



“What we do, we do for all.”

—Dr. Ethel Percy Andrus

50 years ago, Dr. Ethel Percy Andrus founded AARP because she was inspired to help others and change the world. Dr. Andrus couldn't ignore people's needs for health and financial security. AARP has continued her work to help all Americans get the most out of life. In Massachusetts we advocate at the State House to protect critical services like home care, and our volunteers help residents through programs like AARP Tax-Aide and Driver Safety. AARP is making a difference for families in Massachusetts where it is needed most — right here at home.

Discover more of what we do for every generation at aarp.org/ma.

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In our facilities, it's not just about living...it's about living each and every day to the fullest.

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Charlene Manor Extended Care Facility
East Longmeadow Skilled Nursing Center
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North Shore

Hunt Nursing & Rehabilitation Center
Pilgrim Rehabilitation & Skilled Nursing Center

Southeastern Massachusetts & Cape Cod

Bourne Manor Extended Care Facility
Hathaway Manor Extended Care Facility
Windsor Skilled Nursing & Rehabilitation Center



Connecting Your Community™ *Now and Into the Future*

Your future seniors are active in their community and in touch with friends and family in ways we couldn't dream of just a few years ago. Current members know you and the services you provide, but the "Baby Boomers" are right outside your doors with a whole new level of expectations from their senior community center.

Along with a quality printed newsletter, Community Publications has new resources available to help you reach today's seniors *and* the next generation. With 40 years of experience behind us, we can help take your communications into the future.

Connecting your Community has never been easier!

Visit our booth at the MCOA conference to discover how.



Community Publications
Connecting Your Community™
A Division of LPi

Visit our booth in the exhibit hall for additional information,
or contact Ollie Marcantonio at (800) 732-8070 ext. 3403 or
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As always, the releases are free and will be installed automatically

RRA RETIRED RESIDENTS ASSOCIATION

Connecting Retirees to Activities and Information

The Retired Residents Association is proud to be a sponsor of the MCOA annual conference and welcomes you!

The Retired Residents Association is a newly formed (2010) New England technology group, focused on the needs of COA's and Senior Centers.

We currently offer solutions for:

- Newsletters
- Calendars,
- Event reservations,
- Sponsorship fund-raising and
- Local resource directories.

Our software is interactive. **Click** on a calendar event for more information or **Click** on a newsletter event to make a reservation. Include online articles about retirement issues from local experts obtained by the Retired Residents Association.

Create a local directory of resources within your community that your clients can access 24x7. The Retired Residents Association will even help you get started with contact information for up to 100 companies serving retirees within your zip code, sorted by type of resource.

Participate in our Beta Feedback Program and receive a **50% discount*** on a year's subscription. Subscriptions start as low as \$19.95/mo. and can often be offset by sponsorships. We are creating this software for you, so we need your feedback.

Come Visit our Booth, We'd like to introduce ourselves.

- Enter a drawing to win a **Canon PowerShot Digital Elf Camera** with 8GB of memory. (Drawing on Thursday).
- Drop off your card to participate in our Customer Feedback Program. Tell us what you think and how we can better serve your needs.

Visit us at www.RetiredResidents.com or email Peter at PeterF@RetiredResidents.com.

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and a representative will return your call the next business day.

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Tufts Health Plan Medicare Preferred is a Medicare Advantage Organization
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Your Link to Senior Care Resources Just Got Better.

Mass Senior Care is pleased to announce recent enhancements to our website, including improved long term care facility search capabilities.



