions —

- on Wednesday there will be a Beach Barbeque with the oldies dance band "The Relics";
- on Thursday there will a Cape Social with the theme of Old Friends/New Friends as we say goodbye to some directors and welcome others.

**Everyone is welcome to join these celebrations.** To purchase tickets for these events, see the Resolution Desk.

**Memorial Walks:** On Wednesday we will hold the Jan Marble Memorial Walk, and on Thursday the Roz Clark Memorial Walk to honor Jan's efforts for the Keep Moving Program and Roz's contributions to East Longmeadow COA, to the Massachusetts Senior Games and to MCOA. These annual events will begin at 7am and participants are asked to gather in the hotel lobby. Ed Pomfred of the Keep Moving Program will lead Wednesday's walk and Emmett Schmarsow from the Executive Office of Elders Affairs will lead Thursday's.

# MCOA Staff Certification Honor Roll

## Certified Senior Center Directors

### Class of 2010

Laura DeMattia*	Bellingham
Laura Dillingham Mailman	Merrimac
Colleen Ranshaw-Fiorello	Georgetown
Elizabeth Pettis	Salisbury
Mary Parcher	Framingham

### Class of 2008

Ruth Anne Bleakney	Milford
Deborah Jenkins	Fairhaven

### Class of 2007

Rebecca C. Moriarty	Hampden
Sharon Anne Mercurio	Pepperell
Sharon M. Yager	Shrewsbury

### Class of 2006

Joanne Moore	Duxbury
Barbara A. Farnsworth	Hingham
Deborah Arsenuault	Millis
Kristin Kiesel	Sudbury
Barbara A. Search	Sturbridge

### Class of 2005

Chester D. Sewell	Billerica
Susan P. Jacobs	Dalton
Martha A. Campbell	Groton
Barbara L. Reynolds	Tyngsborough
Patricia Carty-Larkin	Westwood

### Class of 2003

Karen Santucci	Lincoln
Sharon Lally	Needham
Joanne Collins	Woburn

### Class for 2002

Sandra Lapollo	Chicopee
Patricia Roberts	Marblehead
Susan Schwager	Marion
Laurie Nelson	Northborough
Linda Elworthy	Salem
Anita Sundelin	Upton
Barbara Coghlan	Walpole
M. Beth Kaltner	Ware

### Class of 2001

Richard Mundo	Agawam
John Jope	Arlington
Jemma Lambert	Barnstable
Leslee Breen	Beverly
Carolyn Brennan	Hampden
Sandra Kent	Hingham
Barbara Lawlor	Hull
Jeanne DeBruin	Lunenburg
Diane Bertolino	Rockport
Kelly Burke	Sterling
Ruth Gately	Waltham

## Certified Program Managers

### Class of 2010

Sheila Ronkin	Bellingham
---------------	------------

### Class of 2009

Violet Suska	Chicopee
--------------	----------

### Class of 2008

Kim McGovern	Greenfield
MaryAnn Socquet	Greenfield

### Class of 2007

Christine (Tina) Gorman	Westfield
-------------------------	-----------

### Class of 2006

Jared Krok	Chicopee
James Leyden**	Chicopee
Susan Moore	Chicopee
Charmagne LaPrise	Millis
Marlene Troupes	Hopkinton

### Class of 2005

Gail A. Murley	Beverly
Deborah D. Thompson	Groton
Dorothy Blain-Hamel	Holyoke
Mary R. McLeod	Hopkinton
Karen Albright	Millville/Blackstone

### Class of 2003

Joan Pippin	Arlington
Carol Pallazolla	Beverly
Judith Mikkola	Chicopee
Hope Macary	Greenfield
Amy Wilson Kent	Hopkinton
Lynn Waterman	Mashpee
Laura DeMattia	Millville

### Class of 2002

Joan Linnehan	Agawam
Pat Becker	Andover
Sheila Field	Beverly
Teri Allen McDonough	Beverly
Lynne Barrett	Salem
Judy Tanner	Woburn



*The intent of 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.mcoonline.com](http://www.mcoonline.com)  
see Staff Certification*

\* Laura DeMattia has become the first candidate to be certified as a Program Manager (2003) and a Director (2010).

\* James Leyden is the first candidate to be awarded Certificates in two areas of program management.

**National Institute of Senior Center**  
**A Constituent Group of the National Council on Aging**  
**Accredited/Re-Accredited Senior Centers**

**Nationwide 164 Senior Centers have been Accredited**  
**The following is a list from New England**

**Class of 2009**

Duxbury Senior Center, Duxbury MA  
Cromwell Senior Center, Cromwell CT

**Class of 2008**

Groton Senior Center, Groton MA  
Rochester Senior Center, Rochester MA  
Rose City Senior Center, Norwich CT

**Class of 2007**

Enfield Senior Center, Enfield CT  
Glastonbury Senior Center, Glastonbury CT  
Hingham Department of Elder Services, Hingham MA

**Class of 2006**

Wallingford Senior Center, Wallingford CT

**Class of 2005**

Granby Senior Center, Granby CT  
Dennis Senior Center, South Dennis MA  
Chelsea Senior Center, Chelsea MA

**Class of 2004**

Groton Senior Center, Groton CT

**Class of 2003**

Newington Senior & Disabled Ctr, Newington CT \*2009  
Sudbury Senior Center, Sudbury MA

Bloomfield Senior Center, Bloomfield CT \*2009

**Class of 2002**

Coventry Senior Center, Coventry RI  
Westerly Senior Center, Westerly RI  
The Center-(South Kingstown), Wakefield RI \*2008  
Beechwood House (N. Kingstown), North Kingstown RI  
East Providence Senior Center, East Providence RI \*2008  
Salvatore Mancini Center (N. Providence), North Providence RI  
Cumberland Senior Center, Cumberland RI  
Cranston Department of Senior Services, Cranston RI \*2008  
Leon A. Mathieu Senior Center, Pawtucket RI \*2008  
Lincoln Senior Center, Lincoln RI  
Da Vinci Center (Providence), Providence RI  
Barrington Senior Center, Barrington RI \*2008  
Littleton Senior Center, Littleton NH  
The Newton Senior Center, Newtonville MA \*2008

**Class of 2001**

Danvers Senior Center, Danvers MA \*2007  
Buttonwoods Senior Center, Warwick RI  
Pilgrim Senior Center RI, Warwick RI  
West Warwick Senior Center, West Warwick RI

**Class of 1999**

\*Stephen Palmer Senior Center, Needham MA \*2004

\* (Re-Accredited year)



*National Accreditation is the official recognition that a senior center is meeting its mission in a nationally accepted professional fashion. It is based on compliance with nine standards of senior center operations developed by National Institute of Senior Centers (NISC), a unit of the National Council on Aging (NCOA).*

*For more info go to:*

*<http://www.ncoa.org/content.cfm?sectionid=131>*



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

DEVAL L. PATRICK  
Governor

TIMOTHY P. MURRAY  
Lieutenant Governor

ANN L. HARTSTEIN  
Secretary

SANDRA K. ALBRIGHT  
Undersecretary

Tel: (617) 727-7750  
Fax: (617) 727-9368  
TTY/TTD 1-800-  
872-0166  
[www.mass.gov/elder](http://www.mass.gov/elder)

September 16, 2010

Dear Colleagues:

Welcome to the Massachusetts Association of Councils on Aging and Senior Centers' Annual Conference. This year's event, "Aging Well in Massachusetts and Beyond" offers scores of workshops focusing on ways to support seniors individually and in their communities. Looking beyond Massachusetts' borders, we will be exchanging ideas with COA staff from neighboring states as well. I want to say thank you to all of you who work every day to improve the lives of seniors, their families, friends and caregivers.

This year, the Patrick Administration launched its Aging Agenda, focusing on aging as a lifelong journey beginning the day we are born. As we know, the habits we develop early in life – diet, exercise, planning, saving – promote healthier, more fulfilling lives as we age. The overarching point of the nine Aging Agenda principles is to assure people the best quality of life and to empower them to make choices that will lead to a better life from beginning to end. Since the senior population is aging and living longer – in fact the fastest growing segment of the population is eighty-five and over – the Aging Agenda is an essential blueprint for people and communities in meeting their needs. Councils on Aging and senior centers play a critical role in helping to integrate individuals and community leaders in embracing the Aging Agenda. This universal approach to the aging process will also eradicate ageism in Massachusetts and beyond!

I wish to thank and commend Council on Aging staff, boards and the more than thirty thousand volunteers for their effort in increasingly challenging circumstances. Thanks to your dedication and support, more than 450,000 elders, caregivers and others continue to experience aging as a positive part of their lives. Your unique community-based character enables people to remain in the setting of their choice, for as long as possible. There is no substitute for what you do.

I would also like to thank all of you who have worked diligently to make this conference such a positive event. In addition, I'd like to extend my deep gratitude to President Sharon Lally and Executive Director David P. Stevens for another outstanding year of service. I look forward to continuing to work with you to help achieve our mutual goals of serving the Commonwealth's 1.1 million elders.

Sincerely,

A handwritten signature in cursive script, appearing to read "Deval L. Patrick".



Dear Senior Center Colleagues

NCOA's National Institute of Senior Centers leadership is pleased to be in Massachusetts and a part of the 2010 Fall MCOA Conference. NISC delegates along with NCOA staff are excited to be here to share and learn with you!

The conference theme "Aging Well in Massachusetts and Beyond" captures the real value of our time together and what NISC is all about—sharing expertise and lessons learned at the local level with senior center colleagues across the state and beyond—creating a national network of professional support and innovative solutions, and a national voice advocating on behalf of senior centers and the older adults you serve.

While at the conference I encourage you to share with the NISC leaders attending how we can further support your work and represent your concerns at the national level.

We would like to thank Dave Stevens and the conference committee for the invitation to participate in the conference. We appreciate everything that has been done to make us feel welcome!

We would also like to express a sincere thank you to Sharon Lally and Jayne Colino, NISC delegates from Massachusetts, who were exceptional hosts during our delegate council meeting that preceded the conference.

