



# Senior Centers 2016

## NISC National Senior Center Conference

In partnership with  
**The Philadelphia Corporation  
for Aging**  
Philadelphia, PA



National Institute  
of Senior Centers

September 26-28, 2016

**ncoa**  
National Institute of  
Senior Centers

## INTRODUCTION

**Senior Centers 2016** is being held at Philadelphia Corporation for Aging (PCA) in conjunction with their annual Regional Conference on Aging. Our sincere thanks are extended to the staff of PCA, the Pennsylvania Department of Aging and the Pennsylvania Association of Senior Centers Association (PASC). This conference would not be possible without their support, vision and passion to work together to improve the senior center field.

The September 26 and 27 programming has been selected by the NISC Conference Committee and is focused on Senior Center topics. September 28 will be a conference crossover day, with programming designed by PCA staff and topics of interest to both senior center attendees and aging network participants who typically attend the regional conference. Programming related to clinical and social aspects of aging will make up the remainder of the Regional Conference - September 29th & 30th. This programming is also available to Senior Center 2016 attendees.

The registration sites for Senior Centers 2016 and the Regional Conference on Aging are separate, because of the different formatting and length of the educational sessions.

**The Registration Site for Senior Centers 2016 is:**

<https://www.regonline.com/NISC2016>

**The Registration Site for the Regional Conference on Aging is:**

<https://www.regonline.com/2016regionalconferenceonaging>

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PCA has arranged for **free parking** for attendees from other agencies and counties. Parking will be in the enclosed lot behind the Laborers Union Building on 1310 Wallace Street. The lot is between N. Watts Street and Ridge Avenue. Entrances on both streets should be open by 8:00 AM. Spaces are limited and available on a first-come basis. Please bring your Conference registration to show to the attendant, should one be on duty when you arrive.

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**The deadline for discounted room rates is Sept. 12, 2016** based on availability. The **Hilton Penn's Landing** – has sold out. **Holiday Inn Express Penn's Landing (\$145)** Call 800-THE-BELL (800-843-2355) or go to [www.hiepennslanding.com](http://www.hiepennslanding.com) for reservations and use code "NCA" or [Use the direct booking link](#).

**Exhibitors and free coffee** will be available in Conference Room R – Lobby Level, each morning (8-9 a.m.). Water and cookies will be available there from Noon – 1:30 PM. Please stop by, network and connect to additional resources at our sponsor and exhibitor tables.

**If you want to bring a lunch, or pick one up locally, there will be seating in the upper atrium** of the lobby for you to relax, eat and converse with colleagues before the afternoon sessions. Don't forget to visit our sponsor and exhibitor tables in Conference Room R.

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## Senior Centers 2016 Registration

- Senior Center specific programming is available September 26-28
- Preconference Intensive – Sunday, September 25.
- Deadline to register is September 16, 2016

## 5 Easy Steps to Registration

### 1. Find the programming you would like to attend. View both brochures:

- Monday & Tuesday: **Senior Center 2016 Brochure**
- Wednesday: **Regional Conference Brochure**
  - (Thursday and Friday programming is geared towards regional attendees but you can attend if you'd like.)
- Use the handy guide in the front of each brochure to make your selection. In addition to program descriptions, you'll also find needed information on deadlines, parking, and hotel accommodations.

### 2. Register for Monday and Tuesday programming.

- Select the \$80 per day price for each day attending
- Next, select your programming for the day.
- Monday, choose the plenary and three sessions, or a site visit
- Remember to select the Leo Laks Reception! (\$20)
- Tuesday, choose the plenary and four sessions, or a site visit

### 3. Register for Wednesday programming.

- Pick a morning and an afternoon session (\$40 each session)

### 4. Be sure to make your hotel reservation: Hilton Penn's Landing is **sold out**.

To reserve a room at our second conference room block at the **Holiday Inn Express Penn's Landing** (located a half mile away from the Hilton.)

- Call 800-THE-BELL (800-843-2355)
- Go to [www.hiepennslanding.com](http://www.hiepennslanding.com) for reservations and use code "NCA"
- [Use the direct booking link.](#)

### 5. If you would like to be an exhibitor, please apply [Here](#).

<b>SUNDAY, SEPTEMBER 25, 2016</b>			
<b>10:00</b>	<b>3:00</b>	<b>NISC Peer Reviewer Training</b>	<b>Site TBD</b>
<b>MONDAY, SEPTEMBER 26, 2016</b>			
<b>TIME</b>	<b>CODE</b>	<b>SESSION TITLE</b>	<b>PRESENTERS</b>
<b>9:00 – 10:45</b>	<b>PLEN.</b>	Senior Centers as Longevity Centers: A Vision for the Future	James Firman, EdD, NCOA
<b>11:00</b>	<b>3:00</b>	<b>SITE VISIT – Surrey Services for Seniors</b>	<b>Leaving From PCA</b>
<b>11:00 – Noon</b>	<b>MO01</b>	Using Senior Centers to Educate and Activate Older Adults to Reduce Falls	Marissa Whitehouse, NCOA, Chelsea Gilchrist, NCOA
	<b>MO02</b>	An Examination of Best Practices in Multi-Purpose Seniors Centres	Luanne Whitmarsh, CEO, Kerby Centre, Alberta
	<b>MO03</b>	From the Ground Up - Building an Early Memory Loss Program	Carla Grygiel, Newark Senior Center , Kat Foizen, Newark, Anita O'Connor, Kennett Area Senior Center
	<b>MO04</b>	“SEXcessful Aging – A Philadelphia Model	Terri Clark, Action Wellness, PA
	<b>MO05</b>	Food Insecurity among Seniors: Practical Steps You Can Take to Help	Joe Njoroge, Food Bank of NJ, Melanie Cataldi, Philabundance
<b>1:30 – 2:45</b>	<b>MO06</b>	Creating LGBT Welcoming Senior Centers	Sadiya Abjani, SAGE
	<b>MO07</b>	Engaging the Next Generation of Leaders in the Future of Your Senior Center	Courtney White Drellich; CIP, Katie Young, PCA; Kate Clark, PCA
	<b>MO08</b>	Developing and Sustaining an Outsourced Transit Program for Senior Centers	Marcus Rockwell, Tarrant County, TX
	<b>MO09</b>	Later Life Financial Security – Help your Center participants to achieve it!	Brandy Bauer, NCOA; Hector Ortiz, CFPB; Megan McCoy, CIP, Ben Belton, SSA
	<b>MO10</b>	Marketing is Everything!	Pat Bohse, Bohse & Assoc. Middletown, NJ
<b>3:00 – 4:15</b>	<b>MO11</b>	How Non-Profits Can More Effectively Interact with Business	Rick Zeck, Pitt County COA, NC
	<b>MO12</b>	Aging Mastery Program	Emily Dessem, NCOA, Megan McCoy, CIP; Alexis Mancuso, AgeWell at JCC; Melissa Weigle, Mohler Center
	<b>MO13</b>	Pharmacists and Senior Centers Collaborating to Improve Older Adults' Knowledge and Beliefs about Vaccination: What Makes A Successful Partnership?	Laura Pizza, PharmD; Jason Schafer, Jefferson College of Pharmacy, Lynn Fields Harris, CIP
	<b>MO14</b>	Promoting Emotional Health Using a New Senior Center Toolkit	Alix McNeill, National Coalition on Mental Health & Aging, MD; Rosalyn Blogier, SAMHSA; Renee Cunningham, Center in the Park; Kimberly Williams, Mental Health Assoc. NY, NY
	<b>MO15</b>	Shades of Gray: Redefining Aging through your senior center	Laura Kopp, CASI, Iowa; Stephanie Moore, Oceana County COA, MI
<b>6:00 –</b>	<b>8:00</b>	<b>LEO LAKS RECEPTION</b>	<b>HILTON PENN'S LANDING</b>

		<b>TUESDAY, SEPTEMBER 27, 2016</b>	
<b>8:00</b>	<b>1:30</b>	<b>SITE VISIT – Newark Senior Center</b>	<b>PICK UP at Hilton Penn’s Landing</b>
<b>9:00 – 10:30</b>	<b>PLEN</b>	Your Voice Matters: How Senior Centers Can Change Local, State and National Policy	Senator Art Haywood; Holly Lange, PCA; Lynn Fields Harris, CIP; Bob Madonna, Surrey; Kathy Cubit, CARIE; Marci Phillips, NCOA
<b>10:45 – Noon</b>	<b>TU01</b>	Creating Welcoming Environments for LGBT Elders Through Community Collaboration	Megan McCoy, CIP; David Griffith, Heshie Zinman, LGBT Elder Initiative
	<b>TU02</b>	Learnings, Best Practices, and Innovative Approaches to Expand and Sustain CDSME Programs	Cora Plass & Kathleen Zuke, NCOA; Catherine Offutt & Jorja Armijo-Brasher, Albuquerque Dept. of Senior Affairs, NM
	<b>TU03</b>	Evaluating the Impact of Senior Center Participation on the Health of Participants	Manoj Pardasani, Ph.D. Fordham University
	<b>TU04</b>	Unleash the Power of Self Directed Volunteer Teams	Christine Beatty, Madison, WI; Dr. Edmina Bradshaw, Volunteer Network, Alexandria, V
	<b>TU05</b>	Techniques for Sustainability	Beverly Ferry, Living Well in Wabash County, IN; Laura Kopp, CASI, Iowa; Robert Madonna, Surrey Services, PA; Sue Getman, DE
<b>1:30 – 2:45</b>	<b>TU06</b>	Community Connections - Three Excellence in Programming Award Winners	Donna DeFronzo, Northeast Focal Point, FL; Lydia Gadd, City of Westlake, Ohio; Peter Thompson, Senior Center, Inc. VA
	<b>TU07</b>	Bring New Life to Your State Senior Center Alliance	Thessia Everhart-Roberts, NC Senior Center Alliance, Calvin Vaughn, Roy Culler Senior Ctr.
	<b>TU08</b>	Effective Strategies and Resources to Fill Your (CDSME) Workshops	Cora Plass & Kathleen Zuke, NCOA
	<b>TU09</b>	Senior Center Nursing Program: Ask the Nurse	Mariann Wilusz & Shirley Weaver, Catholic Health Care Services
	<b>TU10</b>	Strategic Planning - Pathway to your Future	K. Jean Williams, Expand Your Horizons, DE; Rene Cohen, Aging Positively, PA
<b>3:00 – 4:15</b>	<b>TU11</b>	Your Senior Center Advisory Board: Friend or Foe?	Jill Hall, Baltimore County Dept. of Aging, MD
	<b>TU12</b>	Building Community Partners	Karen Becker, Catholic Health Care Services; Karen Rouse; Ernestine Patterson
	<b>TU13</b>	No, You Can't Chop on an iPad!: Tips and Tools to Bring Tablet Training into Your Center.	Tobey Gordon Dichter, Generations on Line; Rennie Cohen, Aging Positively, PA; Katie Burke, Sip & Swipe Cafes, PA
	<b>TU14</b>	United Senior Services - A Revitalization Story	Architect Alan Hohifeider; Mareen Fagans, United Senior Services, Ohio; Doug Gallow & Ellen Gallow, Lifespan Design Studio, Ohio
	<b>TU15</b>	Partnerships and Self-Directed Teams Making a Difference: Community Gardens and Respecting Choices	Bonnie Worth, Bristol Township, PA; Carolyn Newsom, Newsom Law and Strategy Implementation Solutions, PA
<b>4:30 – 5:30</b>	<b>TU16</b>	Friendships Forever - a Virtual Program for Isolated, Older Adults.	Malia Fox, City of Winona, MN
	<b>TU17</b>	Passport to Health & Wellness: How to Encourage Participation in Physical and Mental Health Programs	Anahita Feltz & Diane Amabile - Old Bridge Senior Center, NJ
	<b>TU18</b>	Live Healthy with JASA: A Multi-faceted Health Promotion Program for Older Adults	Elaine Rockoff, Arielle Basch, JASA New York, NY
	<b>TU19</b>	The Importance of Intergenerational Play	Emily Thomas, University of Delaware, DE
	<b>TU20</b>	The Value of National Center Accreditation	Maureen O'Leary, NCOA, Arlington, VA

