



Massachusetts  
Councils On Aging



# COA Strong 2017

**MCOA Fall Conference**  
DoubleTree by Hilton  
Danvers, MA  
October 18-20, 2017

# **2017 Conference At A Glance**

**DoubleTree by Hilton, Danvers, MA**

**October 18, 19 and 20, 2017**

## **Wednesday Activities: October 18<sup>th</sup>**

7:00am–9:00am	Continental Breakfast – North Shore Ballroom/Exhibit Hall
8:00am–5:00pm	Registration Desk & Resolution Desk Open
8:00am–5:00pm	Exhibitors Hall Open – North Shore Ballroom
9:00am–10:15am	Workshop Session I
10:15am–10:45am	Break – North Shore Ballroom/Exhibit Hall
10:45am–12:00pm	Workshop Session II
12:00pm–12:45pm	Lunch – Grand Ballroom
12:45pm–2:15pm	Plenary Session – Grand Ballroom
2:30pm–3:45pm	Workshop Session III
3:45pm–4:15pm	Break – North Shore Ballroom/Exhibit Hall
4:15pm–5:30pm	Workshop Session IV
5:30pm–5:45pm	Stretch & Smile with Emmett – Marblehead A
6:30pm–9:00pm	Dinner – Grand Ballroom

## **Thursday Activities: October 19<sup>th</sup>**

6:30am–7:30am	Morning Sunrise Yoga – Living Room
8:00am	Nordixx Pole Walking – Meet in Lobby
7:00am–9:00am	Breakfast – Grand Ballroom
8:00am–5:00pm	Registration Desk & Resolution Desk Open
8:00am–5:00pm	Exhibitors Hall Open – North Shore Ballroom
8:00am–9:00am	Morning Plenary – Alec Graham – Marblehead
9:00am–10:15am	Workshop Session I
10:15am–10:45am	Break – North Shore Ballroom/Exhibit Hall
10:45am–12:00pm	Workshop Session II
12:00pm–1:00pm	Lunch – Grand Ballroom
1:00pm–2:00pm	Plenary Session – Grand Ballroom I
2:15pm–3:30pm	Workshop Session III
3:30pm–4:00pm	Break – North Shore Ballroom/Exhibit Hall
4:00pm–5:15pm	Workshop Session IV
5:15pm–5:30pm	Stretch & Smile with Emmett – Marblehead A
6:00pm–8:00pm	Networking Reception – Living Room

## **Friday Activities: October 20<sup>th</sup>**

7:00am–9:00am	Breakfast – Grand Ballroom
8:00am–12:00pm	Registration Desk and Resolution Desk Open
9:00am–12:00pm	Morning Intensive Session
12:00pm–1:00pm	Lunch – Grand Ballroom

# “COA Strong”

MCOA Fall Conference: October 18-20, 2017



Massachusetts  
Councils On Aging

## Dear Participant:

The Massachusetts Association of Councils on Aging & Senior Center Directors is pleased to welcome you to the DoubleTree by Hilton in Danvers for our annual fall conference jointly offered with the Commonwealth of Massachusetts; represented by the Executive Office of Health and Human Services, the Executive Office of Elder Affairs, the MA Department of Public Health, the MA Commission for the Blind, the MA Commission for the Deaf and Hard of Hearing and the MA Office of Consumer Affairs and Business Regulation. In addition, we welcome Governor Charlie Baker to this event to publicly thank him for signing Executive Order 576 that created the Governor’s Council to Address Aging with the noble goal of making the Commonwealth “the most age-friendly state for people of all ages”. MCOA stands ready to help implement the Council’s recommendations when delivered. We also wish to thank him for his selection of cabinet members and senior staff that understand the impact of the growing numbers of older citizens will have on our Commonwealth. Thank you, Governor Baker, for your leadership on this issue and casting a spotlight on Aging in Massachusetts.

Just like in the 1980’s when our Commonwealth looked at tax reform, in the 1990’s when we tackled Education Reform or just after the millennium when we focused on health care; we need to understand the impact the growth of older people age 60+ will have on our Commonwealth over the next two decades, and then develop strategies to meet the projected needs. The Boomers among us have experienced first-hand this population shift as it has passed through our society. Communities were forced to build new schools and hire new teachers to meet this demand. Now that this population is aging, our local and state governments need to step up once again to make sure the support services exist to meet the needs we face now, and the growing needs all of us in the field know will overwhelm our Commonwealth if immediate action is not taken. For the first time in Massachusetts recorded history, the number of residents age 60+ is greater than the number of children under the age of 20 (source: UMASS/Amherst Donahue Institute) and this 60+ cohort will increase to almost 30% of our state’s total population in less than 20 years.

MCOA’s response to the Governor’s Council on Aging request for input identified nine major themes that need to be addressed:

1. Transportation remains a major problem;
2. Affordable Housing is lacking;
3. Isolation is a significant and costly problem;
4. Ageism must be identified and condemned;
5. The ‘Healthy Aging Movement’ must continue to expand;
6. Older Adults lack Economic Security;
7. Workforce Development must target the projected jobs needs this growth will demand;
8. Mental Health Programs for older adults are scarce and more dementia services are needed; and
9. Municipal COAs need support including a Formula Grant rate of \$12/elder/YEAR by 2020 to keep up with this growth.

Our submission details these problems and outlines some of our recommended solutions including legislation that warrants immediate consideration. (The full text is included in your conference folder and is also posted online at [www.mcoasonline.com](http://www.mcoasonline.com))

The Tufts Health Plan Foundation (THPF) Community Profiles further identifies state and local problems that should also be addressed and the THPF and AARP led “Age Friendly Movement” shows a structure for each community to review these identified problems and find solutions. We hope our membership and our municipalities embrace this campaign and Age Friendly continues to be fully supported by the Administration and championed with our 351 municipalities.

We as a Commonwealth may not be able to fully respond to all of the needs this Council and the local Age Friendly campaigns will identify, but our state has never walked away from a challenge. We are the home of the best and brightest and through collaboration between academia, the business community and state and local governments including gerontologists, elder advocates, consumers and municipally based COAs, we can begin to put in place and then expand programs and services to meet the demands of 2 million older adults by 2030.

This conference is a collaboration of the best and the brightest from our Commonwealth and from around New England. We do solve problems on a daily basis and can develop long term solutions. That is why this year’s planning committee chose “COA Strong” as the theme to signify the dedication and commitment of our local COAs to provide the best services and programs, even in these uncertain times. Thus, this conference is an opportunity to join in helping shape the future, learn of new initiatives and programs that have a proven track record, network with your peers, and examine our current path and priorities. MCOA needs help on our Leadership Team with many of these projects. Join us! Details on all of this can be found in your conference folder, down in North Shore Exhibit Hall (Look for “MCOA Showcase” banner), or on our website: [www.mcoasonline.com](http://www.mcoasonline.com). Enjoy this experience!

Becky Moriarty  
Conference Chair & MCOA VP  
Director of the Hampden COA

David P. Stevens  
MCOA’s Executive Director

Kathleen Bowler  
Director of Member Services



# Massachusetts Councils On Aging

## Welcome to the Conference!

### Conference Highlights: At “Senior Centers 2017” we offer:

**Workshops:** Ranging from Alzheimer’s to Uber, the workshops this year cover a broad range of topics reflecting the breadth of programs and services offered by Councils on Aging at the local level. The workshops give participants the opportunity to develop skills and learn about new program/service opportunities.

**Plenaries:** The three plenaries scheduled offer unique insights into where we are as elder service providers. On Wednesday, we are pleased to welcome that Gov. Charlie Baker who will be addressing “The STATE of Older Adults”. A panel of elder experts will then respond to the Governor’s remarks. The panelists include: EOEA Secretary Alice Bonner, ASA President Robert Blancato, ACL Regional Administrator Kathleen Otte, and MCOA President Brian O’Grady. The session will be moderated by David P. Stevens, Executive Director of MCOA. On Thursday morning, State Protective Services Director Alec Graham will offer his perspective on the current status of Protective Services in Massachusetts. On Thursday afternoon, Kathleen Otte, Regional Administrator for the U.S. Administration of Community Living will present “Supporting YOU As We Age Out Loud”. Jim Firman, President of NCOA will reflect how those messages relate to Senior Centers. They will be joined by Brinn Sullivan, President of the NHASC (New Hampshire), Rick Liegl, President of the CASC (Connecticut), and Brian O’Grady, President of MCOA who will reflect on the experiences of their states.

**MCOA Showcase:** Visit MCOA Informational Tables in the North Shore Exhibit Hall on Wednesday and Thursday- At these tables, attendees will have the opportunity to view videos produced by MCOA, learn about the Marketing Toolkit developed for membership and other resources of interest to members. We will be distributing information about funding opportunities, an updated training calendar, and other information of interest to members. Come visit us and learn what your trade Association is doing for you.

**Evening Events:** On Wednesday, it’s Disco time as MCOA hosts a dinner/dance with a 70’s theme. On Thursday, join us for a casual networking reception to give attendees an opportunity to reconnect with old friends and make new friends – and a little karaoke, too.

**Taking Care of Yourself:** On Thursday morning, join us for a walk to try out Nordixx pole walking, great for navigating the hills around the hotel – we’ll meet in the hotel lobby. On Thursday morning, we’ll be offering a Sunrise Yoga class. Emmett Schmarsow will be leading a “Stretch and Smile” group at the close of workshops on Wednesday and Thursday.

**In addition we will also offer:**

- **CEUs:** We will offer CEUs for Social Workers and RNs on select courses as well as CEs for Licensed Mental Health Counselors, and Certificates of Attendance for Activities Personnel, and for MCOA Certified Staff. Go to the Resolution Desk for details.
- **Exhibitors/Vendors:** We will have vendor tables on Wednesday and Thursday set up in the North Shore Exhibit Hall. A Get-Away Weekend Raffle is available to those who collect enough signatures from these exhibitors.

***May I suggest that you first read “Conference Housekeeping” located inside your two-pocket folder for tips and vital information to make this event more enjoyable. For a quick orientation to this event, check out the inside back cover for a map of this facility and inside front cover for the conference timeline.***

**A Cooperative Venture Thank You’s:** The content of this three day conference “COA Strong” is truly outstanding. We are grateful to the Massachusetts Executive Office of Health and Human Services and in particular Executive Office of Elder Affairs and Secretary Alice Bonner for support.

Attendees should also note the generosity of our sponsors who help offset the cost of this conference. This year our sponsors include: the Executive Office of Elder Affairs, AARP Massachusetts, Blue Cross Blue Shield of Massachusetts, *myseniorcenter*, Alzheimer’s Association of MA and NH, Tufts Health Plan Medicare Preferred, Senior Living Residences, The Northbridge Companies, and Boston Medical Center HealthNet. In addition, there will be many other exhibitors and non-profit vendors in attendance. MCOA encourages everyone to linger and make connections in the North Shore Exhibit Hall — **each day there will be different vendors onsite.**

**More Thank You’s:** I also personally want to single out Emmett Schmarsow and Carole Malone from EOEA for their tireless efforts on behalf of COAs throughout our Commonwealth who have also contributed to make this event a success. In addition, I want to thank members of the Workshop Committee who reviewed over 120 proposals: Chair Terri Marciello, with Emmett Schmarsow, Carole Malone, Sheila Ronkin, Ashley Springman, Donna Popkin, Judy Tanner, Mary Kay Browne, Kathy Bowler, Lynn Wolf, and Becky Moriarty. I am also appreciative of Judy Ramirez who assisted with the Nursing CE; the members of the Local Arrangements Committee coordinated by the North Shore COA team of Dawn Folopoulos, Deb Siriani, Pam Parkinson, Stacey Minchello, Nancy Hammond, Dale Palma, Annmary Connor, and Diane Bertolino; and our conference chair Becky Moriarty for holding all this together.

Additionally, I wish to recognize the extraordinary efforts and flexibility of our staff: Shari Cox, Lynn Wolf, Joanne Sheehan, Donna Popkin, Mary Kay Browne, Kathy Bowler and Tom Gagnon. Their hard work and dedication is appreciated. Inviting over 600 of your closest friends for three-day event can be a roller coaster. As you pass any of these individuals at this event, give them a hug and say thanks for a job well done.