Sincerely,

*Dave*

Dave Taylor, Chair  
National Institute of Senior Centers



**DEVAL L. PATRICK**  
GOVERNOR

**TIMOTHY P. MURRAY**  
LIEUTENANT GOVERNOR

**COMMONWEALTH OF MASSACHUSETTS**  
**OFFICE OF CONSUMER AFFAIRS & BUSINESS REGULATION**

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

**GREGORY BIALECKI**  
SECRETARY OF HOUSING AND  
ECONOMIC DEVELOPMENT

**BARBARA ANTHONY**  
UNDERSECRETARY OF  
CONSUMER AFFAIRS AND  
BUSINESS REGULATION

October 6, 2010

Dear Friends,

I write to thank you and congratulate you for your tireless efforts to enhance the quality of life for seniors and their families in Massachusetts, and I want to welcome you to your annual fall conference. You all do such wonderful work, and it is an honor to be able to talk to you about important issues that seniors across the Commonwealth are facing.

As the Undersecretary of the Patrick-Murray Administration's Office of Consumer Affairs and Business Regulation, I oversee a number of agencies and deal with a variety of issues that are particularly important to seniors. Our main mission is protect consumers through advocacy and education, and also work with the businesses we regulate to ensure they treat all Massachusetts consumers fairly. Our goal is to build better businesses and create smarter consumers.

In the last year we have taken on some important challenges, such as creating new rules that enhance the protection of personal information and holding down health-care cost increases. On a daily basis, we work with consumers by providing information and offering potential solutions to their consumer problems.

Now more than ever, a strong consumer is an educated consumer, and that includes the senior population. Seniors, like all consumers, are targeted by sophisticated scams aimed at stealing money or personal information. Seniors also face important decisions on reverse mortgages and other financial-services products. Like all consumers, seniors should be knowledgeable about the new credit and debt rules that were recently signed into federal law by President Obama.

I look forward to speaking to you at your conference about these issues and others that you find your members facing. If you have a consumer question, please ask me on Thursday when I attend the Plenary Session and host a workshop, "Consumer University: Everything you want to know about our consumer affairs office but were afraid to ask." If we are unable to connect on Thursday, you can reach our Consumer Hotline at (888) 283-3757, and find information at our Website, [www.mass.gov/consumer](http://www.mass.gov/consumer).

Again, thank you for your important contributions to our state and senior citizens, and I look forward to seeing you on Thursday.

Sincerely,

Barbara Anthony  
Undersecretary  
Patrick-Murray Administration Office of Consumer Affairs and Business Regulation



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

DEVAL L. PATRICK  
GOVERNOR

TIMOTHY P. MURRAY  
LIEUTENANT GOVERNOR

JUDYANN BIGBY, MD  
SECRETARY

JOHN AUERBACH  
COMMISSIONER

October 6, 2010

Dear Colleagues:

I am pleased to bring greetings from the Massachusetts Department of Public Health (DPH) to you on the occasion of the 2010 Massachusetts Association of Councils on Aging (MCOA) annual conference. DPH and MCOA have a long standing collaboration to support healthy aging in Massachusetts. We appreciate the significant role that COAs play providing leadership to promote and participate in the Healthy Aging in Massachusetts initiative.

Our nation is in a critical time of change with the passage of health care reform and the emphasis on prevention and health promotion creates an environment for implementing evidence-based health promotion practices. The COAs are playing an important role in your communities to bring these proven programs to our older residents. Many COAs have embraced the three Massachusetts programs: *My Life My Health*; *Matter of Balance*; and *Healthy Eating for Successful Aging* in addition to a myriad of health promotion and exercise programs already in place. There are approximately 150 *Keep Moving* walking clubs, most sponsored by Massachusetts' COAs, offering opportunities for physical activity and socialization - two key components of healthy aging. These programs provide invaluable opportunities for older adults to take charge of and manage their health to live longer healthier lives.

We value MCOA's participation in the MassAging and Mental Health Coalition, the Massachusetts Partnership on Substance Use in Older Adults and the Aging with Dignity conference to bring addiction and mental health education and training to organizations and individuals who work with older adults. And it doesn't stop there. MCOA is also a valued partner in several other initiatives such as fall prevention, the annual western Massachusetts elder care conference, and the Massachusetts Healthy Aging Policy Forum.

I want to express my deep appreciation to MCOA and its member organizations for the critical leadership role you play in truly assisting older adults to age well in Massachusetts.

My best wishes for a successful conference,

A handwritten signature in blue ink that reads "Anita Albright".

Anita Albright, Director, Healthy Aging and Disability Unit



Deval L. Patrick  
Governor

Timothy P. Murray  
Lieutenant Governor

JudyAnn Bigby, M.D.  
Secretary

Heidi L. Reed  
Commissioner

*The Commonwealth of Massachusetts*  
*Executive Office of Health*  
*and Human Services*

*Massachusetts Commission*  
*for the*  
*Deaf and Hard of Hearing*

<http://www.mass.gov/mcdhh>

150 Mount Vernon Street  
Suite 550  
Boston, MA 02125

(617) 740-1600 Voice  
(617) 740-1700 TTY  
(800) 882-1155 Voice  
(800) 530-7570 TTY  
(617) 740-1880 Fax

Dear Colleagues and Friends,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing, welcome to the 2010 annual MCOA fall conference. This year's theme "Aging Well in Massachusetts and Beyond" brings together a wealth of timely and informative workshops, exhibits, and materials providing many opportunities for learning and networking. Special thanks to the Executive Office of Elder Affairs and the Workshop Planning Committee for creating and sponsoring this forum and its critical focus on using community resources.

MCDHH is very pleased to partner with the MCOA and a host of collaborating agencies and organizations in providing information and technical assistance and innovative resources designed to assist in adapting to hearing loss. Please visit our booth and speak with our staff to find out how we may be of assistance to you.

Warm regards,

A handwritten signature in cursive script that reads "Heidi L. Reed".

Heidi L. Reed  
Commissioner



**AARP Massachusetts** T 1-866-448-3621  
One Beacon Street F 617-723-4224  
Suite 2301 TTY 1-877-434-7598  
Boston, MA 02108 [www.aarp.org/ma](http://www.aarp.org/ma)

October 6, 2010

David P. Stevens, Executive Director  
Massachusetts Association of Councils on Aging  
116 Pleasant Street, Room 3109  
Easthampton, MA 01027

Dear Dave, Barbara and all of our Friends at MCOA:

Many of us are fond of calling that period between Labor Day and the November election the "silly season," when campaigns are in full gear and candidates say some of the darndest things. But with the continuance of devastating cuts to critical programs and services needed by our most vulnerable citizens, and with an enormous demographic shift bearing down upon us, there is really nothing silly about it.

For Massachusetts, the next four years may very well be crucial in determining whether it will be possible to age well in Massachusetts and beyond. In the next decade, the size of our 60-plus population will nearly double, redefining the face of the commonwealth. But it's not just about numbers; it's about people living longer and healthier lives. Still, too many leaders and policy makers are stuck in the past. When it comes to aging policy, they think only of taking care of the poor and the frail. Absolutely - helping the most vulnerable among us must be a priority. But, the experience of aging is much broader, requiring visionary leadership on a wide range of issues. And so, from AARP's perspective, the top aging priority for the next four years is to make Massachusetts the model for how a state can embrace a positive view of aging – one that encompasses not just medical needs, but also takes full advantage of all the opportunities that come with the longevity bonus.

As the election approaches, let's make sure that aging issues are front and center in the remaining days of the campaigns for governor, the legislature, all statewide offices, and U.S. Congress. We need to know: do the candidates have a vision for aging that not only meets the needs of the frailest among us, but also recognizes the value of the 50+ population as employees, volunteers and vital members of their communities?

As always, AARP Massachusetts has enjoyed working with the Councils on Aging and Senior Center directors. You do fabulous work, and our members are very grateful. Best wishes for a fabulous 2011!

Sincerely,

Deborah E. Banda  
Senior State Director

Linda F. Fitzgerald  
State President



Dear Colleagues and Friends,

Welcome to the 2010 Massachusetts Association of Councils on Aging Fall Conference, celebrating our senior-citizens and those who work to improve their quality of life each and every day. At Berkshire Healthcare, we share in the Association's mission to provide excellent services that enrich the lives of seniors in communities throughout the state.

As a non-profit, mission-driven organization, we continue to invest in innovative programs and services to meet the ever-evolving needs of our aging population. Whether it is providing short-term rehabilitation in a hotel-like private room atmosphere following surgery, compassionate nursing care for the population of long-term residents with more complex needs, assisted living, or hospice care for a dignified, life-affirming end-of-life experience – Berkshire Healthcare continues to focus on meeting the challenges of senior care today and of the future.

Berkshire Healthcare is the largest non-profit provider of senior health services in Massachusetts with 15 skilled nursing and rehabilitation affiliates and a Lifecare retirement community spread throughout the state from the Berkshires to Cape Cod. Striving toward excellence, we have been recognized for our innovation in achieving stronger clinical outcomes by encouraging a physician-led team approach. Our affiliates are consistently honored for their commitment to improving the quality of care even more. Most recently, three of our affiliates received perfect deficiency-free surveys by the Massachusetts Department of Public Health. Our resident and family customer satisfaction scores rank us in the top quartile of the nation, with a number of our affiliates in the top five to 10 percent. Twelve of them have been recognized by the American Healthcare Association as Bronze Level *Commitment to Quality* awardees demonstrating their work and success in the development of systematic, sustainable, person-centered care and services.

As a community resource, our affiliates are partners with each provider within the system of care. I encourage you to learn more about Berkshire Healthcare and what we provide to the communities we serve by visiting our booth at this conference and by logging onto [berkshirehealthcare.org](http://berkshirehealthcare.org).

Warm regards,

A handwritten signature in cursive script, appearing to read "William C. Jones".

William C. Jones  
Executive Vice President  
Berkshire Healthcare Systems, Inc.



Welcome To Your Annual Conference:

As many of you know Miracle-Ear has been a sponsor of this conference for the past 6 years and we're happy to be here again this year. I always look forward to this conference. I have met so many people over the years and it's always fun to catch up with those of you who come each year as well as meet those of you who may be attending for the first time.

This year's theme "Aging Well in Massachusetts and Beyond" is a very poignant topic and one that we at Miracle-Ear know all too well. For over 20 years we have been providing Senior Centers with an educational program about hearing loss and the effect it has on one's ability to enjoy life, especially as we age.

**The REACH Program:**

This is an educational program designed to help people learn about:

- How we hear
- How we lose our hearing
- How to prevent hearing loss
- Warning signs
- Types of hearing loss
- What help may be available

Hearing loss is the #1 handicapping malady in the United States. It is also one of the misunderstood handicaps, as people with hearing loss show no outward signs of being handicapped. Many seniors who have untreated hearing loss are misdiagnosed because they show signs of senility when in fact they are suffering from a hearing loss.

