

# "Aging Concerns Unite Us"

June 12-14, 2000

*The Desmond Hotel and Conference Center  
660 Albany-Shaker Road  
Albany, N.Y. 12211  
Phone: (518) 422-5121 Fax: (518) 464-0449*

## Co-Sponsors

**New York State Association of Area Agencies on Aging** is a statewide, nonprofit organization representing the 59 Area Agencies on Aging in New York State and affiliate, corporate members, and individual senior members who support the mission of the Association. The Association provides a collective forum for leadership that enhances the effectiveness of community-based programs and services for older persons through educational programs and advocacy efforts.

**New York State Coalition for the Aging, Inc. "TNT-33"** is a statewide membership organization providing training, resources, and technical support for professionals and organizations in the field of aging. The Coalition is a clear voice of advocacy for congregate and community-based programs and services for older adults in New York. This year carries on the 33-year tradition of NYSCA's Training for New Trends (TNT).

**New York State Association of Nutrition & Aging Services Programs (NYSANASP)** is a professional organization dedicated to the enhancement of nutrition and support services for the elderly. The Association promotes specialized training for those serving the elderly, communicates with officials, legislators, and organizations on behalf of the elderly in need of home-delivered meals, congregate meals, and other nutrition services while facilitating the exchange of innovative practices to improve program quality. NYSANASP celebrated 25 years in 1999.

## Partners

**New York State Adult Day Services Association, Inc. (NYSADSA)** provides a wide range of community based services to assist older persons, younger disabled adults, their families and caregivers, including: social adult day programs, adult day health programs, Alzheimer's specific programs, respite programs, OMRDD programs and mental health programs.

**Finger Lakes Geriatric Education Center (FLGEC)** is one of thirty-one centers currently supported by the Bureau of Health Professions. These centers are committed to strengthen the multidisciplinary training of health professionals in the field of geriatrics. The FLGEC provides services to and fosters collaborative relationships among the health professions educational community in the 13-county region anchored by Rochester and Ithaca.

**New York State Intergenerational Network (NYSIgN)** represents a group of organizations and individuals working together to promote intergenerational programs and policies in New York State that recognize the benefits of generations working together. NYSIgN is composed of over 100 organizations and individuals.

## Grant Funding

**New York State Office for the Aging (SOFA)** is the central State agency to plan and coordinate programs and services for the aging at all levels in both the public and private sector. We would like to extend our appreciation to the Honorable Walter G. Hoefler, Director of the New York State Office for the Aging, for his generous support of this collaborative conference.

# Sessions at a Glance

## Monday, June 12, 2000 - 12:00 pm - 2:00 pm Luncheon (Opening General Session)

- These are the Good Old Days--Aging Boomers (Sandcastle Productions)

## Monday, June 12, 2000 - 2:00 pm - 3:15 pm

### Workshops

- Mature Marketing (Sandcastle Productions)
- Are You Managing Your Data or Is It Managing You? (Panel)
- Performance Measurement - Part 1 (Jonathan Walters)
- Senior Center Renovation and Construction Needs and Demonstrated Creative Responses (Panel)
- Nutrition Regulations Review (NYSOFA)

### Focus Groups

- Preserving History and Culture through Remembrances and Storytelling
- "In the Lead: Intergenerational Programs that Make a Difference"

## Monday, June 12, 2000 - 3:45 pm - 5:00 pm

### Workshops

- Creating Your Marketing Plan (Sandcastle Productions)
- Performance Measurement - Part 2 (Jonathan Walters)
- Senior Issues in an Election Year: A Unique Opportunity for Advocacy - Part 1 (Janice Jackson)
- Learning for Longer Life: The Aging Network Goes to School (Donna Couper)
- Identifying and Working with Seniors with Mental Health Needs (Laura Osinoff)
- Planning for Compliance with NAPIS Reporting Requirements for PDS and Non-PDS Users (Panel)

### Focus Groups

- Are You Managing Your Data or Is It Managing You?
- Challenge Your Thinking about Culturally Competent Service Delivery Systems

## Tuesday, June 13, 2000 - 9:00 am - 10:15 am

### Workshops

- Senior Issues in an Election Year: A Unique Opportunity for Advocacy - Part 2 (Janice Jackson)
- AAA Summit 1: Redesigning the Aging Service Delivery System (William Boothe)
- Time Management: Playing the "Catch-up" Game (Sheila Delson)
- Senior Center Accreditation... Is it for You? (Panel)
- The Bidding Process: Different Perspectives (Panel)
- Planning for Compliance with NAPIS Reporting Requirements for PDS and Non-PDS Users (Panel)

### Focus Groups

- Know Your Strength... Hire to Your Weakness
- Workforce Investment Act: What Does It Mean to You?

## Tuesday, June 13, 2000 - 10:45 am - 12:00 pm

### Workshops

- Senior Issues in an Election Year: A Unique Opportunity for Advocacy - Part 3 (Janice Jackson)
- Shining Light on the Hidden Problem of Elder Abuse (Art Mason)
- AAA Summit 2: Redesigning the Aging Service Delivery System (William Boothe)
- The Do's and Don'ts of Costing Out Your Services (Michael L. Kraten)
- Nutrition Program Forum (Panel)

### Focus Groups

- New AAA Directors
- Taming the Paper Tiger
- Community Alternative Systems Agency (CASA)

## Tuesday, June 13, 2000 - 12:00pm - 2:00pm

- Aging Network "Town Meeting" Luncheon (Senator Maziarz and Assembly Member Clark)

## Sessions at a Glance - Continued

### Tuesday, June 13, 2000 - 2:00 pm - 3:15 pm

#### Workshops

- NYSAAAA General Meeting
- Meeting the Challenges of Caring for Caregivers (Miriam Aronson)
- Best Practices in Senior Center Programming (Pam Giacoia)
- Uncle Sam Wants You: USDA's Nutrition Assurance Program for Tomorrow's Senior's (Panel)
- The Center for Lifetime Wellness...A Model for the Mature Market (Carol Podgorski)

#### Focus Groups

- How to Get a Free Website without Learning to Write Code
- American Medical Alert
- Access for Persons with Disabilities in Senior Programs

### Tuesday, June 13, 2000 - 3:45 pm - 5:00 pm

#### Workshops

- NYSAAAA General Meeting
- Memory Changes in Later Life: What's Normal? What's Not? (Miriam Aronson)
- Aging and Spirituality (Panel)
- Prescription Drug Prices and the Elderly - Issues and Solutions (Greg Olsen)

#### Focus Groups

- Executive Problem Solving

### Wednesday, June 14, 2000 - 9:00 am - 10:30 am (Closing General Session)

- Positive and Proactive: Working with the Media to Tell Your Story

## Presentation Formats

### Keynote Address:

- Format: Formal presentation to audience, includes Q&A
- Speakers: Single speaker or panel of speakers
- Attendance: General session for all attendees

### Workshops:

- Format: Lecture Format: formal presentations to audience by speaker(s)
- Speakers: Single speaker or panel of speakers
- Attendance: Open to all attendees.