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



The Commonwealth of Massachusetts  
Executive Office of Elder Affairs  
One Ashburton Place, 5th Floor  
Boston, Massachusetts 02108

**CHARLES D. BAKER**  
Governor

**KARYN E. POLITO**  
Lieutenant Governor

**ALICE F. BONNER**  
Secretary

Tel: (617) 727-7750  
Fax: (617) 727-9368  
[www.mass.gov/elders](http://www.mass.gov/elders)

Dear Colleagues,

It is my pleasure to welcome you all to the 2017 Massachusetts Association of Councils on Aging (MCOA) Annual Conference. This year's theme, *COA Strong*, is fitting because without our COA partners we would not be ready to serve Massachusetts and the nation's rapidly expanding, older population. In fact, by 2040 our oldest citizens will outnumber our youngest citizens for the first time in history, both in Massachusetts and throughout the country.

In my travels throughout the state, I am reminded of the critical role that each of you plays in the lives of older adults in Massachusetts. I want to recognize MCOA for providing this invaluable opportunity for us to learn from one another about the best ways to provide vital and engaging opportunities for older adults in our communities. I also want to thank MCOA for taking on this enormous annual undertaking and for connecting those of you on the frontlines by providing more than eighty compelling workshops over this three day event.

In my second year as Secretary of Elder Affairs, I have met with many older adults, caregivers, advocates, and providers. The dedication and energy you put into delivering quality programs and services truly makes a difference in their lives. As I continue in my third year as Secretary, I will remain a staunch advocate for you and for the incredible work you are doing on behalf of older adults in Massachusetts.

Our mission at the Executive Office of Elder Affairs is to promote the independence, empowerment and wellbeing of older adults, people with disabilities, and their caregivers. You and the COAs are our valued partners in this essential work and you are not alone. With adults 65 and older representing the fastest growing age group in the state, we are pleased to announce that Governor Baker has established a Council to Address Aging in Massachusetts, to help respond to the expanding opportunities that accompany this demographic shift. Our priorities at Elder Affairs include promoting aging in place to allow people to remain in their communities, creating livable communities that embrace age-friendly and dementia friendly principles, and developing an adequate careforce, including the formal eldercare workforce as well as informal caregivers. Each of these priorities relates to the important work that all of you do.

It is a privilege to be among you today as we come together to embrace the growing population of older adults and respond with our own rising tides of energy, dedication, and empowerment. Thank you for the opportunity to be a part of this conference.

Sincerely,

A handwritten signature in blue ink that reads "Alice Bonner".

Alice Bonner, Secretary



**CHARLES D. BAKER**  
GOVERNOR

**KARYN E. POLITO**  
LIEUTENANT GOVERNOR

**COMMONWEALTH OF MASSACHUSETTS**  
**Office of Consumer Affairs and Business Regulation**  
501 Boylston Street, Suite 5100, Boston, MA 02116  
(617) 973-8700 FAX (617) 973-8799  
[www.mass.gov/consumer](http://www.mass.gov/consumer)

**JAY ASH**  
SECRETARY OF HOUSING AND  
ECONOMIC DEVELOPMENT

**JOHN C. CHAPMAN**  
UNDERSECRETARY

Dear Colleagues:

The Councils on Aging and the Massachusetts Association of Councils on Aging are very important fixtures in Massachusetts. Your work provides elders the knowledge and resources they need to continue living independent and active lives. Thank you for all you do.

The Office of Consumer Affairs and Business Regulation seeks to educate and empower consumers about their rights and responsibilities in the marketplace. The Office also aims to ensure a fair market for both consumers and businesses and does so through its five agencies: the Divisions of Banks, Insurance, Professional Licensure, Standards, and the Department of Telecommunications and Cable.

My Office continues to put an emphasis on elders by educating them on issues with which they might not be familiar. The consumer education team has reached hundreds of seniors with face to face presentations on scam spotting, shopping rights, identity theft prevention and personal finances. We've also been focusing on elder financial exploitation, either by trusted family members and caregivers or through devious scams.

Working together, we can continue our efforts to educate consumers about protecting themselves, their money and their personal information. Among the important topics for seniors at your Fall Conference, consumer education representatives from the Office of Consumer Affairs and Business Regulation will be presenting on home improvement consumer protection, identity theft and fraud prevention.

The Baker-Polito Administration's vision is to make Massachusetts a better place to live and work. We are glad to serve with you in achieving this goal and I look forward to continuing our partnership and shared responsibility to educate and protect the Commonwealth's consumers. Please do not hesitate to contact our consumer information hotline at (617) 973-8787 or visit us online at [www.mass.gov/consumer](http://www.mass.gov/consumer) with your questions and concerns.

Sincerely,

John C. Chapman  
Undersecretary



Charles D. Baker  
Governor

Karyn E. Polito  
Lieutenant Governor

Marylou Sudders  
Secretary

Heidi L. Reed  
Commissioner

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

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

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

600 Washington Street  
Boston, MA 02111

(617) 740-1600 Voice  
(617) 326-7546 VP  
(617) 740-1700 TTY  
(800) 882-1155 Voice  
(800) 530-7570 TTY  
(617) 740-1810 Fax

October 5, 2017

Dear Colleagues,

On behalf of the Massachusetts Commission for the Deaf and Hard of Hearing (MCDHH), we are pleased to welcome you to the 2017 Massachusetts Association of Councils on Aging conference.

By statute, Mass General Law, c.6 § 191-199, MCDHH provides the Commonwealth with progressive, protective, and innovative resources to serve Deaf, Hard of Hearing, and Late-deafened people in an extensive range of human service, healthcare, safety, legal, education, and economic settings and with accommodations required under the Americans with Disabilities Act. Our services include educating consumers and private and public entities about programs, services, and opportunities to assist our constituency. We recognize MCOA as a vital partner in our mission of providing accessible communication, education and advocacy to consumers and private and public entities so that individuals who are Deaf and Hard of Hearing can access and contribute to programs, services, and opportunities throughout Massachusetts.

It is with urgency that we bring awareness of hearing loss and coping strategies to support this conference's focus on "COA Strong". *Hearing loss has become one of the most prevalent and disruptive disabilities to affect the global population.* To quote statistics from Johns Hopkins research, one of every five of us is living with deafness or hearing loss. And, the National Institute on Deafness and Other Communication Disorders (NIDCD) tells us that "approximately one in three people between the ages of 65 and 74 has a hearing loss and nearly half of those older than 75 have difficulty hearing." *In our work with community members and service providers throughout the Commonwealth, we are acutely aware that while hearing loss affects everyone, it is especially hard among older people who are already at risk from social isolation and cognitive decline.*

From all of us at MCDHH, thank you for joining us; warmest wishes for a most enjoyable conference.

Very sincerely,

Heidi L. Reed  
Commissioner



*The Commonwealth of Massachusetts  
Executive Office of Health and Human Services  
Commission for the Blind  
600 Washington Street, Boston, MA 02111*

CHARLIE BAKER  
Governor

KARYN POLITO  
Lieutenant Governor

MARYLOU SUDDERS  
Secretary

PAUL SANER  
Commissioner

Tel.: 617-727-5550  
800-392-6450  
TDD: 800-392-6556  
Fax: 617-626-7685  
[www.mass.gov/mcb](http://www.mass.gov/mcb)

October 18, 2017

Dear Colleagues,

On behalf of the entire Massachusetts Commission for the Blind (MCB) team, we are pleased to partner with and support the 2017 Massachusetts Association of Councils on Aging (MCOA) Conference.

With more people living longer and vision loss highly correlated with age, aging and vision loss is a 21<sup>st</sup> Century health care challenge. MCB's mission is to provide the highest quality rehabilitation and social services leading to independence and full community participation for those registered as legally blind, and we have been doing this for more than 111 years. We look forward to sharing our resources both at this conference and in the years to come. Some examples of our services include case management, orientation and mobility, rehabilitation teaching, as well as provision of low vision evaluation and devices. Services are planned and provided individually, based on the person's unique needs as determined through an in-home functional assessment. The primary goal of MCB's services is to assist individuals who are blind to live as independently as possible in the community. Forming partnerships with organizations like the MCOA, allows us to achieve our mission.

MCB would like to thank the MCOA for providing a grant which afforded the opportunity for three Councils on Aging to become hosts of a new regional Assistive Technology (AT) training center. Two VIBRANT (Visually Impaired and Blind Recipients Accessing New Technology) AT centers opened in Brookline and Worcester this year. A third, the Stella Jeon Assistive Technology Center, also opened in Franklin. These three AT centers, which are free community resources, enable a visually impaired person to read printed matter, use a computer for composing and storing personal documents, use email or texting for correspondence and use the internet to access information and services.

As a partner, MCB is committed to working with our colleagues in the aging and health care networks to provide the very best rehabilitation services. We welcome this opportunity to further the partnership and look forward to successful collaborative work that will improve the quality of life for the increasing number of seniors we collectively serve. Thank you for the opportunity to be part of the largest conference of Elder Care professionals in Massachusetts.

Paul Saner

A handwritten signature in black ink, appearing to read "PAS".

Commissioner

October 2017

Dear Friends,

The LGBT Aging Project is so pleased to be part of yet another terrific MCOA Conference celebrating “COA Strong.” I hope you’ll have a wonderful time connecting with your colleagues and learning from each other.

In collaboration with MCOA we have developed two trainings, “The Rainbow Room” which focuses on inclusion of lesbian, gay, bisexual and transgender older adults and caregivers, and more recently “Understanding and Welcoming Transgender Older Adults

We continue to work with many Councils on Aging and Senior Centers and see your successful efforts in training your staff and creating programming that is inclusive of lesbian, gay, bisexual and transgender older adults and caregivers. ” What better way to ensure that the older adults in your communities feel welcome in your COA?

Have a wonderful time at this conference – your time away with colleagues and the new possibilities to expand the work you do!

Enjoy!



Lisa Krinsky, LICSW  
Director

The LGBT Aging Project  
A program of The Fenway  
Institute

Lisa Krinsky, LICSW  
Director

Bob Linscott, MTS  
Assistant Director

October 2017

Dear Colleagues,

On behalf of the National Council on Aging, I want to welcome you to this year's Massachusetts Association of Councils on Aging conference.

It's exciting to be gathering again this year to celebrate the strength and vitality of the work you do for and on behalf of the people of Massachusetts. This year's theme, COA Strong, reflects the values you bring to your communities.

I admire the leadership innovation and contributions of the Council on Aging and senior centers like yours, and greatly value our partnership with MCOA to improve the lives of seniors and advance the field of senior centers. NCOA has been a champion of senior centers since 1970 when we formed the National Institute of Senior Centers. And, like you, we're always looking to the future to see how we can help senior centers grow, improve, and evolve.

Every day, your centers are helping thousands of older adults master the many challenges of aging – including staying healthy, making ends meet, finding joy and meaning in life, and remaining connected to others in the community. At NCOA, we're working for the same thing. Our vision is a just and caring society in which each of us, as we age, lives with dignity, purpose, and security.

If you haven't already, I encourage you to visit us at [www.ncoa.org](http://www.ncoa.org) and sign up to learn how, together, we can improve the health and economic security of 10 million older adults by 2020.

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

Sincerely,



James Firman, EdD  
President & CEO  
National Council on Aging

October 2017

Dear Senior Center Professionals,

Welcome to the Massachusetts Association of Councils on Aging Annual Conference!

MCOA is committed to supporting and strengthening senior centers through advocacy, education, and providing senior center professionals the resources to succeed. This conference is one example of their outstanding effort and provides one of the best senior center training opportunities in the country.

This year's theme, "**COA Strong**" celebrates the unity and strength that is found in Massachusetts Councils on Aging. MCOA brings members together to face the issues, develop strategies, and improve the situation. MCOA's influence is also felt nationally. One example is the recent release of Barrie Atkins handbook, *Marketing Tools for Any Senior Center*. MCOA staff reached out to NCOA staff to add a national perspective and share this resource with a broader audience. Consider sharing what you learn at this conference with others at the national level. Share the theories, tips, and training that will help all senior centers embrace our future and realize our potential.

NISC is the only national organization solely focused on the needs of senior center professionals like you. We are setting the standard for the future of senior centers. NISC supports a network of over 2,500 senior center professionals through:

- **Professional Development & Networking**  
Seven NISC Teams (Best Practices, Improving Health, Economic Security, Public Policy, Standards and Accreditation, State Associations, and Diversity) allow professionals to advance the senior center field, share ideas, and grow in their careers.
- **Promising Practices**  
The annual NISC Programs of Excellence Awards recognize outstanding senior center programs that others can replicate and, this year, it comes with a cash prize. Webinars, community education programs, and signature programs like the Aging Mastery Program® also allow centers to better serve seniors.
- **Standards & Accreditation**  
NISC offers the country's only National Senior Center Accreditation Program, which provides official recognition that a senior center meets nine established standards of operations. More than 250 centers nationwide have been accredited.
- **Advocacy**  
With NCOA policy staff, NISC members give voice to the older adults they serve in order to strengthen and protect important public programs.