*"This study debunks the myth that hearing loss in older persons is a harmless condition," said James Firman, Ed.D., President and CEO of The National Council on the Aging. The survey of 2,300 hearing impaired adults age 50 and older found that those with untreated hearing loss were more likely to report depression, anxiety, and paranoia and were less likely to participate in organized social activities, compared to those who wear hearing aids. The study was conducted by Seniors Research Group, an alliance between NCOA and Market Strategies Inc.*

To Learn More About The Miracle-Ear REACH Program and Hearing Screenings Stop By Our Booth.

Kevin Blanchette, NBC-HIS  
Vice President



Community Publications  
Connecting Your Community  
A Division of LPi

**Senior Citizen**  
**PUBLISHING, INC.**

*America's Fastest Growing Newsletter Publisher*

Welcome to the 2010 Massachusetts Council on Aging Fall Conference!

Senior Citizen Publishing has long been a supporter of the MCOA and its mission to improve services to senior center staff and encourage the development and expansion of its member councils. The print publications offered by Senior Citizen Publishing, Inc. have played an important role in communicating each center's programs to its local seniors. We're pleased to play a small role in this year's Fall event by sponsoring the publication of the Conference Booklet.

This year, Senior Citizen Publishing is pleased to announce its acquisition by Community Publications, a division of LPi. LPi, also known as Liturgical Publications, Inc. has provided advertising supported monthly newsletters and weekly bulletins to churches and non-profit organizations for over 35 years.

Jointly, CPI and Senior Citizen Publishing will begin offering improved print quality and new on-line resources for our customers. LPi will provide space for each council on its website, [SeekAndFind.com](http://SeekAndFind.com), where visitors can locate council newsletters and the advertisers who support them. A subscription button is available so that your center members can subscribe to receive notification of your newsletter. This helps save postage, and allows family members who may not live in your community a way to keep abreast of your center activities!

Advertisers will gain value for their participation in your publication, too. On-line versions of the print ad will be posted with the newsletter. Advertisers can take ownership of their [SeekAndFind](http://SeekAndFind.com) site, and add content such as business hours, unique offers for your readers, and announcements for any special events. This extra value ensures they'll renew their support of your newsletter – and your senior center.

Please stop by our booth at the expo. We look forward to seeing you there!

Sincerely,

  
Dennis Clair

  
Tim Potrikus

TUFTS  Health Plan



October, 2010

Dear Colleagues,

On behalf of Tufts Health Plan Medicare Preferred, welcome to the 2010 annual MCOA and Senior Center Directors conference. Tufts Health Plan Medicare Preferred is honored to be a part of the 2010 “Aging Well in Massachusetts” conference.

As an invaluable community resource, MCOA continues to be at the forefront of promoting healthy aging for the Massachusetts senior population. 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

Welcome!

At MySeniorCenter, we've had the great pleasure of working with many of you for the past 6 years and we look forward to having some fun with you this week. In Massachusetts alone MySeniorCenter is serving over 150 communities which in turn are providing services for over one million seniors.

Part of what we do involves visiting 100's of senior centers every year – both in MA and across the country. As a result we've gained a great perspective on emerging trends and a total appreciation for what you do. Senior Center Directors and Staff are truly amazing! With the tighter budgets and increased demand for your services in recent years, you've had to add 'savvy small business manager' to your skill set. In fact, that's one of the most interesting trends we've seen this year – how senior centers are becoming successful small businesses.

Every business (big or small) relies on being efficient, customer-focused, accountable and results-oriented. Anyone that has worked at a Senior Center understands how important those goals have become. Our mission at MySeniorCenter is to help you achieve those goals.

As many of you know, we started as volunteers at Senior Centers and developed the MySeniorCenter system as a result of those experiences. The whole reason we exist is to make your lives easier.

We've continued on that quest for the past 6 years and continue to add new pieces to MySeniorCenter to help you with your daily responsibilities. We're excited about the trends we see in the Senior Center world and feel very fortunate to play a part.

Thank you for all of your support through the years. We are honored to live and work so close to some of the best senior centers in the nation and to be able to work with so many of you on a regular basis.

Welcome and Enjoy

**Chris Hamilton**

President, MySeniorCenter.com

# 2010 MCOA Fall Conference

## Wednesday Activities



- 7:00 –8:00am**      **Jan Marble Memorial Walk**  
**Led by Ed Pomfred, The Keep Moving Program, MDPH**  
**Meet by Hotel Lobby**
- 8:00 –5:00pm**      **Registration & Resolution Desk**
- 8:00 –5:00pm**      **Nauset Exhibitors Hall Open**
- 7:30 –9:00am**      **Continental Breakfast: Nauset Exhibitors Hall**
- 9:00 –10:15am**    **Workshop Session I**
- 10:15 –10:45am**   **Break: Nauset Exhibitors Hall**
- 10:45 –12:00am**   **Workshop Session II**
- 12:00 –1:00pm**    **Crossroads Luncheon: Oceanfront Dining Room**  
**Sponsored by AARP Massachusetts**
- 1:00 –2:00pm**      **Plenary Session: Ballrooms 1 & 2**  
**Senior Centers: Relevant or Relic? Pundits Weigh In**  
**Sponsored by Xavus/MySeniorCenter**
- 2:15 –3:30pm**      **Workshop Session III**
- 3:30 –4:00pm**      **Break: Nauset Exhibitors Hall**
- 4:00 –5:15pm**      **Workshop Session IV**
- 5:30pm**              **MCOA Annual Meeting: Ballroom 1**  
**Annual Report and Election of Officers**
- 7:00pm**              **Annual Dinner Dance: Oceanfront Dining Room**  
**Beach Barbeque & Music by The Relics**  
**Sponsored by Berkshire Healthcare**

**Wednesday, October 6, 2010**  
**Session I 9:00 a.m. – 10:15 a.m.**

**Advocacy**

**Ballroom 2**

This workshop will provide advocacy techniques for COA directors to use with local, state and federal officials and legislators. It will include an overview of state governmental structure, key players at the state and federal level and tips for how to engage and present on issues such as COA funding and elder safety net programs.

**Deborah Thomson JD, *The PASS Group***

**Nuts and Bolts of Starting a Walking Club**

**Chatham**

The Keep Moving Program improves the lives of people over age 50 by promoting physical activity to help prevent and postpone 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.

**Edward J. Pomfred, R.N., *Director, Keep Moving Program, Healthy Aging & Disability Unit, MA DPH***  
**Nancy McCarthy, *Senior Plan Consultant, BlueCross/BlueShield MA***

**Care Navigation**

**Racepoint**

MT Care Navigators is a FREE "Care Concierge" founded to help the community navigate to the right resource available to them. We offer personal, individual attention to each client and educate them on the process, where they fit in, who pays for it etc. It is FREE to the COA and the client.

**Teresa Burns, *Co-Founder, MT Care Navigators***  
**Elaine Lamattina, *MT Care Navigators***

**How You Can Create A Welcoming Environment for Lesbian, Gay, Bisexual and Transgender Older Adults and Caregivers**

**Highland**

How do you know if you and your organization are ready to serve lesbian, gay, bisexual and transgender elders and caregivers? Learn how the LGBT Aging Project's LGBT cultural competency training helped launch the Worcester LGBT Elder Network, a community partnership of mainstream elder services, that focuses on reducing barriers to service, creating inclusive environments and developing programs to reach this invisible population.

**Lisa Krinsky, LICSW, *The LGBT Aging Project***  
**Kathy McGrath, *LGBT Resource Specialist, Worcester LGBT Elder Network (WLEN)***

**Wednesday, October 6, 2010**  
**Session I 9:00 a.m. – 10:15 a.m. (continued)**

**Normal and Pathological Cognitive Aging**

**Bayside**

1 NS CEU 1 SW CE

This is a basic overview of the normal and abnormal cognitive changes associated with aging, Mild Cognitive Impairment, and Dementia. The attendee will learn how to recognize Normative Cognitive Aging, Mild Cognitive Impairment, and Dementia. The attendee will learn the effects of cognitive impairment on functioning and will learn about behavioral symptoms associated with cognitive impairment.

**James M. Ellison, MD, MPH, *Clinical Director, Geriatric Psychiatry Program, McLean Hospital, Belmont MA***

**How to Help Elders Make Informed Decisions  
about Home Care Aide Services**

**Nauset 2**

1 SW CE

Caring for a loved one at home can be an overwhelming experience. Fortunately, there are many options today for those who need assistance to remain safely in their homes. This session will explain what paraprofessional home care services are and will provide information and resources your organization can use to educate consumers and their families.

**Wendy Drastal, RN, MBA, *Vice President, Home Care Inc., 360 Merrimack Street, Lawrence MA***  
**Lisa Gurgone, MSPA, *Executive Director, MA Council for Home Care Aide Services, 174 Portland Street, Boston MA***

**Balancing Competing Philosophies - Protective Services**

**Nauset 5**

1 SW CE

The goal of Protective Services is to prevent, remedy, or eliminate the effects of abuse on the elder. However, in achieving this goal, the law requires that an elder's right to self determination be respected to the fullest extent possible. This workshop will present an overview of these competing philosophies, influences on elders and their communities as well as ethical issues that arise.

**Jonathan Fielding, MS, M.Ed., *Protective Services Regional Manager, Executive Office of Elder Affairs***  
**Lisa Le, MSW, LICSW, *Protective Services Regional Manager, Executive Office of Elder Affairs***

**New Models of Senior Centers:  
Report from the NISC Task Force      NISC Sponsored Workshop**

**Ballroom 1**

The National Institute of Senior Centers (NISC) conducted a three-year research project to identify models of senior centers that were positioning themselves for the future. Case studies of Community Centers, Wellness Centers, The Next Chapter, Excellence, Continuum of Care, Entrepreneurial, Cafe, and Lifelong Learning and Arts Centers will be discussed.

