

# Seek2015

Engaging Communities to Age Well

September 20 - 22, 2015 • Columbus, Indiana



Chosen as the official NISC Senior Centers 2015 conference

MILL RACE CENTER

Friends:

On behalf of the Pitman Institute, it is with great pleasure that I welcome friends and colleagues – old and new – to Columbus and Mill Race Center for Seek 2015: Engaging our Communities to Age Well.



Successful, multipurpose senior centers are on the cutting edge of change, serving multiple generations of older adults whose increasing diversity often mirrors changes in American society. To the extent that we perform our missions well, centers can become essential leaders in creating communities for a lifetime.

Thanks to the incredible talent and expertise of our conference keynote speakers and more than 40 presenters from across the nation and beyond, coupled with the participation of Mill Race Center and Columbus community leaders, you are in for a unique experience, one in which I am eager to participate and share with you!

Enjoy your time in Columbus as we learn from each other!

**Bob Pitman**  
 Mill Race Center, Inc.,  
 Pitman Institute for Aging Well  
 Retired Executive Director (1985-2014)  
 NISC Chairperson (2006-2008)

Dear Colleagues:

Thank you for serving our nation's older adults every day! On behalf of the National Council on Aging and our National Institute of Senior Centers (NISC), I want to welcome you to the NISC 2015 National Senior Center Conference.



I am excited to be spending this time with you to explore cutting-edge ideas on how to strengthen our nation's senior centers. NCOA has been a champion of senior centers since 1970, and we're eager to help plot an even brighter future.

Every day, your centers help thousands of older adults improve their health, maintain their economic security, live independently, and stay active in their communities. At NCOA, we share these same goals.

If you haven't already, I encourage you to visit us at [www.ncoa.org/NISC](http://www.ncoa.org/NISC) and join our national network to access best practices, professional development, advocacy, research, and national standards and accreditation.

Enjoy the conference, and I look forward to our continued good work.

**James Firman, EdD**  
 President & CEO  
 National Council on Aging

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**Sunday, September 20**

	Mill Race Center Lobby	Mill Race Center Room 1	Mill Race Center Room 2	Mill Race Center Room 3	Mill Race Center Patio
8 a.m.					
8:30 a.m.					
9 a.m.	Registration Open 9 a.m. - 12 p.m.				
9:30 a.m.					
10 a.m.				NISC Peer Reviewer Accreditation	
10:30 a.m.					
11 a.m.					
11:30 a.m.					
12 p.m.					
12:30 p.m.					
1 p.m.					
1:30 p.m.					
2 p.m.					
2:30 p.m.					
3 p.m.	Registration Open 3 - 6 p.m.				
3:30 p.m.					
4 p.m.					Opening Reception & Just Friends Adult Day Services Art Auction
4:30 p.m.					
5 p.m.					
5:30 p.m.					
6 p.m.		Dinner			
6:30 p.m.					
7 p.m.		Keynote Speaker Zach Benedict			
7:30 p.m.					

◆ Designates Full Conference Registration Required

# Monday, September 21

	Mill Race Center Lobby	Mill Race Center Room 1	Mill Race Center Room 2	Mill Race Center Room 3	Mill Race Center Patio
8 a.m.	Registration Open 8 a.m. - 4 p.m.	Breakfast 			
8:30 a.m.		Keynote Speaker Colin Milner 			
9 a.m.					
9:30 a.m.					
10 a.m.					
10:30 a.m.			<b>M1. Programming for Boomers</b> Mary Staackmann	<b>M2. The Promise of Self-Directed Teams</b> Christine Beatty	
11 a.m.					
11:30 a.m.					
12 p.m.			<b>M6. More Than a Meal: Senior Centers and the Changing Appetite of the Older Adult</b> Bob Blancato Lunch will be available for purchase		
12:30 p.m.					
1 p.m.					
1:30 p.m.			<b>M7. The Aging Mastery Program</b> James Firman	<b>M8. Building a Successful Travel Program for Seniors</b> Edie Smith	
2 p.m.					
2:30 p.m.					
3 p.m.			<b>M12. The Well-Fed Cookbook</b> William Glick	<b>M13. Retiree Recruitment</b> Mark Fagan	
3:30 p.m.					
4 p.m.					
4:30 p.m.			<b>M18. Helping Older Adults Access Benefits and Nutritious Food</b> NCOA	<b>M19. It's Not Just About Marketing!</b> Jill Jackson-Ledford	
5 p.m.					
5:30 p.m.					
6 p.m.				Leo Laks Award Reception Pre-registration required	
6:30 p.m.					
7 p.m.					
7:30 p.m.					

# Monday, September 21

Mill Race Center Art Room	YES Cinema	Hotel Indigo 1	Hotel Indigo 2	Visitors Center
<b>M3. Creating LGBT Welcoming Senior Centers</b> Sherrill Wayland	<b>M4. Keynote Replay</b> Zach Benedict			Keynote Networking Zach Benedict Pre-registration required
<b>M9. Aging in Place Without Borders</b> Patty Willaert	<b>M10. Encore! Peak Creativity Later in Life</b> Kelly Wilson	<b>M11. Development in a Box</b> Beverly Ferry		Keynote Networking Colin Milner Pre-registration required
<b>M14. Advocacy is not Verboten</b> Marci Phillips	<b>M15. "Age of Love" Documentary</b>	<b>M16. Community Leadership through Successful Partnerships</b> Melissa Cannon	<b>M17. Putting the Center in Senior Center</b> Laura Kopp	
<b>M20. Into the Streets: Senior Centers as Agents for Change</b> Philip Stafford	<b>M21. Keynote Replay</b> Colin Milner	<b>M22. The Role of Senior Centers in Age-Friendly Communities</b> Melissa Cannon	<b>M23. Partnerships that Pack a Punch</b> Janna Clar	
<b>MySeniorCenter Demonstrations with Chris Hamilton</b> Chris will be located in the Mill Race Center computer lab at times throughout the conference where he will demonstrate how MySeniorCenter works and will allow participants to become familiar with the software.				