## **Senior Center 2016 Opening Ceremony Conference Welcome**

**Philadelphia Corporation for Aging  
642 North Broad Street  
Philadelphia, PA**

**Monday, September 26, 2016  
9 a.m. ET**

**Opening remarks:**

Lynn Fields Harris, NISC Chair; Center in the Park, Executive Director

**NISC Welcome:**

Holly Lange, President & CEO Philadelphia Corporation for Aging

**Greetings from the City:**

Lydia Hernández Vélez, Deputy Managing Director for Aging,  
City of Philadelphia

**Welcome:**

Teresa Osborne, Secretary of the Pennsylvania Department of Aging

**Introduction of James Firman:**

Lynn Fields Harris

**Key Note Address:**

James Firman, NCOA President and CEO

***Senior Centers as Longevity Centers: A Vision for the Future***

**Closing Remarks:**

NCOA Staff, Maureen O'Leary, NISC Program Manager

## Keynote Plenary

### *Senior Centers as Longevity Centers: A Vision for the Future*

James Firman, EdD

Firman will discuss ten strategies for transforming senior centers and other community-based organizations as well his vision for how senior centers can re-brand themselves, make themselves more relevant to a broader segment of the baby boomer and older adult population and attract new revenues.

#### Biography

For more than 30 years, James Firman, EdD, has been a leading force for innovation in services, programs, and public policies for older persons.

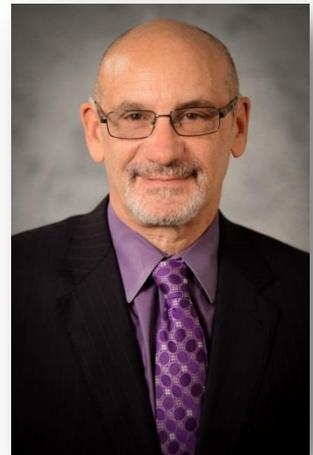
Under his leadership, NCOA has developed many nationally acclaimed programs to improve the health, independence, and economic security of older adults. NCOA has also developed core competencies in collaborative leadership, fostering and scaling evidence-based innovations, and advocacy.

Prior to joining NCOA as president and CEO in January 1995, Firman was, for 10 years, founder and CEO of the United Seniors Health Cooperative (USHC), a nonprofit consumer organization. At USHC, he directed the development of the early versions of **BenefitsCheckUp®**, now one of NCOA's core bodies of work.

From 1981 to 1984, Firman served as a senior program officer at The Robert Wood Johnson Foundation, where he helped develop initiatives in aging and health care finance, as well as the Interfaith Volunteer Caregivers program.

Firman has served in several national leadership roles, including Chair of the Leadership Council of Aging Organizations (three times), Board Chair of the National Human Services Assembly, and Chair of the Independent Sector's National Advisory Committee on Charting Social Impact.

In 2015, NextAvenue named Jim to their inaugural **Influencers in Aging** list. He was one of 50 thought leaders, innovators, writers, advocates, experts and others recognized for their work changing how we age and think about aging. Firman earned his MBA and his EdD from Columbia University.



## Preconference Intensive – NISC Peer Reviewer Training & Refresher

Sunday, September 25 10 a.m. until 3 p.m.

Lead staff from senior centers that have achieved NISC National Senior Center Accreditation have been invited to participate in this all day Peer Reviewer Training. Current reviewers are invited to this refresher course to maintain their credentials. The accreditation process, national standards, reporting, best practices and lessons learned will be covered. Attendees who have completed this training can then apply to become a NISC Peer Reviewer. Lunch will be included. Cost \$25.00

**Site Visits** NOTE: Limited space is available for site visits.

**Monday, September 26 from 11 a.m. until 3 p.m.**

**Surrey Services for Seniors, Devon, PA**



For over 35 years, Surrey Services for Seniors, has provided a wide range of Home and Community-Based Services and programming to keep older adults living with independence and dignity and remain active members of their community. With 4 senior community centers across 2 counties in the Philadelphia suburbs, Surrey recently constructed a state of the art Center for Healthy Living in Devon to showcase its commitment to innovative programming and sustainability. In addition to 3 of its senior community centers being NISC accredited, it has also received the PANO Standards for Excellence certification.

**Tuesday, September 27 from 8 a.m. to 1:30 p.m.**

**Newark Senior Center, Newark, DE**



The Newark Senior Center (NSC) enhances the lives of the 50+ community by providing resources and opportunities for growth in body, mind and spirit. It is a nationally accredited senior center found just over the Pennsylvania border in Delaware. The center offers an overwhelming amount of programming in the community and is a beautiful facility.

NSC is found in a park like setting with a great deal of available parking. The single story building which includes a small fitness center and swimming pool, a comfortable and welcoming reception area, Billiard Room, Activity Room, Exercise Room, Computer Center

three classrooms, small conference room, first class kitchen and pantry, lounge, library and the multi-purpose Evergreens Room which can be divided in three.

## Monday, September 26, 2016, 11 a.m. until noon

### MO01 - Using Senior Centers to Educate and Activate Older Adults to Reduce Falls

National Council on Aging (NCOA) National Falls Prevention Resource Center will provide an update on national and state efforts to prevent falls among older adults and adults with disabilities using evidence-based falls prevention (EBFP) programs. NCOA will provide highlights of its Falls Prevention Awareness Day activities, goals and strategies from its National Falls Prevention Action Plan, and action steps for senior center staff involvement.

This session will benefit new and experienced staff members that are currently implementing falls prevention strategies, as well as senior centers that are interested in becoming more involved with these innovating approaches. Data and useful resources will be presented. In addition, one senior center that has embraced EBFP programs will be highlighted.

#### **Learning Objectives:**

- Understand the role of NCOA's National Falls Prevention Resource Center in national, state, and local falls prevention initiatives and identify lessons learned and ways that professionals, older adults, caregivers, and advocates can utilize the Center's resources.
- Identify strategies for Senior Center staff to help implement Evidence Based Falls Prevention Programs in order to meet their common goals.

#### **Presenters:**

**Marissa Whitehouse:** In her role as NCOA's Senior Program Specialist, Marissa Whitehouse provides technical assistance to falls grantees, assists with new resource development, and works to expand and improve partnerships and falls prevention policy. She is also a Matter of Balance coach.  
marissa.whitehouse@ncoa.org

**Chelsea Gilchrist,** Program Associate, National Falls Prevention Resource Center, National Council on Aging, Arlington VA. Ms. Gilchrist received a Master of Gerontological Studies from Miami University of Ohio, Scripps Gerontology Center, as well as a Bachelor of Science in Psychology with a Business Leadership minor from Virginia Tech. chelsea.gilchrist@ncoa.org

### MO02 - An Examination of Best Practices in Multi-Purpose Seniors Centres

This presentation will be a summary of the 14 months we traveled North America researching various Senior Centres; taking into account their physical structure, funding models and sources, programming and learning their plans for the future.

#### **Learning Objectives**

Attendees will:

- Be able to learn the variety of models of service and how they provide various options
- Be able to learn the programming variety and how to apply them to their own Centres
- Learn pros and cons of moving locations and the many rationales we learned.

**Presenter:**

**Luanne Whitmarsh** has been the CEO of Kerby Centre in Calgary, Alberta, for the past eight years. She is a Registered Social Worker and a Certified Professional Consultant on Aging. [luanne@kerbycentre.com](mailto:luanne@kerbycentre.com)

**MO03 - From the Ground Up - Building an Early Memory Loss Program**

Although relatively new in some areas of the country, Early Memory Loss programs are in great demand. This workshop will outline the steps taken to build the program on a very gradual basis. Topics will include: Development & Marketing, Staffing - the role of volunteers, Curriculum, Clients, Caregivers and Partnerships

**Learning Objectives:**

- Increase awareness of the need for Early Memory Loss programming.
- Present a strategy to develop a senior center based program.

**Presenters:**

**Carla Grygiel**, Executive Director of the Newark Senior Center in Newark, Delaware. Carla initiated the development of only the second Early Memory Loss program in the State.  
[grygiel@newarkseniorcenter.com](mailto:grygiel@newarkseniorcenter.com)

**Kat Foizen**, Early Memory Loss Program Coordinator, Newark Senior Center, Newark, DE

**Anita O'Connor**, Executive Director, Kennett Area Senior Center, Kennett Square, PA. O'Connor is currently working with a team that includes Pennsylvania Department of Aging staff, representatives of Adult Day Services, P4A (Pennsylvania Association of Areas on Aging), Leading Age and others to develop statewide policies and guidelines that allow senior centers to offer early memory loss programs in their centers. [aconnor@kennettcenter.org](mailto:aconnor@kennettcenter.org)

**MO04 – SEXcessful Aging – A Philadelphia Model**

Philadelphia Corporation for Aging's (PCA) 2014 Aging and National Prevention Strategy includes mention of sexual health as a priority area. In September, 2014, Action Wellness was awarded a community outreach grant from PCA to develop and evaluate a series of sexual health and intimacy workshops for seniors and staff at select senior centers. The goals of the project were to (1) validate older adults' need for information and resources on sexuality and aging, including sexual health and HIV prevention, and (2) to increase the comfort and knowledge of senior center staff when addressing issues of intimacy, aging and sexual health with center members.