**Peter M. Thompson, MPA, *Executive Director, Senior Center, Inc., Charlottesville VA***

**Wednesday, October 6, 2010**  
**Session II 10:45 a.m. – 12:00 noon**

**VA Care - How, When & Where? Practical Pointers on Gaining Access to the Biggest and Best Healthcare Provider in the Nation**

**Chatham**  
1 SW CE

The VA is often lauded in national publications as being the best healthcare provider in the country. Despite the continued recessionary challenges our budgets and programs are expanding to provide services designed to meet the needs of those from “the greatest generation” to our newest veterans of Operation Enduring Freedom and Operation Iraqi Freedom. Much, if not all, VA care is available at no or low cost to eligible veterans and in certain cases, their spouses and families. Please attend our sessions so we can help you explore the intricacies of the VA and offer insight into how to access some of our lesser-known programs like: Aid and Attendance and other Pensions, Telehealth, Home Based Primary Care, The Veteran’s Directed Nursing Home Diversion Partnership with the Commonwealth, Adult Day Health Care and many others. Remember, this is NOT your father’s VA!

**James T. Daniel, RN, *Acting Director, Patient Services/Nurse Executive, New Bedford Vet Center***  
**William Davis, LICSW, Andrew Leonard, LICSW; Brian Zuzelo, Psy.D.; Robert Wachen, Ph.D.**

**Hoarding - The Effect on Individuals and Families**

**Nauset 5**  
1 LMHC CEA 1 SW CE

Evidence suggests that compulsive hoarding is more common than generally recognized and in some cases, has been known to cause fires, injuries from falls due to excessive clutter and other safety hazards. In an effort to assist those with hoarding tendencies, participants will gain a better understanding of the individual feelings and thoughts often expressed by those with hoarding behaviors.

**Judy Tanner, MEd, *Program/Volunteer Manager Woburn Senior Center***

**How Do I Get My Medications Now???**  
**How Health Care Reform will Affect Access to Medications**

**Bayside**  
1 NS CEU 1 SW CE

This presentation will address the specific components of the federal Health Care Reform bill that is directed toward aging adults and how these components will affect access to health care and prescription medications. Changes to Medicare will be highlighted, especially the Medicare Drug Benefit. Eligibility will be discussed for the discount program available during the “donut hole” or coverage gap. Specific examples surrounding analysis of formulary issues in the Medicare Drug Benefit will be discussed. The presentation will also discuss the services of MassMedLine as related to issues with medication safety, compliance and costs.

**Colleen Massey, *Outreach Coordinator, MassMedLine, Pharmacy Outreach Program, Massachusetts College of Pharmacy and Health Sciences***

**Wednesday, October 6, 2010**  
**Session II 10:45 a.m. – 12:00 noon (continued)**

**Know the 10 Signs: Early Detection Matters**

**Racepoint**

There can be changes to memory as we age. Yet, memory loss or behavior changes severe enough to disrupt daily life are not a typical part of aging. Knowing the 10 Warning Signs can help you determine if your community members should speak to their doctor and get a diagnosis for themselves or someone they care about. You'll learn about a program that you can request for your site.

**Pam McCormack, Manager, Southeastern MA/Cape Cod & The Islands Regional Office, Alzheimer's Association MA/NH Chapter**

**Brain Fitness**

**NISC Sponsored**

**Nauset 2**

Brain fitness has been identified as an area of great interest for older adults including the elusive boomer cohorts. It is also becoming a must have area for senior center programming. This presentation will feature an overview of the brain fitness industry and one senior center's approach to brain fitness including dedicated space and classes.

**Dianne Stone, Director, Newington Senior & Disabled Center**

**Compensation for Victims of Violent Crime**

**Ballroom 2**

**1 SW CE**

The presentation will cover the process by which financial assistance for certain crime related expenses, including medical, dental, counseling, loss of support, and funeral/burial assistance is available to victims of violent crime and their families through the MA Victim Compensation Program.

**Lisa Solecki, Director, Victim Compensation & Assistance Division, Office of Attorney General Martha Coakley**  
**Ann Meola, Deputy Director, Victim Compensation & Assistance Division, Office of Attorney General Martha Coakley**

**QPR (Question, Persuade, Refer) Suicide Prevention Training**

**Highland**

QPR stands for Question, Persuade, and Refer -- 3 simple steps that anyone can learn to help save a life from suicide. Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade, and refer someone to help. Each year thousands of Americans are saying "Yes" to saving the life of a friend, colleague, sibling, or neighbor. QPR can be learned in this Gatekeeper course. [According to the Surgeon General's National Strategy for Suicide Prevention (2001), a Gatekeeper is someone in a position to recognize a crisis and the warning signs that someone may be contemplating suicide. Gatekeepers include parents, friends, neighbors, teachers, ministers, doctors, nurses, elder service providers, police officers, advisors, caseworkers, firefighters, and many others who are strategically positioned to recognize and refer someone at risk of suicide.]

**Jim McCauley LICSW, Associate Director, Riverside Trauma Center, Riverside Community Care, Needham**  
**Carol Read, M.Ed, Substance Abuse Prevention & Education Coordinator, Needham Health Department, Needham MA**

**Wednesday, October 6, 2010**  
**Session II 10:45 a.m. – 12:00 noon (continued)**

**Connecting Your Organization with NISC:  
Older Americans Act and Local Advocacy**

**NISC Sponsored**

**Ballroom 1**  
**1 SW CE**

Local programming involves advocating at all levels (government, local citizens and across generations). The Older Americans Act impacts funding and regulations for local meal programs, healthy aging programs, transportation, and senior employment. Everyone can become more comfortable with sharing their views on the importance of local programming and the important role senior centers play in neighborhood vitality using readily available tools and resources.

**Marietta Bobba, *Vice Chair, OAA Reauthorization Chair, NISC; Board Member, Pike Market Senior Center, Seattle WA***

**Beverly Ferry, *Chair, NISC Public Policy Committee; Executive Director, Wabash County Council on Aging, Inc., Wabash IN***

**Wednesday, October 6, 2010**  
**Plenary Session I**  
**1:00 p.m. – 2:00 p.m.**  
**Ballrooms 1 & 2**

**Senior Centers: Relevant or Relic? Pundits Weigh In**

Are senior centers relics of the past where today's older adults, especially the young elderly, are not joining? Or are they relevant and a vital part of the community providing valuable services and opportunities for socialization? The pundits will weigh in with an opportunity for audience participation.

Topics will be revealed during the session. It's important for "debate" purposes that topics not be disclosed. Ten minutes for a NISC PowerPoint will be included.

Objective: Awareness of what the issues are concerning the relevancy of senior centers. Participants will have a better idea of what improvements or changes they need to make at their senior centers to ensure that their senior center is a vital part of their community.

- **Dave Taylor, Chair, NISC — Moderator**
- **Ann Hartstein, Secretary, EOE**
- **Marietta Bobba, Vice Chair, NISC**
- **Chuck Ricks, At-Large Delegate, NISC**
- **Pat Branson, Fund Developer, NISC**



**Wednesday, October 6, 2010**  
**Session III 2:15 p.m. – 3:30 p.m.**

**Spirituality: What's YOUR Senior Center Doing?**

**Racepoint**

Some COAs have instituted spirituality offerings, while others continue to struggle with the issue of 'religion in a public building.' Come to this workshop to put that question to rest once and for all! Bring home some ideas as to what you can do for your seniors in this too-long-neglected area of service..

**John Jope, Executive Director, Arlington Council on Aging**

**Turning Marbles Into Grapes — PART I**

**Ballroom 2**

1 NS CEU 2.5 or 1 SW CE

Stress is part of life. No matter how much you try to accomplish in a day, your "To do" List always seems to grow longer and your family responsibilities seem to increase. This session will assist you in identifying ways to take charge of your stressors and make them more manageable.

**CherylAnn S. Owoc, RN, BSN, MEd, Outreach Worker, Holder Council on Aging**

**Substance Use & the Senior Center: Looking at Illicit Drug Use**

**Chatham**

1 NS CEU 1 SW CE

A recent article in the Boston Globe highlighted an aspect of substance use in older adults that most people in elder services have never considered, e.g., use of illicit drugs: "As pot-smoking, pill-popping baby boomers age, new health problems may arise" (*Boston Globe*, 2/08/10)." In general, elder substance use poses challenges for senior center staff; this new issue brings yet another dimension that senior center staff needs to understand, especially as they reach out and attract baby boomers to their doors. This workshop will describe the prevalence of illicit drug use in older adults, types of drugs used, and strategies for problem identification and intervention.

**Donna White, PhD, Rn, DS, CADAC11, Addictions Specialist, Lemuel Shattuck Hospital**

**NISC (National) Accreditation**

**NISC Sponsored**

**Nauset 2**

Participants will learn the process for achieving national senior center accreditation and its benefits, and how to understand the cost of accreditation. You will view samples of completed accreditation portfolios and hear shared experiences from those who have gone through the process.

**Sharon Lally, Director, Rochester Council on Aging**

**Dianne Stone, Chair of the National Accreditation Board, NISC Delegate-at-Large, Director of the Newington Senior & Disabled Center, Newington CT**

**Hella Spellman, NISC Delegate from Florida, Chair of the Standards and Guidelines Committee for National Accreditation, Tallahassee Senior Center, Tallahassee FL**

**Wednesday, October 6, 2010**  
**Session III 2:15 p.m. – 3:30 p.m. (continued)**

**Eighth Graders and Octogenarians:  
Spanning the Divide to Create Intergenerational Ties That Bind**

**Nauset 5**  
**NISC Sponsored**

What is the appropriate age to introduce youth to the concept of intergenerational connections? Can a meaningful, year-long experiential encounter between 8th graders and octogenarians alter stereotypes, beliefs and even life directions? These questions and others are addressed in an innovative collaboration between an academic interdisciplinary gerontology program and a local junior high class of 8th graders. This project, entitled the Mother Teresa Project, allows a class of junior high students to learn about a wonderful variety of issues related to aging, including changes in the aging demographic, cultural and ethnic differences which seek to alter negative stereotypes. Guest lectures from university faculty enhance this learning experience. Students meet with an elder from the community twice a month to begin to develop a relationship and to create a personal biography of his/her elder companion. A celebration of sharing of biographies culminates this wonderful year-long experience. Students not only develop a meaningful relationship with the senior companion, they will also develop interviewing techniques, writing abilities and public speaking skills. The Facts on Aging Quiz is used as a pre-post test to evaluate changes in student attitudes and beliefs. Experiential and quantitative data will be shared as a part of this presentation.