 Designates Full Conference Registration Required

Tuesday, September 22

	Mill Race Center Lobby	Mill Race Center Room 1	Mill Race Center Room 2	Mill Race Center Room 3	Mill Race Center Art Room	
8 a.m.	Registration Open 8 a.m. - 3:30 p.m.					
8:30 a.m.			<b>T1. Mainstreaming: Integration of Adult Daycare Clients into a Senior Center Environment</b> Bob Pitman	<b>T2. MySeniorCenter - Programming and Other Trends</b> Chris Hamilton	<b>T3. Open Windows: Older Adults Sharing Life Experiences</b> Ellen Ervin	
9 a.m.						
9:30 a.m.						
10 a.m.						
10:30 a.m.			<b>T6. The Role of Senior Centers in Building the Economic Security of Older Adults</b> Susan Getman	<b>T7. The Big Think: How One Senior Center Leads Through Collaborations</b> Peter Thompson	<b>T8. A Place to Belong</b> Melissa Cannon	
11 a.m.						
11:30 a.m.						
12 p.m.		Lunch & Closing Keynote James Firman				
12:30 p.m.						
1 p.m.						
1:30 p.m.			<b>T11. Readers Theater (Innovative Program Idea)</b> Cindy Chodan	<b>T12. Strategic Planning - Pathway to Your Future</b> K. Jean Williams	<b>T13. Resource and Partnership Development</b> Sheila Salyer	<b>T14. The Value of Accreditation</b> Maureen O'Leary
2 p.m.						
2:30 p.m.						
3 p.m.						
3:30 p.m.		<b>T17. Avoid the Accidental Interim Director</b> Marina Keers	<b>T18. Capturing the Resources you Already Know</b> K. Jean Williams	<b>T19. The University Express: The Senior Center as a Lifelong Learning Classroom</b> Patricia Dowling	<b>T20. Keynote Replay</b> James Firman	
4 p.m.						
4:30 p.m.						

Tuesday, September 22

Notes

YES Cinema	Hotel Indigo	Visitors Center
<b>T4. New York City's Innovative Senior Centers: The Next Chapter</b> Manoj Pardassani		
<b>T9. Senior Scams</b> Todd Kossow	<b>T10. Senior Center Design for Today and Tomorrow</b> Douglas Gallow Jr.	
<b>T15. Looking Ahead: Will You Be Ready?</b> Jan Brinkman	<b>T16. Keeping Connected &amp; Vibrant</b> Jill Lawlor	Keynote Networking James Firman Pre-registration required
<b>T21. "Cyber Seniors" documentary</b>	<b>T22. Friendships Forever: A Unique Way to Engage Homebound Older Adults Back to Your Center</b> Malia Fox	

Designates Full Conference Registration Required

## Keynotes

### Zach Benedict

Managing Partner, MKM Architecture + Design

Sunday, September 20 • 7 p.m. • Mill Race Center 1 - 3

Zach Benedict kicks off the Seek 2015 conference. His architectural focus has been on communities for a lifetime, a topic which has attracted the attention of several regional and national professional organizations. Benedict believes that many leaders may not take advantage of the experts in their communities who can help address the challenges and opportunities of an aging population. Come learn what he has to say about the specific role senior centers can play, and consider how the ultimate experts, our community seniors, can be engaged to lead the way.

### Colin Milner

CEO, International Council on Active Aging

Monday, September 21 • 8:30 a.m. • Mill Race Center 1 - 3

“The dinosaurs of the last generation—like outdated senior centers and retirement communities—are a complete turnoff,” Milner says. This thought-provoking keynote address will not only help senior center and related professionals avoid extinction, it will also help them define the leadership roles they must play in their communities to re-define aging as a major resource to be harnessed. Milner believes that organizations that don’t adjust to the new expectations of people entering their retirement years are likely to struggle.

### James Firman

President and CEO, National Council on Aging (NCOA)

Tuesday, September 22 • 12 p.m. • Mill Race Center 1 - 3

How can the nation’s 11,000 senior centers empower older adults from all walks of life to embrace the gift of longevity? James Firman, who recently celebrated his 20th anniversary at the helm of the National Council on Aging, brings the conference to a close with a challenge. Firman believes that senior centers are leaders in helping older adults pursue “Aging Mastery,” using their knowledge and skills to make measurable improvements to their health and well-being. Come discover Firman’s nine strategies to transform your senior center and envision how older adults themselves can be the engine for change.

## Monday Sessions

### M1. The Boomers are Coming: Are You Ready?

Mary Staackmann

Director of Lifelong Learning at North Shore Senior Center

Monday, September 21 • 10:30 a.m. • Hotel Indigo

The wave of baby boomers is just starting to hit—are we ready? Senior centers often talk about programming for baby boomers and trying to attract this younger audience. How do we do that successfully? Baby boomers as a generation are just entering the life stage that senior centers serve. Yet, boomers are different than our current customer in many ways. This session will discuss the boomers cohort, their values and trends as a generation, and how that can affect their preferences in programs and where they participate as they enter this new life stage. Attendees will review North Shore Senior Center’s efforts to prepare for the generational shift that is beginning, and the probable impact it will have on the center and programming.

### M2. The Promise of Self-Directed Teams

Christine Beatty

Madison Senior Center and Senior Services Director, City of Madison, Wisc.

Monday, September 21 • 10:30 a.m. • Mill Race Center 3

This session provides an overview of self-directed teams that mobilize professional, 50+ volunteers. We will review “boomer” expectations which engage this cohort, consider specialized management techniques (including recruitment) and supervisory roles and understand the benefits, team and agency roles and the focus of three key players. Learn about the development of teams to build organizational capacity and leadership. This is your session for Self-Directed Teams 101; be here to get your agency a return on investment of 9 to 1! Remember, calling a group of people a “team” does not make it so.