This interactive workshop will debunk the myths about sexuality and aging and empower participants to see sexuality as an important and contributing factor to successful aging. Facilitator will share successes and challenges of implementing intimacy and aging programming, along with identifying best practices that can be used to replicate the model.

**Learning Objectives:**

By participating in this workshop, participants will:

- Understand the need for addressing sexuality and sexual health as part of a successful aging model
- Debunk myths about intimacy, aging and sexual health
- Learn the success and challenges of implementing intimacy and aging programming
- Identify best practices to replicate such programming

**Presenter:**

**Terri Clark** has been doing work in health education, training, and facilitation for nearly 25 years, and is currently the Coordinator of Prevention Services at ActionAIDS in Philadelphia, PA. Terri is a member of Widener University's Consortium on Sexuality and Aging, and an adjunct instructor at Arcadia University. She is a certified trainer with SAGE and serves on the American Society on Aging's Leadership Council of their LGBT Aging Issues Network (LAIN) constituent group. She is also an advisory board member of Philadelphia Corporation for Aging's PrimeTime Health Committee. Throughout her career in public health, she has been an advocate for gender equality and sexual health across the lifecycle. Terri's expertise is in the field of sexuality and sexual health. [tclark@actionaids.org](mailto:tclark@actionaids.org)

**MO05 - Food Insecurity among Seniors: Practical Steps You Can Take to Help**

For some seniors, having enough food is not always possible. Especially true of seniors on a fixed income, they often must choose between medicine and food or utilities and food. These are tough choices for any senior to make. The Food Bank of South Jersey and Philabundance have a variety of programs that help address the needs of seniors who may struggle with this issue. From simple food provision to partnerships with local hospitals, hunger relief organizations can make a difference in seniors lives, and many times, the help starts when a senior center recognizes the need. We will present information to help you make a good assessment of the needs of your residents and consider a plan to provide help where it's needed most.

**Learning Objectives:**

- Analyze food insecurity among seniors to determine where the problem may be hidden versus areas where the need is apparent.
- Outline a variety of programs hosted by many food banks (and some not so prevalent) that begin to address food insecurity among seniors.
- Discuss practical steps that can be taken to form alliances to address food insecurity needs among seniors.

**Presenters:**

**Joe Njoroge** has been the Chief Operating Officer, Food Bank of South Jersey, Pennsauken, for more than eight years, and he has been working to address senior hunger through a variety of programs. [jnjoroge@foodbanksj.org](mailto:jnjoroge@foodbanksj.org)

**Melanie Cataldi** is COO of Philabundance, a hunger relief organization serving the Philadelphia region with food and other services to seniors. [mcataldi@philabundance.org](mailto:mcataldi@philabundance.org)

## Monday, September 26, 1:30 to 2:45 p.m.

### MO06 - Creating LGBT Welcoming Senior Centers

Today, in the United States alone, there are around 3 million older adults that openly identify as lesbian, gay, bisexual and transgender (LGBT). Over the coming years, communities large and small will see more and more older adults openly identifying as lesbian, gay, bisexual and transgender (LGBT). Many LGBT older adults do not access social and support services at senior centers because they fear they will not be welcomed. Others do attend centers but hide their identity. What can your center do to let LGBT older adults know that they are welcomed and valued members?

This presentation will provide tools to help organizations create welcoming senior centers inclusive of LGBT older adults, including suggested policies, programming, and ways to explain LGBT-inclusion to your centers members.

#### **Learning Objectives:**

- Gain understanding of unique history, needs, and challenges for LGBT older adults. Learn ways to address LGBT bias expressed by clients and staff.
- Identify ways to create LGBT welcoming programs in senior centers.

#### **Presenter:**

**Sadiya Abjani**, is the Training Specialist at Services and Advocacy for GLBT Elders (SAGE), NY, NY, as well as a queer Muslim activist. She has done extensive work within the elder community, including developing and executing a large project surveying the South Asian elder community to isolate signs of depression. [sabjani@sageusa.org](mailto:sabjani@sageusa.org)

### MO07 - Engaging the Next Generation of Leaders in the Future of Your Senior Center

This workshop will discuss the importance of senior centers engaging the future generation of leaders in their communities. The session will highlight one low-cost, successful model, GenPhilly, which aims to elevate the importance of working with older adults through professional development and networking opportunities. GenPhilly, a program of Philadelphia Corporation for Aging, began in 2009. Today it is a network of 500+ emerging leaders who are thinking about the type of city that they themselves want to age in while helping the current population of seniors.

Genphilly's members come from a variety of fields such as urban planning, social work, the arts, technology, public health and more. Event topics that break stereotypes about working with older adults and attract nontraditional partners to collaborate include: pets, accessible parks, community gardens, a hackathon, careers in aging, women and notions of sexuality and self image as we age and more.

#### **Learning Objectives:**

- Learn ways to engage the workforce in both aging and non-aging disciplines
- Learn the basics of replicating GenPhilly's successful models to engage emerging leaders in aging
- Learn strategies to build innovative partnerships and connections with new agencies

**Presenters:**

**Courtney White Drellich** is the Director of Social Services at Center in the Park; a nationally accredited Senior Community Center in Philadelphia. Courtney is a founding member of GenPhilly and is committed to helping young professionals understand the benefits and rewards of working with older adults. [cwhite@centerinthepark.org](mailto:cwhite@centerinthepark.org)

**Katie Young**, Planner, Philadelphia Corporation for Aging, Philadelphia, PA. [kyoung@centerinthepark.org](mailto:kyoung@centerinthepark.org)

**Kate Clark**, Planner for Policy & Program Development, Philadelphia Corporation for Aging, Philadelphia, PA. Since joining PCA in 2008, she has developed two nationally award-winning programs, [Age-friendly Philadelphia](#) and [GenPhilly](#).

### **[MO08 - Developing and Sustaining an Outsourced Transit Program for Senior Centers](#)**

Senior Citizen Services will share lessons learned to establish a successful outsourced transit program. All seniors will lose their car keys; many are still driving at risk to themselves and others. Transit options are critical to keep seniors connected to senior centers and to community. All those who serve seniors know that seniors face the challenge of staying connected to community after losing their car keys. With board approval, Senior Citizen Services has implemented a successful transit program at eleven senior centers and collaborates with private and public transit providers.

Key documents will be shared such as the MOU with various transit providers, intake forms for riders, and data on the mobility needs of culturally and ethnically diverse older adults funded by the National Center on Senior Transportation. The issues of safety and liability will be addressed, including amounts of liability insurance and conflicts of interest policy for Transit Providers.

Also, the issue of annually sustaining the \$240K transit program with multiple funding streams (Area Agency on Aging, city CDBG, County, etc.) will be addressed, including adjusting priorities to deal with increasing demand. Other models of Senior Transit could be discussed as well, such as car pooling, volunteer drivers' program, senior center vans, city park and rec vans, as well as transit authority buses and para-transit services.

**Learning Objectives:**

- Learn innovative transit options that work to keep seniors connected to senior centers and to community.
- Learn barriers facing minority and other seniors who outlive their ability to drive themselves as well as challenges organizations face in developing and managing a transit program.
- Develop a transit option for your local community that utilizes private and public partnerships to meet the mobility needs of seniors.

**Presenter:**

**Marcus Rockwell** has over 25 years' experience managing programs and over 10 years managing transportation at multiple senior centers. He has been Director of Red Cross Wheels transit program with a fleet of 29 vehicles and at Senior Citizen Services has developed an outsourced transit program for seniors. Marcus has expanded mobility options for seniors by developing contracts with local transit providers as well as annually secured \$240K in funding for senior transit. [mrockwell@scstc.org](mailto:mrockwell@scstc.org)

## MO09 - Later Life Financial Security – Help your Center Participants to Achieve It!

More than 60% of older households carry some form of debt, and the amount of money seniors owe has more than doubled in the past decade. What tools can your Senior Center use to help participants guarantee their financial security as they age?

Join the Consumer Financial Protection Bureau, National Council on Aging, the Social Security Administration, and Center in the Park to learn about financial decision-making tools, programs, and resources that can help seniors in your center learn more about when to take Social Security, how to boost their financial literacy and ways to maximize savings. Also discover lessons learned from what older adults have found most valuable about participating in financial education workshops.

### **Learning Objectives:**

- Discover financial decision-making tools that can help participants decide when to claim Social Security, learn how to choose a financial advisor, seek advice on tapping their home equity, and screen and apply for public and private benefits that pay for health care, food, prescriptions, utilities and more.
- Learn about financial education modules and toolkits that your Center can use to keep participants safe from scams and fraud, help them prepare for advance planning, and assist loved ones in managing someone else's money.
- Hear about examples of successful programs one Senior Center has implemented to help participants boost financial literacy and tap into these resources, and what older adults themselves have found most valuable about participating in financial education workshops.

### **Presenters:**

**Brandy Bauer** is Communications Manager for Economic Security at the National Council on Aging (NCOA). At NCOA, she educates both aging network professionals and consumers about Medicare, and opportunities to improve seniors' economic outlook, including through public benefits, community service employment, financial education, and using their home equity wisely. [brandy.bauer@ncoa.org](mailto:brandy.bauer@ncoa.org)

**Ben F. Belton** serves in the Administration of President Barack Obama as a Senior Advisor to the Acting Commissioner of the Social Security Administration. He oversees the development and implementation of the agency's outreach and public engagement efforts for older Americans and the national aging network. [ben.belton@ssa.gov](mailto:ben.belton@ssa.gov)

**Hector Ortiz** is Policy Analyst, Office of Older Americans, Consumer Financial Protection Bureau.

**Megan C. McCoy** is Director of Grant Research and Development at Center in the Park (CIP), a nationally accredited senior community center located in Northwest Philadelphia, PA. Megan has implemented numerous programs at Center in the Park related to helping older adults be financially savvy, including housing counseling and an annual financial literacy event, Balancing Dollars and \$en\$e. [mmccoy@centerinthepark.org](mailto:mmccoy@centerinthepark.org)

## MO10 - Marketing is Everything!

In today's world, everything that you do is marketing - from answering the telephone, to signage, to written materials, to saying "thank you." Resources will be provided.

**Learning Objectives:**

At the end of the workshop, participants will:

- Understand the elements of a marketing plan
- Have a template to create a marketing plan for their organization
- Know the 6 P's that are elements of every marketing plans: Place, Products, People, Price, Production and Promotions
- Have a variety of marketing tools to help implement plan

**Presenter:**

**Pat Bohse** is the President of Bohse & Associates, Inc., a nonprofit management and training consulting firm based in New Jersey. Her dedication to "Helping Organizations Change Their Worlds" is exemplified by her ongoing work with not-for-profit and government organizations. This experience includes providing consulting and training services related to board development, team building, fundraising, grant writing, marketing, and volunteerism. pbohse@bohse.com

## Monday, September 26, 3:00 to 4:15 p.m.

### MO11 - How Non-Profits Can More Effectively Interact with Business

As many non-profits experience a reduction in funding or are just struggling to maintain current budgets, there is a resource that is being underutilized and in some cases untapped....business. The workshop will provide a platform to discuss and share ways non-profits can not only partner but collaborate with businesses in the community to raise funds.