**Troy Andersen, LCSW, *Research Associate, Center for Alzheimer's Care, University of Utah***  
**Wendy M. Thomas, MS, *Director, South Jordan Community Center, Adjunct Faculty, Gerontology Interdisciplinary Program, University of Utah***

**Drivers – Understanding the New Safe Driver Legislation**

**Highland**

Learn how Massachusetts' new Safe Driver Legislation will impact mature drivers. This interactive workshop will describe in detail all aspects of the new Safe Driver Legislation and will discuss the Registry of Motor Vehicles' reporting procedures.

**Michele Ellicks, *Community Outreach Coordinator***

**Retooling Our Practice to Meet the Needs of a Multicultural Society**

**Bayside**

1 SW CE

The growing diversity our population compels us to educate ourselves and adapt programs to ensure relevance to our diverse clients. This session discusses the impact of culture on our aging population; developing culturally appropriate programs and practice and incorporating volunteers into the mix. Strategies, tools and resources will be presented.

**Marcie Freeman, MEd, *Director, Outreach & Recruitment, Institute for Aging Research, Hebrew SeniorLife, Chair, Multicultural Coalition on Aging***  
**Linda Fitzgerald, *State President, AARP***

**Social Media for Senior Centers**

NISC Sponsored

**Ballroom 1**

Social media offer senior centers the opportunity to educate the public about what they do, secure support, and increase the center's efficiency and effectiveness.

**Ms Carol Reagan, *NISC Chair-Elect and Executive Director, Palatine Township Senior Citizens Council, Palatine, IL***

**Wednesday, October 6, 2010**  
**Session IV 4:00 p.m. – 5:15 p.m.**

**Grandparents Raising Grandchildren:  
Is there an unmet need in your community?**

**Racepoint**

A panel of Commissioners will present and discuss the Commission on the Status of Grandparents Raising Grandchildren's Listening and Learning Tour findings and their action plan response to these findings. The support role and program models of COAs related to grandparents raising grandchildren will be included in this discussion.

**John Lepper, *Panel Chair***

**Sheila Donahue-King, *EOEA Assistant Moderator***

**Connie Dilego, *Commissioner and Plymouth COA Director***

**Turning Marbles Into Grapes — PART II**

**Ballroom 2**

1 NS CEU 2.5 or 1 SW CE

Stress is part of life. No matter how much you try to accomplish in a day, your “To do” List always seems to grow longer and your family responsibilities seem to increase. This session will assist you in identifying ways to take charge of your stressors and make them more manageable.

**CherylAnn S. Owoc, RN, BSN, MEd, *Outreach Worker, Holder Council on Aging***

**Making the Most of Your Leisure Time:  
Early Intervention & Prevention of Problem Gambling**

**Chatham**

1 SW CE

This session describes a workshop created by the Massachusetts Council on Compulsive Gambling which is currently being presented to Massachusetts Senior Centers. The workshop borrows from concepts of healthy aging, retirement planning and time management, asking the question: Are seniors spending their time in ways that are satisfying, meaningful and fun? We will address risk factors for problem gambling and how this workshop can help senior take steps to prevent problems with gambling, while also learning about problem gambling resources. For example: how much bingo is too much bingo?

**Jeanne Martin, MSW, MTS, EdD, *Consultant, The Massachusetts Council on Compulsive Gambling***

**Best Practices – Behavior Policies**

**Nauset 5**

Not all COA patrons/clients are cognizant of appropriate public behaviors. This workshop will offer practices and strategies to achieve decorum under less-than-optimal circumstances. What are participant rights and agency expectations? Panelists may suggest strategies and responses to individual situations as time permits.

**Emmett Schmarsow, *Program Manager, COAs & Senior Centers, ELD***

**Stephanie E. Carter, Esq., *Managed Care Ombudsman, Office of Patient Protection***

**Eileen Ginnetty, *Director, Cambridge Council on Aging***

**Annette V. Peele, *Community Care Ombudsman, ELD***

**Judith Ramirez, LICSW, *Westford Council on Aging***

**Wednesday, October 6, 2010**  
**Session IV 4:00 p.m. – 5:15 p.m. (continued)**

**Fun and Games in Estate Planning...Really!**

**Nauset 2**

Interested in an estate planning seminar without PowerPoint slides, talking heads or dry subject matter? Then come play our fun and amusing interactive game! The law firm of DangerMilana invites you to discover how you can laugh, play, and learn about estate planning in 60 minutes or less. This workshop will provide information for elders and their caregivers and shed light on helpful secrets about Estate Planning. And, we can tailor this engaging and informative workshop for you to offer at your sponsored location as a seminar. Non-profits looking to encourage planned giving or provide a value-added service to board members, employers who want to offer this free service as a voluntary employee seminar, and organizations seeking a way to encourage families to talk about this subject in a sensitive and empowering way, this is a must see demonstration. Also featured: prizes, chocolate and wine! How can you even think about not attending?!?

**Attorney Jenny Milana, J.D., *DangerMilana, Attorneys at Law***

**Attorney Deborah Danger, M.B.A., J.D., LL.M (tax), *DangerMilana, Attorneys at Law***

**Mitchell Bragg, J.D., *DangerMilana, Attorneys at Law***

**Five Things Senior Centers Need to Know to Survive & Thrive**

**Ballroom 1**

Find out what other centers across the country are doing to thrive in tough times. This update from the National Institute of Senior Centers will highlight the latest research findings that impact the future of senior centers and give you the inside story on promising practices and lessons learned gleaned from senior center accreditation reviewers' on-site visits, innovative ideas and trends being shared on the Crossroads online community for senior centers, and advocacy efforts underway at the national level and locally that are critical to your center's survival.

**NISC Sponsored Workshop**

**Maureen Arsenault, *NISC Coordinator***

**Donna Phillips Mason, *NCOA, Vice President External Relations***

**Beverly Ferry, *Executive Director, Wabash County Council on Aging, Indiana***

**Pat Branson, *Executive Director, Senior Citizens of Kodiak, Inc., Alaska***

**Using Media Technology to Promote Good Health,  
Nutrition & Physical Activity in Seniors**

**Bayside**

**1 SW CE**

This presentation will outline how to utilize cable access to produce fun & creative health and wellness programming for seniors in your municipality. Public access television reaches many seniors creating an effective tool for education and outreach for your center. This session will include an overview of how public access stations work, how to design a fun & effective show, and how to pull all of the logistical pieces together & promote viewership of your show. Samples from two Quincy Access shows for seniors will be played – "The Biggest Loser" and "Meal or No Meal".

**Thomas Clasby, *Director, Quincy Council on Aging***

**Amy Sheeley, *Nutrition Specialist, Executive Office of Elder Affairs***

— NOTES —

*Something to Think About...*

**By the Numbers: MA Line Item #9110-9002 Local Aid to COAs**

MA 60+ Population 2000 – US Census	1,096,567
MA 60+ Projection 2010 – approximately 200,000 more older adults	1,273,948
Line Item #9110-9002 FY10 GAA – Pre-Recession for Local Aid to COA	\$8,615,068
Line Item #9110-9002 FY11 GAA – Incentive Grant Funding eliminated	\$7,904,327
FY09, FY10, FY11 Formula Grant	\$7/elder/YEAR
FY12 Minimum Needed #9110-9002 – <i>Projection to Keep</i> \$7/elder/YEAR (est.)	\$9,200,000
FY12 Minimum \$7/elder + Restore Incentive Grant (est.)	\$10,000,000
Goal Formula Grant = One Hour Minimum Wage + Full Restored Incentive Funding (est.)	\$11,500,000

# 2010 MCOA Fall Conference

## Thursday Activities



- 7:00 – 8:00am Roz Clark Memorial Walk**  
Led by Emmett Schmarsow, Program Director, EOE  
Meet by Hotel Lobby
- 8:00 – 5:00pm Registration & Resolution Desk**
- 8:00 – 5:00pm Nauset Exhibitors Hall open — Nauset Center**
- 7:30 – 9:00am Breakfast — Oceanfront Dining Room**  
Sponsored by Miracle-Ear
- 9:00 – 10:15am Workshop Session I**
- 10:15 – 10:45am Break — Nauset Exhibitors Hall**
- 10:45 – 12:00pm Workshop Session II**
- 12:00 – 1:00pm Minuteman Luncheon — Oceanfront Dining Room**  
Sponsored by Blue Cross Blue Shield of Massachusetts
- 1:00 – 2:00pm Plenary Session — Ballrooms 1 and 2**  
Sponsored by Tufts Health Plan Medicare Preferred

**Guest Speaker: Secretary JudyAnn Bigby, MD**

Massachusetts Executive Office of Health & Human Services

**Guest Speaker: UnderSecretary Barbara Anthony,**

Massachusetts Office of Consumer Affairs & Business Regulation

### MCOA Award Presentations:

- Director of the Year — Carolyn Brennan, East Longmeadow
- Advocate of the Year — Joanne Champa, Program Coordinator, MA Dept Transportation
- Innovator of the Year — Ye Olde Breakfast Shoppe, Rochester COA
- MCOA Recognition of NISC for advancing the mission and profile of Senior Centers
- Lifetime Achievement Award: Franklin P. Ollivierre, Former EOE Secretary

### Staff Certifications:

COA Directors

Laura DeMattia, Laura Dillingham-Mailman, Colleen Ranshaw-Fiorello, Elizabeth Pettis, Mary Parcher

Program Managers

Sheila Ronkin

- 2:15 – 3:30pm Workshop Session III**
- 3:30 – 4:00pm Break: Nauset Exhibitors Hall**
- 4:00 – 5:15pm Workshop Session IV**
- 5:15 – 8:00pm Cape Social: Old Friends & New Friends — Oceanfront**  
Sponsored by Tufts Health Plan & Xavus/MySeniorCenter

**Thursday, October 7, 2010**  
**Session I 9:00 a.m. – 10:15 a.m.**

**Successful, Healthy, Valued & Creative Aging –  
What Is the Recipe? — PART I**

**Nauset 5**  
2.5 or 1 SW CE

For maximum benefit, the participant should attend Part 1 and Part 2 of this workshop. Successful aging doesn't happen by accident. Healthy aging is dependent upon a multitude of factors including our attitude, the social relationships we have formed, our ability to cope with stress, our level of mental stimulation, and our commitment to staying physically fit. Awareness and knowledge of the 'recipe' makes it achievable for almost anyone.