### M3. Creating LGBT Welcoming Senior Centers

Sherrill Wayland

Director, SAGE Metro St. Louis

Monday, September 21 • 10:30 a.m. • Mill Race Center Art Room

Over the coming years, communities large and small will see an increasing number of older adults who identify as lesbian, gay, bisexual and transgender (LGBT). Eliminating barriers to care and insuring equal access to quality aging service requires organizations to review and make changes to policies and procedures. This presentation will provide the tools needed to help organizations create welcoming senior centers inclusive of LGBT older adults.

### M4. Keynote Replay

Zach Benedict

Monday, September 21 • 10:30 a.m. • YES Cinema

### M6. More than a Meal: Senior Centers and the Changing Appetite of the Older Adult

Bob Blancato

President of Matz, Blancato and Associates; Executive Director of the National Association of Nutrition and Aging Services Programs

Monday, September 21 • 12 p.m. • Mill Race Center 2 - 3

Senior centers have historically been gathering places for good nutrition for older adults, such as for congregate meals. What role are senior centers playing now in providing nutrition for older adults, and how is this role changing? Is it about more linkages to nutrition and health through activities and education? Through what types of innovations does a senior center maintain its older base of participants while attracting the younger seniors? Is there value in intergenerational programs in centers? These topics and more will be addressed during this session.

### M7. The Aging Mastery Program®



James Firman

President and CEO, National Council on Aging (NCOA)

Susan Stiles

Senior Director, Product Development and Strategy, NCOA

Maureen O’Leary

NISC Program Manager, NCOA

Emily Dessem

Associate Director,

Aging Mastery Program®, NCOA

Monday, September 21 • 1:30 p.m. • Mill Race Center 2

The Aging Mastery Program® (AMP) is an innovative program developed by the National Council on Aging that encourages mastery—developing sustainable behaviors that lead to improved health, financial security, and overall well-being. Participants will learn how AMP grew and how it can be implemented in their center.

### M8. Building a Successful Travel Program for Seniors

Edie Smith

Travel Coordinator, Mill Race Center

Monday, September 21 • 1:30 p.m. • Mill Race Center 3

This workshop will cover the implementation of a vibrant travel service for senior centers. Topics include:

- How to choose the right coordinator
- Planning trips that meet many needs and budgets
- Fundraising
- Building loyalty and establishing relationships with providers and travel partners
- How to measure the success of your travel program

Participants will receive a step-by-step guide to beginning or revitalizing a travel department within their organization, which will promote meaningful activity and add value for their members.

### M9. Aging in Place Without Borders

Patty Willaert

Manager, Community Outreach, Memorial Hospital of South Bend Community Health Enhancement

Kimberly Green Reeves

Memorial Hospital’s Community Health Enhancement

Beenish Chaudhry

Research Fellow, ICeNSA University of Notre Dame

Matthew Modlin

Teacher and the Technology and Engineering Magnet Coordinator at Riley High School, South Bend, Ind.

Dipanwita Dasgupta

Ph.D. Student, University of Notre Dame

Karla Black

Medical Magnet Coordinator/Instructor, Washington High School

Monday, September 21 • 1:30 p.m. • Mill Race Center Art Room

A collaboration between Memorial Hospital’s Community Health Enhancement division of Memorial Hospital in South Bend/Beacon Health System, Aging in Place program, the University of Notre Dame’s Interdisciplinary Center for Network Science and Applications, and involvement of the South Bend Community School Corporation high school students made it possible to launch an application where elderly participants are engaged in their health and wellness and empowered to share their experiences and medication compliance with their physicians. This program, eSeniorCare, is a research study that explores how technology and human interaction improves the quality of life for seniors. This innovative program/study made it possible to focus on intergenerational relations between youth and senior community members in the South Bend area.

### M10. Encore! Peak Creativity Later in Life

T. Kelly Wilson

Director of the Indiana University Center for Art+Design;

Associate Professor at Indiana University

Monday, September 21 • 1:30 p.m. • YES Cinema

This session will explore the nature of creativity from the advantage of age and maturity and will address how the arts were significantly advanced by individuals in architecture, art and music who were in their senior years of life, but at the zenith of creative thinking and productivity.

### M11. Development in a Box

Beverly Ferry

CEO of Living Well in Wabash County CoA, Inc

Amy Rose

Executive Director of Development, Catholic Diocese of Memphis, Tenn.

Monday, September 21 • 1:30 p.m. • Hotel Indigo 1

Development in a Box will present the tools needed to create an annual fund campaign for a senior center as part of an overall development strategy. This will include strategic development plans such as case statements, feasibility studies, annual fund letters, step-by-step instructions and a timeline for completing a successful campaign.

### M12. The Well-Fed Cookbook: A Senior Center/ University Collaboration

William Glick

Executive Director, Tippecanoe County Council on Aging, Inc./

The Center @ Jenks Rest

Monday, September 21 • 3 p.m. • Mill Race Center 2

The Well-Fed Cookbook is the product of a unique collaboration between The Center @ Jenks Rest in Lafayette, Ind. and a Business Writing Class at Purdue University. It is an example of how such a collaboration can bring the community and the classroom together, and how students and seniors can bridge the generation gap. The product of the collaboration is a published cookbook that provides a variety of easy, healthy recipes using ingredients commonly distributed in a senior grocery program.

### **M13. Retiree Recruitment, Senior Centers, and Economic Development**

Mark Fagan

Department Head Emeritus, Jacksonville State University, Jacksonville, Ala.; Fagan Consulting for Retirement Development

**Monday, September 21 • 3 p.m. • Mill Race Center 3**

Dr. Fagan's presentation will focus on the following topics: retirees and economic development, retiree interstate migration, the economic impact of the Robert Trent Jones Golf Trail, community assessment for retirement, the mature market, and communicating with the mature market. Participants will receive a copy of "Retirement Development: A How-To Guidebook." Detailed information will be provided on the retiree migration patterns, economic resources of retirees, and publications for communicating with retirees. The information will be helpful to program planners and developers, economic development professionals, elected officials, and retirement community executives.