**Learning Objectives:**

- Learn the difference between a non-profit and a for profit business?
- Effectively communicate and talk "business" with businesses.
- Learn ways to partner and collaborate with businesses.

**Presenter:**

**Rich Zeck** had worked in the for profit field for over 25 years, entrepreneur owning several businesses and for the last 10 years worked in the non-profit field. He is an adjunct professor at Cornerstone for the last 10 years teaching 13 different business topics. He has lectured and spoken to a wide variety of people across the country on many topics. rzeck@pittcoa.com

### MO12 - "AMPing" Up Pennsylvania – Outcomes, Best Practices, and Next Steps for the Aging Mastery Program®

The Aging Mastery Program® (AMP) is an engagement and incentive program designed to support older adults' actions to improve their health, finances, and well-being. In partnership with the Columbia Aging Center, the Nation Council on Aging is evaluating AMP's impact on participants, and the initial results are very promising. Beyond sharing outcome data, this session will also highlight best practices around program implementation from Pennsylvania early adopters in the program and next steps for this innovative intervention. Participants will learn about the Aging Mastery Program from those

implementing it and the program creators. Lessons learned from both the national and local perspective will be shared.

**Learning Objectives:**

- After attending this session, participants will be able to describe the basic components of the Aging Mastery Program® (AMP) and its implications for engagement of older adults in behavior change.
- After attending this session, participants will be able to identify opportunities for engaging with AMP, best practices for program implementation, and mechanisms for delivering AMP in their community.

**Presenters:**

**Emily Dessem** leads the training, technical assistance, and partnership activities for the Aging Mastery Program®. She has 10+ years of experience working in multi-community, rapid-cycle innovation programs for older adults. [emily.dessem@ncoa.org](mailto:emily.dessem@ncoa.org)

**Megan C. McCoy**, Director of Grant Research and Development at Center in the Park, a nationally accredited senior community center located in Northwest Philadelphia, PA. Megan has implemented numerous programs at Center in the Park related to helping older adults be financially savvy, including housing counseling and an annual financial literacy event, Balancing Dollars and \$en\$e.

**Sybil Lieberman**, Director, Jewish Community Center-AgeWell at the JCC, Pittsburgh, PA

**Alexis Mancuso**, Assist. Exec. Director, Jewish Community Center-AgeWell at the JCC, Pittsburgh, PA

**Melissa Weigle**, Executive Director, Mohler Center, Hershey, PA

**MO13 - Pharmacists and Senior Centers Collaborating to Improve Older Adults' Knowledge and Beliefs about Vaccination: What Makes A Successful Partnership?**

**OBJECTIVE:** To report the effectiveness, costs, and lessons learned from the Pharmacist's Pneumonia Prevention Project (PPPP), a successful education and vaccination program delivered to older minorities in the Senior Center setting.

**METHODS:** Participants were recruited from Philadelphia senior centers and churches with a predominantly black population. Knowledge and beliefs were assessed with a 22-item questionnaire encompassing: susceptibility to infection, symptoms of disease, severity of illness, and vaccination efficacy, safety, and eligibility.

**RESULTS:** 203 participated (75% female, 80% black, and mean age 74). At post-test, a 47% increase in total knowledge score was achieved; at 3 months, this score had increased by 54% above baseline. The total cost of PPPP was \$119 per participant.

**CONCLUSION:** PPPP was highly successful at improving knowledge of pneumococcal disease and vaccination in an older minority population using a novel senior center model. Though costly, we identified and will share approaches for PPPP's efficiency. The panel will also discuss lessons learned pertaining to mission alignment, building trust, managing expectations and engaging leadership.

**Learning Objectives:**

- To discuss the Pharmacist's Pneumonia Prevention Project (PPPP) model of care in terms of educational approaches, outcome measures, and results
- To identify strategies to reduced PPPP's costs without compromising its effectiveness and to share lessons learned regarding building a successful senior center-university partnership to deliver vaccination programs

**Presenters:**

**Lynn Fields-Harris**, Executive Director, Center in the Park, a nationally accredited senior community center located in Northwest Philadelphia, PA. Lynn is the NISC Executive Committee Chair and an NCOA Board Member. Harris has extensive experience in government and community relations, intergovernmental affairs, as well as public relations and marketing communications in public, private and non-profit sectors.

**Laura Pizzi**, PharmD, MPH, Professor, Jefferson College of Pharmacy, Philadelphia, PA

**Jason Schafer**, PharmD, MPH, Associate Professor, Jefferson College of Pharmacy, Phila. PA

**MO14 - Promoting Emotional Health Using a New Senior Center Toolkit**

“Promoting Emotional Health and Preventing Suicides: A Toolkit for Senior Centers” will be presented and discussed. The National Institute of Senior Centers collaborated with the Substance Abuse and Mental Health Services Administration (SAMHSA) in the developing this resource. The toolkit offers strategies senior centers can use to integrate suicide prevention into activities that support the well-being of older adults. It describes activities that increase protective factors and explains how to recognize the warning signs of suicide.

This resource is valuable in educating participants and staff to help center members, family and friends. Senior Centers are invited to partner with members of the National Coalition on Mental Health & Aging to implement the toolkit, enhance health education and access mental health expertise. Presenters will offer experience with the toolkit and partnering to enhance older adult mental health. The free toolkit can be downloaded from this [samhsa.gov link](https://www.samhsa.gov).

**Learning Objectives:**

- Learn about and assess the value of using the new toolkit in your senior center : “Promoting Emotional Health and Preventing Suicides: A Toolkit for Senior Centers”.
- Identify new sources of partnerships to enhance mental health education and programming.

**Presenters:**

**Alix McNeill**, MPA, Executive Committee Member, National Coalition on Mental Health & Aging, Silver Spring, Maryland MPA. McNeill consults on older adult mental health programs and materials; she is past Chairperson of the National Coalition on Mental Health & Aging and currently serves on its Executive Committee. Ms. McNeill recently retired from the National Council on Aging where she led behavioral health initiatives and served as Vice President for Program Development. [alixe.mcneill.park@verizon.net](mailto:alixe.mcneill.park@verizon.net)

**Rosalyn Blogier**, LCSW-C, Public Health Advisor, Suicide Prevention Branch, SAMHSA, Rockville, Maryland. Rosalyn (Roz) Blogier is a Public Health Advisor with the Substance Abuse and Mental Health Services Administration, an agency under the U.S. Department of Health and Human Services. Ms. Blogier work as a Team Leader in the Suicide Prevention Branch. She served as contract officer for the development of several suicide prevention toolkits including: *Promoting Emotional Health and Preventing Suicide: A Toolkit for Senior Living Communities*. [rosalyn.blogier@samhsa.hhs.gov](mailto:rosalyn.blogier@samhsa.hhs.gov)

**Renee Cunningham**, MSS, is the Associate Director of Center in the Park, a major senior center in Philadelphia. She develops and manages several programs including the Center's social services. She recently served as co-investigator on a National Institute of Mental Health funded research project, in collaboration with the Johns Hopkins University. She is also an Instructor in home care and nursing home administration with Penn State University. [rcunningham@Centerinthepark.org](mailto:rcunningham@Centerinthepark.org)

**Kimberly Williams**, LCSW, is a national leader in advocacy and programming for older adult mental health. She was instrumental in the establishment of New York state's geriatric mental health program funding evidence-based programs and services throughout the state. She chairs the National Coalition on Mental Health & Aging and in this position fosters partnerships among state and local coalitions, centers and services. She is a leader, innovator and advocate advancing older adult mental health throughout the country. [KWilliams@mhaofnyc.org](mailto:KWilliams@mhaofnyc.org)

## **MO15 - Shades of Gray: Redefining Aging through Your Senior Center**

Co-presenters from Iowa and Michigan will demonstrate the ways in which their respective senior centers have actively combatted ageism and the stereotypes associated with aging. The presentation will include discussion of the major stereotypes associated with aging and the strategies each center uses to smash these preconceived notions.

### **Learning Objectives:**

- Knowledge of the most common stereotypes associated with aging
- Identification of strategies useful in combatting these preconceived notions
- Implementation of these tactics at your senior center

### **Presenters:**

**Laura Kopp**, President/CEO, Center for Active Seniors, Inc. (CASI), Davenport Iowa. Ms. Kopp has close to 20 years experience working with vulnerable populations including adjudicated youth, individuals with disabilities and other barriers to independence and most recently older adults. Ms. Kopp has served as the President/CEO of CASI since 2013. [lkopp@casiseniors.org](mailto:lkopp@casiseniors.org)

**Stephanie Moore**, Associate Director, Oceana County Council on Aging, Hart, Michigan



***You are Invited to the  
Leo Laks Reception  
Monday, September 26  
6-8 p.m. at the  
Hilton Penn's Landing***

*Attend the premiere networking event for senior center professionals. Make new connections, meet with friends, and enjoy hors d'oeuvres and a cash bar.*

*Purchase a ticket on your online registration form.*



[Tuesday, September 27, 2016, 9:00 to 10:30 a.m.](#)

## **Your Voice Matters: How Senior Centers Can Change Local, State, and National Policy**

Senior centers and other community-based organizations have an important role to play to ensure that the voices of older adults are heard by policymakers. Hear from Pennsylvania Senator Art Haywood and leaders at Center in the Park, Philadelphia Corporation for Aging (PCA), Surrey Services for Seniors and Center for Advocacy for the Rights and Interests of the Elderly (CARIE) about their views on the importance of advocacy and the various approaches it can take.

Learn from Pennsylvania Senator Art Haywood why the perspectives of those directly serving seniors are important to his work as Democratic Chair of the Committee on Aging & Youth. Discover how local aging leaders sought to influence the state budget impasse and the Pennsylvania “2020 State Plan on Aging.” Find out from the National Council on Aging why your expertise is needed for national policymaking, and how you can partner with them on advocacy for aging services and benefits.

### **Presenters:**



**Senator Art Haywood** was elected to the Pennsylvania State Senate November 4, 2014. Throughout his career, Sen. Haywood has worked to expand independence and power in low-income neighborhoods throughout his career as Housing Attorney at Regional Housing Legal Services and Community Legal Services; Legal Counsel and Executive Vice President at Esperanza; partner in private practice representing community organizations in neighborhood revitalization; and board member at Tenant Union Representative Network and Cheltenham Achievers Network.