### Focus Groups:

- Format: Informal roundtable sessions addressing a very specific topic. Highly interactive, with time for questions and networking among focus group members. Focus on "nuts and bolts" of the issue rather than global discussion.
- Speakers: Speaker is more a facilitator of conversation.
- Attendance: Limited to 10 attendees. Sign-up sheets will be available on-site at the registration table starting at 11 am on Monday, June 12<sup>th</sup>. Those who have signed up will have priority for attendance.

### Member Meeting:

- Attendance: Limited to members of the sponsoring organization

# Monday, June 12<sup>th</sup>, 2000

6:00 am - 9:00 am Breakfast  
Breakfast in hotel, on your own.  
Temptations - located off the Fort Orange Courtyard, serves coffee, tea, bagels etc.  
Simpson's - located off the lobby, offers a full breakfast menu

## Suite 112

9:00 am - 11:30 am **NYSAAAA Board of Directors Meeting**

## Suite 111

9:30 am - 11:30 am **NYSCA Board of Directors Meeting**

9:00 am - 5:00 pm **REGISTRATION TABLE**  
*Coordinators: Tracy Dovi, Beth Mahar - NYSAAAA*

9:00 am - 5:00 pm **Idea Exchange Table**  
We encourage members of the sponsoring organizations to bring information to share with others. Please use this table to display your newsletters, brochures, special projects, press releases, and other public relations materials.

## **12:00 pm - 2:00 pm** **LUNCHEON: Opening General Session**

### **Welcome:**

*Lorre Anderson, NYSAAAA President*  
*Carol Hunt, NYSCA President*  
*Angela Blackley, NYSANASP President*  
*Dan Hoodak, NYSEG Power Partner Customer Advocate*

### **Opening Remarks:**

*The Honorable Walter G. Hoefler, Director, New York State Office for the Aging*  
*The Honorable Richard Warrender, State Advocate, NYS Office of Advocate for Persons with Disabilities*

## **Sponsor: NYSEG**

### **Keynote Presentation**

## **These Are the Good Old Days - Aging Boomers**

Join The Sandcastle Group as they present their program on marketing to the Mature Market. Learn how to connect with this new demographic, and how Boomers are reinventing maturity. Connecting with the mature market is important in order to get our message out. Learning new techniques to accomplish this is vital for future success. Come join this fast paced and fun presentation.

Keynote Speaker: *John Nielson, President and Creative Director, The Sandcastle Group, Minneapolis, MN*  
John is originally from Toronto, Canada. He began his advertising career as copywriter with McCann-Erickson and Ross Roy Advertising on such accounts as Coca-Cola, Mennen, Goodyear, General Motors and Chrysler Canada. John was a member of the three-year project team that helped the state of Minnesota launch Minnesota Chore Corps in 1993 - an information and referral network designed to help seniors live as independently as possible, for as long as possible. John acquired unique insight and expertise into advertising and marketing to mature markets. It was this knowledge that inspired John to co-found the Sandcastle group in 1995: a full service advertising agency specializing in the mature market. Visit their web site at [www.sandcastlegroup.com](http://www.sandcastlegroup.com).

## Full-page NYSEG ad

**Town Hall**

*Sponsor: NYSAAAA*

*Format: Workshop*

**A) Mature Marketing: Boomers Redefine Aging**

This workshop will help attendees develop a "toolbox" for connecting with the mature audience. Using key motivators, execution considerations and ad critiques, you will learn how to bridge the gap between your organization and specific segments of the mature market. We will look at benefits of partnerships with the private sector, public relations campaigns and grass roots events. Case studies such as AdvoLife, Minnesota Department of Health and the Fulton County Office for the Aging campaign will be highlighted.

**Speaker:**

*John Nielson*, President and Creative Director, Sandcastle Productions, Minneapolis, Minnesota

**Facilitator:**

*Kimberley Toot*, Director, Allegany County Office for the Aging

**Fort Orange 7**

*Sponsor: NYSAAAA*

*Format: Workshop*

**B) Are You Managing Your Data or Is It Managing You?**

This workshop panel will discuss the New York State Office for the Aging's data requirements, including NAPIS, different approaches to data management by various counties, demonstrations of software systems, (including PDS) an interactive discussion of what types of technical assistance counties need to help them manage their data and what choices are available to them. Issues and questions identified by the counties will also be used as a basis for discussion. Send your issues or questions to the NYSAAAA office by fax (518) 449-7055. Please note that this workshop is followed by two focus groups: today from 3:45 pm to 5:00 pm and tomorrow from 9 am - 10:15 am. The focus groups will provide an opportunity for a detailed exchange of information and in-depth demonstrations of software.

**Panel:**

*Kathryn P. Leitch*, Director, Fulton County Office for the Aging

*Bonnie Radley*, Coordinator of Services, Delaware County Office for the Aging

*Patrick Walsh*, Supervisor of Operations, Erie County Dept. of Senior Services

*Marcus Harazin*, Assistant Director, Div. of Policy and Program Dev., NYSOFA

*Cynthia Marshall*, Bureau Dir., Operational Standards & Systems Dev., NYSOFA

**Facilitator:**

*Don Kirkwood*, PDS Project Leader, Genesee County Office for the Aging

**Fort Orange 9***Sponsor: NYSAAAA**Format: Workshop***C) Performance Measurement - Part I**

The era of performance measurement has begun and government will never be the same. Join Jonathan Walters for a lively overview of performance measurement, performance management and performance-based budgeting. Highlights of examples from other areas of the country will be utilized to illustrate the nuances of performance measurement in an entertaining and interesting way.

**Speaker:***Jonathan Walters, Senior Staff Writer, Governing Magazine*

Jonathan has covered state and local public policy for the past 20 years, with an emphasis on management and administration. His 1998 book Measuring Up: Governing's Guide to Performance Measurement for Geniuses (and Other Public Managers) is a guide to improving government performance and accountability.