**Tina Gorman, *Interim Director, Westfield Council on Aging***

**Suicide and Older Adults**

**Chatham**

1 SW CE

Older adults have one of the highest rates of suicide in the United States. This workshop highlights the 4-hour Suicide and Aging Workshop and 8-hour Suicide Prevention Training for Gatekeepers of Older Adults developed by the Samaritans of Merrimack Valley. Gatekeepers are people, who through their personal, professional or volunteer activities have regular contact with older adults. The training focuses on 'normal' parts of aging, mental health and suicide, understanding suicide risk, working with older adults at risk and ongoing support and care of older adults.

**Robert Laprel, *Samaritans Training Facilitator***

**Protecting Seniors Against Frauds, Schemes & Scams**

**Nauset 2**

1 NS CEU 1 SW CE

How to avoid getting scammed!!! Some very basic common sense and due diligence are the keys in thwarting off most scammers. I try to stress the very basics that it is never too early or too late to learn the warning signs of most scams. Variations of the different frauds and real victim interviews are shown to the audience to educate them.

**Dan Bonda, *U.S. Postal Inspector, Mail Fraud Specialist, Certified Fraud Examiner, Certified Financial Crimes Investigator***

**LifeBox: Integrating Caring, Community, and Healing**

**Ballroom 1**

1 NS CEU 1 SW CE

Funded by a grant from the Kenneth B. Schwartz Center, Norwood Hospital, in collaboration with thirteen community partners, has created LifeBox. LifeBox is an innovative way of preserving and transmitting information about "who a patient is as a person" and the patient's wishes, values and goals. This presentation explains how the LifeBox project helps patients and clinicians to experience medicine at its compassionate best.

**Carla Oberst, MD, *Hospitalist, Norwood Hospital***

**Patricia Calvert, MSN, RN, *Clinical Nurse Specialist, Norwood Hospital***

**Patricia Gavin, BA, *Schwartz Grant Administrator, Norwood Hospital***

**Thursday, October 7, 2010**  
**Session I 9:00 a.m. – 10:15 a.m. (continued)**

**Live Long, Live Well: Most Falls are Preventable – PART I**

**Highland**

2.5 or 1 SW CE

The good news is: most falls are preventable (through a multi-pronged approach of regular exercise; medication management; vision screenings; home modifications and the creation of safe communities for seniors). One in three adults over 65 will experience a fall each year, and 40 percent of all nursing home referrals occur in the wake of a fall injury. Find out what's happening statewide with balance classes for older adults, and accomplishments of our state and local advocacy groups and leaders.

**Alissa Weintraub, Research Associate, MA Senior Care Foundation, Newton Lower Falls MA**

**Lewis Howe, Injury Prevention Coordinator, MA Department of Public Health, Division of Violence & Injury Prevention, Boston MA**

**Linn Morrill, MEd, Community Liaison, Healthy Aging, Health & Disability Unit, MA Department of Public Health, Boston MA**

**Dan Kleinman, Brookline Tai Chi, Director/Practitioner**

**Loss, Grief, and Elder Care**

**Racepoint**

This presentation helps professional caregivers grow in empathy for the experiences of patients and families that enter the world of the nursing home. Too often caregivers inure themselves to the emotions at play from those new to this bewildering, life-changing environment. Kathleen uses stories and discussion to illustrate the experience of the elder and their family to help professional caregivers connect with their emotions.

**Kathleen J. Rusnak, The Brick Wall2**

**Cultural Sensitivity:  
Lost and Found in the Generation Gap – PART I**

**Ballroom 2**

For maximum benefit, the participant should attend Part 1 and Part 2 of this workshop. The goal of this course is to assist the participant in becoming aware of the many cultural and generational gap issues that impact the client relationship. The participant will explore lifestyle characteristics that have defined how generations communicate. Particular attention will be given to economic, social, technological and educational influences that have shaped our generations and the larger patient community. The participant will discover their own cultural intelligence as well as how to effectively identify and address cultural and generational issues.

**Brenda E. Westberry MS, President, Westberry Consulting**

**Economic Security and Elders' Economic Contributions  
to Their Communities**

**Bayside**

1 SW CE

This workshop will provide an understanding of the Elder Economic Security Standard Index and economic challenges facing Massachusetts elders. We will also examine the economic contribution elders provide to local economies, and methods to inform elected officials and the public of these contributions. The Clinton Senior Center/COA model will be reviewed.

**Chet Jakubiak, Executive Director, MA Association of Older Americans**

**Kathleen J. Bailey, Director, Clinton Senior Center**

**Roberto Medina, Associate Director of Economic Security, MAOA**

**Thursday, October 7, 2010**  
**Session II 10:45 a.m. – 12:00 p.m.**

**Successful, Healthy, Valued, and Creative Aging –  
What Is the Recipe? — PART II**

**Nauset 5**  
2.5 or 1 SW CE

Successful aging doesn't happen by accident. Healthy aging is dependent upon a multitude of factors including our attitude, the social relationships we have formed, our ability to cope with stress, our level of mental stimulation, and our commitment to staying physically fit. Awareness and knowledge of the 'recipe' makes it achievable for almost anyone.

**Tina Gorman, *Interim Director, Westfield Council on Aging***

**Elder Livability in Two MA Communities  
Perceived through Focus Groups**

**Ballroom 1**

This is the 4th year of this class studying Elder livability in Massachusetts Communities. The studies are modeled after a study done by AARP, which is summarized and outlined in *Livable Communities: An Evaluation Guide*, Washington, DC: AARP Public Policy Institute (2005). In 2008, students conducted elder focus groups in the communities of Roxbury, Gloucester, and Brookline and presented these findings at MCOA, 2008. This 2009 presentation was a continuation of the focus groups held in the communities of Dorchester and Walpole. This year's project, as in the previous years, has proved to be very beneficial and rewarding to the students and they look forward to presenting their findings as students have done in previous years. Feedback from communities this year, as in previous years, indicates communities welcome our findings and seriously consider the recommendations that our students make.

**Judith Griffin, MA, MS, *Gerontology Department, UMass/Boston***

**Philip Driscoll, Lauren Scherer, Susan Sprecher — (*UMass Elder Action Research Class students*)**

**Medicare Updates and Issues for Consumers and Advocates**

**Nauset 2**

Overview and interactive discussion of current Medicare updates and issues. Building from an overview of basic Medicare coverage, focus will be on current areas of concern with an emphasis on short and long term Medicare health care reform changes.

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

**Fund Development by Design:  
Making Your Senior Center Building Work for You**

**Bayside**

For senior center professionals contemplating making changes to their building or building new, this workshop will focus on centers across the country that are using their buildings to generate revenues to offset expenditures. Pros and cons of building rental, developing event planning and catering services, and establishing on-site businesses will be reviewed.

**Pat Schneider, MSW, *Director of Humans Services, Glastonbury, CT***

**Jane Peters, *Human Services Assistant and Building Coordinator, Glastonbury, CT***

**Thursday, October 7, 2010**  
**Session II 10:45 a.m. – 12:00 p.m. (continued)**

**Live Long, Live Well: Most Falls are Preventable – PART II**

**Highland**

2.5 or 1 SW CE

The good news is: most falls are preventable (through a multi-pronged approach of regular exercise; medication management; vision screenings; home modifications and the creation of safe communities for seniors). One in three adults over 65 will experience a fall each year, and 40 percent of all nursing home referrals occur in the wake of a fall injury. Find out what's happening statewide with balance classes for older adults, and accomplishments of our state and local advocacy groups and leaders.

**Alissa Weintraub, Research Associate, MA Senior Care Foundation, Newton Lower Falls MA**  
**Lewis Howe, Injury Prevention Coordinator, MDPH, Division of Violence & Injury Prevention, Boston MA**  
**Linn Morrill, MEd, Community Liaison, Healthy Aging, Health & Disability Unit, MDPH, Boston MA**  
**Dan Kleinman, Brookline Tai Chi, Director/Practitioner**

**MCOA Certification**

**Chatham**

This workshop covers all of the information and instructions COA staff will need for the certification process. You will learn the requirements for the certification levels and how to develop your portfolio. This workshop, which meets the requirement for applicants to attend a mandatory training session on certification, will be presented by members of the MCOA Certification Committee.

**Joanne Moore, Director, Duxbury Council on Aging**  
**Patricia Roberts, Director, Marblehead Council on Aging**  
**Sandra Lapollo, Director, Chicopee Council on Aging**

**Cultural Sensitivity:  
Lost and Found in the Generation Gap – PART II**

**Ballroom 2**

For maximum benefit, the participant should attend Part 1 and Part 2 of this workshop. The goal of this course is to assist the participant in becoming aware of the many cultural and generational gap issues that impact the client relationship. The participant will explore lifestyle characteristics that have defined how generations communicate. Particular attention will be given to economic, social, technological and educational influences that have shaped our generations and the larger patient community. The participant will discover their own cultural intelligence as well as how to effectively identify and address cultural and generational issues.

**Brenda E. Westberry MS, President, Westberry Consulting**

**Assisted Living: What You Need to Know**

**Racepoint**

Staff from the Assisted Living Ombudsman Program at the Executive Office of Elder Affairs will present an overview of Assisted Living as it exists in Massachusetts. Presenters will discuss the structure, oversight and challenges and provide information and support for answering the following frequently asked questions: Is Assisted Living the right choice? What are the limitations of Assisted Living? What should one look for in choosing an Assisted Living? How does Assisted Living differ from other options? How much does Assisted Living cost and who pays for the care? These and other questions will be addressed in an interactive discussion, drawing on the experiences of COA staff as well as the Ombudsman Program presenters.