**Holly Lange** is President and Chief Executive Officer of Philadelphia Corporation for Aging (PCA). As the COO, Lange has overseen all operational aspects of the agency, including long-term care, senior community centers, housing services, community outreach and information and referral. She has extensive experience in planning, program development, contract management and human services administration.

**Lynn Fields Harris** is Executive Director of Center in the Park, a nationally accredited senior community center located in Northwest Philadelphia, PA. Lynn is the NISC Executive Committee Chair and an NCOA Board Member. Harris has extensive experience in government and community relations, intergovernmental affairs, as well as public relations and marketing communications.

**Bob Madonna**, President and CEO of Surrey Services for Seniors, a nonprofit that provides a wide range of Home and Community-Based Services and programming to keep older adults living with independence and dignity and remain active members of their community. With 4 senior community centers across 2 counties in the Philadelphia suburbs, Surrey recently constructed a state of the art Center for Healthy Living in Devon to showcase its commitment to innovative programming and sustainability. In addition

to 3 of its senior community centers being NISC accredited, it has also received the PANO Standards for Excellence certification. [bobmadonna@surreyservices.org](mailto:bobmadonna@surreyservices.org)

**Kathy Cubit** is Director of Advocacy Initiatives at Philadelphia-based Center for Advocacy for the Rights and Interests of the Elderly (CARIE). She is instrumental in developing CARIE's systemic advocacy positions, writes the CARIE Connection newsletter, and staffs the Dorothy S. Washburn Legislative Committee.

**Marci Phillips** is Director of Public Policy and Advocacy at the National Council on Aging. She has focused on policy and advocacy affecting vulnerable populations for over two decades, including seven years as a Congressional staffer, nine years with a 501(c)(4) advocacy organization for the nation's community action agencies, and over eight years with the National Council on Aging. Much of her work in the nonprofit sector has been empowering and enlisting community based organizations in advocacy for the populations they serve. [marci.phillips@ncoa.org](mailto:marci.phillips@ncoa.org)

## Tuesday, September 27, 10:45 to noon

### TU01 - Creating Welcoming Environments for LGBT Elders through Community Collaboration

As senior centers continue to redefine service provision to accommodate a multi-generational aging demographic, they must also be committed to creating welcoming spaces for LGBT older adults. This workshop will explore strategies for developing collaborations between senior centers and LGBT community organizations. Presenters will discuss the ways that these partnerships enhance cultural sensitivity and strengthen community connections to better serve the diverse needs of LGBT older adults.

#### **Learning Objectives:**

- Attendees will understand why demographic shifts demand that senior centers address issues of cultural competence and capacity to create welcoming environments for LGBT older adults.
- Attendees will learn steps for creating more welcoming spaces for LGBT older adults within the aging services system.
- Attendees will identify strategies for establishing collaborative relationships between senior centers and LGBT organizations.
- Attendees will gain an understanding of how these collaborative processes enhance the capacity of senior centers to serve LGBT older adults.

#### **Presenters:**

**Megan C. McCoy** is Director of Grant Research and Development at Center in the Park (CIP), Northwest Philadelphia, PA. McCoy has over 15 years of experience in the fields of aging, mental health, and housing, including several years of direct practice. McCoy is a volunteer with the LGBT Elder Initiative and serves as co-chair of the EI's Program Committee.

**David Griffith**, Director of Programs and Outreach, LGBT Elder Initiative, Philadelphia, PA. In his role David is responsible for planning, implementing, and evaluating educational programming for LGBTQ older adults. Through this position, he is also able to advocate for policies that address the unique

needs of LGBT older adults through meetings with state and local legislators and providing testimonies at state and local hearings related to older adults. [dgriffith@lgbtei.org](mailto:dgriffith@lgbtei.org)

**Heshie Zinman**, Chair, LGBT Elder Initiative, Philadelphia, PA. Mr. Zinman has a long history of activism on both the local and national level. He helped shape the city's response to the HIV/AIDS epidemic from the period of 1987-1998. He was a driving force behind the start-up of Action AIDS, AIDS Fund, SafeGuards Gay Men's Health Project and Delaware Valley Legacy Fund. He founded the AIDS Library of Philadelphia and went on to become the Executive Director of the AIDS Information Network. [hjinman@lgbtei.org](mailto:hjinman@lgbtei.org)

## **TU02 - Learnings, Best Practices, and Innovative Approaches to Expand and Sustain CDSME Programs**

For more than a decade, the Administration for Community Living, Administration on Aging has funded aging and public health agencies across the country to increase access to chronic disease self-management education (CDSME) programs and to embed them into the nation's health and long-term services and supports systems. This session will focus on key learnings, best practices, and innovative approaches from the 2012-2015 round of funding, in which 22 grantees expanded their network of partners, forged uncharted territory with the health care sector, and learned how to promote the value of their services to substantially grow and sustain CDSME programming.

Highlights include:

- Effective partnerships
- Centralized and coordinated referral and enrollment processes
- Opportunities leveraged through the Affordable Care Act to partner with the health care systems
- Strategies to reach adults with disabilities who are disproportionately affected by chronic diseases

### **Learning Objectives:**

- Participants will identify key learnings and best practices from the 2012-2015 grantee cohort
- Participants will be able to apply grantee learnings and best practices to enhance their CDSME program efforts

### **Presenters:**

**Cora Plass** provides direction and oversight for NCOA's National Chronic Disease Self-Management Education Resource Center funded by the Administration for Community Living. Ms. Plass has more than thirty years of experience in aging and public health. Previously, she served as Director of the Division of Healthy Aging at the South Carolina Department of Health and Environmental Control. She has a Master of Social Work degree and is licensed as an Advanced Practice and Clinical Practice Licensed Independent Social Worker in South Carolina. [Cora.plass@ncoa.org](mailto:Cora.plass@ncoa.org)

**Katie Zuke**, is a Program Associate with NCOA's National Chronic Disease Self-Management Education Resource Center. She coordinates communications activities and provides technical assistance and resource development to support organizations implementing, expanding, and sustaining evidence-based programs across the U.S. Her experience includes women's health, volunteer management, clinical care evaluation, and health literacy. She has a Master of Public Health degree. [kathleen.zuke@ncoa.org](mailto:kathleen.zuke@ncoa.org)

**Catherine Offutt** has served as the Program Director for the City of Albuquerque Department of Senior Affairs Chronic Disease Self-Management Education (CDSME) programs, known throughout New Mexico as the Manage Your Chronic Disease (MyCD) program, since July 2010. Additionally, she is the statewide MyCD Program Director, as appointed by the New Mexico Department of Health in January 2015. Ms. Offutt is a Stanford-certified T-Trainer for the Chronic Disease Self-Management Program (CDSMP), the Diabetes Self-Management Program (DSMP), and the Cancer: Thriving and Surviving (CTS) program. [catoff@msn.com](mailto:catoff@msn.com)

**Jorja Armijo-Brasher**, Director, City of Albuquerque Department of Senior Affairs, Albuquerque, NM [jabrasher@cabq.gov](mailto:jabrasher@cabq.gov) Armijo-Brasher leads the group of individuals who provide services to seniors in Albuquerque at senior, multigenerational, community, and sports and fitness centers.

### **TU03 - Evaluating the Impact of Senior Center Participation on the Health of its Participants**

This workshop will present on the preliminary results of a longitudinal, 3-year, quasi-experimental study that followed over 1,000 older adults living in New York City. The sample was divided between participants in traditional senior centers, participants in innovative senior centers and a control group comprising those who did not attend senior centers. Participation trends were tracked for three years, as well as the health and well-being indicators for all respondents. Preliminary results highlight the benefits of senior center participation for community-dwelling older adults. Implications for modernizing and strengthening senior center models nationwide will be shared.

**Learning Objectives:** As a result of participation in this workshop, attendees will:

- Learn about the physical and emotional health benefits of participation in senior centers;
- Understand the nature of innovative programming and its impact on the health of participants;
- Learn how to craft outcome evaluation plans for their own senior centers.

**Presenter:**

**Manoj Pardasani**, Ph.D., L.C.S.W., A.C.S.W., is a Faculty Research Scholar at the Ravazzin Center for Social Work Research in Aging and Associate Professor at the Fordham University Graduate School of Social Service. He has a Master's of Social Work degree and a Doctor of Philosophy (Ph.D.) from the Wurzweiler School of Social Work, Yeshiva University. Manoj started his social work career in senior centers and that sparked his lifelong passion for the study of senior centers. He is the nation's leading researcher on senior centers and has conducted a number of studies on senior center programming, characteristics of senior center administrators and participants, and policy advocacy by senior centers, which have been published in peer-reviewed, academic journals. [mpardasani@fordham.edu](mailto:mpardasani@fordham.edu)

### **TU04 - Unleash the Power of Self Directed Volunteer Teams**

Is your organization struggling with reduced resources and facing increased demand for services? By using self directed volunteer teams (SDVTs), senior centers can reduce their volunteer management burden AND meet important goals in a cost effective and efficient manner. The presenters discuss a volunteer development model, system and process designed to be powerfully transformative and take performance to a new level. Examples of projects and resources for SDVTs are offered.

Presenters will make the case for SDVTs by reviewing a Theory of Change model and considering critical SDVT success factors. Prepare your organization for shared leadership, issue-based volunteer recruitment, outcome focused project development and realigned staff/volunteer collaboration. Your organization can harness this proven volunteer engagement model to build its capacity to solve community problems.

**Learning Objectives:**

- Participants will discuss inputs, outputs and outcomes of the SDVT model.
- Participants will identify the critical success factors for SDVTs.
- Participants will explore information and resources on SDVTs for their organizations.

**Presenters:**

**Christine Beatty** has supervised older adult programs and services since 1977 in Madison,WI, and served as a national leader/trainer with NISC and NCOA. As Director of the Madison Senior Center since 1988, she developed volunteer teams to build organization capacity, and she is passionate about older adult volunteer engagement. She trains organizational leaders and volunteers with PowerUP!, a program supported by n4a and the Self Directed Volunteer Network. [cbeatty@cityofmadison.com](mailto:cbeatty@cityofmadison.com)

**Dr. Edmina Bradshaw** is a nonprofit consultant with a focus on Strategy, Program Development and Evaluation. She developed the Self Directed Volunteer Team™ (SDVTs) model and spearheads its ongoing research, training and implementation across the country. Based on this model, she led the design of the National Area Agencies on Aging (n4a) PowerUP! strategy for engaging and empowering volunteers in addressing issues in their communities. [Edmina@sdvnetwork.com](mailto:Edmina@sdvnetwork.com)

## **TU05 - Techniques for Sustainability**

As demand increases and traditional funding remains uncertain, explore how three senior centers approach financial sustainability by diversifying funding sources: volunteers, program/service income, government and private funding. The panel will share tools and strategies that position their centers to be adaptable to economic changes to achieve long term sustainability.