**Facilitator:***Robert Mahar, Director, Ontario County Office for the Aging***Fort Orange 5***Sponsor: NYSCA**Format: Workshop***D) Senior Center Renovation and Construction Needs and Demonstrated Creative Responses**

Review a short synopsis of the senior center needs identified by a survey conducted by NYSCA. Learn about creative solutions demonstrated by a senior center in Buffalo and Queens. Mary Ellen Walsh and Dr. Linda Leest will discuss decisions respective to their new construction and relocation/renovation projects.

**Speaker:***Dr. Linda Leest, Executive Director, Services Now for Adult Persons (SNAP)**Ms. Mary Ellen Walsh, Executive Director, Amherst Senior Center***Facilitator:***Kathleen Hazel, Executive Director, Senior Citizens of Clinton County***Fort Orange 3***Sponsor: NYSANASP**Format: Workshop***E) Nutrition Regulations Review**

The New York State Office for the Aging (NYSOFA) is currently reviewing state regulations to determine if revisions are needed. This workshop will provide an opportunity for participants to discuss the current nutrition regulations with NYSOFA Nutrition Unit staff and provide input into the revision process. It is beneficial for workshop participants to review the regulations in advance and come prepared to discuss specifics. Please review the current nutrition regulations 9 NYCRR sections 6654.10 and 6654.11, including the 1999 revisions as transmitted in 99-PI-21.

**Panel:***NYSOFA Nutrition and Operational Systems Unit:**Fran Porter, Director**Paula Blizniak, Aging Services Nutrition Consultant**Pattie Garrett, Aging Services Nutrition Consultant**Laverne Gibson, Aging Services Nutrition Consultant***Facilitator:***Angela Blackley, Director, Orleans County Nutrition Program, President NYSANASP*

**Lodge**

*Sponsor: NYSCA*

*Format: Focus Group*

**1) Preserving History and Culture Through Remembrances and Storytelling**

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The collective memories of those who have gone before us are something to be cherished and preserved. Seniors have a wealth of knowledge to share and pass to other generations of children and grandchildren. Sheri Beglen will explain how storytelling has preserved the cultural heritage of the Oneida elders.

**Speaker:**

*Sheri Beglen, Wolf Clan Member, Assistant Language Teacher, Oneida Indian Nation*

**Facilitator:**

*Jane Rooney, Program Coordinator, Oneida Indian Nation, Elders Program*

**Lodge**

*Sponsor: NYSIgN*

*Format: Focus Group*

**2) In the Lead: Intergenerational Programs that Make a Difference**

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This focus group will highlight successful intergenerational programs run by Area Agencies on Aging and how they made them successful. Programs covered will include Grandparents Raising Grandchildren, service learning for young people, and model programs in New York State. Replication materials will be available in limited quantities.

**Facilitator:**

*Kevin Brabazon, President, New York State Intergenerational Network*

**Fort Orange  
Courtyard**

3:15 pm - 3:45 pm

***BREAK***

Take this opportunity to network with colleagues. Beverages served.

**Town Hall**

*Sponsor: NYSAAAA*

*Format: Workshop*

**A) Creating Your Marketing Plan**

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This workshop will continue the discussion of how to successfully develop a marketing plan for the mature market. Attendees will share their specific situations and recommendations. Please bring samples of your marketing materials for discussion.

**Speaker:**

*John Nielson*, President and Creative Director, Sandcastle Productions, Minneapolis, Minnesota

**Facilitator:**

*Marilyn Pinsky*, Commissioner, Onondaga County Department for Aging & Youth Services

**Fort Orange 9**

*Sponsor: NYSAAAA*

*Format: Workshop*

**B) Performance Measurement - Part 2**

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As a follow-up to the earlier overview, this session will cover the implementation steps necessary for a true performance measurement process. Discussion will include the distinction between outcomes and outputs as well as an introduction to activity-based costing and auditing of measures.

**Speaker:**

*Jonathan Walters*, Senior Staff Writer, Governing Magazine

Jonathan has covered state and local public policy for the past 20 years, with an emphasis on management and administration. His 1998 book Measuring Up: Governing's Guide to Performance Measurement for Geniusus (and Other Public Managers) is a guide to improving government performance and accountability.

**Facilitator:**

*Robert Mahar*, Director, Ontario County Office for the Aging

**Fort Orange 7**

*Sponsor: NYSAAAA*

*Format: Workshop*

**C) Senior Issues in an Election Year:  
A Unique Opportunity for Advocacy - Part 1**

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Both political parties see older voters as the crucial "swing vote" in this year's Presidential and Congressional elections. Participants will learn how recent trends in voting and public opinion present new opportunities to focus the election year debate on issues that are important to seniors and caregivers. The role of critical policy issues, including long term care and Medicare prescription drugs will be discussed in the context of heightening public awareness and support.

**Speaker:**

*Janice Jackson*, Executive Director, National Association of Area Agencies on Aging, Washington, D.C.

*Monette McKinnon*, Director of Field Communications, National Association of Area Agencies on Aging, Washington, D.C.

**Facilitator:**

*Cherianne Wold*, Director, Cattaraugus County Office for the Aging and Member of the Board of Directors of NAAAA

**Fort Orange 3***Sponsor: NYSAAAA**Format: Workshop***D) Learning for Longer Life: The Aging Network Goes to School**

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Today's youth are expected to live longer and face more personal, family, and work issues related to aging than any previous generation in history. This workshop will (a) examine children's images of aging; (b) explain why people in the aging network need to promote K-12 education about aging; and (c) identify practical ways to help students and teachers understand the importance of a lifespan perspective to health and other life issues.

**Speaker:**

*Donna Couper, Ph.D., National Academy for Teaching and Learning About Aging, Co-Author, Learning for Longer Life, Southington, CT*

**Facilitator:**

*Kevin Brabazon, President, New York State Intergenerational Network*

**Fort Orange 5***Sponsor: NYSCA**Format: Workshop***E) Identifying and Working with Seniors with Mental Health Needs: Guidelines for Senior Center Staff**

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Many senior centers do not have a social worker on staff and this workshop will focus on mental health issues and diagnoses common among seniors; implications for senior center personnel and treatment alternatives in the senior center setting.

**Speaker:**

*Laura Osinoff, MSW, CSW, Deputy Director, New York Service Program for Older People, Inc. (SPOP)*

**Facilitator:**

*Sandra Butler, Adult Day Health Care Program*

**Suite 112***Sponsor: NYSOFA**Format: Workshop***F) Planning for Compliance with NAPIS Reporting Requirements for PDS and Non-PDS Users**

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During 2001, Area Agencies on Aging (AAAs) must begin reporting to the New York State Office for the Aging (NYSOFA) the detailed client specific data required through the National Aging Program Information System (NAPIS). This workshop will provide an overview of NAPIS requirements and will look at the role of computerization in helping AAAs and their providers comply with NAPIS and other reporting requirements. The workshop will also provide to AAAs by NYSOFA as they come into compliance with NAPIS requirements. This workshop will be offered again on June 13<sup>th</sup> from 9:00 am - 10:15 am.