Join us! We invite you to become a NISC member today. Visit us at [ncoa.org/NISC](http://ncoa.org/NISC) to see all the possibilities.

I hope you have a fantastic conference experience!

Sincerely,



Maureen O'Leary  
Program Manager  
NCOA's National Institute of Senior Centers



October 2017

Dear Colleagues,

Welcome!

I hope you continue to use NCOA's online tools designed to help older adults stay healthy and economically secure.

Massachusetts senior centers have access to two unique versions of BenefitsCheckUp®—the nation's most comprehensive online screening service for benefits programs. BenefitsCheckUp® connects older adults to more than 2,500 benefits programs that can help them pay for food, medicine, utilities, and other daily expenses.

- **BenefitsCheckUp® Massachusetts** ([www.BenefitsCheckUp.org/MCOA](http://www.BenefitsCheckUp.org/MCOA)) is designed for professionals and consumers here in Massachusetts to connect older adults to local, state, and federal programs.
- **BenefitsCheckUp® NISC** ([www.BenefitsCheckUp.org/NISC](http://www.BenefitsCheckUp.org/NISC)) is designed specifically for senior center professionals and volunteers to screen their participants for benefits.

Since 2001, BenefitsCheckUp® has helped more than 6.2 million people find over \$22 billion worth of benefits. Use it to help the seniors you serve!

The new, improved, and mobile ready BenefitsCheckUp consumer site was released in December 2016. You can visit it at [www.BenefitsCheckUp.org](http://www.BenefitsCheckUp.org). Be on the lookout for the new and improved BenefitsCheckUp Private Label sites scheduled for release in early 2017.

Have a great conference.

Sincerely,

*Marlene Schneider*

Marlene Schneider  
Vice President of Decision Support Services  
National Council on Aging

MASSACHUSETTS MUNICIPAL ASSOCIATION  
**HUMAN SERVICES COUNCIL**  
*Helping Local Government Improve the Quality of Life for All*

October 2017

Dear MCOA Colleagues:

**Welcome** to MCOA's Annual Conference: *COA Strong*

The focus of this year's Conference is fostering the strength of Councils on Aging as a whole. MCOA is on the frontline of this effort ensuring that the Councils on Aging in our Commonwealth receive the necessary funding to support seniors in a variety of ways. Today we are here to celebrate those efforts as we continue down the road of collaboration, innovation and advocacy to best meet the needs of seniors in our communities. **COA Strong!**

On behalf of **MMAHSC**, the human services affiliate of the Massachusetts Municipal Association -- I invite you to join us by becoming a member. Our partnership with MCOA continues to grow; our members always welcome the opportunity to co-sponsor events designed to help COA and municipal Human Services staff provide vital services to their communities. Please visit the Massachusetts Municipal Association website to learn more about us and membership opportunities.

Thanks to MCOA President **Brian O'Grady**, MCOA Executive Director **David Stevens** and the entire **MCOA staff** for their terrific work putting together this year's conference!

Best regards,

Laura Ducharme  
President

One Winthrop Square    Boston, MA 02111    (617) 426-7272



October 2017

Dear Friends,

Welcome to the Massachusetts Association of Councils on Aging 2017 Fall Conference!

It's an honor for Blue Cross Blue Shield of Massachusetts to support the efforts of the MCOA. As I begin my relationship with the Councils, I am fully aware of our organizations' shared history as partners working toward the same goal—helping seniors lead healthier, more fulfilling lives. I'm here to help strengthen that bond, and continue that work.

Together we face uncertainties and new challenges in health care. Both can be daunting, but through ongoing collaboration we can further align your progress in improving the quality of senior living in their communities, with our progress in delivering more efficiently managed coverage and care at homes, hospitals, and clinics throughout Massachusetts. We are stronger together.

This year's Conference focuses on the stability and growing strength of the collective Councils on Aging. From all corners of the state, members of the MCOA are connecting and cooperating to ensure seniors in all communities benefit from their efforts. We're here to celebrate their continued collaboration, highlight their innovative solutions, and see if we can put our heads together to find more ways to reach the joint goal.

Senior wellness is important and complicated, and is a topic that deserves all of our attention. Together we are making progress that is impacting and improving the lives of seniors throughout our state. I look forward to working together.

On behalf of all of us at Blue Cross, we hope you enjoy this year's conference!

Sincerely,

Debra J. Williams  
Senior Vice President, Sales and Account Service

T :: 617.246.7663 F :: 617.246.7883 E :: [Debra.Williams@bcbsma.com](mailto:Debra.Williams@bcbsma.com)  
101 Huntington Avenue, Suite 1300 | Boston, MA 02199-7611 | [www.bluecrossma.com](http://www.bluecrossma.com)

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# **AARP**® Real Possibilities Massachusetts

One Beacon Street #2301 | Boston, MA 02108  
1-866-448-3621 | Fax: 617-723-4224 | TTY: 1-877-434-7598  
aarp.org/ma | ma@aarp.org | twitter: @aarpma  
facebook.com/AARPMA

Dear MCOA Conference Attendees,

AARP Massachusetts is pleased to sponsor the 2017 MCOA Annual Fall Conference in Danvers and we look forward to continuing our collaborative work with you to support the 50+ population in Massachusetts.

This year, AARP Massachusetts worked alongside MCOA and other advocates to secure funding for Councils on Aging, home and community based care programs, long term services and supports, and elder protective services. The CARE Act will be implemented in November, and AARP Massachusetts advocates are also working on legislation to better support family caregivers by advocating for a tax credit and supporting credit security freeze legislation this year.

We hope you will enjoy the exciting workshops at this conference, including the session “Exploring the Role of COAs in Growing Age- and Dementia Friendly Communities.” AARP is very active in developing Age-Friendly Communities, which help participating cities and towns become great places to live for all ages by adopting such features as safe, walkable streets; better housing and transportation options; access to key services; and opportunities for residents to participate in community activities.

The conference theme, “COA Strong” aligns well with our program offerings, which offer excellent partnership potential with local Councils on Aging sites:

- **HomeFit workshops** provide education about free and low-cost home modifications that help allow those age 50+ to remain in their homes as long as possible.
- **AARP Fraud Watch Network presentations** provide information about protecting against identity theft and scams.
- **AARP Driver Safety Program** four-hour refresher course helps drivers remain independent and stay safe on the roads.
- **Volunteer with AARP** to help strengthen communities and fight for the issues that matter most to you, such as healthcare, employment and income security, retirement planning, and protection from fraud and financial abuse.

Thank you. We look forward to our continued partnership as advocates for all 50+ residents of the Commonwealth.

Sincerely,



Sandra Albright

State President, AARP Massachusetts



Michael E. Festa

State Director, AARP Massachusetts



October 2017

Dear Colleagues,

Welcome to the 2017 annual MCOA conference. Northbridge Companies communities in Massachusetts have happily maintained a long-standing partnership with MCOA to educate the community at large about Independent Living, Assisted Living and Memory Care options throughout the state. Northbridge communities are dedicated to making a difference in the lives of Massachusetts residents and families.

Northbridge is proud to have senior living communities in nine Massachusetts towns; North Dartmouth, Needham, Newburyport, Tewksbury, Wayland, Plymouth, Mashpee, Danvers and Burlington. Having a special tie to these towns brings us close to their local Council on Aging - working together to be a resource to the communities in which we serve. Our mission isn't just words on a paper, it's how we do what we do every day. We take the time to listen and learn from our residents and families to create the very best home, community and workplace to live well and love life.

We know you will thoroughly enjoy your time at the MCOA 2017 Conference, *COA Strong*. A full array of workshops, sessions, and networking opportunities are sure to guarantee a lively and educational three days.

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**FIND A NORTHBRIDGE COMMUNITY NEAR YOU**

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Autumn Glen Dartmouth, MA	Bayberry at Emerald Court Tewksbury, MA	Laurentide at Mashpee Commons Mashpee, MA <i>*Opening Summer 2018</i>	Stafford Hill Plymouth, MA
Avita of Needham Needham, MA	Carriage House at Lee's Farm Wayland, MA	Seasons of Danvers Danvers, MA	Stonebridge at Burlington Burlington, MA
Avita of Newburyport Newburyport, MA	Laurelwood at The Pinehills Plymouth, MA		

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**VISIT US ONLINE: [NORTHBRIDGECOS.COM](http://NORTHBRIDGECOS.COM)**

Welcome!

At MySeniorCenter, we've had the great pleasure of coming to the MCOA conference for each of the past 12 years. MCOA is the gold standard for COA/Senior Center conferences across the country and we're sure that this year will be no different.

At MySeniorCenter, we consider ourselves a lucky group of people. We get to visit hundreds of Senior Centers around the country every year. While no two Centers are alike, you all have something in common - you do great work for your communities. We're grateful for all that you do and it inspires us at MySeniorCenter to do what we do – make your jobs easier!

The Fun Facts newsletter is now seven years old and we've had a blast bringing our take on data journalism to the Senior Center world. Earlier this month we published our 3<sup>rd</sup> annual ***State of the Network*** report which summarizes the key trends from all of the Fun Facts newsletters from the previous year. **If you're interested in a copy, please stop by our booth in the Exhibit Hall on Wednesday or Thursday.**

We also have some really cool things to demonstrate at the booth; including new report formats, an updated version of Voice Connect, new MyActiveCenter features, and more!

**myseniorcenter**<sup>™</sup>

October 18, 2017

Dear Colleagues,

Through our work with seniors, all of us at the MCOA Conference deal with dementia on a professional level. Most of us, including so many at Senior Living Residences, have also been personally impacted by dementia within our own families. We have witnessed the social stigma of the disease firsthand.

At SLR we are committed to doing our part to help combat this social stigma. We believe it's time for a better understanding of dementia and that basic education will go a long way toward helping all of us better respond, communicate, engage and support those around us living with dementia.

This is why we began our Dementia Friendly Massachusetts Initiative four years ago - to create change through education. We are excited to be a part of the worldwide Dementia Friendly movement and hope that it continues to spread across the state and eventually throughout the US.

For our part, we offer many of our educational and training materials for free on our website, [DementiaFriendlyMass.org](http://DementiaFriendlyMass.org), with the hope that you will download them, get inspired by them and help us create a more welcoming world for those living with dementia. We also offer meaningful, multi-modal in-person trainings and train-the-trainer workshops, including our Dementia Experience which will be offered for the third consecutive year to MCOA Conference attendees. We hope to see you there! The more widely our materials and trainings get used and passed on, the better chance that other organizations and communities, like yours, will join us and take on a Dementia Friendly initiative of their own.



Robert F. Larkin  
President, Senior Living Residences





September 28, 2017

Dear Colleagues:

Welcome to the 2017 Massachusetts Association of the Council on Aging 2017 conference. BMC HealthNet Plan is honored to be a sponsor of the MCOA. Today more than ever, it is imperative that we all join to support our aging population.

Captured so well on the cover of the MCOA 2017 annual report is Bob Dylan's famous – and still relevant – song title, "The Times They Are a Changin'." The uncertainties facing us all are nearly insurmountable to our seniors. Mutual collaboration will create and sustain programs that enhance quality of life and support the need to embrace the communities that have been so important throughout their lives.

BMC HealthNet Plan's Mission, *to improve the health of our communities' most vulnerable members*, supports the MCOA and its goals to assist our seniors in continuing to live healthy, independent and fulfilling lives within their communities. Our federal and state regulatory agencies continue to work with the conduits of change – the health plans, ASAPs, long term services and support providers, hospitals, and clinicians to bring enhanced programs to our members. We must continue to strive to achieve this united purpose – quality life and care for all.

As we approach 2018, let us all enhance our efforts at collaboration and communication to deliver sustainable programs to our seniors who so richly deserve them.

Yours truly,

A handwritten signature in black ink that reads "Susan Coakley". The signature is written in a cursive style.

Susan Coakley  
President

Schrafft's City Center • 529 Main Street, Suite 500 • Charlestown, MA 02129

**New Hampshire Chapter**  
 309 Waverley Oaks Road  
 Waltham, MA 02452  
 (p) 617.868.6718  
 (helpline) 800.272.3900  
 (f) 617.625.3780

**Cape Cod & the Islands**  
 Village South Plaza  
 473 South Street West  
 Raynham, MA 02767  
 (p) 508.880.0055  
 (f) 508.880.0056

128 Providence Street  
 Worcester, MA 01604  
 (p) 508.799.2389  
 (f) 508.799.2658

264 Collage Street  
 Springfield, MA 01104  
 (p) 413.787.1113  
 (f) 413.787.1109

166 S River Road  
 Bedford, NH 03110  
 (p) 603.806.6590  
 (f) 603.806.6590

Dear Friends,

The Alzheimer's Association is pleased to partner once again with the Massachusetts Council on Aging for your annual conference.