### **M14. Advocacy is not Verboten: What it can Mean for Your Visibility, Partnerships and Funding**

Marci Phillips

Director of Public Policy & Advocacy, NCOA



**Monday, September 21 • 3 p.m. • Mill Race Center Art Room**

Many organizations think their public or nonprofit status, or funding sources prohibit advocacy. Lobbying activities might be restricted, but educating policymakers, the media, and the public about the needs of those you serve and how you address them can be crucial elements to your mission and overall success. Join a dialogue to dispel the myths around advocacy, and share best practices that can raise your visibility as a community leader, expand your reach to nontraditional partners, and provide new resources.

### **M15. "The Age of Love" - Documentary Film**

**Monday, September 21 • 3 p.m. • YES Cinema**

An unprecedented speed dating event for 70- to 90-year-olds serves as the backdrop for the new documentary, "The Age of Love," that shatters stereotypes of the aging heart.

Over one summer, we intimately follow as ten speed daters—recently widowed, long-divorced or never-married—prepare for the big day, endure a rush of encounters, then anxiously receive their results. Fearlessly candid about themselves and what they're seeking, these WWII babies are spurred to take stock of life-worn bodies and still-hopeful hearts.

Then, as they head out on dates that result, comic and bittersweet moments reveal how worries over physical appearance, romance and rejection, loss and new beginnings change—or don't change—from first love to the far reaches of life.

### **M16. Community Leadership through Successful Partnerships**

Melissa Cannon

Faculty, Portland State University

**Monday, September 21 • 3 p.m. • Hotel Indigo 1**

This presentation provides an overview of findings from a multiple-case study of seniors in the Portland metropolitan area in Oregon that revealed how senior centers can leverage partnerships to create and advocate for a strong network of aging services through leadership in their communities.

### **M17. Putting the Center in Senior Center**

Laura Kopp

President/CEO of the Center for Active Seniors, Inc. (CASI)

**Monday, September 21 • 3 p.m. • Hotel Indigo 2**

This presentation will focus on building community collaborations and partnerships to build a one-stop marketplace for seniors. CASI is a comprehensive center spanning 40,000 sf. The center provides 7,000 activities for area seniors throughout the year. We also offer the community's only adult day services program, senior advocacy, in-school programming, which links seniors with grade school aged youth, and volunteer opportunities to over 530 volunteers annually. Through strategic partnerships the facility has grown to be recognized as the center for senior health and wellness. Partnerships include those with the primary (and competing) hospital systems, Walgreen's, the regional blood center, a travel agency and many local small businesses. The center hosts a café, a hair salon, a billiards room, a band, a senior theater, and much, much more. The center has been successful in leveraging relationships with area partners to generate revenue through sponsorships, special events, and capital investment.

### **M18. Helping Older Adults Access Benefits and Nutritious Food**

Erin Kee

Program Specialist - Hunger Initiatives

Maggie Flowers

Senior Program Manager, Economic Security, NCOA

**Monday, September 21 • 4:30 p.m. • Mill Race Center 2**

Millions of older adults are missing out on benefits that make healthcare, prescriptions, and food more affordable. Workshop participants will learn about benefits that can help seniors improve their economic security, hear lessons learned from NCOA's Benefits Enrollment and Senior SNAP Enrollment Centers, and find out about tools they can use to assist in the benefits application process.

### **M19. It's Not Just About Marketing!**

Jill Jackson-Ledford

Executive Director, Our Lady of Mercy Community Outreach

**Monday, September 21 • 4:30 p.m. • Mill Race Center 3**

A common misconception is that marketing builds one's brand – and who has the money to market these days?! Building a vibrant, cutting edge brand is much more than just good marketing. Building an organization brand is multidimensional and includes many more

elements than just having a good logo. Participants in this workshop will learn that outcomes measures and evaluation as well as leadership are just as important in building a brand as using the right photos and images. Participants will go home with lots of ideas to try out and modify to create their own branding success.

### **M20. Into the Streets: Senior Centers as Agents for Change Towards Lifetime Communities**

Philip Stafford

Director, Center on Aging and Community, Indiana University

Jennie Todd

Research Associate, Indiana Institute on Disability and Community

**Monday, September 21 • 4:30 p.m. • Mill Race Center Art Room**

As the communities for a lifetime movement grows, senior centers are well positioned to play a leading edge role in community change. With a "cast of thousands" holding special insights into the quality of the built environment, centers can be catalysts for change. This workshop, with examples, will focus on specific roles that centers can play in the movement. The session will include a formal presentation on concepts associated with communities for a lifetime, provide examples of methods senior centers can employ to engage members in community study and advocacy, and foster audience deliberation around the development of center-led collaborations with key stakeholders of all ages and abilities.

### **M21. Keynote Replay**

Colin Milner

**Monday, September 21 • 4:30 p.m. • YES Cinema**

### **M22. The Roles of Senior Centers in Age-Friendly Communities**

Melissa Cannon

Faculty, Portland State University

**Monday, September 21 • 4:30 p.m. • Hotel Indigo 1**

This presentation offers an in-depth look at how one senior center in Portland, Ore. has integrated the Age-Friendly Portland/Multnomah County project through Portland State University-initiated programming (e.g., service-learning, student-led research) and implementation of aspects of an age-friendly action plan (e.g., planned intergenerational dialogues, speed dating for older adults).

### **M23. Partnerships That Pack a Punch: Creation, Maintenance, Excellence, and Innovation**

Janna Clar

Director, Montpelier Senior Activity Center

**Monday, September 21 • 4:30 p.m. • Hotel Indigo 2**

Successful program and service partnerships attract community interest, senior participation, and donor funding. Whether your organization and current partners are non-profit, for-profit, education or government-based, learn practical strategies to improve and market existing partnerships, identify un-tapped potential for new partnerships in your region, and establish innovative multi-sector partnerships. The benefits and challenges of off-site partnerships will also be discussed. Use partnerships to diversify your programming, enhance your community impact and strengthen your leadership!