**NYSOFA Panel:**

*Marcus Harazin, Assistant Director, Div. of Policy and Program Development*

*Cynthia Marshall, Bureau Director, Operational Standards & Systems Devel.*

*Patricia Barr, Director of the Reporting Unit*

*Michael Paris, Project Coordinator, Statewide PDS Implementation*

**Facilitator:**

*Marcus Harazin, Assistant Director, Div. of Policy and Program Development*

**Lodge**

*Sponsor: NYSAAAA*

*Format: Focus Group*

**1) Are You Managing Your Data or Is It Managing You?**

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This focus group will allow participants to continue the discussion of data management as well as allow time for hands-on computer time. Different samples of data management software will be available to attendees for review.

**Facilitator:**

*Patrick Walh, Supervisor of Operations, Erie County Dept. of Senior Services*

**Lodge**

*Sponsor: NYSCA*

*Format: Focus Group*

**2) Challenge Your Thinking about Culturally Competent Service Delivery Systems**

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Does your senior center really have culturally competent service delivery? Do you make culturally competent decisions when serving meals, offering programs and hiring staff? Mr. Edwin Mendez-Santiago will challenge you to honestly evaluate your center's cultural competency and offer suggestions to consider for improvement.

**Speaker:**

*Mr. Edwin Mendez-Santiago, Executive Director of the Spanish Speaking Elderly Council-RAICES*

**Facilitator:**

*Christine Cary, Case Manager, Town of Colonie Senior Resources*

***Join Us for Casino Night...***

*Hosted by:*

***NYS Association of Area Agencies on Aging***

**6:00 pm - 9:00 pm**

**King Street Ballroom**

Come and try your hand at our fun and exciting casino night!

Test your skill at:

*Blackjack tables*

*Roulette Wheel*

*Horse Racing Wheel*

*Raffles, prizes and much more!*

The night would not be complete without fabulous food and drink. The Desmond Chef has prepared a superb selection of salads, pasta stations, and more!

Come and share a wonderful networking opportunity as well as a night filled with fun and prizes!

This event was brought to you by:

**"Play to Win"**

Rob Sgarlata

4 Old Deer Camp Road, Saratoga Springs, NY 12866

Phone: 518-583-6133

***NYSCA's Annual Meeting and Country Buffet***

**Guest speaker: Dan Leffingwell, MS, RN**

**6:30 pm**

***Fort Orange 1&3***

All conference attendees are invited to enjoy the Country Buffet of fruits, melons, salads, barbeque chicken, smoked ribs, broiled catfish, chili with all the fixings, corn on the cob, potatoes, bread pudding and more.

A short business meeting will be followed by the installation of officers and the presentation of the Henrietta Rabe Award to Ms. Carole Tolkin. Guest speaker Mr. Dan Leffingwell will share perceptions on the positive power of humor. Mr. Leffingwell is currently employed at the Capital District Psychiatric Center in Albany as a community mental health nurse in the geriatric outpatient program. He has had 21 years of experience working with older adults.

# Tuesday, June 13, 2000

8:00 am - 9:00 am Continental Breakfast in King Street and Fort Orange Courtyards

## **King Street 8**

7:00 am - 7:30 am NYSANASP Regional Breakfast Meeting

## **King Street 8**

7:30 am - 8:30 am NYSANASP Association Meeting

8:00 am - 5:00 pm REGISTRATION table open in Fort Orange Courtyard

9:00 am - 5:00pm Silent Auction bids accepted in courtyard area. Proceeds to benefit NYSAAAA scholarship fund. Winners will be announced at 5:30 pm during the evening reception.

**8:00 am - 9:00 am**

**Exhibitor Breakfast**

**Presented by Silver Sponsors:**

**CDPHP**

and

**Synergy Software Technologies, Inc.**

Please join the exhibitors of the 5<sup>th</sup> annual "Aging Concerns Unite Us" Conference for a continental breakfast in the Fort Orange and King Street Courtyards. Coffee, juice and danish will be provided.

Quarter page: CDPHP  
Quarter page: Best Western Paramount Hotel  
Quarter page: NYS Public Service Commission

# CONFERENCE SPONSORS & EXHIBITORS

**9:00 am - 5:00 pm**

**Fort Orange and King Street Courtyards**

We thank all sponsors and exhibitors for their contributions in support of the  
5<sup>th</sup> Annual "Aging Concerns Unite Us" Conference

## Millennium Partner

Dignity Memorial  
NYSEG

### Gold Sponsors

Best Western Paramount Hotel  
Health Now NY - Upstate Medicare Division Part B

### Silver Sponsors

CDPHP  
Synergy Software Technologies, Inc.

## Exhibitors

AARP	Link to Life
"Ace" The Card Expert	Mirochnik, McGrath & Poppel, LLP, CPA's Business Dev. Advisors
American Medical Alert	Nat'l Committee to Preserve Social Security & Medicare
Bell Atlantic	NYS Public Service Commission
Berkshire Healthcare Systems	NYS EPIC
Bermac Home Aides	NYS Office for the Aging
Bernard Food Industries	Niagara Mohawk
Best Western Paramount Hotel	Norrell Health Care
CDPHP	Nutri-Systems Meals on Wheels Store
Coburg Village	NYSEG
Colonie Manor	Oliver Products Company
Dignity Memorial	Prestige Services
Delivery Concepts East	Senior Blue
Empire Medicare Services	Senior Solutions
Ginsberg's Foods	Shepard Bros., Inc.
Group Health Inc. - Medicare	St. Mary's Hospital
Health Now NY - Upstate Medicare Division Part B	Summit Technologies Services, Inc.
Health Watch, Inc.	Synergy Software Technologies, Inc.
King's Way Community	VA - GEC Healthcare Network
Kingston Hospital	Will Care

**"Ace" The Card Expert will be appearing all day throughout the courtyard areas.  
Be amazed and astounded by his slight of hand tricks!**

**9:00 am - 10:15 am**

**WORKSHOPS**

**Tuesday, June 13<sup>th</sup>**

**Fort Orange 9**

*Sponsor: NYSAAAA*

*Format: Workshop*

**A) Senior Issues in an Election Year:  
A Unique Opportunity for Advocacy - Part 2**

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Both political parties see older voters as the crucial "swing vote" in this year's Presidential and Congressional elections. Participants will learn how recent trends in voting and public opinion present new opportunities to focus the election year debate on issues that are important to seniors and caregivers. The role of critical policy issues-including long term care and Medicare prescription drugs will be discussed in the context of heightening public awareness and support.