Over the past year, MCOA and the Alzheimer's Association have been diligently working together to enhance the work done to best serve those living with dementia and their families. We are grateful to be able to support your work each day. You and your communities rely on the Alzheimer's Association's 24/7 Helpline, education programs, support groups, and Meet ups for people with dementia. Our constituents are your constituents, and our increased collaboration will only offer more support to those facing a diagnosis of dementia.

In 2016 the Alzheimer's Association, in partnership with the Executive Office of Elder Affairs and Jewish Family & Children's Services, launched a statewide initiative "Dementia Friendly Massachusetts." We hold a steadfast belief that grassroots efforts are critical to changing the tide of this growing healthcare epidemic, reducing associated stigmas, and ultimately finding a cure for Alzheimer's Disease. Our partnership continues to focus on supporting your efforts and fostering the potential for larger statewide impact. We want our local COA's to rely on the Alzheimer's Association's robust portfolio of programs to help support your communities. Please remember to reach out to us to learn how we can help your community become more dementia friendly.

For more information about how our programs and services can support your community, please stop by our exhibitor table here or call us at 800.272.3900. We hope that you enjoy the conference!



James Wessler

President and CEO

For more information on Alzheimer's disease or for referrals to service providers please contact our 24/7 Helpline at 800.272.3900 or visit our website at [alz.org/MANH](http://alz.org/MANH)



705 Mount Auburn Street  
Watertown, MA 02472-1508  
617.972.9400  
[tuftshealthplan.com](http://tuftshealthplan.com)

Dear Colleagues,

On behalf of Tufts Health Plan, welcome to the 2017 Annual Massachusetts Association of Councils on Aging (MCOA) and Senior Center Directors conference. Tufts Health Plan is honored to be part of this year's Annual Fall Conference.

As an invaluable community resource, the MCOA continues to be at the forefront of promoting healthy aging for the Massachusetts senior population. The MCOA's extensive services and programs provide seniors in Massachusetts with the opportunity to take an active role in their well-being, lifestyle choices and healthcare decisions.

Along with the MCOA, Tufts Health Plan is proud to be a part of the Massachusetts healthcare community, and we extend our best wishes for a successful conference.

Sincerely,

A handwritten signature in black ink that reads "Patty Blake".

Patty Blake  
President, Senior Products  
Tufts Health Plan

# MCOA Honor Roll

## MCOA Certified Senior Center Directors

Karen Juhl, *Sherborn 2016*  
Kathleen Bowler, *Holyoke 2015*  
Bethany Loveless, *Dracut 2015*  
Pamela Woodbury, *Spencer 2014*  
Nancy Hammond, *Manchester 2014*  
Annmary I. Connor, *Amesbury 2013*  
Jayne Colino, *Newton 2013*  
Vicki Lowe, *Foxborough 2012*

Theresa Woodbury, *West Newbury 2012*  
Karen Alves, *Franklin 2011*  
Laura Dillingham-Mailman, *Merrimac 2010*  
Colleen Ranshaw-Fiorello, *Georgetown 2010*  
Elizabeth Pettis, *Salisbury 2010*  
Rebecca C. Moriarty, *Hampden 2007*

Sharon Anne Mercurio, *Pepperell 2007*  
Joanne Moore, *Duxbury 2006*  
Barbara Farnsworth, *Hingham 2006*  
Sharon Lally, *Needham 2003*  
Joanne Collins, *Woburn 2003*  
Carolyn Brennan, *Hampden 2001*  
Diane Bertolino, *Rockport 2001*  
Kelly Burke, *Sterling 2001*

## MCOA Certified Program Managers

Susan Curtin, *Norwell 2016*  
Jennifer Young, *Plymouth 2015*

Beth Hadfield, *Plymouth 2015*  
Theresa Greer, *Plymouth, 2015*

Magdaly Martinez, *Holyoke 2015*  
Laura Stewart, *Nantucket 2015*

*The intent of MCOA certification is to provide a statewide standard that can be used as a measure of professionalism by interested agencies and individuals. It is further intended that certification will encourage the continuing professional growth and development of certified Council on Aging personnel.*

## National Institute of Senior Centers

**Nationwide, more than 250 Senior Centers have gained Accreditation since 1999**

### Those Accredited in Massachusetts are:

Callahan Senior Center	Framingham	MA
Danvers Council on Aging	Danvers	MA
Duxbury Senior Community Center	Duxbury	MA
Groton Senior Center / Groton Council on Aging	Groton	MA
Hingham Senior Center - Hingham Department of Elder Services	Hingham	MA
Needham COA / Stephen Palmer Senior Center	Needham	MA
Plymouth Council on Aging	Plymouth	MA
Rochester Senior Center and Rochester Council on Aging	Rochester	MA

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

*For more information, go to:*

***<https://www.ncoa.org/national-institute-of-senior-centers/>***

## Wednesday Activities: October 18<sup>th</sup>

7:00am–9:00am	Continental Breakfast – North Shore Ballroom/Exhibit Hall
8:00am–5:00pm	Registration Desk & Resolution Desk Open
8:00am–5:00pm	Exhibitors Hall Open – North Shore Ballroom
9:00am–10:15am	Workshop Session I
10:15am–10:45am	Break – North Shore Ballroom/Exhibit Hall
10:45am–12:00pm	Workshop Session II
12:00pm–12:45pm	Lunch – Grand Ballroom
12:45pm–2:15pm	Plenary Session – Grand Ballroom
2:30pm–3:45pm	Workshop Session III
3:45pm–4:15pm	Break – North Shore Ballroom/Exhibit Hall
4:15pm–5:30pm	Workshop Session IV
5:30pm–5:45pm	Stretch & Smile with Emmett – Marblehead A
6:30pm–9:00pm	Dinner – Grand Ballroom

**Continental Breakfast 7:00am to 9:00am  
North Shore Ballroom Exhibit Hall**

**Wednesday, October 18  
Session I 9:00am-10:15am**

### **W1-1 The Dementia Experience**

**Topsfield**

1 LMHC CE, 1 SW CEU

Senior Living Residences' Dementia Experience is an intense, interactive training that uses sensory modifications and role playing activities to build empathy and understanding. Participants are asked to re-enact typical daily activities such as taking medications and preparing meals "while under the influence of dementia."

Pamela Maloney, Director of Public Education Programs, Senior Living Residences  
Julie Platz, Director of Community Relations, Standish Village

Application for social work continuing education credits has been submitted. Please see [www.mcoaonline.com](http://www.mcoaonline.com) for the status of social work CE accreditation.

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

# Wednesday, October 18

## Session I 9:00am-10:15am continued

### W1-2 Traumatic Brain Injury in Older Adults

Manchester

1.25 Nursing CE, 1 SW CEU

Did you know that falls are the leading cause of brain injury? Are you aware that there are approximately 16,000 older adults who sustain a traumatic brain injury in Massachusetts each year? In this presentation, we will explore the different types and causes of brain injury as well as ways in which we can work effectively with clients who have had a brain injury, including aspects that are specific to older adults. There will be a brief discussion on the anatomy of the brain in the context of how an injury can affect certain cognitive, emotional, and physical functions based on the location of the injury. Lastly, we will review the resources and services that are available in Massachusetts so that we can best support the survivors and family members with whom we work.

Liz Harnois, Elders Information & Resource Specialist, Brain Injury Association of Massachusetts  
Gabriela Lawrence-Soto, Grant Program Coordinator, Massachusetts Rehabilitation Commission

### W1-3 RESPECT- Bullying amongst seniors?

Marblehead

Our town's RAISE values: Respect, Achievement, Inclusion, Service & Empathy were the catalyst for creating a video that included the younger generation with the older generation and how each one handles the various situations they encounter.

Are we so different than the children of today when it comes to peer pressure and bullying?

Irene O'Brien, Director, North Andover Senior Center

### W1-4 A Commission on a Mission: Identifying and Responding to the Needs of LGBT Elders

Hamilton

The Special Legislative Commission on LGBT Aging is the first such statewide Commission in the nation, established by legislation in 2013. The presenters will review the charge of the Commission, its data-gathering efforts--including listening sessions held in four regions of the Commonwealth--and its published recommendations. Participants will be encouraged to comment on the recommendations and discuss their implications for Senior Centers and related programming.

Kevin Cranston, MDiv, Assistant Commissioner, Director, Bureau of Infectious Disease and Laboratory Sciences, Massachusetts  
Department of Public Health

Sean Cahill, PhD, Director of Health Policy Research, The Fenway Institute

# Wednesday, October 18

## Session I 9:00am-10:15am continued

### **W1-5 On the Road to Rural Outreach: New Paths Down Old Roads**

**Newburyport**

This workshop focuses on the development of outreach programs in seven rural western Massachusetts towns (funded by EOE Service Incentive Grant). Presenters describe town outreach needs; dynamics & challenges of outreach in small towns; rural outreach strategies, with an example of one community-driven outreach program, Plainfield Cares. Participants will leave this workshop with a new understanding of rural outreach, promising strategies for engaging small towns, and concrete examples of outreach.

**Jan Gibeau, PhD, Chair, Northern Hilltown Councils on Aging Consortium**

**Peg Whalen, PhD MSW, Regional Outreach Coordinator, Northern Hilltown Councils on Aging Consortium**

**Ann Irvine, Founding Member, Plainfield Cares**

### **W1-6 Introduction to Senior Transportation Tools and Strategies**

**Gloucester A**

**1 SW CEU**

Lack of transportation impedes access and mobility for seniors around the state to medical appointments, volunteer engagements, and social activities and can lead to isolation. In response, the Executive Office of Health and Human Services launched the MassMobility initiative in 2011. MassMobility works to support Councils on Aging and others in implementing best practices to improve mobility for seniors locally and regionally around Massachusetts.

In this session, we will provide an introduction on how to get involved with improving transportation in your region. We will familiarize participants with tools to help you and your seniors learn about services that are available, potential partners who may be able to help you or collaborate with you, innovative models from around Massachusetts, and information and technical assistance available from the state.

This session will include examples from urban, suburban, and rural parts of Massachusetts. Among other tools, we will highlight Ride Match, an online, searchable database of transportation services that was developed in Southeastern Massachusetts and is now expanding statewide.

**Rachel Fichtenbaum, EOHHS Mobility Manager, MassMobility/EOHHS**

**Jennifer Henning, Mobility Coordinator, MassMobility/EOHHS**

### **W1-7 Sneaky Strategies to Manage Weight**

**Gloucester B**

**1 SW CEU**

Discover simple techniques that will help you, and/or the seniors you serve, consciously and subconsciously make better choices that affect weight and health. Striking visuals will be displayed that will have you thinking twice about the plates and glasses you use, as well as how accessible food is throughout your day. The program will share helpful tips for seniors and caregivers.

**Tricia Silverman, RD, LDN, MBA, Registered Dietitian, Fitness Instructor, Wellness Coach, Professional Speaker, Tricia Silverman Wellness**

# Wednesday, October 18

## Session I 9:00am-10:15am continued

### W1-8 Coordinated Care Programs for Low Income Consumers

Ipswich

1 SW CEU

This workshop will discuss eligibility and extensive benefits in the Senior Care Organization, PACE (Program for all-Inclusive Care) and One Care Programs. As escalating costs and concerns about quality care drive the creation of alternative health care delivery models, it is imperative to understand the benefits and savings available to those eligible. We will discuss several cases for each program, the referral process, and the current state-of-the-art in relation to these programs.

Cynthia Phillips, Director, SHINE Program, Executive Office of Elder Affairs  
Elizabeth Bradley, PACE Program Manager, Executive Office of Elder Affairs  
Pavel Terpelats, Integrated Program Manager, Executive Office of Elder Affairs

### W1-9 I Just Started my Dream Job...Now What??

Essex

Being a Council on Aging Director can be overwhelming when everything is going well, let alone when it's not. In this workshop for new directors, we will let participants decide what they need to learn while covering, but not limited to, the challenges of working with different governing bodies, best practices – will they work for you and your center – understanding the budget and the budget process in your town and beyond, and programs that can be leveraged so you can be seen as essential in your community. There will be ample opportunity for participants to ask questions and learn from each other in a safe, judgement free environment.