**Donna Bucca, Assisted Living Ombudsman Program, Executive Office of Elder Affairs**  
**Pauline Edmonds, RN, MSHSA, JD, Legal Service Developer, Executive Office of Elder Affairs**

**Thursday, October 7, 2010**  
**Plenary Session II**  
**1:00 p.m. – 2:00 p.m.**  
**Abington & Brookfield Ballroom**

**Messages from the Administration**



Secretary JudyAnn Bigby  
Massachusetts Executive Office of Health & Human Services



UnderSecretary Barbara Anthony  
Massachusetts Office of Consumer Affairs  
& Business Regulation



UnderSecretary Sandy Albright  
Executive Office of Elder Affairs

**MCOA Awards:**

- **Director of the Year — Carolyn Brennan, East Longmeadow**
- **Advocate of the Year — Joanne Champa, Program Coordinator for the MA Department of Transportation**
- **Innovator of the Year — Ye Olde Breakfast Shoppe, Rochester COA**
- **MCOA Director Certifications — Laura DeMattia, Laura Dillingham-Mailman, Colleen Ranshaw-Fiorello, Elizabeth Pettis, Mary Parcher**
- **MCOA Program Manager Certification — Sheila Ronkin**
- **MCOA Presidential Recognition of NISC for advancing the mission and profile of Senior Centers**
- **Lifetime Achievement Award: Franklin P. Ollivierre, Former EOEA Secretary**



Franklin P. Ollivierre

**Thursday, October 7, 2010**  
**Session III 2:15 p.m. – 3:30 p.m.**

**Intergenerational Connections: Two Dynamic Programs**  
**Seniors to Seniors and Sages to Seekers**

**Nauset 5**

The Needham Council on Aging will provide the information you need to know in order to bring two new programs to your Senior Center!

Program #1 The “Senior to Senior Exercise Program”: The Needham COA partnered with the Needham High Schools Health and Wellness Department and Community Service Program. High School Seniors became personal exercise trainers to senior citizens using exercise machines and equipment located at the High School. The High school students received comprehensive training and were paired with senior citizens.

Program #2 Sages and Seekers: Ellie Katz, Executive Director and Founder – goal is two-fold, to foster community and communication amongst teens and older adults and to preserve the histories and words of wisdom of the older adults. For 8 weeks a group of high school students interested in writing visited a group of older adults at the senior center. A form of speed dating took place and each student was matched with an individual senior. At the end of 8 weeks each teen produced a written document about the older adults’ life.

**Sherry Jackson, Associate Director, Needham Council on Aging**

**Elly Katz, Executive Director and Founder, Sages and Seekers Inc.**

**Gretchen Ayoub, Career and Community Service Counselor, Needham High School**

**Bruce Cohn, Health and Physical Education Teacher, Needham High School**

**Improving Community Mobility for Older Adults**  
**in Massachusetts: The National Center on Senior**  
**Transportation 2010 Student Scholar Awardees**

**Ballroom 2**

**1 SW CE**

The National Center on Senior Transportation (NCST) was established in 2006 to increase transportation options for older adults and enhance their ability to live more independently within their communities. The Student Scholars Program is one example of NCST initiatives that address the transportation needs of older adults. NCST is pleased to showcase four student scholars from Massachusetts whose innovative projects will benefit their communities.

**Nina M. Silverstein, PhD, Professor & Director, Undergraduate Gerontology Program, University of Massachusetts Boston**

**Lisa Tucker, National Center on Senior Transportation, Washington DC**

**Chae Man Lee, Graduate Student, Department of Gerontology, University of Massachusetts Boston**

**Lauren Martin, Graduate Student, Department of Gerontology, University of Massachusetts Boston**

**Neda Masoud, Graduate Student, Department of Physics, University of Massachusetts Dartmouth**

**Ikechukwu Azogu, Graduate Student, Department of Electrical and Computer Engineering, University of Massachusetts Dartmouth**

**Thursday, October 7, 2010**  
**Session III 2:15 p.m. – 3:30 p.m. (continued)**

**Maintaining Professional Boundaries — PART I**

**Ballroom 1**

1 NS CEU 2.5 or 1 SW CE

Professional boundaries are those invisible lines that exist between the worker and the client as well as the client's caregiver. This session will assist you in identifying these 'lines' which allow all of those involved to maintain a professional relationship and avoid having a work relationship evolve into one on a social level..

**CherylAnn S. Owoc, RN, BSN, MEd, *Outreach Worker, Holden Council on Aging***

**The Walkway Project:  
Creating Senior Friendly and Usable Outdoor Space**

**Nauset 2**

The Orleans Council on Aging created an extensive walkway behind the Senior Center building in 2010. It includes a meditative area with garden sculpture, a gazebo, wheelchair accessible raised garden beds and six fitness stations for various exercises. Learn how this project occurred and how it was funded.

**Liz Smith, *Orleans Council on Aging Director***

**Sharon Davis, *Walkway Project Designer***

**Consumer University: Everything you want to know  
about your consumer affairs office but were afraid to ask**

**Bayside**

The Commonwealth's leading consumer advocate and expert discusses protection from scams, identity theft, reverse mortgages, health-care costs and more in a session designed to touch on the most significant consumer issues facing seniors in a time when educated consumers are better protected and better able to manage the marketplace.

**Undersecretary Barbara Anthony, *Patrick-Murray Administration's Office of Consumer Affairs and Business Regulation***

**Because You've Never Died Before:  
Spiritual Issues at the End of Life**

**Racepoint**

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.

**Kathleen J. Rusnak, *The Brick Wall2, Greenfield MA***

**Thursday, October 7, 2010**  
**Session III 2:15 p.m. – 3:30 p.m. (continued)**

**Older and Out of Work**

**Chatham**

Older and Out of Work: challenges that older workers face in the current market and how COAs can help jumpstart their job search. The challenge of attracting the new pool of seniors can be overcome by offering the services that are vital to them. Nowadays many people need to remain in the workforce well past their retirement age. There are workforce development programs that help mature workers develop new skills and find jobs in the tough market. COAs can be a vital link between mature work seekers and employment programs.

**Mary Kay Browne, *Senior Project Manager, Executive Office of Elder Affairs***  
**Olga Yulikova, *State Director SCSEP Program, Executive Office of Elder Affairs***  
**Cindy Hickey, *Executive Director, Somerville Council on Aging***

**Cheer Up: What Senior Centers Can Do To Help Elders  
Who Have Anxiety and Depression**

**Highland**

1 NS CEU Application 1 SW CE Application

This session will address the practical issues of dealing with older adults with mental health concerns or illness who attend the senior center; learn how to address disruptive behavior and how to meet the needs of the newly bereaved and depressed. The session will strengthen the participant's understanding of the impact of mindful movement on mental health and wellness. Participants will practice and learn how mindful movement can lift moods, increase social interaction and reduce anxiety.

**Moderator: Susan Kasle, MPH, *Aging and Mental Health Program Director, Massachusetts Association of Older Americans***  
**Jeanne Martin, MSW, MTS, EdD, *Consultant, Massachusetts Association Of Older Americans, Aging and Mental Health Programs***  
**Leslie H. Worris, MPH, RYT-500, *Founder of The Wellness Alliance***

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

**Thursday, October 7, 2010**  
**Session IV 4:00 p.m. – 5:15 p.m.**

**Best Practices - Transportation**

**Ballroom 2**

Transportation is a significant concern of seniors and nearly every COA in the state. This workshop will offer practical, knowledgeable suggestions and insights into securing vehicles and/or improving transportation services. If/as time permits, “human services transportation” will also be discussed.

**Moderator:** *Emmett Schmarsow, Program Manager, Councils on Aging & Senior Centers, Executive Office of Elder Affairs*

*Thomas Cahir, Administrator, Cape Cod RTA*

*Joanne Champa, MASS DOT, Program Coordinator for federal/state-funded vehicles*

*Paula George, Program Manager, Cape Cod RTA*

*Judith O'Connor, Director, Millbury Council on Aging*

*Liz Smith, Director, Orleans Council on Aging*

**Saving Money for Medicare Beneficiaries: Medicare D,  
Extra Help, Medicare Savings Plans, and Prescription Advantage**

**Chatham**

The SHINE Program will describe eligibility, the screening process and applications for the four programs. We will share tips and strategies to maximize savings for clients.

*Cynthia Phillips, MSW, SHINE Program Director, Executive Office of Elder Affairs*

**Maintaining Professional Boundaries — PART II**

**Ballroom 1**

1 NS CEU 2.5 or 1 SW CE

Professional boundaries are those invisible lines that exist between the worker and the client as well as the client’s caregiver. This session will assist you in identifying these 'lines' which allow all of those involved to maintain a professional relationship and avoid having a work relationship evolve into one on a social level..

*CherylAnn S. Owoc, RN, BSN, MEd, Outreach Worker, Holden Council on Aging*

**Planning a New Senior Center: Insight into  
the Building Design & Construction Process in MA**

**Nauset 5**

A guide to understanding the planning, architecture, engineering, and construction process, within the context of MA General Laws, for planning a new senior center facility. Led by an experienced leader in publically procured building projects. Presentation will include many examples of recently completed facilities.

*Frank M. Kennedy, Project Executive, Diversified Project Management*

**Thursday, October 7, 2010**  
**Session IV 4:00 p.m. – 5:15 p.m. (continued)**

**Difficult Discussions**

**Racepoint**

Performance reviews. Asking for help. Disagreeing. Endings. Saying "No". Apologizing. Our best attempts to manage these situations often backfire. Why? In this workshop we'll draw on research by the acclaimed Harvard Negotiation Project to learn what makes these conversations go badly, and what it takes to make them go well.

**Marilyn Campbell, Former Weston COA Director and now Workshop Leader: "Getting to Yes," "Grandparenting with Love and Logic," "Difficult Discussions"**

**Why and How We Installed a Labyrinth at the Beverly Senior Center**

**Nauset 2**

Learn how Labyrinths can be used to provide physical, mental, and spiritual benefits for seniors and how one Senior Center incorporates a Labyrinth into its facility and services.

**Mary Ann Holak, Director, Beverly Council on Aging**

**Barbara Ducharme & Mia Corinha, Partners, Labyrinth Alchemy ([www.labyrinth-alchemy.com](http://www.labyrinth-alchemy.com))**

**Identifying, Referring and Treating Mental Health Conditions Among Elders**

**Highland**

**1 NS CEU Application 1 SW CE Application**

This session will address the symptoms, referral options and range of treatments available for depression, anxiety and other mental health conditions among elders. Participants will practice and learn how mindful movement can lift moods, increase social interaction and reduce anxiety.

**Sumer Verma, MD, Medical Director, Dementia Services; Briarwood Nursing Facility**

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

# 2010 MCOA Fall Conference

## Friday Activities



- |                      |  |
|----------------------|--|
| <b>8:00 –12:30pm</b> | <b>Registration &amp; Resolutions Desks are open</b> |
| <b>7:30 –9:00am</b>  | <b>Breakfast: Oceanfront Dining Room</b>             |
| <b>9:00 –12:00am</b> | <b>Intensive Sessions</b>                            |
| <b>12:00 –1:00pm</b> | <b>President’s Luncheon: Oceanfront Dining Room</b>  |

**Friday, October 8, 2010**  
**Session I 9:00 a.m. – 12:00 noon**

**Negotiation Skills**

**Ballroom 1**

This is an overview of negotiations skills in everyday life for any level of participant. Interactive exercises, learning about your negotiation style and case studies will all be included. For those involved in public sector collective bargaining in Massachusetts we will also review the fundamental laws and concepts which guide the process of negotiations.