**Speakers:**

*Janice Jackson*, Executive Director, National Assn. of Area Agencies on Aging, Washington, DC

*Monette McKinnon*, Director of Field Communications, National Association of Area Agencies on Aging, Washington, D.C.

**Facilitator:**

*Cherianne Wold*, Director, Cattaraugus County Office for the Aging and Member of the Board of Directors of NAAAA

**Town Hall**

*Sponsor: NYSAAAA*

*Format: Workshop*

**B) AAA Summit I: Redesigning the Aging Service Delivery System**

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This workshop (to be repeated in its entirety from 10:45 am - 12:00 pm) will explore new and innovative approaches to providing services at the Area Agency on Aging level. Join a fellow AAA Director's route to re-designing service delivery for Area 6 in Indiana. An entrepreneurial approach was utilized to re-think the entire aging services delivery system. A multi-year process has resulted in marketing services differently. Home delivered meals have become "Mobile Meals Express." Congregate meals have become "Lifestream Cafes." Visit their website at [www.area6.org](http://www.area6.org)

**Speaker:**

*William Boothe*, CEO, Lifestream, Yorktown, Indiana

**Facilitator:**

*Linda Tetor*, Director, Steuben County Office for the Aging

### **Fort Orange 7**

*Sponsor: NYSAAAA*

*Format: Workshop*

### **C) Time Management: Playing the "Catch-Up" Game**

Have you ever taken large amounts of downtime just so you could catch-up, only to discover that a few weeks later, you're back where you started? If this question strikes a cord of familiarity, you can probably identify to the resulting sense of frustration. Because of today's high-tech computers, fax machines, scanners, e-mail and more, times have changed - but we have not! Discover how, with a few revolutionary adjustments in our thinking and behavior, we can minimize the mounting frustrations.

**Speaker:**

*Sheila Delson, FREEDomain Concepts, Poughkeepsie, N.Y.*

**9:00 am - 10:15 am      WORKSHOPS      Tuesday, June 13<sup>th</sup> continued**

### **Fort Orange 5**

*Sponsor: NYSCA*

*Format: Workshop*

### **D) Senior Center Accreditation...Is It For You?**

Gain a better understanding of the self/assessment and national accreditation process outlined by The National Institute of Senior Centers (NISC). Discover how your senior center can benefit from official recognition as a nationally accredited senior center. JSPOA (Jamaica Service Program for Older Adults) in Jamaica, Queens, was one of the very first centers to become nationally accredited.

**Speakers:**

*Carol J. Hunt, Executive Director, Jamaica Service Program for Older Adults*

*Vivian Johnson, M.S.W., Associate Exec. Director, Jamaica Service Program for Older Adults*

**Facilitator:**

*David Taylor, Executive Director, Presbyterian Senior Services and NYSCA Representative to NISC*

### **Fort Orange 3**

*Sponsor: NYSANASP*

*Format: Workshop*

### **E) The Bidding Process: Different Perspectives**

This workshop will cover the basics of the bidding process, contract writing and requests for proposals (RFPs) from 3 different angles: 1) Legalities involved - vendor perspective 2) The contract process and RFPs from a County's perspective 3) Bids: Writing the specifications and what to include for nutrition programs.

**Speakers:**

*Susan O'Day, R.D., C.D.N., Nutrition Program Dir. Erie County, Vice President, NYSANASP*

*Christine Mangio, Food Service Director, Food Service Div. Sodexo-Marriott Corporation*

*Robert Radke, Supervisor of Administration & Transportation, Erie County Dept. of Senior Services*

**Facilitator:**

*Angela Blackley, Director, Orleans County Nutrition Program, President NYSANASP*

### **High Street 22**

*Sponsor: NYSOFA*

*Format: Workshop*

### **F) Planning for Compliance with NAPIS Reporting Requirements for PDS and Non-PDS Users**

During 2001, Area Agencies on Aging (AAA's) must begin reporting to the New York State Office for the Aging (NYSOFA) the detailed client specific data required through

the National Aging Program Information System (NAPIS). This workshop will provide an overview of NAPIS requirements and will look at the role of computerization in helping AAAs and their providers comply with NAPIS and other reporting requirements. The workshop will also provide to AAAs by NYSOFA as they come into compliance with NAPIS requirements.

**NYSOFA Panel:**

*Marcus Harazin*, Assistant Director, Div. of Policy and Program Development

*Cynthia Marshall*, Bureau Director, Operational Standards & Systems Development

*Patricia Barr*, Director of the Reporting Unit

*Michael Paris*, Project Coordinator, Statewide PDS Implementation

**Facilitator:**

*Marcus Harazin*, Assistant Director, Div. of Policy and Program Development

**9:00 am - 10:15 am                      FOCUS GROUPS                      Tuesday, June 13<sup>th</sup>**

**Lodge**

*Sponsor: NYSCA*

*Format: Focus Group*

**1)      Know Your Strength...Hire To Your Weakness**

In this session you will take a personal and candid look at yourself and discover how to grow your strengths and evaluate your weaker attributes. Knowing yourself better will help you personally and organizationally.

**Speaker:**

*Nancy Salzman*, President, International Center for Change

**Facilitator:**

*Beverly Jackson*, Director of Senior Services, Stanley Isaacs Neighborhood Center, Inc.

**Lodge**

*Sponsor: NYSAAAA*

*Format: Focus Group*

**2)      Workforce Investment Act: What Does It Mean to You?**

In this roundtable discussion we will have an opportunity to discuss the implications of the Workforce Investment Act on your older worker program. The Workforce Investment Act replaces JTPA and will result in profound changes in how public employment and training services will be delivered to customers. Job seekers and businesses will be served through a one-stop delivery system. One-stop centers must be designed to serve all job seekers, including older workers. There will be opportunities for you to enhance information and services for your participants and to connect older persons who want or need to work to the information and services they need.

**Facilitators:**

*Lee Lakritz*, Director, Older Worker Programs, NYSOFA

*Kathryn P. Leitch*, Director, Fulton County Office for the Aging

10:15 pm - 10:45 pm **BREAK & EXHIBITOR DISPLAY**

Use this time to network with exhibitors and sponsors and express your appreciation for their contributions in support of the 5th Annual "Aging Concerns Unite Us" Conference.