## Tuesday Sessions

### T1. Mainstreaming? Integration of Adult Daycare Clients and Other Special Populations in a Senior Center Environment

Bob Pitman  
Executive Director Emeritus, Mill Race Center  
Marilyn Clerc  
Executive Director, Just Friends, Inc.

**Tuesday, September 22 • 8:30 a.m. • Mill Race Center 2**

This will be a roundtable session where conference participants are invited to share their successes and challenges in serving participants needing a higher level of physical or cognitive support (those eligible for adult daycare), including those with short-term memory loss, dementia, etc., or those with developmental disabilities, mental health needs and other needs within their senior centers.

### T2. Programming and Other Trends

Chris Hamilton  
President, MySeniorCenter

**Tuesday, September 22 • 8:30 a.m. • Mill Race Center 3**

MySeniorCenter works with over 900 senior centers around the country. Participants will look at trends across these centers in programming, demographics, membership policies and fee ranges, volunteers, group travel ideas, and more, seeing what's popular, what's not, and what's attracting younger members. Chris will also be located in the Mill Race Center computer lab at other times throughout the conference where he will demonstrate how MySeniorCenter works and will allow participants to become familiar with the software.

### T3. Open Windows: Older Adults Sharing Life Experiences

Ellen Ervin  
Co-Founder, Senior Learning Network  
Lynne Beachner  
Co-Founder, Senior Learning Network

**Tuesday, September 22 • 8:30 a.m. • Mill Race Center Art Room**

Discover how you can identify and honor life experiences of those in your communities. Many older adults even begin projects and new careers well into their 70's. Learn about an on-going program that is seeking to spotlight these very special people in order to capture and share their inspiring stories with others. This program provides inspiration to participating communities. This is a wonderful way to validate a life well lived!

### T4. New York City's Innovative Senior Centers: The Next Chapter

Manoj Pardasani, Ph.D.  
Faculty Research Scholar at the Ravazzin Center for Social Work Research in Aging; Associate Professor at the Fordham University Graduate School of Social Service

**Tuesday, September 22 • 8:30 a.m. • YES Cinema**

In 2011-12, the New York City Department for the Aging embarked on an ambitious venture to re-brand and re-new senior centers. Eight innovative senior centers were established in NYC. These senior centers had enhanced budgets, programming and resources. This workshop

will trace the development and implementation of these new senior centers, with a description of programs offered and populations served. A unique university-community-government collaboration utilized research data to develop an advocacy agenda to influence public policy and led to the creation of these new senior centers. Preliminary findings regarding impact of these innovative senior centers will be shared.

### T6. The Role of Senior Centers in Building the Economic Security of Older Adults

Susan Getman  
Executive Director,  
Wilmington Senior Center  
Maggie Flowers  
Senior Program Manager, NCOA

**Tuesday, September 22 • 10:30 a.m. • Mill Race Center 2**

Millions of older adults have seen their hard-earned retirement savings diminish. With limited income, many low income seniors struggle to pay for out-of-pocket medical expenses, utility bills, food, housing, and transportation, including increasingly expensive gasoline. For many, the unpaid bills mount to a crisis point. In theory, financial services are available to seniors with economic needs. In reality, it's often difficult for disadvantaged seniors to take advantage of those services because they have to go to many different offices, fill out multiple application forms, and subject themselves to various intake and assessment processes. In this workshop, participants will learn about addressing the needs of seniors holistically, what senior centers across the country are doing to help seniors access benefits, and how one Delaware senior center is helping to build the economic security of seniors statewide.

### T7. The Big Think: How One Senior Center Leads Through Collaborations in its Community

Peter Thompson  
Executive Director, Senior Center in Charlottesville, Va.

**Tuesday, September 22 • 10:30 a.m. • Mill Race Center 3**

Senior centers are leaders in the field of aging in numerous ways. Our NISC accreditation standards emphasize also that we cannot do it alone but should meet community needs through collaborations. The Senior Center in Charlottesville, Va. has ramped up its efforts to lead and collaborate. Learn how partnering with the local AAA and a fitness and wellness center for a community summit "The BIG Think: is Charlottesville ready for the Age Shift?" was a catalyst for more collaborations and community leadership. Joining a city-wide place making task force and Livable for a Lifetime, Public Health, and Age Wave planning resulted. Moreover, the blossoming friendship with the local AAA is leading to the development of a coalition of all the area's aging providers due to this initiative.

### T8. A Place to Belong

Melissa Cannon  
Faculty, Portland State University

**Tuesday, September 22 • 10:30 a.m. • Mill Race Center Art Room**

This presentation elucidates ways that staff at two senior centers in a qualitative study in Portland, Ore. work to address and accommodate their participants who

face poverty, homelessness, and/or mental illness. Specific examples will be provided of resources that allowed staff to create inclusiveness and accessibility within their center's programming.

### T9. Scams Currently Targeting Seniors — Pass It On

Todd Kossow  
Assistant Director, Federal Trade Commission - Midwest Region  
**Tuesday, September 22 • 10:30 a.m. • YES Cinema**

This session will address scams that are currently targeting senior citizens, including lottery and sweepstakes scams, imposter scams such as the grandparents scam, health care scams, counterfeit check scams, and medical alert robocall scams, among others. It will include data on the prevalence of these scams and would also focus on what seniors can do to avoid falling victim. The FTC's new "Pass It On," education campaign will be introduced. This campaign seeks to take advantage of the senior community and their life experience and social networks to get the word out to other seniors about how to spot and avoid scams that are targeting them.

### T10. Senior Center Design for Today and Tomorrow

Douglas Gallow, Jr.  
Owner, Lifespan Design Studio

**Tuesday, September 22 • 10:30 a.m. • Hotel Indigo**

As senior centers embrace new strategies for serving current and emerging generations of participants, it's critical to create constructed environments that effectively communicate and accommodate that vision. A team of senior center design specialists will discuss key concepts in the design of a facility that is universally appealing and seamlessly user-friendly for participants of all ages and abilities.