Carolyn Brennan, Executive Director, East Longmeadow Council on Aging  
Marge McDonald, Director, Burlington Council on Aging

**Refreshment Break 10:15 to 10:45**  
**North Shore Ballroom/Exhibit Hall**

This conference booklet was generously sponsored by

BOSTON MEDICAL CENTER  
**HEALTHNet PLAN**  
SENIOR CARE OPTIONS

# Wednesday, October 18

## Session II 10:45am-12:00pm

### W2-1 Grandparents Raising Grandchildren: What Providers Need to Know

**Topsfield**

**1 SW CEU**

This workshop will provide attendees with information about some of the issues and concerns facing grandparents raising grandchildren, as well as inform providers about The Commission on Grandparents Raising Grandchildren, helpful tips for providers working with kinship families, and share information about services and resources for these families.

**Colleen Pritoni, Director, The Commission on Grandparents Raising Grandchildren**  
**Kerry Bickford, Commissioner, The Commission on Grandparents Raising Grandchildren**  
**Skip Stuck, Commissioner, The Commission on Grandparents Raising Grandchildren**

### W2-2 Should you really drink to that?

**Gloucester A**

**1 LMHC CE, 1.25 Nursing CE, 1 SW CEU**

Though older adult attitudes about alcohol and drug use have changed, the impact these substances have on physical health has stayed the same. Find out about drinking guidelines for older adults, and the trends that have led to increases in alcohol and drug use among older adults. Learn about resources for training and technical assistance regarding substance use, screening for risky use, and engaging clients in conversations about decreasing their use of alcohol or other drugs.

**Carol Girard, MA, Coordinator SBIRT Programs, Bureau of Substance Abuse Services, MA Department of Public Health**  
**Lee Ellenberg, LICSW, Training Manager, MASBIRT Training and Technical Assistance, Boston Medical Center**

**Application for social work continuing education credits has been submitted. Please see [www.mcoaonline.com](http://www.mcoaonline.com) for the status of social work CE accreditation.**

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

# Wednesday, October 18

## Session II 10:45am-12:00pm continued

### W2-3 Want to Offer Something New??

Newburyport

If you would like to offer a wide-variety of learning opportunities through informative lectures, enjoyable concerts, one-woman shows and much more to your community, then this presentation is for you! Come, listen, and learn about the expertise of Sage Educational Services, and experience the wonder of professional historical interpreter Patricia Perry as she performs "Under the Petticoats." Perry describes her show as "edutainment. That means while you are having fun, you are learning."

For the past 11 years, founder of Sage Educational Services Nancy Bayer has engaged lecturers and musicians to offer creative, innovative, educational, and memorable programs to independent and assisted living communities and senior centers throughout the Greater Boston area.

**Nancy Bayer, Founder, Sage Educational Services**  
**Patricia Perry, Performer**

### W2-4 Elder Services 101 in New Hampshire

Manchester

A nuts and bolts panel presentation to talk about the services available in NH.

Massachusetts has 16 towns that border New Hampshire and NH has 18 towns that border MA. We know our members and clients are moving to and from both states. In this presentation we will talk about the services available in New Hampshire and how to locate and navigate through those systems to best serve seniors. This will be a discussion based presentation—bring your questions.

**Brinn Sullivan, President of NH Association of Senior Centers and City of Portsmouth's Senior Services Supervisor**  
**Connie Young, Program Director, ServiceLink Resource Center of Rockingham County**

This conference booklet was generously sponsored by

BOSTON MEDICAL CENTER  
**HEALTHNet PLAN**  
SENIOR CARE OPTIONS

# Wednesday, October 18

## Session II 10:45am-12:00pm continued

### **W2-5 It's time for a Public Guardian for Massachusetts - new innovative public-private partnership with funding to help adults who cannot make decisions and lack family and friends**

**Marblehead**

**1.25 Nursing CE, 1 SW CEU**

In every community, there are incapacitated elders who have no one to help them and are at risk of exploitation, homelessness, and even abuse. Or they are stuck in the hospital and no one has legal authority for discharge. This population is growing as elders live longer with disabilities. Elder Affairs has a limited number of guardianship slots, and otherwise, Massachusetts provides no protection for these indigent, incapacitated adults.

Research indicates that there are at least 3000-4000 people who need a public guardian.

For many years, advocates have asked the legislature for funding for a Public Guardian, with no success due to funding limits.

Come hear about a new innovative bill based on a public-private partnership with funding to provide a qualified Public Guardian, and to provide support to family members trying to step up as guardians, as well as to promote less restrictive alternatives to court appointed guardianship.

**Wynn Gerhard, Senior Attorney; Elder, Health and Disability Unit, Greater Boston Legal Services**

**John J. Ford, Director, Elder Law Project, Northeast Justice Center, Lynn MA**

**Heather Connors, Research Director, Guardianship Community Trust, Andover**

### **W2-6 Why Hearing Aids Are Not Enough**

**Hamilton**

Despite years of advocacy and outreach, elders with hearing loss remain a very underserved population. This presentation explores some of the cultural, programmatic, and technological approaches that COA management and staff can adopt in order to break through the barriers that have traditionally come between elders with hearing loss and reintegration into community involvement and participation.

**Jonathan O'Dell, ALB, Assistive Technology and Training Specialist**

### **W2-7 Join the Global Movement – Become a Dementia Friend!**

**Gloucester B**

**1 LMHC CE, 1 SW CEU**

Dementia Friends is a global movement that is changing the way people think, act, and talk about dementia. Developed by the Alzheimer's Society in the United Kingdom, Dementia Friends is now coming to Massachusetts. By helping everyone in a community understand what dementia is and how it affects people, each of us can make a difference for someone living with dementia, and strive together to make our communities more dementia friendly. You will become a Dementia Friend by attending this session, select a simple practical action that you want to take, and you will learn how to bring Dementia Friends Massachusetts to your own community.

**Beth Soltzberg, Director, Alzheimer's/Related Disorders Family Support Program, Jewish Family & Children's Service**

# Wednesday, October 18

## Session II 10:45am-12:00pm continued

### **W2-8 How We Welcomed the LGBT Community to Our Senior Center**

**Essex**

We would like to begin with a discussion of the process we took to becoming a welcoming Senior Center, where we are today, and where we would like to go in the future. We would also like to brain storm how other Senior Centers can do the same.

**Laura Dillingham-Mailman, Executive Director, Merrimac Council on Aging**  
**Ronald Bourque, Director of Quality & Systems, Elder Services of the Merrimack Valley, Inc.**

### **W2-9 Identity Theft & Fraud Prevention**

**Georgetown**

This presentation will cover how to spot and avoid scams: online, phone, email, and mail. It will also offer tips and resources participants can take with them on how to avoid identity theft.

**Robin Putnam, Research & Special Projects Manager, Office of Consumer Affairs and Business Regulation**  
**Janice Fahey, Legal Analyst and Team Lead for Vulnerable Populations and Data Security, Consumer Advocacy and Response**  
**Division of the Office of the Attorney General Maura Healey**  
**Amy Schram, Senior Community Relations Specialist, Boston Better Business Bureau**

### **W2-10 A Community-Based Participatory Path to an Age Friendly Community**

**Ipswich**

Waltham Connections began with a senior-led study of 3 questions: (1) How does Waltham support healthy aging? (2) How could it do better? and (3) How do seniors stay healthy and promote a healthy community? Supported by the Tufts Health Plan Foundation, a senior/agency Steering Group is working to connect seniors to one another, and to a more age-friendly city.

**Walter Leutz, Professor, Brandeis University**  
**Marybeth Duffy, Director, Waltham COA**  
**Maria DiMaggio, Communications Director, Healthy Waltham**

**Luncheon 12:00pm to 12:45pm**

**Sponsored by AARP**

**Grand Ballroom**

**The STATE of Aging**  
**Wednesday Afternoon Plenary Session**  
**Sponsored by Senior Living Residences**  
**Grand Ballroom**  
**12:45pm to 2:15pm**

**Featured Guest Speaker: Governor Charlie Baker**

**Esteemed Panelists:**

- ❖ **Kathleen Otte**, Regional Administrator, U.S. Administration for Community Living  
Representing DHHS Regions I and II
- ❖ **Bob Blancato**, President, Matz, Blancato and Associates
- ❖ **Alice Bonner**, Secretary, Executive Office of Elder Affairs
- ❖ **Brian O'Grady**, President, Massachusetts Councils on Aging Director, Williamstown  
Council on Aging

**See Plenary Brochure for more details**

# Wednesday, October 18

## Session III 2:30pm-3:45pm

### **W3-1 Optimism and the Art of Aging**

**Marblehead**

**1 LMHC CE, 1 SW CEU**

This workshop will highlight an approach for building awareness and engaging older adults in important discussions around difficult topics (like depression) by incorporating a positive and encouraging theme. We will provide an opportunity to learn about the research on the benefits of optimism over the life span. We will also discuss techniques to encourage older adults to lead a more optimistic and healthier life while also reviewing the signs of depression and, more importantly, helping them to understand that depression is highly treatable

Let's send the message that it is never too late to learn how to be more optimistic!

**Robin Krawczyk, MSW, LICSW, Community Education and Training Specialist, Services for Older Adults, Jewish Family & Children's Service, Waltham, MA**

### **W3-2 Aging in Place – What you can do to Modify your Home**

**Essex**

Older Adults want to safely age in place. Families are often are not aware of home modifications that are available to support their loved one. This workshop will review why home safety is important to quality of life of older adults and how to assess a home for safety “danger points”. There will then be a discussion of what can be done to modify homes to improve the safety and quality of life for older adults.

**Marci Katz, Vice President, NEWPRO**

### **W3-3 “AMPing” up Massachusetts – New Outcomes, Programs and Opportunities for the Aging Mastery Program®**

**Topsfield**

Developed by the National Council on Aging, the Aging Mastery Program® (AMP) is a fun and engaging education/behavior change program. AMP encourages mastery—developing sustainable behaviors that lead to improved health, stronger financial security, overall well-being and advanced planning. In this session, NCOA and MCOA will provide a program overview and highlight developments that are spurring rapid program growth across Massachusetts, including: evidence-based program status, caregiver and faith-based versions of the program, and a new in-home AMP product. We will also share our vision and strategies for rapid statewide growth and how participants can bring the program to their center.

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

**Mary Kay Browne, Director of Special Projects, Massachusetts Association of Councils on Aging**

**Hayoung Kye, MSW, Program Specialist, Aging Mastery Program®, National Council on Aging**

# Wednesday, October 18

## Session III 2:30pm-3:45pm continued

### **W3-4 A Comprehensive Approach to Conducting a Memory Café**

**Manchester**

Memory Cafés are welcoming places for people living with memory changes and their care companions. Cafés should replicate a social community setting and provide an inviting venue to meet other people who are experiencing similar concerns. Cafés encourage friendship and acceptance. Sensory programming is designed to involve everyone in the activity and conversation. Cafés provide an opportunity to leave worries behind and just have some fun knowing that you are in good company!

**Dr. Donna Jackson, PsyD, Conch Shell Counseling**  
**Patricia Collins, MSM, JD, CDP**

### **W3-5 Reaching Everyone: Ensuring That Your Programs and Services are Inclusive and Accessible**

**Hamilton**

Learn how you can make your programs and services accessible and welcoming to everyone, whether or not they identify as a person with a disability! You have definitely been working with people with disabilities all along - many older adults don't see, hear, or walk as well as they used to, but still shy away from the "disability" label. They still want to be included in your programs and services, and you still want to reach them! Find out how to improve the health and well-being of all of your consumers through inclusion and thoughtful planning. This session will focus on working comfortably and in a culturally respectful manner with consumers with disabilities and functional needs, with opportunities to share your experiences. The session will also build awareness of health disparities between people with and without disabilities in Massachusetts.

**Rachel H. Tanenhaus, MPH, Program Coordinator, Health and Disability Program, Office of Health Equity, MA Department of Public Health**  
**Kimberley Warsett, MSW, Program Coordinator, Health and Disability Program, Office of Health Equity, Massachusetts Department of Public Health**

### **W3-6 The Pundit's Perspective**

**Ipswich**

Perplexed about the happenings in Washington? What are the issues driving the 2017 agenda in Washington? Will progress replace gridlock? Will issues of importance to older Americans and their families gain more visibility? These and other topics will be discussed. Join in the conversation.