**10:45 am - 12:00 pm                      WORKSHOPS                      Tuesday, June 13th**

**Fort Orange 9**

*Sponsor: NYSAAAA*

*Format: Workshop*

**A)      Senior Issues in an Election Year:  
         A Unique Opportunity for Advocacy - Part 3**

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This session is devoted to practical advocacy strategies for national and state-level issues. We will discuss building grassroots coalitions, developing an activist network, raising support among candidates, communicating with elected officials and working with the media.

**Speaker:**

*Janice Jackson*, Executive Director, National Association of Area Agencies on Aging, Washington, DC

*Monette McKinnon*, Director of Field Communications, National Association of Area Agencies on Aging, Washington, D.C.

**Facilitator:**

*Cherianne Wold*, Director, Cattaraugus County Office for the Aging and Member of the Board of Directors of NAAAA

**Fort Orange 7**

*Sponsor: NYSAAAA*

*Format: Workshop*

**B)      Shining Light on the Hidden Problem of Elder Abuse**

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Elder abuse is violence, theft and neglect and is often a crime that thrives in silence. Join Art Mason as he describes the development and practical uses for the Elder Abuse Training Manual; developed to raise awareness in the professional group on the front line of elder abuse detection. This workshop will also provide attendees with information on the role of the financial, healthcare and law enforcement communities. If you have the Elder Abuse Training Manual please bring it with you. Visit the Monroe County Office for the Aging elder abuse website at [www.elderrespect.org](http://www.elderrespect.org)

**Speakers:**

*Art Mason*, C.S.W., Program Director, LIFESPAN, Elder Abuse Prevention Program, Rochester, NY

**Facilitator:**

*Theresa Roberts*, Director, Madison County Office for the Aging

**Town Hall**

*Sponsor: NYSAAAA*

Format: Workshop

### **C) AAA Summit II: Redesigning the Aging Service Delivery System**

This workshop (a repeat of the 9:00 am - 10:15 am workshop) will explore new and innovative approaches to providing services at the Area Agency on Aging level. Join a fellow AAA Director's route to re-designing service delivery for Area 6 in Indiana. An entrepreneurial approach was utilized to re-think the entire aging services delivery system. A multi-year process has resulted in marketing services differently. Home delivered meals have become "Mobile Meals Express." Congregate meals have become "Lifestream Cafes." Visit their website at [www.area6.org](http://www.area6.org)

**Speakers:**

*William Boothe*, CEO, Lifestream, Yorktown, Indiana

**Facilitator:**

*Linda Tetor*, Director, Steuben County Office for the Aging

**10:45 am - 12:00 pm      WORKSHOPS      Tuesday, June 13<sup>th</sup> - continued**

### **Fort Orange 3**

Sponsor: NYSOA

Format: Workshop

### **D) The Do's and Don'ts of Costing Out Your Services**

How much does it cost you to perform a service? It is important to know how to put numbers to your services in order to answer questions from your consumers, board of directors, legislators and to be competitive with other providers. Michael L. Kraten is an experienced consultant who has assisted many not-for-profit agencies to analyze their programs. He will use adult day care services and other programs as illustrations for this workshop on costing out services. For advanced reading in preparation for the workshop log on to: [www.enterpriseman.net](http://www.enterpriseman.net)

**Speaker:**

*Michael L. Kraten*, President, Enterprise Management Corporation, Stratford Connecticut

**Facilitator:**

*O. Lewis Harris*, Executive Director, Forest Hills Community House

### **Fort Orange 5**

Sponsor: NYSANASP

Format: Workshop

### **E) Nutrition Program Forum**

Workshop participants will pose questions and comments to a panel comprised of an Area Agency on Aging, nutrition provider, and NYSOFA staff. This is an opportunity to both raise and respond to issues confronting the Elderly Nutrition Program in the new decade.

**Panel:**

*Fran Porter*, Director, NYSOFA Nutrition and Operational Systems Unit

*Pamela Whitmore*, Director, Genesee County Office for the Aging

*Ann G. DiSarro*, Executive Director, Senior Services of Albany

*Susan O'Day, R.D., C.D.N.*, Nutrition Program Director, Erie County, Vice President, NYSANASP

**Facilitators:**

*Angela Blackley*, Director, Orleans County Nutrition Program, President, NYSANASP

*Frank DeMarinis*, Deputy Director, Local Program Operations, NYSOFA

**Lodge**

*Sponsor: NYSAAAA*

*Format: Focus Group*

**1) Newly Appointed AAA Directors**

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This focus group will provide an opportunity for newly appointed AAA Directors to network and share information. The President of the NYSAAAA Board of Directors will facilitate this focus group and be available for specific questions.

**Speaker:**

*Lorre Anderson, Director, Monroe County Office for the Aging, President, NYS Association of Area Agencies on Aging*

**Lodge**

*Sponsor: NYSAAAA*

*Format: Focus Group*

**2) Taming the Paper Tiger: Revolutionary Software for Time Management**

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Discover a new software filing system - for your paper! Electronic scanner systems do have their place in the technology world, but then why do we still struggle with the paper pile-up? The fact is that we still love our paper. Yet, replacement and retrieval of important documents has become America's greatest challenge. See how Kiplinger's new paper management system, *Taming the Paper Tiger*, has revolutionized the way we manage paper, and discover the peace of mind knowing where everything is, and where to find it! See the **Paper Tiger** software demonstrated, and discover how to tame your paper tiger!

**Speaker:**

*Sheila Delson, FREEDomain Concepts, Poughkeepsie, N.Y.*

**Lodge**

*Sponsor: NYSAAAA*

*Format: Focus Group*

**3) Community Alternative Systems Agency (CASA)**

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CASA, the long term care division of the Dutchess County OFA, provides access to anyone, regardless of age and payment source, to long term care services. Come and learn about the different services and help CASA can offer.

**Speaker:**

*Barbara Gross, Director, CASA Program, Dutchess County Office for the Aging*

## **Aging Network "Town Meeting" Luncheon**

**12:00 pm - 1:30 pm**

Presentation by Luncheon Sponsors:

### **Best Western Paramount Hotel**

Mr. Adam Jacobson, Director of Sales and Marketing

### **Health Now NY - Upstate Medicare Division Part B**

Ms. Judy Cline, Service Plan Coordinator

Presentation of NYSAAAA President's Award

Presentation of Senior Center Achievement Awards

### Keynote Speakers:

**Assembly Member Barbara Clark**

*Chair- Assembly Aging Committee*

**Senator George Maziarz**

*Chair-Senate Aging Committee*

\* 1:30 pm - 2:00 pm Dessert served in the exhibit courtyards

**Half Page: Upstate Medicare**  
**Half Page: Best Western**

**Town Hall***Sponsor: NYSAAAA**Format: Member mtg.***A) NYSAAAA General Membership Meeting**

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Membership meeting for Area Agencies on Aging.