### T11. Reader's Theater: How to Create a Crowd Pleasing Performance Troupe

Cindy Chodan  
Program Director, Mill Race Center

**Tuesday, September 22 • 1:30 p.m. • Mill Race Center 1**

Love to act but dislike the task of memorizing the lines? Then Reader's Theater and its success as "script in hand" theater could be for you! In this session, you will learn about Mill Race Center's success in creating an 18-person troupe that brings out over 100 people to their bi-monthly Lunch & Laughter performances. Like many center programs, the comradery is outstanding, and rehearsals are almost as fun as performances! You will learn why seniors who have never acted a day in their life, as well as lifelong thespians are drawn to participate in this style of theater. Tips on setting up a successful Reader's Theater program will be shared, and best of all, you'll enjoy a short performance by the Mill Race Center troupe!

### T12. Strategic Planning: Pathway to your Future

K. Jean Williams  
Consultant, Expand Your Horizons

**Tuesday, September 22 • 1:30 p.m. • Mill Race Center 2**

Strategic planning and the development of goals and objectives is one of the requirements for senior center accreditation. We will discuss why this is important for

a center to be successful. Through interactive exercises, participants will gain the knowledge of how to do a strategic plan. Then use that plan to develop goals, objectives and develop a work plan to carry out the plan.

### T13. Resource & Partnership Development

Sheila Salyer  
Director, Tallahassee Senior Center and Foundation

**Tuesday, September 22 • 1:30 p.m. • Mill Race Center 3**

We all know funding drives our ability to offer programs and that senior centers have a lot to offer our funders and donors. Attendees will explore a variety of fundraising and partnership development ideas. During the workshop they will be guided through a process to identify and inventory resources specific to their centers. They will learn to develop a customized sponsor package that includes benefits they might offer to their partners. Ideas will be shared to help with building relationships with businesses and nonprofit organizations. Talking points will be suggested to help formulate their presentation to potential funders. Participants will come away with the ability to create a win-win-win resource package for their participants, programs, and partners.

### T14. The Value of Accreditation

Maureen O'Leary  
Program Manager, NCOA's National Institute of Senior Centers and National Senior Center Accreditation Program



**Tuesday, September 22 • 1:30 p.m. • Mill Race Center Art Room**

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.

### T15. Looking Ahead: Will you be Ready?

Jan Brinkman  
Senior Real Estate Specialist, Century 21 Breeden Realtors

**Tuesday, September 22 • 1:30 p.m. • YES Cinema**

Jan has been a frequent presenter at a local retirement community where she has offered suggestions for downsizing as well as the practical and emotional aspects of leaving the "family" home, making decisions after the death of a spouse, and remaining physically and mentally active during retirement years. Her 37 plus years of experience in residential sales and listings has earned her national recognition in her profession. Attendees will learn why she has come to love her adopted city and will share her thoughts about why more and more retirees are considering Columbus as their new home.

### T16. Keeping Connected & Vibrant

Jill Lawlor

Community Recreation Manager, City of Vancouver

**Tuesday, September 22 • 1:30 p.m. • Hotel Indigo 1**

Research has shown that social relationships help people age well. The traditional model of service delivery in senior centers needs to change to accommodate the demands of three generations in one place and needs to value social relationships and protect them while adapting to the needs of an aging population. People are living longer and doing it well; learn the role senior centers can play to ensure the highest quality of life for everyone despite personal struggles, losses and change. Jill and her team have been working collaboratively with doctors, nurses, schools, public health agencies, chronic illness support groups, and non-profits to break down barriers to participation and creating a dynamic and supportive environment that makes aging fun, and gives people a reason to jump out of bed in the morning and connect with others.

### T17. Avoid the Accidental Interim Director

Marina Keers

Executive Director, Hendricks County Senior Services

**Tuesday, September 22 • 3:30 p.m. • Mill Race Center 1**

Long-time executive directors are retiring. Often, they are replaced by younger directors who may or may not have experience working in the nonprofit sector. Many are first time directors who haven't experienced the pressures and hazards of being ultimately responsible for an agency, its services, employees, culture, and its finances. Without a plan, a new executive director can become the "accidental interim" executive director. Executive directors and their boards can develop proactive plans to prevent the damage that can occur after a long-term executive director or founder retires or resigns. Marina Keers will share real-life examples that will encourage participants and offer the tools they need to succeed. New executive directors, retirement-ready executive directors, and board members will benefit from this interactive workshop.

### T18. Capturing the Resources You Already Know

K. Jean Williams

Consultant, Expand Your Horizons

**Tuesday, September 22 • 3:30 p.m. • Mill Race Center 2**

This fun and informative workshop will focus on tools that can be used to get to know volunteers and new participants attending a center. It will be a fast-paced workshop as we practice several techniques, including interviewing, group résumé writing, human scavenger hunt and speed matching. It will provide you with new tools to identify the skills, talents, and passions of people with whom you interact.

### T19. The University Express: The Senior Center as a Lifelong Learning Classroom

Patricia Dowling

Executive Director, Erie County Retired & Senior Volunteer Program (RSVP)

**Tuesday, September 22 • 3:30 p.m. • Mill Race Center 3**

University Express is a highly successful and cost-

effective lifelong learning program which brings college level academic classes with volunteer instructors to older adults in the comfortable setting of their own senior centers. Learn how the program works, including selection of topics and instructors, scheduling classes, getting out publicity, evaluating results, and working toward sustainability.

### T20. Keynote Replay

James Firman

**Tuesday, September 22 • 3:30 p.m.**

**Mill Race Center Art Room**

### T21. "Cyber Seniors" Documentary Film

**Tuesday, September 22 • 3:30 p.m. • YES Cinema**

A humorous and heartwarming feature documentary, "Cyber Seniors," adds to the important international conversation about the growing generation gap. Focusing on a group of senior citizens who take their first steps into cyberspace under the tutelage of teenage mentors, the film expertly renders a thought-provoking look at a spirited group of men and women who are enriched by digitally re-connecting with their families and each other. Finding their footing rather quickly, the group moves on to compete for the most YouTube views while swiftly building their online inventory of friends.