**Bob Blancato, MPA, President, Matz, Blancato & Associates and current President, ASA**

# Wednesday, October 18

## Session III 2:30pm-3:45pm continued

### W3-7 Exploring the Role of COAs in Growing Age and Dementia Friendly Communities

Gloucester B

1 SW CEU

This workshop introduces the age and dementia friendly movements and resources, providing an overview of each initiative, exploring how they can work together, and giving examples of how some Massachusetts COAs are implementing them. Participants will explore what their role might be in their communities through engaging discussion, following a panel presentation with the Massachusetts leads of these initiatives.

Emily Kearns, Coordinator, Dementia Friendly Massachusetts

James Fuccione, Senior Director, Massachusetts Healthy Aging Collaborative

Valerie Spain, Age-Friendly Lead, AARP

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# Wednesday, October 18

## Session III 2:30pm-3:45pm continued

### **W3-8 Supporting Seniors through Driving Retirement with the TRIPPS Toolkit Newburyport**

1 SW CEU

As professionals working in the eldercare field, we understand that transportation is key to independence and fulfillment in later life, and that much more needs to be done to address the critical issue of isolation in the senior population. We also know that given today's longer life expectancies and improved health care, almost all of us will outlive our ability to drive, by 6-10 years on average.

Most likely, your community already offers some form of support for seniors and their transportation needs. This support may be as simple as a one-page list of service providers, or as complex as a volunteer driver program or a federally funded, income-qualified taxi voucher system.

The TRIPPS program was begun in 2015 in Brookline and Newton, Massachusetts, with the goal of reducing isolation in the senior population—the majority of whom have relied for most of their lives on driving as their primary means of getting around. We help seniors continue to live full, rich lives augmented by regular interactions with the people and places they enjoy. In doing this important work, we take a unique and multifaceted approach. We've spent the last two years developing the TRIPPS model and documenting our successes and failures, with the hopes of eventually sharing what we've learned with others in the field of senior transportation and elder services.

In October 2017, we plan to launch the TRIPPS Toolkit, offering communities across the Commonwealth a menu of tools and options—from creating a resource guide, to organizing community events, to providing peer mentoring support, and even to developing innovative, practical solutions to address specific gaps in service. We hope that the TRIPPS Toolkit will help you design and implement an effective and realistic senior transportation program that meets the needs and works with the resources available in your community.

Come hear about the TRIPPS model, the Toolkit, and some of the many ways you can help support senior transportation where you live and work.

**Kerri Ann Tester, TRIPPS Program Director**

**Maria Foster, TRIPPS Community Outreach Specialist**

**Chris Miara, MS, Training Professional**

**Edna Pressler, PhD, MA, MEd, Training Professional**

### **W3-9 ReInvent Yourself - The Path to Transformation**

**Gloucester A**

1 SW CEU

A workshop focused on guiding seniors - those in the 50+ demographic - to 'think outside the box' on how to bring about purpose and meaning to their lives after a layoff, a long employment break, an early retirement, a desire to do something different, a dream to start a business. Provide insight, inspiration, and instruction on how to integrate one's passion with purpose, identify transferrable skills and use them as a foundation for forging a new career path which will weave your personal desires and interests into a meaningful and fulfilling career.

**Susan Drevitch Kelly, S.D. Kelly Career Services**

# Wednesday, October 18

## Session III 2:30pm-3:45pm continued

### W3-10 Domestic Violence Grown Old

Georgetown

1.25 Nursing CE, 1 SW CEU

Domestic abuse in later life is a problem that has not received much attention. The dynamics of this violence requires a unique response from the various professionals who come into contact with the older adult. This workshop will enable participants to be better able to: recognize the dynamics of domestic abuse in later life. Respond to domestic abuse in later life with appropriate interventions. Understand the need for an interdisciplinary approach and collaboration between Domestic Violence/Sexual Assault Advocates and Elder Service providers.

Susan Pacheco, Executive Director, Cambridge Council on Aging  
Norah Al-Wetaid, Protective Service, Somerville Cambridge Elder Services  
Ronit Barkai, Assistant Director, Transition House

Refreshment Break 3:45pm to 4:15pm  
North Shore Ballroom/Exhibit Hall

# Wednesday, October 18

## Session IV 4:15pm-5:30pm

### W4-1 Women Growing Older: Our Bodies, Ourselves

Ipswich

1 LMHC CE, 1 SW CEU

With increased longevity, women over 60 have new needs, norms, challenges and opportunities. This presentation will explore some of the aspects that affect women's health, social, emotional, and sexual well-being. Together we need to embrace aging and change the aging paradigm.

Joan Ditzion, LICSW, Educator, Geriatric Social Worker, Co-Author, Co-Founder of Our Bodies, Ourselves

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# Wednesday, October 18

## Session IV 4:15pm-5:30pm continued

### W4-2 Advancing Intergenerational Connection

Manchester

The current generation of children and youth is at a crossroads: many face enormous challenges and lack the resources and supports needed for success in their lives. Older adults are perfectly positioned to help: they have life experience, emotional intelligence and a desire to give back. So how do we connect these two generations in order to achieve positive returns and mutual benefits?

This presentation will educate and inspire those leading and working in COAs about a new campaign for intergenerational connection called Generation to Generation (Gen2Gen). The campaign develops models for engaging the talents of older adults in ways that help kids thrive and they will be shared in this presentation.

The campaign is operated by Encore Boston Network (EBN), a coalition of organizations and professionals dedicated to strengthening our communities by engaging the talents of adults 50+. As a collective action network, one of our goals is to generate opportunities for all older adults in the region to engage in purposeful paid and volunteer activity. Research reveals the benefits to individuals in terms of health, life satisfaction and longevity. This intergenerational initiative builds on the experience, strengths and motivations of older adults and links those directly to the needs of vulnerable kids.

**Douglas Dickson, Board Chair, Encore Boston Network**  
**Pat Chadwick, Board Member, Encore Boston Network**

### W4-3 Positive Psychology Practice by Senior Citizens: Influence on Resilience and Well Being

Marblehead

1 LMHC CE, 1.25 Nursing CE

Using evidence based practice advocated within the field of positive psychology, participants will participate in exercises to build awe, compassion, connection, empathy, forgiveness, and gratitude. The benefits of practicing positive psychology by older adults, including increased feelings of resilience, social connectedness and motivation to maintain physical, and social well-being, will be discussed.

**Beverly Dolinsky, Ph.D., Professor of Psychology, Endicott College**

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# Wednesday, October 18

## Session IV 4:15pm-5:30pm continued

### W4-4 Aging and Why the Americans with Disabilities Act Matters?

Gloucester A

1 LMHC CE, 1.25 Nursing CE, 1 SW CEU

Today, six New England states rank among the top 11 in the nation with the highest percentage of people between ages 45 and 64. Approximately 54% of seniors age 65 and older have a disability. We know that the incidence of disability increases with age, so let's support ourselves, our families, and communities by implementing the Americans with Disabilities Act, and creating an age inclusive community.

Goal: As a result of this workshop, participants will:

1. Understand the definition of disability under the ADA
2. See how the ADA, when correctly implemented provides a sense of safety, stability and security in everyday life in Massachusetts communities.
3. Inform older people about their rights and responsibilities under the ADA and the benefit to all.

Oce Harrison, Ed.D. Projector New England Americans with Disabilities Act Center

### W4-5 Wheelchair Securement Training

Topsfield

An overview of the range of securement equipment currently available and a comprehensive review of the proper way to secure passengers with special needs and their wheelchairs. Ideal for new-hire and refresher training, topics covered include:

Liability & Best Practices, Securement Equipment Operation , Pre-trip inspection & Basic Maintenance, Securing the Mobility Device, Securing the Occupant, Sensitivity Training

Joe Boyko, Northeast Regional Manager, Q'Straint/Sure-Lok

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# Wednesday, October 18

## Session IV 4:15pm-5:30pm continued

### W4-6 Helping Families Navigate Senior Care & Living Options in Massachusetts

**Newburyport**

1.25 Nursing CE

This presentation will be about the increasing number of options families have among independent living, assisted living, memory care, adult day health programs, home health care, and companion services, as well as rest homes and nursing homes. With all of the new communities being built, and companies starting up, families today have more choices than ever before which is wonderful, but can also make the decision that much more difficult. We will break down the differences between these types of options, the costs associated, subsidy programs available, and what families need to know before making any decisions. We will discuss the primary criteria used to help guide families towards understanding what care options best fit their needs: care requirements, budget, location and culture, and demographics.

**Cassi Braithwaite, Senior Living Advisor, 2Sisters Senior Living Advisors**  
**Lauren Watts, Senior Living Advisor, 2Sisters Senior Living Advisors**  
**Kristine Callahan, Senior Living Advisor, 2Sisters Senior Living Advisors**

### W4-7 Senior Center Branding: Fun and Practical Tools to Enhance your Senior Center

**Gloucester B**

Are you satisfied with the image of your Senior Center in your community? Is your “brand” recognized and appreciated? Effective branding can help improve the image of your Senior Center and help you reach your target audiences.

Barrie Atkin, co-author (with MCOA) of “Marketing Handbook for Any Senior Center” will present an overview of what branding is and some of the tools available to enhance your Senior Center’s marketing and image.

Barrie will then moderate a panel of experienced Senior Center Directors who will share what they are doing with branding and how they use it to reach new and diverse audiences.

-Joanne Moore, Duxbury, will share how they developed their iconic logo and how they use a range of media to create a unique brand, while spending very little.

-Madeline Noonan, Barnstable, will discuss how Barnstable is using multiple tools including their website, newsletter and social media to enhance their brand.

-Gayle Thieme, Wellesley, will talk about how Wellesley COA developed a new Positioning Concept and an exciting new brand identity in advance of moving into a new standalone Senior Center.

Come learn from these knowledgeable directors. Feel free to bring your own branding examples to share.

**Barrie Atkin, President of Atkin Associates-Strategy/Marketing/Fundraising**  
**Joanne Moore, Director, Duxbury Council on Aging**  
**Madeline Noonan, Director, Barnstable Council on Aging**  
**Gayle Thieme, Director, Wellesley Council on Aging**

# Wednesday, October 18

## Session IV 4:15pm-5:30pm continued

### W4-8 How to Build Positive and Productive Partnerships within Your Town

Hamilton

A number of COA directors will talk about how they've built positive and productive working relationships with other town departments, such as Police, Fire, the Treasurers, Veterans and Board of Health. These COA's have improved client finding, introduced new services and increased client success. You will also hear a town manager's perspective and learn how his leadership style has facilitated a strong alliance among his town's department heads. A discussion will follow where you will be invited to share your success stories too. You will come away with many ideas on how to build stronger collaborations within your own town, as well as, support from your fellow COA directors.

Richard Montuori, Tewksbury Town Manager

Ashley Springman, M.S., LSW, Tewksbury Council on Aging Director

Susan Curtin, M.S., Gerontologist, Norwell Council on Aging Director

### W4-9 Older Adults with Dementia; Incorporating and Implementing Innovative Programming

Georgetown

1 LMHC CE, 1 SW CEU

Viewing of MCOA's "A Welcoming Place for All: Older Adults with Dementia" followed by a presentation. This workshop will explore the unmet needs of older adults with early stage Alzheimer's/dementia and their Care Partners. Discussion will focus on programming that integrates a therapeutic social model that connects, complements and provides continuity of support and services.

Lisa Ushkurnis, MSW, LICSW, CDP, Social Services Supervisor, Callahan Center

### W4-10 Understanding and Welcoming Transgender Older Adults

Essex

1 SW CEU

When it comes to understanding the diverse experiences of older adults, there is a significant learning curve around transgender elders. Many COA staff and volunteers have never really had an opportunity to learn about gender identity and expression. Today, transgender adults, a growing population across the Commonwealth, are one of the last groups who don't feel safe stepping foot in their senior center. This workshop helps participants build an understanding of what it means to be transgender. This goal is achieved through the stories and experiences of eight different transgender elders, many from Massachusetts. Each story has an accompanying key take-away point to help participants build a solid understanding of this topic. The curriculum in this workshop is from the latest module in MCOA's 'A Welcoming Place for All' Diversity Initiative and is available to any COA. This session provides a safe space to ask any and all questions about transgender older adults.

Bob Linscott, MTS, Assistant Director, LGBT Aging Project, Fenway Institute at Fenway Health

# Wednesday Dinner

6:30 – 8:30

Bring your dancing shoes...

It's a Disco Inferno!