**Learning Objectives**

Participants will learn to:

- Leverage the power of volunteers, balancing risks and rewards,
- Identify and prioritize financial goals and strategies that are right for your organization,
- Structure and implement a development plan that goes beyond fundraising events.

**Presenters:**

**Beverly Ferry** is the CEO of Living Well in Wabash County CoA, Inc., Indiana, a key part of Ferry's work since 2003, has been diversifying funding sources, resource development and community collaborations. She is co-chair of the NISC Economic Security Team, a member of NISC Executive Committee, past Indiana delegate to NCOA's NISC Delegate Council and past NISC Public Policy Committee Chair. [beverlyf@livingwellinwabashcounty.org](mailto:beverlyf@livingwellinwabashcounty.org)

**Laura Kopp**, President/CEO, Center for Active Seniors, INC. (CASI), Davenport Iowa. Ms. Kopp has close to 20 years experience working with vulnerable populations including adjudicated youth, individuals with disabilities and other barriers to independence and most recently older adults. Ms. Kopp has served as the President/CEO of CASI since 2013. [lkopp@casiseniors.org](mailto:lkopp@casiseniors.org)

**Bob Madonna**, President and CEO of Surrey Services for Seniors, a nonprofit that provides a wide range of Home and Community-Based Services and programming to keep older adults living with independence and dignity and remain active members of their community. With 4 senior community centers across 2 counties in the Philadelphia suburbs, Surrey recently constructed a state of the art Center for Healthy Living in Devon to showcase its commitment to innovative programming and sustainability. In addition to 3 of its senior community centers being NISC accredited, it has also received the PANO Standards for Excellence certification. [bobmadonna@surreyservices.org](mailto:bobmadonna@surreyservices.org)

## Tuesday, September 27, 1:30 to 2:45 p.m.

### TU06 - Community Connections: Highlighting three NISC Programs of Excellence Award Winners.

Connecting to the community is an essential part of communicating your senior center's value. Explore three award winning programs that in different ways demonstrated that their senior center is a valuable community resource and an important partner.

- During their annual "**Cuisine of the Region**" fundraiser, the Northeast Focal Point Senior Center produces a fun, community event that gathers over 350 participants while regularly raising over \$60,000 in net profits.
- Try a new twist on thanking your sponsors. The Westlake Center for Community Services in Westlake Ohio holds a **Sponsorship Breakfast**. This breakfast has the dual purpose of thanking their sponsors, as well as providing an organized mechanism to ask for assistance for the year ahead. This program is a win-win in terms of organization, fund-raising, collaborating and relationship building and last year netted the center \$10,000 in program support.
- Discover how one senior center led community leaders in an educational program focused on becoming more age-friendly. **The BIG Think: Is Charlottesville Ready for the Age Shift?**, engaged leaders in housing, economic development, health and human services, education and transportation to explore how aging impacts all of us; and how being more age-friendly is imperative to economic development as well as quality of life for all.

**Donna DeFronzo**, Senior Services Director, Northeast Focal Point Senior Center, Deerfield Beach FL, [DDeFronzo@deerfield-beach.com](mailto:DDeFronzo@deerfield-beach.com)

**Lydia Gadd**, MA, LPCC-S, Director of Community Services City of Westlake, OH. [lgadd@cityofwestlake.org](mailto:lgadd@cityofwestlake.org)

**Peter Thompson**, Executive Director, Senior Center, Inc., Charlottesville VA. [peter@seniorcenterinc.org](mailto:peter@seniorcenterinc.org)

## **TU07 - Bring New Life to Your State Senior Center Alliance**

If you are interested in reviving an organization or just seek ideas for enhancement, this presentation is for you. The North Carolina Senior Center Alliance was established on April 26, 2006 with 40 members. For approximately eight years the alliance remained a solid organization networking like-minded professionals, providing advocacy opportunities and training. Activities of the alliance slowly dissolved to the point that in 2014 some members of the steering committee called for disbandment. After some discussion regarding the benefits of the organization and with new leadership emerging, the committee decided to restructure and give it another go. The committee began by revising the rules of organization, changing the fee structure, re-branding with a new logo, social media and web presence, creating a newsletter, implementing a regional committee representation model, developing goals and sub-committee's.

### **Learning Objectives:**

- Attendees will develop new skills for how to re-structure a Senior Center Alliance.
- Attendees will leave with new ideas for strengthening a Senior Center Alliance.
- Attendees will be encouraged and inspired by the passion and commitment of a solid team.

### **Presenters:**

**Thessia Everhart-Roberts**, Chair of the North Carolina Senior Center Alliance, twenty-four years in aging service field. Two years as NC Senior Center Alliance, Chair. [Thessia.Everhart@DavidsonCountyNC.gov](mailto:Thessia.Everhart@DavidsonCountyNC.gov)  
**Calvin Vaughn**, Director of the Roy B. Culler Senior Center in High Point, NC; Advocacy Lead, North Carolina Senior Center Alliance, NC

## **TU08 - Effective Strategies and Resources to Fill Your Chronic Disease Self-Management Education (CDSME) Workshops**

Offering evidence-based chronic disease self-management education (CDSME) programs is important to address the growing epidemic of chronic diseases. However, getting people to enroll and participate in self-management education workshops can be challenging. This presentation will highlight effective strategies and resources to reach your target audience and help ensure the success of your CDSME programs. The first part of the presentation will focus on marketing your programs, including practical strategies, appropriate messages, and health literacy.

NCOA and other national resources that can support your efforts and prevent you from “reinventing the wheel” will be featured. The second part of the presentation will discuss approaches for engaging potential participants to increase workshop attendance and retention. Learnings and best practices from the field will be shared throughout the presentation.

### **Learning Objectives:**

- Participants will identify practical strategies and messaging to market their CDSME programs
- Participants will learn approaches for engaging potential participants to increase attendance and retention
- Participants will know how to access resources to effectively market their CDSME programs and engage potential participants

**Presenters:**

**Cora Plass** provides direction and oversight for NCOA's National Chronic Disease Self-Management Education Resource Center funded by the Administration for Community Living. Ms. Plass has more than thirty years of experience in aging and public health. Previously, she served as Director of the Division of Healthy Aging at the South Carolina Department of Health and Environmental Control. She has a Master of Social Work degree and is licensed as an Advanced Practice and Clinical Practice Licensed Independent Social Worker in South Carolina. [cora.plass@ncoa.org](mailto:cora.plass@ncoa.org)

**Katie Zuke**, is a Program Associate with NCOA's National Chronic Disease Self-Management Education Resource Center. She coordinates communications activities and provides technical assistance and resource development to support organizations implementing, expanding, and sustaining evidence-based programs across the U.S. Her experience includes women's health, volunteer management, clinical care evaluation, and health literacy. She has a Master of Public Health degree. [Kathleen.zuke@ncoa.org](mailto:Kathleen.zuke@ncoa.org)

**TU09 - Senior Center Nursing Program: Ask the Nurse**

In response to the growing health care demands, CHCS created *The Ask the Nurse* program to provide nursing services and resources to older adults where they gather. In our senior centers we assist individuals to effectively manage their health with the goals of enhanced quality of life, reduced emergency room visits and reduced hospitalizations. The Registered Nurse works with the participants to ensure physician follow up to acute and existing situations. The RN enhances the participant's awareness of available home and community health resources, and empowers patients to better self-manage their chronic conditions. The RN completes The Omaha System, an evidenced-based assessment.

This community nursing tool identifies current medical issues and measures patient's knowledge, behavior, and status using three, five-point, Likert-type scales. Using the data the nurse has identified prevalent problems and implemented targeted health and wellness programs designed to address the specific needs of that populations.

**Learning Objectives:**

- Provide rationale for program development based on information regarding health care issues for chronic disease management in the community.
- To discuss the Ask the Nurse program and the population-based data that has been collected.
- Discuss how health and wellness programs have changed based on the data gathered regarding participant needs.

**Presenters:**

**Mariann Wilusz** is the Community Nurse Liaison for Catholic Health Care Services. As the Community Nurse Liaison, Wilusz provides nursing services to older adults in senior centers, senior housing and other community locations where seniors gather, and creates and implements data-driven health and wellness programs to address prevalent needs. She is committed to empowering older adults in the community with an emphasis on self-management of chronic diseases to improve quality of life and effectively utilize health care dollars. [mwilusz@chs-adphila.org](mailto:mwilusz@chs-adphila.org)

**Shirley Weaver** is the Director of Community Based Services for Catholic Health Care Services. Weaver is a licensed Occupational Therapist. She brings over 25 years of experience in the field of aging through various roles such as direct clinical care, consultant services with Therapy Management Innovations, and Vice President of Operations with Genesis Rehabilitation Services. Since 2012 Ms. Weaver has been a member of the Catholic Health Care management team focused on developing an evidenced based community service model for older adults which links the social and medical delivery systems.  
sweaver@CHS-ADPHILA.ORG

### **TU10 - Strategic Planning - Pathway to your Future**

Strategic planning and the subsequent goals, objectives and work plan are crucial to the success of an organization. Developing a mission statement is also part of the strategic process. This workshop will involve exercises that will help you understand how to develop a strategic plan. We will work together to write goals and objectives. You will leave equipped to do the strategic planning process.

#### **Learning Objectives:**

- To understand the importance of the strategic planning process.
- To review mission statements
- To become familiar with how to use SWOT analysis
- To understand how to develop goals, objective and action steps

#### **Presenters:**

**K. Jean Williams**, Consultant and Training Facilitator at Expand your Horizons, Newark, DE. Williams has been involved in non-profit management including ten years as the Executive Director of Newark Senior Center. She has delivered workshops for the past nine years through Temple University, PA Association of Area Agencies on Aging, as well as at numerous conferences. Williams is also Co-Chair of the NISC Accreditation Board. kjeanwill@aol.com

**Rennie Cohen** is the former Executive Director of Center in the Park (29 years), former Vice-President of the National Council on Aging's (NCOA) National Institute of Senior Centers (NISC), founding President of the Pennsylvania Association of Senior Centers, and former President of the Philadelphia Association of Senior Center Administrators. rennet@mac.com

### **Tuesday, September 27, 3:00 p.m. to 4:15 p.m.**

#### **TU11 - Your Senior Center Advisory Board: Friend or Foe?**

Senior center advisory boards can be staff's best ally or biggest challenge. Learn how Baltimore County Department of Aging (BCDA) ensures that the 20 non-profit advisory boards they oversee understand their role, raise more than \$1.7 million annually for senior center enhancements and make a positive contribution to the senior centers of which they are a part. In this interactive session, participants will share their joys and frustrations working with volunteer boards and learn best practices from BCDA and others.

**Learning Objectives:**

- To describe the successful methods that BCDA uses to engage its volunteer advisory board members and ensure they understand their roles and fiduciary responsibilities.
- To discuss some of the challenges faced by staff when working with volunteer boards.
- To highlight some best practices of working with volunteer boards to ensure their success.