Learn more at [cyberseniorsdocumentary.com](http://cyberseniorsdocumentary.com).

### T22. Friendships Forever: A Unique Way to Engage Homebound Older Adults Back to Your Center

Malia Fox

Adjunct Professor Gerontology, Winona State University

**Tuesday, September 22 • 3:30 p.m. • Hotel Indigo 1**

Ready to "Move to the Oldies?" Play "the Chi?" Join our virtual, interactive, and overall inclusive community as you see firsthand how we weave the center, university students and those aging at home together. Through the wonders of technology and gifts from the Blandin Foundation & Winona Hims, we are making connections we've never made before. Students from Winona State University make home visits with their laptops and iPads and bring isolated older adults into exercise classes, visits to museums, and celebrations at the center without ever leaving their home. Explanation of the program implementation will be presented and as a treat participants will join us virtually during the conference to talk about their experiences. With very little equipment and expense, you too can bring hope to many for a brighter future!

## Education Session Categories / Areas of Interest

### Business Focus

Suggested sessions related to Redefining Aging

- **M3.** Creating LGBT Welcoming Senior Centers
- **M14.** Retiree Recruitment, Senior Centers, and Economic Development
- **T10.** Senior Center Design for Today and Tomorrow
- **T12.** Strategic Planning: Pathway to your Future
- **T13.** Resource & Partnership Development
- **T15.** Looking Ahead: Will You be Ready?
- **T22.** Friendships Forever: A unique way to engage homebound older adults back to your Center

### Innovative Programs — Community Focus

Suggested sessions related to building communities for a lifetime

- **M4.** Zach Benedict Keynote Replay
- **M8.** Building a Successful Travel Program for Seniors
- **M9.** Aging in Place Without Borders
- **M10.** Encore! Peak Creativity Later in Life
- **M13.** The Well-Fed Cookbook: A Senior Center University Collaboration
- **M14.** Retiree Recruitment, Senior Centers, and Economic Development
- **M15.** Advocacy Is Not Verboten: What It Can Mean for Your Visibility, Partnerships and Funding
- **M16.** "The Age of Love" – Documentary Film
- **M21.** Into the Streets: Senior Centers as Agents for Change towards Lifetime Communities
- **M22.** Keynote Replay — Colin Milner
- **M23.** The Roles of Senior Centers in Age-Friendly Communities
- **T3.** Open Windows: Older Adults Sharing Life Experiences
- **T4.** New York City's Innovative Senior Centers: The Next Chapter
- **T7.** The Big Think: How one Senior Center Leads Through Collaborations in its Community
- **T9.** Scams Currently Targeting Seniors — Pass It On
- **T11.** Reader's Theater: How to Create A Crowd Pleasing Performance Troupe
- **T15.** Looking Ahead: Will You be Ready?
- **T16.** Keeping Connected & Vibrant
- **T21.** "Cyber Seniors" Documentary

### Health Focus

Suggested sessions related to health & wellness issues impacting seniors

- **M6.** More Than a Meal: Senior Centers and the Changing Appetite of the Older Adult
- **M7.** The Aging Mastery Program®
- **M9.** Aging in Place Without Borders
- **M16.** "The Age of Love" – Documentary Film
- **M18.** Putting the Center in Senior Center
- **M21.** Into the Streets: Senior Centers as Agents for Change toward Lifetime Communities
- **M23.** The Role of Senior Centers in Age Friendly Communities
- **T1.** Mainstreaming? Integration of Adult Daycare Clients and Other Special Populations in a Senior Center Environment
- **T6.** The Role of Senior Centers in Building the Economic Security of Older Adults
- **T7.** The Big Think: How one Senior Center Leads Through Collaborations in its Community
- **T16.** Keeping Connected and Vibrant
- **T22.** Friendships Forever: A Unique Way to Engage Homebound Older Adults Back to your Center

### Low Income / Vulnerable Seniors Focus

Suggested sessions related to programs that assist seniors with financial issues

- **M6.** More than a Meal: Senior Centers and the Changing Appetite of the Older Adult
- **M13.** The Well-Fed Cookbook: A Senior Center University Collaboration
- **M19.** Helping Older Adults Access Benefits and Nutritious Food
- **T6.** The Role of Senior Centers in Building the Economic Security of Older Adults
- **T8.** A Place to Belong
- **T9.** Scams Currently Targeting Seniors — Pass It On

**Innovative Programs – Staff, Board and Training Issues**

Suggested sessions for senior center staff and board members

- **M11.** Development in a Box
- **M14.** Retiree Recruitment, Senior Centers, and Economic Development
- **M15.** Advocacy Is Not Verboten: What It Can Mean for Your Visibility, Partnerships and Funding
- **M16.** "The Age of Love" – Documentary Film
- **M20.** It's Not Just About Marketing!
- **M22.** Keynote Replay – Colin Milner
- **M24.** Partnerships that Pack a Punch: Creation, Maintenance, Excellence and Innovation
- **T2.** Programming and Other Trends
- **T7.** The Big Think: How one Senior Center Leads Through Collaborations in its Community
- **T9.** Scams Currently Targeting Seniors – Pass It On
- **T12.** Strategic Planning: Pathway to your Future
- **T13.** Resource & Partnership Development
- **T14.** The Value of Accreditation
- **T17.** Avoid the Accidental Interim Director
- **T18.** Capturing the Resources You Already Know
- **T19.** The University Express: the Senior Center as a Lifelong Learning Classroom
- **T21.** "Cyber Seniors" Documentary

**Transformative Senior Centers**

Suggested sessions to help reinvent your center for success

- **M2.** The Promise of Self-Directed Teams
- **M5.** The Boomers are Coming: Are You Ready?
- **M7.** The Aging Mastery Program®
- **M8.** Building a Successful Travel Program for Seniors
- **M15.** Advocacy is not Verboten: What it Can Mean for Your Visibility, Partnerships and Funding
- **M17.** Community Leadership through Successful Partnerships
- **M18.** Putting the Center in Senior Center
- **M20.** It's Not Just about Marketing!
- **M23.** The Role of Senior Centers in Age Friendly Communities
- **M24.** Partnerships that Pack a Punch: Creation, Maintenance, Excellence and Innovation
- **T1.** Mainstreaming? Integration of Adult Daycare Clients and Other Special Populations in a Senior Center Environment
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- **T16.** Keeping Connected & Vibrant
- **T18.** Capturing the Resources You Already Know
- **T19.** The University Express: the Senior Center as a Lifelong Learning Classroom
- **T20.** James Firman Keynote Replay



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# Pitman Institute for Aging Well



The Pitman Institute is proud to bring you the "Seek 2015 - Engaging Communities to Age Well" conference.