Sponsored by

The Northbridge Companies

Dress in your favorite disco garb



Menu for the evening:

Roasted Red Pepper and Tomato Bisque with Savory Corn Relish

Mixed Salad Greens, Cucumbers, Shredded Carrots, Teardrop Tomatoes and Chef's Choice of Dressings

Marinated Flank Steak with Samuel Adams Beer and Sweet Caramelized Onions

Herb Crusted Chicken Breast with Citrus Orange and Sweet Chili Glaze

North Shore Linguini and Clams with White Wine Clam Sauce, Sweet Peas, Diced Tomatoes and Chopped Smoked Bacon

Honey and Balsamic Roasted Potatoes

Boston Cream Pie

Coffee, Decaf and Hot Tea

## Thursday Activities: October 19<sup>th</sup>

6:30am-7:30am	Morning Sunrise Yoga – Living Room
8:00am	Nordix Pole Walking – Meet in the Lobby
7:00am-9:00am	Breakfast – Grand Ballroom
8:00am-5:00pm	Registration Desk & Resolution Desk Open
8:00am-5:00pm	Exhibitors Hall Open – North Shore Ballroom
8:00am-9:00am	Morning Plenary – Alec Graham – Grand Ballroom I
9:00am-10:15am	Workshop Session I
10:15am-10:45am	Break – North Shore Ballroom/Exhibit Hall
10:45am-12:00pm	Workshop Session II
12:00pm-1:00pm	Lunch – Grand Ballroom
1:00pm-2:00pm	Plenary Session – Grand Ballroom I
2:15pm-3:30pm	Workshop Session III
3:30pm-4:00pm	Break – North Shore Ballroom/Exhibit Hall
4:00pm-5:15pm	Workshop Session IV
5:15pm-5:30pm	Stretch & Smile with Emmett – Marblehead A
6:00pm-8:00pm	Networking Reception – Living Room
8:30pm-10:00pm	Family Feud – Living Room

**Breakfast 7:00am to 9:00pm**  
**Grand Ballroom**

# Thursday Morning Plenary

8:00am to 9:00am

Marblehead

**Alec Graham, JD**

Director of Protective Services

Executive Office of Elder Affairs

Massachusetts Elder Protective Services Program Updates  
for Fiscal Year 2018

See Plenary Brochure for more details

# Thursday, October 19

## Session I 9:00am-10:15am

### **T1-1 Diabetes Prevention in Massachusetts: The Diabetes Prevention Program** **Topsfield**

**1 LMHC CE, 1.25 Nursing CE**

Eighty six million adults in the United States, about one-third of all adults, have prediabetes; but 90% of them are undiagnosed. Prediabetes is a condition in which blood sugar levels are elevated, but not quite high enough to be diagnosed as diabetes. Up to 30% of people with prediabetes will go on to develop type 2 diabetes within five years. Additionally, people with prediabetes have an increased risk of heart disease and stroke. As much as half of adults age 65 and above are estimated to have prediabetes. Evidence-based lifestyle interventions, such as the Diabetes Prevention Program, can prevent or delay type 2 diabetes in at-risk adults by 58% (71% for adults over the age of 65).

This session presents strategies to help care teams and practice staff educate patients about their risk for developing type 2 diabetes and refer patients with prediabetes to an evidence based, Diabetes Prevention Program (DPP). You will be able to determine the roles and responsibilities for helping to prevent diabetes in your organization and learn more about the Diabetes Prevention Program.

**Max Alderman MPH, Diabetes Program Coordinator, Massachusetts Department of Public Health**  
**Dorothy Slack RN, Health Education/Outreach, Brockton Council on Aging**

### **T1-2 Affordable Housing in Your Community and How to Access It** **Ipswich**

**1 SW CEU**

Come learn about the affordable housing world and demystify the maze of housing programs for seniors. Hear more about the housing players and resources in your community and learn how to use fair housing laws to increase access to housing by elders with disabilities.

**Emily Cooper, Chief Housing Officer, Executive Office of Elder Affairs**

### **T1-3 The Conversation Project: A Workshop on Talking About Choices at Life's End**

**Gloucester A**

**1 LMHC CE, 1.25 Nursing CE**

The Conversation Project's goal is to have everyone's wishes for end-of-life care expressed and respected. This interactive workshop gives you the skills and resources to lead your agency/community in having values-based, relationship-building conversations about an experience that touches everyone.

**Ruth Palombo, Discussion Leader, The Conversation Project**  
**Harriet Warshaw, Executive Director, The Conversation Project**

# Thursday, October 19

## Session I 9:00am-10:15am continued

### T1-4 Preventing Falls Among Older Adults: What Falls Intervention Program is Right for You?

**Gloucester B**

1 LMHC CE, 1 SW CEU

One out of three older adults fall each year but less than half talk to their healthcare provider about it. Falls can exacerbate chronic conditions and result in decreased independence and confidence. Falls are preventable, and there are several evidence-based programs that address falls, the fear of falling, increasing independence, and promoting physical activity to increase strength and balance. Elder Services of the Merrimack Valley will discuss their current Falls Prevention Grant activities, and community partners will discuss their work with the Falls Intervention Program, A Matter of Balance and Tai Chi.

**Melissa Donegan, LSW, Assistant Director Healthy Living Center of Excellence**

**Molly Gerbutavich, Falls Coordinator, Healthy Living Center of Excellence**

**Linda Wincek-Moore, Manager of Senior Services and Education, Worcester Senior Center**

**Ann Glora, Healthy Aging Program Manager, Ethos**

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# Thursday, October 19

## Session I 9:00am-10:15am continued

### T1-5 Seven Steps to Managing Your Memory (What's Normal, What's Not, and What to Do About It) Marblehead

1 LMHC CE, 1.25 Nursing CE, 1 SW CEU

As you age, you may find yourself worrying about your memory: Where did I put those car keys? What time was my appointment? What was her name again? With more than 41 million Americans over the age of 65 in the United States, the question becomes how much (or, perhaps, what type) of memory loss is to be expected as one gets older, and what should trigger a visit to the doctor.

Seven Steps to Managing Your Memory Presentation addresses these key concerns and more, such as...

- What are the signs that suggest your memory problems are more than just part of normal aging?
- Is it normal to have concerns about your memory?
- What are the markers of mild cognitive impairment, dementia, Alzheimer's, and other neurodegenerative diseases?
- How should you convey your memory concerns to your doctor?
- What can your doctor do to evaluate your memory?
- Which healthcare professional(s) should you see?
- What medicines, alternative therapies, diets, and exercises are available to improve your memory?
- Can crossword puzzles, computer brain-training games, memory aids, and strategies help strengthen your memory?
- What other resources are available when dealing with memory loss?

Seven Steps to Managing Your Memory is also a book and written in an easy-to-read yet comprehensive style, featuring clinical vignettes and character-based stories that provide real-life examples of how to successfully manage age-related memory loss.

**Andrew E. Budson, MD, Section Chief, Cognitive & Behavioral Neurology and Associate Chief of Staff for Education, Veterans Affairs Boston Healthcare System, Associate Director and Education Core Director, Boston University Alzheimer's Disease Center**

### T1-6 What Now? Transitioning from the Old to New Senior Center Newburyport

Transitioning into a brand new Senior Center can be both exhilarating and terrifying for those coordinating and facilitating the process. Without careful planning, the first year can be tumultuous. Increased staffing, including volunteers, and expanded programming is best done deliberately and methodically. Financial considerations include a realistic projected budget, as well as probable funding sources.

**Tina Gorman, Executive Director, Westfield Council On Aging**

# Thursday, October 19

## Session I 9:00am-10:15am continued

### T1-7 Come 2 B Dementia Friendly; "The Follow Up"

**Manchester**

COME 2 B Dementia Friendly. Has it been 2 years already? The Dementia Friendly Communities project (COME 2 B Dementia Friendly) of Hudson, Marlborough, and Northborough has been operational since September 2015. This program will highlight the survey data, outcomes, and action team projects, along with lessons learned.

**Christine Alessandro, Executive Director, BayPath Elder Service**

**Arthur Bergeron, Elder Law Attorney Mirick O'Connell**

**Patricia Pope, Executive Director, Marlborough Senior Center**

**Kelly Burke, Director, Northborough Senior Center**

**Janice Long, Director, Hudson Senior Center**

### T1-8 Lessons Learned from Implementing Savvy Caregiver in Massachusetts

**Essex**

**1 SW CEU**

Come learn about a new program to support family caregivers caring for loved ones with Alzheimer's and related dementia – The Savvy Caregiver Program. Hear from different colleagues who have held a caregiver training within senior centers and other community locations about the impact this program has on caregivers.

**Susan Poludniak, RD, LDN, Healthy Living Program Manager, Healthy Living Center of Excellence, Elder Services of the Merrimack Valley**

**Crystal Polizzotti, Healthy Living Caregiver Coordinator, Healthy Living Program Manager, Healthy Living Center of Excellence, Elder Services of the Merrimack Valley**

**Shannon Philbrick, Executive Office of Elder Affairs**

**Alica Rego, BayPath Elder Services**

**Donna Marie Burns, Barnstable Senior Center**

**Cindy Hession Richard, Elder Services of the Merrimack Valley**

**Ashley English, Elder Services of the Merrimack Valley**

### T1-9 Financial Challenges for Older Adults

**Georgetown**

The presentation looks at factors that affect the financial well being of older adults including life expectancy, fixed income, financial exploitation, as well as how debt affects elders financially and physically.

**Cheryl A. Cannon, Statewide Coordinator, Massachusetts Money Management Program, North Shore Elder Services**

# Thursday, October 19

## Session I 9:00am-10:15am continued

### T1-10 Fostering an Intergenerational Culture: Community Leadership Team

Hamilton

1 LMHC CE, 1 SW CEU

Does uniting adults 60+ and youth seem like the impossible dream? Do you look at our age-segregated world and realize all the barriers we face but don't have the energy to jump through hurdles to bring the generations together?

We are here to help and encourage you – to share our journeys making intergenerational dreams come true! In this workshop, attendees will learn about how two communities (Ashland and Barnstable) utilized Bridges Together's Community Intergenerational Leadership Team training and coaching to create and strengthen multiple intergenerational programs. Hear first-hand how they convened a team, the impact of the training, the resulting programs and the community shift that has led to fostering an intergenerational culture.

**Andrea J. Fonte Weaver, Intergenerational Specialist, Founder & Executive Director, Bridges Together Inc.**

**Madeline Noonan, Director of Senior Services, Town of Barnstable**

**Kim Kotob, Volunteer and Activity Coordinator, Ashland Senior Center**

**Refreshment Break 10:15 to 10:45**  
**North Shore Ballroom/Exhibit Hall**

# Thursday, October 19

## Session II 10:45am-12:00pm

### T2-1 Driving Safer Longer

Topsfield

Discuss programs that AAA provides at no-charge geared toward keeping seniors driving safely. We present programs from 30 minutes to 4 hours discussing driving, tips, and techniques to help fight the natural effect of age.

**Diana Dias, Traffic Safety Programs Manager, Public Affairs, AAA Northeast**

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# Thursday, October 19

## Session II 10:45am-12:00pm continued

### T2-2 Best Practices for Elders with Vision Loss

Gloucester A

1 LMHC CE, 1.25 Nursing CE, 1 SW CEU

Vision loss is a condition many seniors experience. Come to this seminar and learn the common causes of vision loss, the functional impact vision loss has on daily living, how you can best help those clients and what resources Massachusetts Commission for the Blind can provide your clients who are legally blind. This session will focus on living at home with vision loss by providing you tips, techniques, and an understanding of useful equipment and practical approaches to helping elders accomplish many everyday household tasks safely.

Casey Hall, Director of Training, MA Commission for the Blind

Karen Hatcher, Director of BRIDGE Program, MA Commission for the Blind

### T2-3 Outside-the-Box Programming

Marblehead

The “Outside of The Box” programming concept is a model for giving the ownership of specific activities to volunteer leaders. This allows for the creation of new programs with minimal staff/financial support while allowing the programming schedule to be expanded. We will focus specifically on two successful programs, how they were developed, and how they are run: The Trailblazers Group that plans and executes activities for physically active seniors such as hiking, biking, boating, and horseback riding; and The Dull Men’s group, which is a men’s “coffee klatch” that meets weekly with some “traditions” but no formal agenda. Each group has over 40 individuals registered and average about 25 participants in each session. The second half of this presentation will be a round table discussion of the participant’s best program ideas, so please bring your best ideas to share.