**Presenter:**

**Jill Hall**, Division Chief, Baltimore County Department of Aging, Towson, MD. As Chief of the Baltimore County Department of Aging's Senior Centers and Community Services Division, Hall oversees the operation and management of 20 senior centers with a total membership of over 20,000 individuals. She has held this position for eight years. Previously, she spent 10 years as the Senior Center Supervisor for the Rockville Senior Center. [jphall@baltimorecountymd.gov](mailto:jphall@baltimorecountymd.gov)

**TU12 - Building Community Partnerships**

This workshop will provide a description of how to engage community partners in the planning, implementation, and development of programs and services. Catholic Health Care Services operates 4 senior centers. Each have unique environments, diverse populations, potential partners, and needs. Each of the sites has utilized a model that engages partners in a Community Advisory Committee. Each center's membership, focus, and goals are different.

The workshop will show two centers and the avenues each group has taken in building authentic community partnerships. Star Harbor works closely with a group of clergy and continues to work with the Liberian Community and St. Anne's has built a core group of partners from the arts, business community, and neighborhood resource centers. The workshop will provide an opportunity to identify nontraditional partners and identify areas that engages them in cooperative community planning.

**Learning Objectives:**

- Identify potential community partners and adapt "fluid" partnerships. Partners may change depending on the focus and scope of the goals adopted.
- How do we engage potential partners from nontraditional settings (i.e. businesses, arts community, neighborhood organizations, etc.).
- How does the senior center position itself to serve as a focal point in the community for building partnerships.

**Presenters:**

**Karen Becker**, LSW- Director of Senior Centers is the Director of 4 senior centers in Philadelphia. She has assisted and led the centers through the National Institute of Senior Centers Accreditation Process. [kbecker@chs-adphila.org](mailto:kbecker@chs-adphila.org)

**Karen Rouse**, MSW, Senior Center Manager, St. Anne's Senior Community Center. She has worked with various senior centers located in Philadelphia as a manager and as a consultant. [krouse@chs-adphila.org](mailto:krouse@chs-adphila.org)

**Ernestine Patterson**, Senior Center Manager, Star Harbor Senior Community Center, Philadelphia PA She has over 20 years of experience working with seniors. [epatterson@chs-adphila.org](mailto:epatterson@chs-adphila.org)

## [TU13 - No, You Can't Chop on an iPad! - Tips and Tools to Bring Tablet Training into Your Center](#)

Developed by award-winning national nonprofit (ASA Mind Alert award for innovation in older adult learning), Generations on Line will present a hands-on demonstration of the free Sip & Swipe Cafes, a new tablet technology training tool; conduct a lively discussion on problems getting seniors online; and share the results of a multi-centered pilot conducted with the Philadelphia Corporation for Aging and funded by the PA Department on Aging; this program is compatible as a digital literacy module for the NCOA Aging Mastery program. Motivation, support, funding ideas, and replication will all be discussed.

### **Learning Objectives:**

- Have participants overcome their issues with getting elders online.
- Learn new tools, techniques and supports from one another and from Generations on Line.

### **Presenters:**

**Tobey Gordon Dichter**, Founder & CEO, Generations on Line, Tobey Dichter has studied, published and led one of the earliest efforts to overcome the senior digital divide. She was named one of the 50 most influential people in aging nationwide last year by PBS-Next Avenue. She is a frequent keynote speaker and an inaugural Purpose Prize Fellow for entrepreneurship. Katie Burke, MBA, has developed and led the Sip & Swipe campaigns for Pennsylvania and Wisconsin; she can speak with detailed authority about the data and front line experiences in working with senior centers throughout the country.  
[tobeydichter@gmail.com](mailto:tobeydichter@gmail.com)

**Rennie Cohen** is the former Executive Director of Center in the Park (29 years), former Vice-Chair of the National Council on Aging's (NCOA) National Institute of Senior Centers (NISC), founding President of the Pennsylvania Association of Senior Centers, and former President of the Philadelphia Association of Senior Center Administrators. [rennec@mac.com](mailto:rennec@mac.com)

**Katie Burke**, Project Manager, Sip & Swipe Cafes, Generations on Line, Philadelphia, PA  
[kburke.gol@comcast.net](mailto:kburke.gol@comcast.net)

## [TU14 - United Senior Services - A Revitalization Story](#)

Springfield Ohio is a small city in southwestern Ohio with a population of 60,000. Like many small urban areas around the country, it has seen a decline in its urban core while at the same time experiencing an increase in its senior population. This presentation will review the success story of United Senior Services and how, through its recent renovation project (completed in August 2016), has transformed a block in the center of town while at the same time revitalized its programs to meet the community needs. The presentation will also discuss the challenges of renovating a structure not originally designed for use as a senior center and how this dramatic makeover was achieved.

### **Learning Objectives:**

- Review the project and its impact in helping revitalize downtown. (Provide before and after snapshots of the transformation)

- Address the project from the perspective of the architect, the service provider and the universal design consultant.
- Show how community involvement helped guide the planning process and increased excitement and awareness of the project.
- Provide real world advice for planning, budgeting, and managing the design and construction process.

**Presenters:**

**Alan Hohlfelder** is a principal in the architecture firm of MacLachlan Cornelius and Filoni located in Pittsburgh, PA. Over the past three years he has worked with United Senior Services in the planning and design of their renovation project. He has over 34 years of experience in renovating existing buildings to new uses. [ahohlfelder@mcfarchitects.com](mailto:ahohlfelder@mcfarchitects.com)

**Maureen Fagans** is the Executive Director of the United Senior Services (USS) organization that serves the aging population in and around Springfield Ohio. She has overseen the transformation of the organization including leading the effort to purchase and renovate the building that is to become their new home. She was instrumental in working with the USS population, its Board of Directors and City officials to work together to make the transformation possible. [mfagans@unitedseniorservices.org](mailto:mfagans@unitedseniorservices.org)

**Doug and Ellen Gallow** are the co-owners of Lifespan Design Studio. They are nationally recognized leaders in the field of universal design and have worked on over 60 senior centers.

[d.gallow@lifespandesignstudio.com](mailto:d.gallow@lifespandesignstudio.com); [e.gallow@lifespandesignstudio.com](mailto:e.gallow@lifespandesignstudio.com);

<http://www.lifespandesignstudio.com>

**[TU15 - Partnerships and Self-Directed Teams Making a Difference: Community Gardens and Respecting Choices](#)**

Partnering can be the best way to make a difference, both for your center and to solve larger community problems. In this session, we will look at two different partnerships tackling very different problems:

(1) Promoting Nutrition Through Education and Access to Fresh Produce. The Bristol Township Senior Center Community Garden project has led to many partnerships with schools, youth organizations, agriculture, horticulture, environmental and food rescue programs. The goal is to encourage seniors to make healthier food choices through education and produce sharing. We will look at the Community Garden program from its start and all the partnerships that have evolved since its inception.

(2) Promoting Self-Directed Healthcare Decisions Through the Respecting Choices Program. Being in charge of your own healthcare decisions can be very empowering, yet when it comes to potential end of life decisions, most people do not know where to start or how to make their wishes legally known and shared with family members. The Respecting Choices program helps to facilitate conversations around personal values and healthcare wishes for end of life care. We will discuss why this is so important, the proven difference it can make for the person and for their families and how these conversations are facilitated.

**Learning Objectives:**

- To provide information on how these partnerships began and evolved, including why they work and how they are promoted.
- To emphasize the importance of self-directed teams in successful program start up and growth and to provide an understanding of the support teams need to be successful.

**Presenters:**

**Bonnie Worth** is the Director of the Bristol Township Senior Center for the past 28 years. She has developed and facilitated a wide variety of successful partnerships and delivered many presentations on those partnerships. [btscoffice@comcast.net](mailto:btscoffice@comcast.net);

**Carolyn C. Newsom**, Ph.D., Esquire, Newsom Law and Strategy Implementation Solutions, Yardley, PA  
[ccnewsom@verizon.net](mailto:ccnewsom@verizon.net)

## Tuesday, September 27, 2016, 4:30 p.m. to 5:30

### TU16 - Friendships Forever - a Virtual Program for Isolated Older Adults

Friendships Forever is a program dedicated to reaching out to homebound older adults in your community. This program provides opportunities to participate in Center activities from the comfort of home. Using volunteers to bring the technology into the home for participation in activities via computer or iPad.

**Learning Objectives:**

- Participants will expand their knowledge of technology and broaden their scope of how to use it with isolated older adults
- Participants will see beyond Center walls and provide programming to former members as well as new members via their homes.
- Participants will see the value of lessening depression and persons at risk of falls by providing an interactive virtual program.

**Presenter:**

**Malia Fox**, Director, City of Winona, Winona, MN. Fox has directed the senior center for 23 years.  
[mfox@ci.winona.mn.us](mailto:mfox@ci.winona.mn.us)

### TU17 - Passport to Health & Wellness: How to Promote and Encourage Older Adults' Participation in Physical and Mental Health Programs and Activities

Physical and mental wellness are integral elements of Senior Center life. Introducing health and wellness programs to seniors and maintaining high participation can often be challenging. This presentation discusses how to promote and encourage senior participation in health and wellness programs and activities by adding fun and friendly competition into the programs. The presentation explores the creation and distribution of these passports to the senior participants. It also discusses what type of health and wellness programs are highlighted by using the passports.

Furthermore, the presentation discusses how using the passports promotes physical and mental wellness programs and activities to both current members and new members. Finally, the presentation shows how the use of the passports can increase participation in health and wellness programming. The Passport to Health and Wellness program won an award for the 2015 NISC Programs of Excellence Awards.

**Learning Objectives:**

- 1) Explain the use and benefits of the Health and Wellness Passports
- 2) Show how to create the Health and Wellness Passports
- 3) Show how to integrate them into your overall health and wellness programming. The presentation will also highlight how the use of these passports can increase participation in various health and wellness programs and activities.

**Presenters:**

**Anahita Feltz**, Senior Center Administrative Assistant, Old Bridge Senior Center, NJ. Anahita is the lead staff member on the Passport to Health and Wellness Program. With the assistance of the Senior Center Manager for the last ten years, the program ran smoothly and successfully. The lead presenter also has experience in presenting and training others, including staff members. [afeltz@oldbridge.com](mailto:afeltz@oldbridge.com)

**Diane Amabile**, Senior Center Manager / Assistant Director of Social Services, Old Bridge Senior Center, Old Bridge New Jersey. [damabile@oldbridge.com](mailto:damabile@oldbridge.com)

**[TU18 - Live Healthy with JASA: A Multi-faceted Health Promotion Program for Older Adults](#)**

This session will discuss Live Healthy with JASA, a cost effective six-week evidence-based pilot program for senior center members that meets weekly for 2 ½ hours over a 6 week period. The focus of the program is the provision of evidence-based self management lifestyle strategies that span physical activity, nutrition, disease prevention and health screening. We will cover the program's development and implementation and discuss the evidence based data results of the pilot program.