**Fort Orange 9***Sponsor: NYSAAAA**Format: Workshop***B) Meeting the Challenges of Caring for Caregivers**

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Families provide 80% of the care of frail elders, the overwhelming majority of whom reside at home. If there is an available spouse, (s)he is most likely to be the primary caregiver; if not, the most likely candidates are daughters or daughters-in law. This caregiving is not without costs to individuals, families and society. Caregivers are faced with daily challenges and stressors. They are a vulnerable population and require information, education, and emotional support. The program will discuss the prevalence of caregiving, the responsibilities, the burdens, and the benefits. It will include information on strategies for meeting the needs of caregivers.

Attendees will:

- Learn about the prevalence of caregivers in the workforce and in their communities
- Be able to identify difficult challenges that caregivers face
- Be familiar with strategies for providing services for caregivers

**Speaker:**

*Miriam K. Aronson, Ed.D.*, Director, Institute on Aging, (Bergen Regional Medical Center); Associate Professor, Preventive Medicine and Community Health (N.J. Medical School), Paramus, NJ

**Facilitator:**

*Greg Olsen, M.S.W.*, Assistant Executive Director, New York StateWide Senior Action Council, Albany, NY

**Fort Orange 3***Sponsor: NYSCA**Format: Workshop***C) Best Practices in Senior Center Programming**

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Winners of the New York State Coalition for the Aging's Millennium Senior Center Achievement Awards will present details about their innovative programs: Health Promotion and Wellness - Shenendehowa Senior Citizens, Inc.

Community Partnership - Lockport Senior Centre

Intergenerational Program - RAIN Multi-Services for Senior's

Seniors and Technology - Ava Dorfman Senior Center

**Facilitator:**

*Pam Giacoia*, Executive Director, Town of Southampton Senior Services

**Fort Orange 7***Sponsor: NYSANASP**Format: Workshop***D) Uncle Sam Wants You...USDA's Nutrition Assurance Program for Tomorrow's Seniors**

Food stamps in a new century. USDA's push to enroll seniors in this entitlement program designed to fight hunger and keep seniors healthy helps give the program a new look for tomorrow's seniors.

- USDA's Food Stamp Education Campaign
- Who's Eligible? Special Eligibility Rules for Seniors
- Simplified Application Process for Seniors
- Using Food Stamps for Congregate and Home-Delivered Meals
- New Food Stamp Technology: Electronic Benefit Transfer

**Speaker:***Lisa Harmon, Program Analyst, Nutrition Consortium of NYS**Colleen Pawling, Food Stamp Specialist, Nutrition Consortium of NYS***Facilitator:***Colleen Pawling, Food Stamp Specialist, Nutrition Consortium of NYS***Fort Orange 5***Sponsor: FLGEC**Format: Workshop***E) The Center for Lifetime Wellness...  
A Model for the Mature Market**

The Center for Lifetime Wellness is a state of the art facility located at Monroe Community Hospital in Rochester, N.Y. The center packages fitness, education, and a positive approach to the aging process. The on-site fitness center provides certified professionals and physician support, specializing in providing fitness for individuals over the age of 50. The center also provides exercise and wellness classes to help members enhance their quality of life through better management of chronic conditions. Educational sessions address contemporary issues of interest. This workshop will explore the trends that are shaping consumer preferences; and why new approaches that focus on wellness and the positive aspects of aging that are an integral part of the planning process for aging services of the future.

**Speaker:***Carol Podgorski, Ph.D., Executive Director, Center for Lifetime Wellness, Rochester, NY***Facilitator:***Jason Dauenhauer, Project Coordinator, Finger Lakes Geriatric Education Center*

**Off site***Sponsor: NYSCA**Format: Focus Group***1) How to Get A Free Website Without Learning Code**

Presenter Michael Huber from the Times Union Newspaper will explain how newspapers across the state are hosting community websites for non-profit organizations in their circulation areas. Michael will lead a hands-on session showing us how to create a website for our organization. If you already have a website, find out how to link it to a community directory. This focus group will be especially helpful to service providers in the Capital Region. We will return by 3:30 pm in time for your next workshop. Meet in hotel lobby for car pool assignments.

**Facilitator:**

*Michael Huber, Community Publishing Editor, Times Union, Albany, N.Y.*

**Lodge***Sponsor: NYSANASP**Format: Focus Group***2) American Medical Alert**

American Medical Alert Corp. (AMAC) is one of the leading providers of Personal Emergency Response Systems (PERS) in North America. Attend this focus group to learn more about how American Medical Alert Corp. can provide PERS for your organization.

**Facilitator:**

*Jerry Tambasco, Sales Representative, American Medical Alert*

**Lodge***Format: Focus Group***3) Access for Persons with Disabilities in Senior Programs**

This focus group will discuss accessibility for the disabled as well as program architecture and will allow for a question and answer period.

**Facilitator:**

*Greg Jones, Associate Council, NYS Office of Advocate for Persons with Disabilities*

3:15 pm - 3:45 pm

**BREAK & EXHIBITOR DISPLAY RECEPTION**

Use this time to network with exhibitors and sponsors and express your appreciation for their contributions in support of the 5th Annual "Aging Concerns Unite Us" Conference.

*We thank Prestige Services for providing delicious treats for this break.*

**Town Hall***Sponsor: NYSAAAA**Format: Member mtg.***A) NYSAAAA General Membership Meeting**

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Membership meeting for Area Agencies on Aging.

**Fort Orange 9***Sponsor: NYSAAAA**Format: Workshop***B) Memory Changes in Later Life: What's Normal? What's Not?**

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All too commonly, people talk about "senior moments," when they experience any temporary memory lapse or word-finding difficulty. Stereotypes of older people include memory loss as a prominent feature. In fact, significant memory loss or other cognitive changes are not a normal part of aging, but rather may be disease related. This program will present the facts about memory and aging and will also distinguish between aging and disease. The many possible causes of cognitive changes will be discussed, as will dementia, depression and delirium, three common problems with associated cognitive changes.

Attendees will:

- Learn about the prevalence of memory complaints and concerns among older adults.
- Be able to identify common aging-associated cognitive changes.
- Be familiar with the prominent features of dementia, depression, and delirium.