**Helen Bowler, Chief Officer of Operations and Human Resources, Westfield School Department**

**New Directors**

**Bayside**

We will cover the New Director's manual, 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.

**Marge McDonald, Burlington Council on Aging**

**Creating Programs to Drive More Dollars into your Organizations and Where do you find these hidden dollars?**

**Ballroom 2**

Learn how to create and sell new programs to generate more dollars from corporate partnerships, donations, your website, your communications products, consumer-related products, as well as events/meetings for your organization.

**Nancy Frede, Frede Enterprises LLC**

**The Senior Support Team of Worcester:  
A Collaborative Community Approach For At-Risk Elders**

**Ballroom 3**

The three learning objectives of the presentation are as follows — 1) Participants will discuss key resources in the community to build collaborations with first responders and service providers. 2) Participants will describe key coordination strategies to mobilize those resources to assist in providing early intervention for elders in need of Services, including mental health and or Substance abuse referrals. 3) Participants will be able to identify key elements of data utilization to capture community needs of older adults, resulting in the creation of programs and services to meet those needs.

**Elizabeth H. Connell, Assistant Director, Division of Elder Affairs, City of Worcester**

**Detective Sergeant Vincent Gorgoglione, Worcester Police Department**

**Rosemarie Highlands, Program Director, St. Paul's Elder Outreach Program of Worcester**

**Mary Parenteau, Protective Services Program Manager, Elder Services of Worcester Area, Inc.**

# *2010 Fall Conference*

## *Sponsors*

AARP Massachusetts  
Berkshire Healthcare  
Blue Cross Blue Shield of Massachusetts  
Executive Office of Elder Affairs  
Community Publications, a division of LPi and  
Senior Center Newsletters  
Miracle – Ear  
National Council on Aging/National Institute  
of Senior Centers  
Tufts Health Plan Medicare Preferred  
Xavus Solutions/*myseniorcenter*

## *Exhibitors*

Accessible Solutions/SERVtracker  
Amramp  
Boston Walk-In Bath  
Caregiver Homes of Massachusetts, Inc.  
Citi Performing Arts Center  
Charm Medical Supply  
Diversified Project Management  
EmFinders  
Fallon Community Health Plan: Navi Care &  
Summit Elder Care  
Home Health Mates  
Home Instead Senior Care  
iHome Systems  
Mass. Audiology  
MA Equipment Distribution Program  
Northern Bus Sales, Inc.  
Office of the Secretary of State  
Peoplefirst Home Care & Hospice  
Perkins Products – Perkins School for the Blind  
Philips Lifeline  
Quality Van Sales, Inc.  
Senior Citizen Publishing, Inc.  
Senior Whole Health  
Shepard Bros., Inc.  
Social Service Coordinators  
Total Fitness Equipment  
ZENgevity

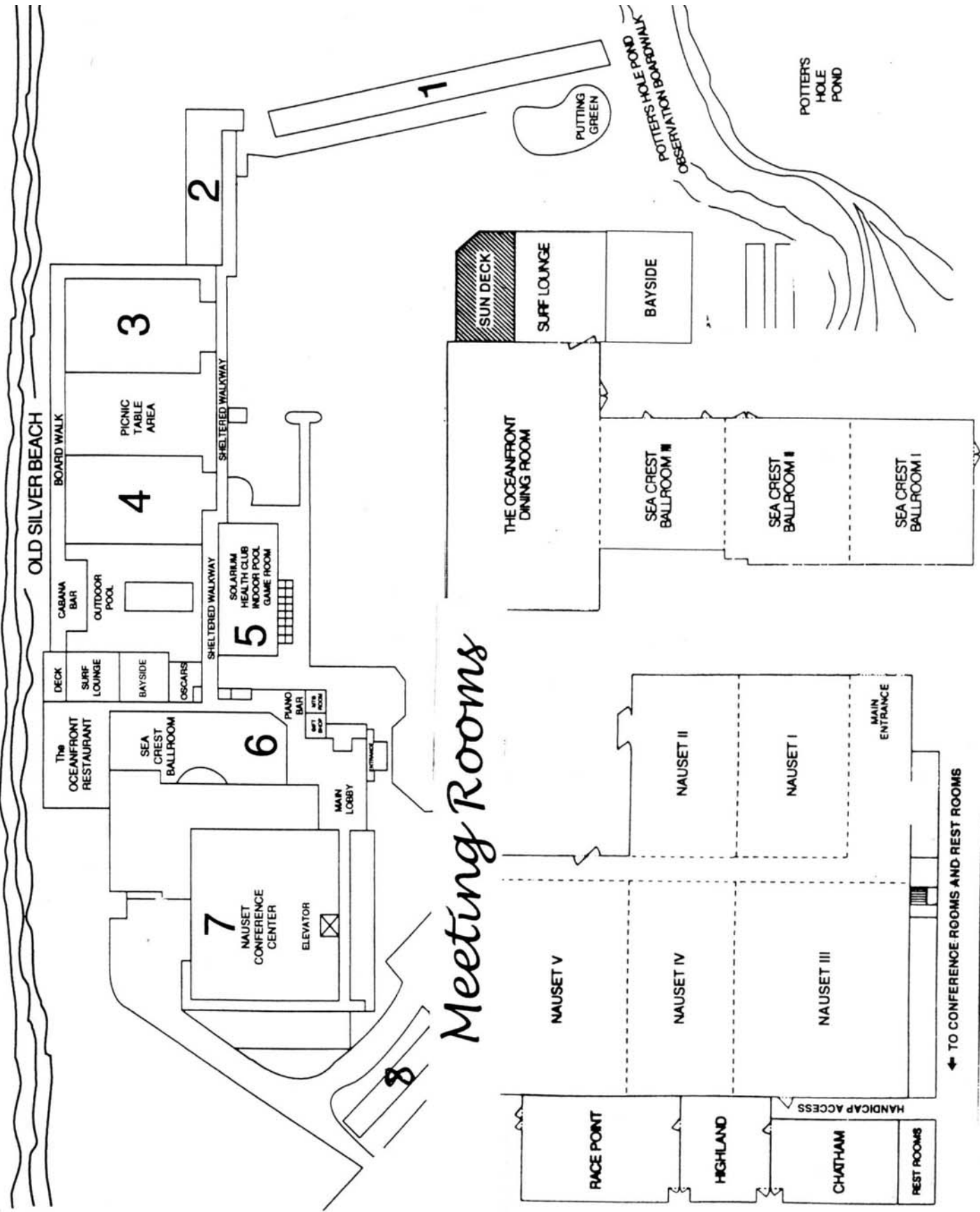
## *Non Profits*

Alzheimer's Association of MA/NH  
Arthritis Foundation MA Chapter  
Department of Fire Services  
Goddard House in Brookline  
Healthy Aging and Disability Unit/  
MA Department of Public Health  
MA Association of Older Americans, Inc.  
MA Commission for the Blind  
MA Commission for the Deaf &  
Hard of Hearing  
MA Council on Compulsive Gambling  
MA Council for Home Care Aides Services  
MA Funeral Directors Association  
MassMedLine – MA College of Pharmacy  
and Health Sciences  
MA Rehabilitation Commission  
MA SMP (Senior Medicare Patrol) Program  
McLean Hospital  
National Network of Libraries of Medicine  
Old Colony Hospice  
Operational Services Division  
PACE at Elder Service Plan of the North Shore  
Perkins Braille & Talking Book Library  
Regional Center for Poison Control &  
Prevention  
SHINE Program  
Social Security Administration  
Spellman Museum of Stamps & Postal History  
State 911/MA Equipment Distribution Program  
The Ambervision Foundation  
The Carroll Center for the Blind  
UMass Boston Gerontology Program

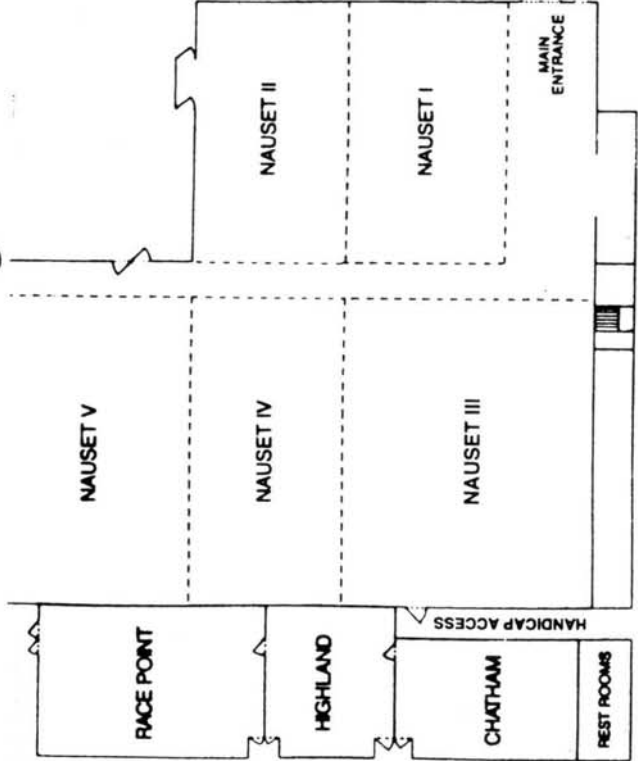
## *Advertisers*

Tufts Health Plan Foundation, Inc.

# Property Layout



# Meeting Rooms



**MCOA would like to thank the following Agencies  
Sponsoring in this event:**



**AARP Massachusetts**

**Berkshire Healthcare**

**Blue Cross Blue Shield of Massachusetts**

**Community Publications, a division of LPI  
and Senior Center Newsletters**

**Miracle-Ear**

**National Council on Aging / National Institute  
of Senior Centers**

**Tufts Health Plan Medicare Preferred**

**MySeniorCenter**



**MCOA also received generous support from:**

**The Executive Office of Elder Affairs**

**Massachusetts Department of Public Health**