**Learning Objectives:**

- By the end of this presentation attendees will learn about Live Healthy at JASA, a lifestyle change program that is interactive, peer supportive and replicable across community environments. We also will share program marketing, partnership and engagement strategies and key findings.
- Attendees will learn to implement Live Healthy with JASA, an evidence based lifestyle change program that motivates seniors to take control of their health. Physical activity, nutrition, and tools to make informed decisions regarding health and wellbeing are core components. Participants will learn to administer the various components of the program.
- Learn about the utilization of action plans and peer support to motivate healthy behaviors and pro-active participation in one's health and wellbeing and hear strategies for recruitment of participants, community engagement, development of local partnerships and outreach.

**Presenters:**

**Elaine Rockoff**, LCSW, earned her MSW from the Wurzweiler School of Social Work at Yeshiva University in May of 1993. In October 1993 she began working at JASA as the Project Director of the Long Beach Senior Center. Since then, Ms. Rockoff has held several positions within JASA. In 2010, she was

appointed the Director of Community Based Programs, where she has implemented programs that promote healthy aging. Presently, Ms. Rockoff provides oversight of JASA's social services programs, including senior centers, NORC programs, Case Management, Elder Abuse, Caregiver, Mental Health, Social Adult Day Care, home delivered meals, Sundays at JASA. [erockoff@jasa.org](mailto:erockoff@jasa.org)

**Arielle Basch**, Director of Program Development, JASA, New York New York. [abasch@jasa.org](mailto:abasch@jasa.org)

### **TU19 - The Importance of Intergenerational Play**

Intergenerational play is when two generations, specifically senior citizens and the youth, interact with one another through play. These interactions can occur as planned activities or through free play. Both learning and fun arise when the young and the old play together.

This presentation will highlight the benefits of intergenerational play to senior citizens and the youth, and how the two generations can interact with one another. Part of this presentation will discuss why the use of technology is becoming a popular form of intergenerational play in this day and age. Other discussion points include outstanding intergenerational play initiatives across the nation, some including the use of technology, along with the impact they have on the participants.

Finally, how we can better implement intergenerational play in the United States and the challenges that may occur.

#### **Presenter:**

**Emily Thomas**, Research Assistant, Institute for Public Administration, University of Delaware, Newark, DE. Emily is a current graduate student in the MPA program at the University of Delaware, working as a research assistant at the Institute for Public Administration. She has visited senior centers across the state of Delaware, completing standardized assessments for the Senior Center Funding Formula Project leading to a submission of grant-in-aid funding recommendations to the Delaware Controller General. She has been collecting aging focused research that will be formulated in a policy brief to be dispersed to senior centers in Delaware. [ehthomas@udel.edu](mailto:ehthomas@udel.edu)

### **TU20 - The Value of National Senior Center Accreditation**

NCOA's National Institute of Senior Centers (NISC) has developed nine standards of excellence for senior operations to advance the quality of senior centers nationwide. These standards serve as a guide for all senior centers to improve their operations today and position themselves for the future.

This session will give an overview of the National Senior Center Accreditation Program. National accreditation is official recognition that a senior center meets the nine standards of excellence. More than 250 senior centers have been accredited. Learn about the value of the self-assessment process and accreditation and the opportunity to improve your infrastructure, develop a vision for the future and showcase your center in the community.

**Learning Objectives:**

- Participants will gain a better understanding of the national senior center standards
- Participants will understand the national accreditation process and benefits

**Presenter:**

**Maureen O'Leary** is the Program Manager for NCOA's National Institute of Senior Centers. She coordinates the work of the NISC Leadership Group, advises and collaborates with NCOA on senior center projects, and leads networking opportunities and projects to allow greater opportunity for senior center professionals to become actively involved in the work of NISC. Maureen also oversees the administration of the NISC National Senior Center Accreditation Program. [Maureen.oleary@ncoa.org](mailto:Maureen.oleary@ncoa.org)

## Registration Fees

The cost for the Senior Centers 2016 conference will be **\$80.00/day**.

## Registration Deadlines

**September 16, 2016** is the registration deadline for the Senior Centers 2016 Conference first two days (September 26 & 27). September 28<sup>th</sup> registration can be added up to the day of session.

Regional Conference attendees may register ONLINE any time from July 18<sup>th</sup> through the day of your session, using a credit card. However, some sessions fill up quickly, so sooner is much better than later. To register on-line, please go to:

<https://www.regonline.com/NISC2016>

## On-Site Registration Hours

On-site registration will be open each day of the conference from 8:30 AM to 2:30 PM.

## Do You Have Special Needs?

The conference site is ADA accessible. PCA can arrange for individual needs in accommodations if informed in advance of your needs. Please type your phone number in the box on the form and PCA's conference staff will contact you.

## Cancellation Policy

Your registration fees, less a \$15.00 administrative fee, will be refunded for cancellation requests received in writing by September **23, 2016**. Please send cancellation emails and questions to [tshea@pcaphl.org](mailto:tshea@pcaphl.org). All requests must be in writing, without exception.

## Transportation from the Hotels to PCA

NISC is able to provide shuttles to the conference from each hotel and back thanks to the generous support of the Philadelphia Department of Aging. Please sign up in advance for these shuttles to ensure your seat: [Sign-Up Link](#). Walk-ons will be allowed, but are not guaranteed a seat.

## Senior Center Exhibitors

A limited number of senior center exhibitor tables are available. The schedule includes both Monday and Tuesday, September 26 & 27, 2016. Exhibitor sessions will be open from 8-9 A.M. and noon to 1:30 P.M. on both days. [Link to Apply](#)

## SENIOR CENTERS 2016 FAQ

### 1. How do I register for the conference?

You can register for the conference at <https://www.regonline.com/NISC2016>. Please be sure to read the instructions carefully to ensure that you get the most out of your conference experience. Begin your registration on this page by scrolling down and clicking on the large “Register” button on the right side of the page.

### 2. How do I book a hotel?

Official conference rooms are still available at the Holiday Inn Express Penn’s Landing. To book a waterfront room, you can:

- Call 800-THE-BELL (800-843-2355)
- Go to [www.hieppennslanding.com](http://www.hieppennslanding.com) for reservations and use code “NCA”
- [Use the direct booking link.](#)

### 3. When and where is the conference?

The conference sessions will be on Sept. 26-28 at the Philadelphia Corporation for Aging (PCA). The Leo Laks Reception will take place at the Hilton at Penn’s Landing on Monday, Sept. 26. Here are the important addresses to know:

- **Philadelphia Corporation for Aging**, 642 North Broad Street Philadelphia, PA 19130
- **Hilton at Penn’s Landing**, 201 S. Columbus Blvd. Philadelphia, PA 19601
- **Holiday Inn Express Penn’s Landing**, 100 N. Columbus Blvd. Philadelphia, PA 19106

### 4. Can I pay with a check?

Yes! Simply select “Pay with check” once you get to the checkout portion of the online registration. PCA is requesting that you bring your registration check to the conference and have it ready when you check in. It should be made out to “Philadelphia Corporation for Aging”.

### 5. How can I get from the airport to the hotel?

The best way to get to your hotel from the airport will be to take the SEPTA regional rail. This train stops at each airport terminal goes directly downtown. Disembark at Jefferson Station, which is about a mile from the hotels. From there, you can take a taxi or an [Uber](#). Train tickets are \$6.50 in advance at [www.septa.org](http://www.septa.org), or \$8.00 cash on the train.

You can also take a taxi from the airport for \$28.50, plus \$1.00 per extra person.

### 6. How will I get from the hotel to the conference?

NISC is able to provide shuttles to the conference from each hotel and back thanks to the generous support of the Pennsylvania Department of Aging. You will need to sign up in advance for these shuttles to ensure your seat, [which you can do here](#). Walk-ons will be allowed, but are not guaranteed a seat.

### 7. I need to leave my bags somewhere so I can catch a flight. Is there somewhere I can put them at the conference?

PCA will be providing a room for luggage and other bags at the conference. A ticket system will be used to ensure the security of your bags.

## [Driving Directions to PCA](#)

### **From Northeast Philadelphia**

Take I 95 S. to Center City Exit - Bear RIGHT onto Callowhill Street. Make a RIGHT on 5th Street and follow to Spring Garden Street. Make a LEFT onto Spring Garden and follow to Broad Street. Make a RIGHT onto Broad. Go 4 blocks and you will see a large red brick building on LEFT. That's PCA (Broad and Wallace).

### **From West Philadelphia**

From Schuylkill Expressway: 76 E. to 676 E. Get off Broad Street exit, bear LEFT and make LEFT onto Broad Street. Go past Spring Garden. Go 4 blocks more and you will see a large red brick building on LEFT. That's PCA (Broad and Wallace).

### **From New Jersey (Ben Franklin Bridge)**

Cross Ben Franklin Bridge and bear RIGHT at end of bridge. Make RIGHT onto 2nd street. Follow to Spring Garden Street and make LEFT. Go 4 blocks you will see a large redbrick building on LEFT. That's PCA (Broad and Wallace).

### **From New Jersey (Betsy Ross Bridge)**

Cross Ben Franklin Bridge and bear RIGHT at end of bridge. Make RIGHT onto 2nd street. Follow to Spring Garden Street and make LEFT. Go 4 blocks you will see a large redbrick building on LEFT. That's PCA (Broad and Wallace).

### **From South Philadelphia**

If you take 95 N: get off at Center City Exit - Bear RIGHT onto Callowhill Street. Make a RIGHT onto 5th Street and follow to Spring Garden Street. Make a LEFT onto Spring Garden and follow to Broad Street. Make a RIGHT onto Broad. Go 4 blocks and you will see a large red brick building on LEFT. That's PCA (Broad and Wallace).

If you take Schuylkill Expressway 76 W: Take 676 E. Get off at the Broad Street exit, bear LEFT and make LEFT onto Broad Street. Go past Spring Garden. Go 4 blocks more and you will see a large red brick building on LEFT. That's PCA (Broad and Wallace).

## **A Reminder on Parking:**

PCA has arranged for **free parking** for attendees from other agencies and counties. Parking will be in the enclosed lot behind the Laborers Union Building on 1310 Wallace Street. The lot is between N. Watts Street and Ridge Avenue. Entrances on both streets should be open by 8:00 AM. Spaces are limited and available on a first-come basis. Please bring your Conference registration to show to the attendant, should one be on duty when you arrive.

There is no conference parking in either of the PCA lots adjacent to the building.