**Speakers:**

*Miriam K. Aronson, Ed.D.,* Director, Institute on Aging, (Bergen Regional Medical Center); Associate Professor, Preventive Medicine and Community Health (N.J. Medical School), Paramus, NJ

**Facilitator:**

*Angela Blackley,* Director, Orleans County Nutrition Program, President, NYSANASP

**Fort Orange 7***Sponsor: NYSCA**Format: Workshop***C) Aging and Spirituality**

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The issues of Aging and Spirituality are being addressed more and more as older people are living longer. Come and share your thoughts on the challenges that agencies serving older adults are facing. Reverend Robert Lott and Rabbi Steven Moss will present models for bringing spiritual structures and programs into your institutions and practice. These speakers will teach how spirituality, as it is more than religion, can be a foundation to the daily lives of those elderly you serve. Both presenters have numerous and varied experiences in pastoral counseling and attending to the needs of elderly persons.

**Speakers:**

*Rev. Robert Lott,* Pastor, St. Francis de Sales Church

*Rabbi Steven Moss,* D. Min., B'nai Israel Reform Temple

**Facilitator:**

*Rita Porwick,* Executive Director, Chestnut Grove

**Fort Orange 5**

*Sponsor: NYSANASP*

*Format: Workshop*

**D)      Prescription Drug Prices and the Elderly - Issues and Solutions**

Greg Olsen will describe the current problems seniors and families are facing affording prescription drugs. He will discuss why the prices are artificially high, why prices must be lowered, educate participants that lower prices will not negatively impact research and development by the pharmaceutical industry, provide factual data to dispel the myths surrounding pricing and offer information on what other states are doing to address this critical health issue. Also, he will discuss advocacy strategies that will help in lowering prices.

**Speaker:**

*Greg Olsen, M.S.W., Assistant Executive Director, New York StateWide Senior Action Council, Albany, NY*

**Facilitator:**

*Becky Currier, Director, Oswego Opportunities*

**Lodge**

*Sponsor: NYSCA*

*Format: Focus Group*

**1)      Executive Problem Solving**

This advanced focus group will be limited to senior center directors with 10 years or more of experience. It will be structured for interactive problem solving. Participants will be asked to share their most pressing executive need (excluding fundraising and money issues). This group will offer suggestions from its collective experience.

**Facilitator:**

*Margaret O'Shea, Executive Director, Elderlife, Inc.*

**Exhibitor Reception**

Fort Orange and King Street Courtyards

5:00 pm - 6:00 pm

Presented by Silver Sponsors:

**CDPHP**

and

**Synergy Software Technologies, Inc.**

Please join us for an excellent networking opportunity with exhibitors and fellow attendees as we wrap up Tuesday's event with a 50/50 raffle and silent auction winners. Cash bar and hors d'oeuvres.

# Wednesday, June 14, 2000

6:00 am - 8:30 am

Breakfast in hotel, on your own.

Temptations - located off the Fort Orange Courtyard, serves coffee, tea, bagels etc.

Simpson's - located off the lobby, offers a full breakfast menu

Presented by Millennium Sponsor

Insert Logo here

## Dignity Memorial

### CLOSING GENERAL SESSION

(King Street Ballroom)

8:30 am - 10:30 am

## Positive and Proactive - Working With the Media to Tell Your Story

The simplest truth in public relations is that all you really need to do is "get caught doing good." But, doing that is always more difficult than it sounds. Jonathan M. Pierce, APR, Vice President of public relations for Sawchuk Brown Associates, upstate New York's leading public relations firm, will discuss how to build relationships with the media and how to proactively get your message out to them. Commissioner Herbert W. Stupp, who directs the largest Area Agency on Aging in the country, will present insights on successful interaction with the media in New York City.

Robert Stuber will wrap up the plenary session with an example of how a program can capture the interest of the public and the media. In 1998 Mr. Stuber and the Dignity Memorial funeral providers launched Smart and Safe Seniors to provide seniors with the tools to make smart choices. Mr. Stuber has been featured on *The Oprah Winfrey Show*, *Good Morning America*, and *America's Most Wanted*.

*Coffee and tea will be provided.*

#### Keynote Speakers:

*Jonathan M. Pierce, APR, Vice President, Sawchuk Brown Associates*

*Herbert W. Stupp, Commissioner, New York City Department for the Aging*

*Robert Stuber, Smart and Safe Seniors*

10:20 am – 10:30 am

#### **Closing Remarks:**

*Lorre Anderson, President, NYS Association of Area Agencies on Aging*

*Carol J. Hunt, President, NYS Coalition for the Aging*

*Angela Blackley, NYSANASP President*

*The Honorable Walter G. Hoefler, Director, New York State Office for the Aging*

10:30 am

#### **"Aging Concerns Unite Us" Conference Concludes**

**Full Page: SCI**

## Conference Planning Committee

*We extend our warmest thanks and appreciation to members of the  
June Conference Planning Committee:*

*Angela Blackley, President, NYS Association of Nutrition & Aging Services Programs*  
*Laura Cameron, Executive Director, NYS Association of Area Agencies on Aging*  
*Christine Cary, Case Manager, Town of Colonie Senior Services*  
*Sandra Cross, Director, Saratoga County Office for the Aging*  
*Joseph Cybulski, Commissioner, Rensselaer Unified Family Services Dept. for Aging*  
*Mary Jo DeForest, Ulster County Office for the Aging*  
*Nancy DeLissio, Director, Schenectady County Office for Aging*  
*Frank DeMarinis, Deputy Director, Local Program Operations, NY State Office for the Aging*  
*Tracy Dovi, Director of Member Services, NYS Association of Area Agencies on Aging*  
*Pam Giacoia, Director, Town of Southampton Senior Services*  
*Lisa Harmon, Nutrition Consortium of New York State*  
*Carol J. Hunt, Executive Director, Jamaica Service Programs for Older Adults*  
*Ed Kramer, Assistant Director, Local Program Operations, NY State Office for the Aging*  
*Kathryn P. Leitch, Director, Fulton County Office for the Aging*  
*Beth Mahar, Director of Communications, NYS Association of Area Agencies on Aging*  
*Greg Olsen, Legislative Liaison, NYS Association of Nutrition & Aging Services Programs*  
*Kathy Puglisi, Director, Ulster County Office for the Aging*  
*Kathryn Stoddard, Executive Director, NYS Coalition for the Aging*

*Half Page:*

*Care Trust Publications: The Comfort of Home (book) Maria Meyers*

Full page: Desmond Hotel map