MASSACHUSETTS
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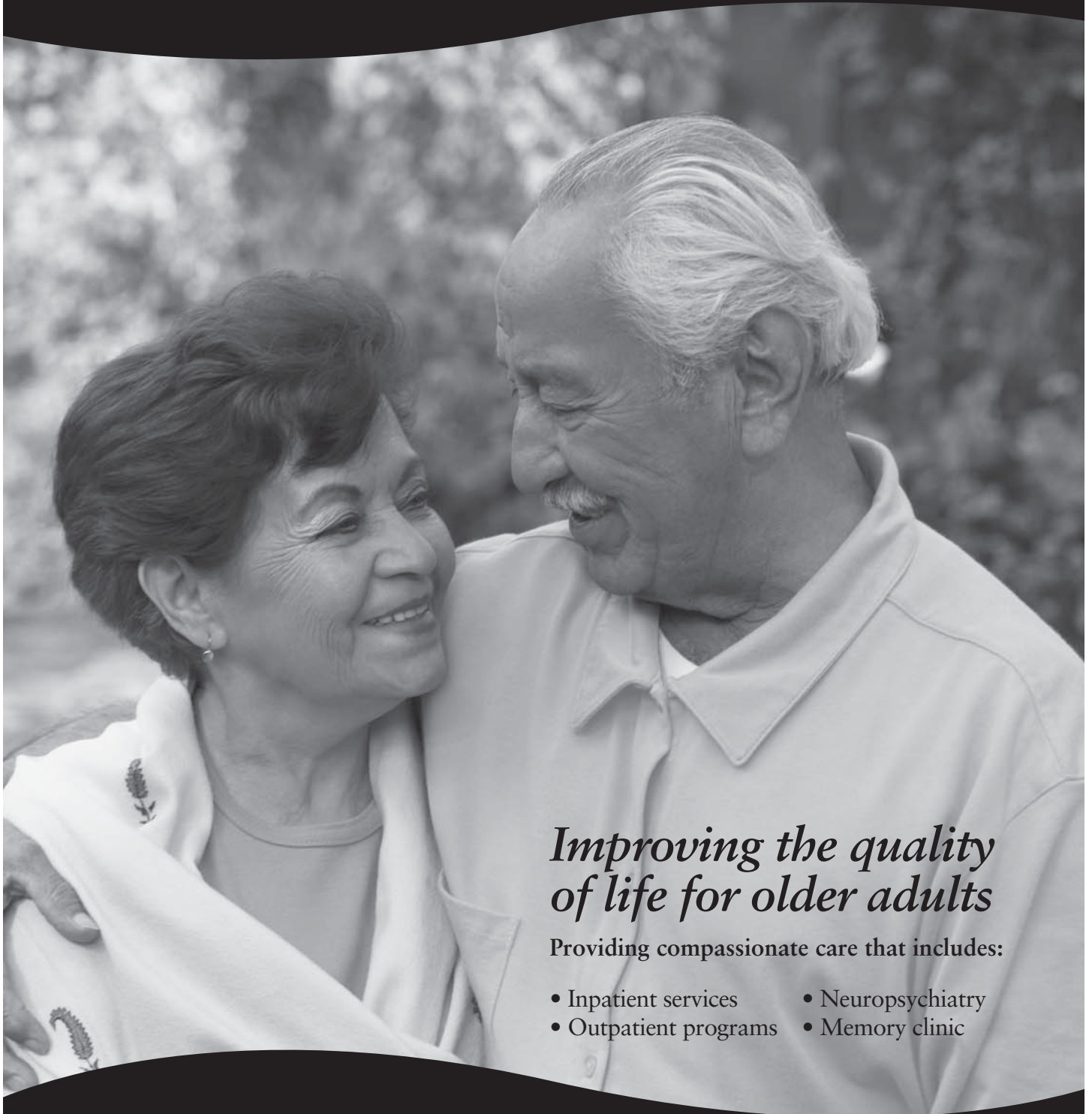
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- Transportation for medical appointments.

To learn more about SWH, call 1-888-566-3526 (TTY 1-888-749-6455) or visit www.seniorwholehealth.com to see if we're right for you.

Here's what people are saying about us:

"I am treated as an individual, I am not a number. People at Senior Whole Health know me by name."

– Regina, Member

"I am thankful everyday that Senior Whole Health is there to care for me."

– Barbara, Member

"Thank you for referring me to the community services I needed and I didn't know I qualified for."

– Leo, Member



1-888-566-3526 (Toll-free)
1-888-749-6455 (TTY)
www.seniorwholehealth.com

Senior Whole Health is available to individuals age 65 or older, on MassHealth Standard and live in Bristol, Essex, Middlesex, Norfolk, Plymouth, Suffolk or Worcester County.

The benefit information provided herein is a brief summary, but not a comprehensive description of available benefits. Additional information about benefits is available to assist you in making a decision about your coverage. This is an advertisement; for more information contact the plan. Senior Whole Health HMO is a voluntary health plan with Medicare and MassHealth contracts. H2224_2009_066 3/12/09

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Come to see us for more information.



Educational Program R.E.A.C.H.

Miracle-Ear has presented this educational program at over 235 Senior Centers and Retirement Communities throughout Massachusetts. The Program has been very well received by Seniors and Directors alike; the fact is many Senior Directors have made the REACH Program and Hearing Screenings a part of their regularly scheduled health and wellness programs.

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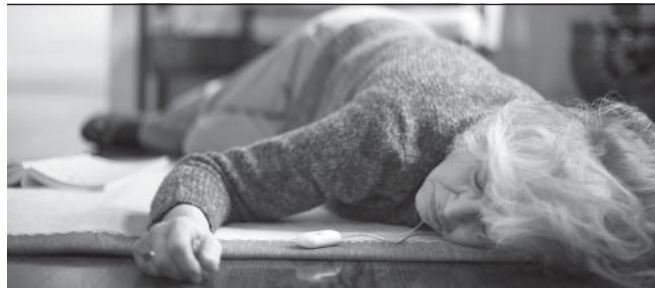


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*AutoAlert option is locally available at participating Lifeline programs. AutoAlert does not detect 100% of falls. If able, users should always push their button when they need help.

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