Our mission is to be the "think tank" within Mill Race Center, seeking new ways of thinking about aging, and how to engage community leaders to meet the needs of older adults.

Our work continues after the conference is over. To learn more, visit us at:

[pitmaninstitute.org](http://pitmaninstitute.org)

Thank you for joining us for this year's conference!



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## Stay tuned for next year's Senior Expo

September 2016 • Columbus, Indiana  
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Hosted by The Pitman Institute for Aging Well and Mill Race Center



## Mill Race Center: Upcoming Events

### Afternoon for the Arts

October 23 • 2 - 3 p.m.  
Enjoy live performances, delicious homemade desserts and time to visit with friends. \$5 for members, \$10 for non-members.

### Super Saturday

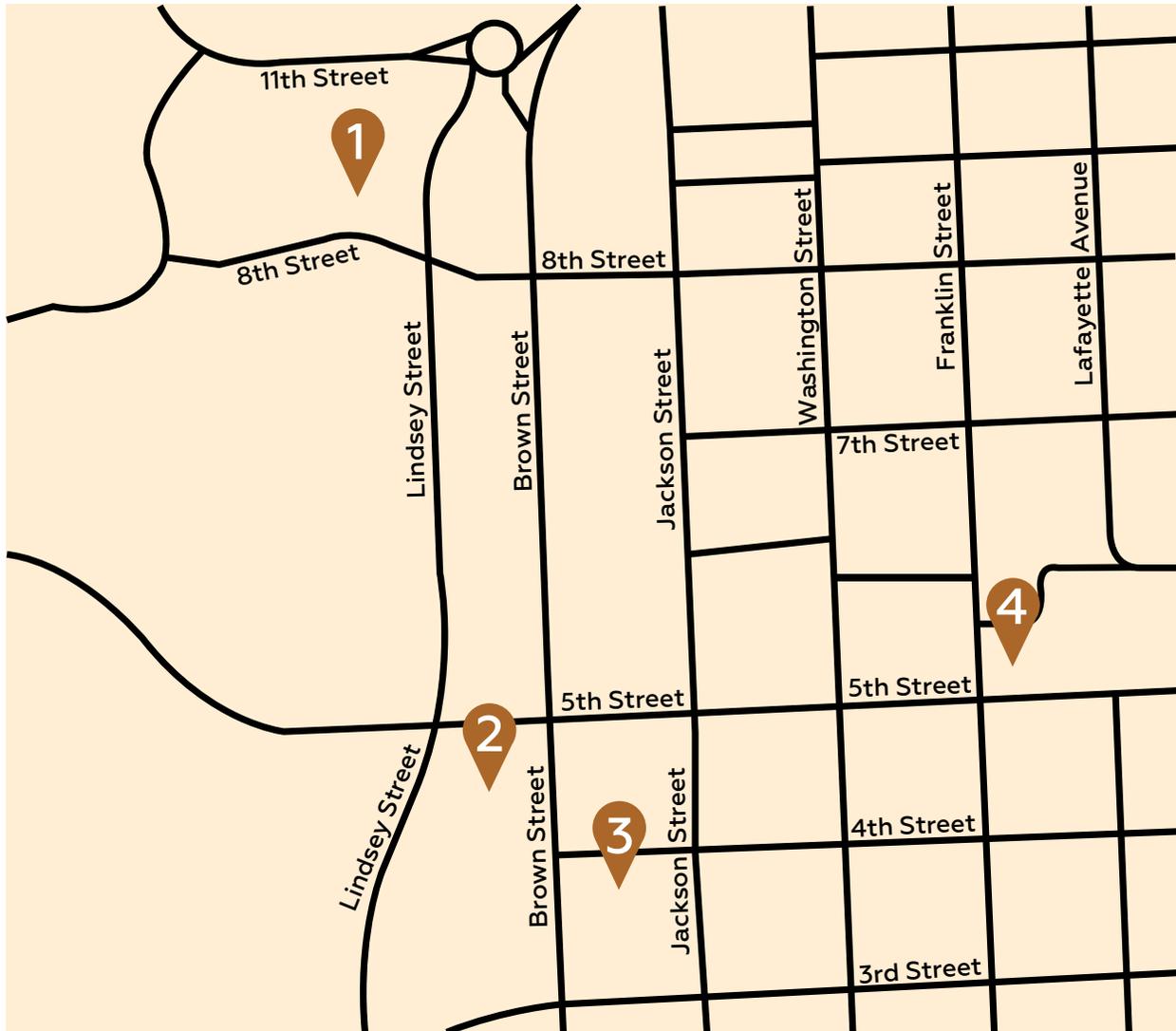
October 24 • 9:30 a.m. - Noon  
Spend your Saturday morning exploring, creating, learning, trying, engaging, tasting and connecting!

### Friday Night Live

November 13 • 7 - 10 p.m.  
Featuring Whipstitch Sallies; \$5 for members, \$10 for non-members.



# Conference Locations



**1** **Mill Race Center**  
900 Lindsey Street  
Columbus, IN 47201

**2** **Hotel Indigo**  
400 Brown Street  
Columbus, IN 47201

**3** **YES Cinema**  
328 Jackson Street  
Columbus, IN 47201

**4** **Columbus Visitors Center**  
506 Fifth Street  
Columbus, IN 47201



Look for Seek Shuttles for transportation between locations.