Pam LeFrancois, Director, Southborough Senior Center

MaryAnn Anderson, Member of Southborough COA

Bill Harrington, Chairman, Southborough COA

This conference booklet was generously sponsored by

BOSTON MEDICAL CENTER  
**HEALTHNet PLAN**  
SENIOR CARE OPTIONS

# Thursday, October 19

## Session II 10:45am-12:00pm

### **T2-4 Financial Exploitation in Medicaid (MassHealth), Asset Protection and VA Benefits Planning**

**Manchester**

**1 SW CEU**

Fear of losing one's assets to a nursing home is a powerful motivator that can lead to financial exploitation. The exploitation can result in the inability to live a dignified and independent life, forcing individuals into an existence of isolation, or a nursing home.

After this session, you will know the legal and financial steps you can take to help your constituents achieve their goals, without subjecting them to financial exploitation in the guise of asset protection. Discover the strategies that can qualify a person for Medicaid while protecting the home and its equity for the individual, their caretaker child, their spouse and heirs. Learn about the last-minute tools that can protect an individual's liquid assets for their spouse and heirs or their own use and enjoyment while still qualifying them for Medicaid, even while they are in the nursing home.

No laws exist to prevent individuals from holding themselves out as asset protection and Medicaid experts. We will provide you a framework to use to mitigate inappropriate activity by attorneys and other professionals holding themselves out as experts.

You will be provided a blueprint, based upon the laws and regulations governing attorneys and other professionals who hold themselves out as experts, to help you identify and counter the deceptive marketing in Medicaid and asset protection planning and to resolve conflicts when they arise.

We will clarify the strategies that help the critically ill, the disabled, elders and their families to engage in planning to maintain their highest level of functioning in the least restrictive setting for as long as possible, and methods to detect and prevent financial abuse at an early stage to minimize its potentially catastrophic effects.

**Christine Ouellette, Esq., Elder Law Attorney, Spano & Dawicki, LLC**  
**Stephen Spano, Esq., Board Certified Elder Law Attorney, Spano & Dawicki, LLC**

### **T2-5 How can the Alzheimer's Association Support Your Dementia Friendly Community?**

**Georgetown**

**1 SW CEU**

Dementia Friendly Communities are on the rise in Massachusetts, and as a member of the management team for Dementia Friendly Massachusetts, the Alzheimer's Association would like to support your efforts as you consider dementia friendly work in your community. Join us for an interactive workshop where we can discuss the needs of your community, identify gaps, and find out how the Alzheimer's Association might be able to help.

**Maura Moxley, Director of Community Engagement Alzheimer's Association MA/NH Chapter**

# Thursday, October 19

## Session II 10:45am-12:00pm continued

### T2-6 How Digital Health Technology is Transforming ElderCare

Hamilton

Aging population is increasing in US and by year 2030, 20% of the population will be 65+. Digital health innovations transform the way the eldercare services are offered and assist in helping caregivers monitor their seniors' health efficiently while helping seniors live independent. WatchRx is a digital health solution that provides a watch to seniors take care of their medications, ADL reminders, GPS and Emergency calling while their caregiver app helps caregivers stay connected to their loved ones while receiving real-time status-feed.

Jayanthi Narasimhan, Founder & CEO, WatchRx, Inc.  
Sanjay Jain, Chief Product Officer, WatchRx, Inc.

### T2-7 What Funeral Consumers Need to Know: Options and Choices for After-Death Care

Gloucester B

The Funeral Consumers Alliance is a national consumer advocacy organization with two local affiliates in Massachusetts, providing consumer information, referrals, and legislative monitoring of the funeral industry, as well as funeral, burial and cremation cost surveys and comparisons. Additionally, these FCA affiliates provide information on your rights, the law, less expensive and eco-friendly options and choices such as home and family deathcare, green burial, memorial and commemorative arts services, and DIY options. This FCA panel will explore these options and others, and demonstrate the range of information that can be covered in a CoA/Senior Center presentation

Sandy Ward, President, Funeral Consumers Alliance of Western MA (FCAWM)  
Heather Massey, Cape Cod Representative and Family/Home/DIY Deathcare Consultant, Funeral Consumers Alliance of Eastern MA (FCAEM)  
Eva Moseley, Membership Secretary, FCAEM and board member of Green Burial Massachusetts, Inc.  
Jasmine Tanguay, A Sustainable Legacy; funeral celebrant and planning partner, FCAEM volunteer

### T2-8 Social Media 101

Ipswich

Learn more about using Facebook and Twitter for your COA at this Social Media 101 workshop. Topics covered will include:

- what types of content to post/tweet;
- how to use Facebook tools to publish an Event or upload a video;
- how and why to tag others on Facebook and Twitter;
- Facebook Live: What is it and why use it?

Note: This workshop will address basic issues from a Facebook **Page** perspective (a Facebook Page is a business account, and different from a Facebook Personal **Profile**).

Carol Brooks Ball, Digital Media Director, AARP Massachusetts

# Thursday, October 19

## Session II 10:45am-12:00pm continued

### T2-9 Medicare, Health Insurance and Protecting your Assets from the High Cost of a Nursing Home; Dual Presentation Newburyport

1.25 Nursing CE, 1 SW CEU

**Planning for Medicare-Countdown to 65** is a presentation that helps people approaching Medicare eligibility understand their health insurance options outside of employer-sponsored coverage. Many people need help understanding the coverage options available to them. This is especially true for people that plan to retire and are leaving employer sponsored coverage. For these individuals retirement may be the first time they do not have a Human Resource representative coordinating, explaining, and negotiating a rate for their health plan premium. The presentation will explain: Medicare Parts A and B, Medicare enrollment timeline, Medigap Plans that supplement Medicare coverage, Medicare Advantage Plans, such as HMO and PPO's, Medicare Part D prescription drug plans, and plans and programs available to early retirees, such as COBRA.

#### **Are your Assets and Life Savings Protected from the High Cost of a Nursing Home?**

Generations Asset Preservation is proud to offer a collaborative educational seminar with Blue Cross Blue Shield of Massachusetts that will allow you to:

- Learn how to navigate legal, financial, estate planning and health care.
- Become better informed on optimizing your money, protecting your assets, and structuring the proper legal documents.

Susan Flanagan, Senior Plan Consultant, Blue Cross Blue Shield of Massachusetts

David Corman, President, Generations Asset Preservation

### T2-10 Safety & Memory Challenges Essex

Dementia-related changes affect how we must think about safety. This program will teach strategies to encourage a safe environment and lifestyle for those affected with memory challenges.

Julie McMurray, MA LMHC, CDP

**Luncheon 12:00pm to 1:00pm**

**Sponsored by Blue Cross Blue Shield Massachusetts**

**Grand Ballroom**

# **Thursday Afternoon Plenary**

**Sponsored by *myseniorcenter***

**Grand Ballroom I**

**1:00pm to 2:00pm**

## **Greetings By:**

**John Chapman, Undersecretary, Massachusetts Office of Consumer Affairs and Business Regulation**

## **Keynote Presentation “Age Out Loud” by:**

**Kathleen Otte, Regional Administrator, U.S. Administration for Community Living, Representing DHHS Regions I and II**

## **Panelists:**

**Jim Firman, President and CEO, National Council on Aging**

**Brinn Sullivan, President of NH Association of Senior Centers and City of Portsmouth’s Senior Services Supervisor**

**Rick Liegl, Director, Windsor, CT, Senior Center, President CASCP**

**Brian O’Grady, President, Massachusetts Councils on Aging, Director, Williamstown Council on Aging**

**See Plenary Brochure for more details**

# Thursday, October 19

## Session III 2:15pm-3:30pm

### T3-1 Home Improvement Consumer Protection

Topsfield

Have your clients experienced problems with home contractors? The Home Improvement Contractor Law (M.G.L. c. 142A) was created in 1992 to protect consumers and regulate the practices of home improvement contractors. The law establishes a home improvement contractor (HIC) registration requirement, an arbitration program for resolving disputes, and a Guaranty Fund to compensate consumers up to \$10,000 for unpaid judgments against contractors. The Massachusetts Office of Consumer Affairs and Business Regulation (Office) registers contractors and facilitates and administers the arbitration program and Guaranty Fund.

Gregory J. White, Chief of Staff/General Counsel, Office of Consumer Affairs and Business Regulation

### T3-2 Balance for Life Exercise Program - A Follow Up From Matter of Balance Gloucester B

1.25 Nursing CE

Balance for Life exercise program was the outcome from the feedback of Balance: Managing Concerns About Falls class. Balance for Life strengthens the senior's ability to move functionally and efficiently. In this workshop, you will learn our Balance exercise routine developed by a physical therapist along with chair yoga poses. In addition to learning the routine, we will share music suggestions, the art of queuing, tips to build a community within the Balance class, and more! Balance for Life is the Duxbury Senior Center's fast growing exercise program with record attendance and participation. Come to this workshop so you can start a Balance for Life exercise program at your senior center!

Andrea Brandeis, Program Coordinator, Duxbury Senior Center

### T3-3 "Discover Your Purpose"

Marblehead

"Discover Your Purpose" provides an integrative framework that focuses on the importance of purpose, connections, and life balance, and their positive impacts on health, longevity, and happiness. In structured discussions with peers, attendees help each other to understand better the "new retirement" and, driven by their own motivations, to commit to connected lives with purpose. This seminar is ideal for sponsorship by Councils on Aging as a Lunch & Learn or an evening event to draw the "younger-older" audience into Senior Centers.

David Guydan, Director, esc Discovery

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# Thursday, October 19

## Session III 2:15pm-3:30pm continued

### T3-4 Performance Management & Dealing with Toxic Employees

Newburyport

This presentation will identify possible reasons why a seemingly excellent hire turns out to be toxic, or why a long-standing employee has deteriorated into a hostile individual. In addition, we will focus on the proper approach employers should take toward transforming a toxic employee into a positive performer.

The presentation will focus on:

1. Identifying the “Toxic” Employee
2. How to Avoid Employees Turning Toxic
3. Transforming the Toxic Employee Through Effective Performance Management

The objectives of the presentation are to:

- Enlighten supervisors that their actions are often the root cause or a significant contributing factor to an employee becoming problematic
- Provide supervisors with skills necessary to keep employees happy and productive
- Present effective performance management strategies to transform a toxic employee into a productive worker

Edward R. Mitnick, Executive Director, Just Training Solutions, LLC

### T3-5 Assistive Technology and Aging

Ipswich

Please join us to learn about the No Wrong Door (NWD) Aging and Disability Resource Consortia (ARDC) in Massachusetts. We will highlight our current initiative, promoting the increase utilization of Assistive Technology (AT) for older adults. For many older adults AT can help them continue to live safely and independently. We will provide an overview of AT services and resources in the Commonwealth.

Marylouise Gamache, ADRC Project Manager, EOE

Annette Peele, Community Programs Director, EOE

Ann Shor, AT and Independent Living Manager, MRC

Rachel Weiner, OC Director, EOE

Kobena Bonney, MassMatch Director, MRC

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# Thursday, October 19

## Session III 2:15pm-3:30pm continued

### T3-6 Alternatives in Alzheimer's Care

Hamilton

1.25 Nursing CE, 1 SW CEU

Socialization is a proven treatment for individuals with Alzheimer's and other dementia. Attendees will gain a general understanding of a specialized social model adult day program. Pleasantries is a unique home-based program in a residential setting, which offers successful and engaging activity, restoring the person's sense of purpose. This model has been blossoming in various senior centers. This workshop will provide the value of instituting specialized programming for individuals living in the community with Alzheimer's or other dementia. The attendee will learn about this opportunity to fill the gap for those not needing medical or institutionalized care. This session will explore ways to create a better day for persons and family members living this journey. Participants will leave this workshop with an understanding of how this model of care provides: persons with dementia longer residency in their own homes; benefits to the caregiver to receive respite; and, prevention to over institutionalization.

**Tammy Pozerycki, MA, CADDCT, CFRDT, CDP, Owner, Pleasantries Adult Day and Consulting Services**

### T3-7 Finally! How PACE is paving the way for frail & at-risk elders in MA

Essex

We all have those certain few consumers who we worry about the most.....They may have multiple physical & mental diagnoses, little support, financially insecure & unfortunately, not a lot of hope. You keep searching for that "magic" formula that will stabilize them, get them back on track and on a healthy regimen with daily supervision & monitoring (by someone other than you!) Well PACE could be the answer that you have never heard of before...and its about to change the way you look at healthcare services for elders age 55 and over.

**Carol B. Pallazolla, Education & Outreach Coordinator, PACE at Element Care**

**Pamela Pattavina, Director of Business Development, Neighborhood PACE**

**Chad Williams, OT, Clinical Project Manager, Neighborhood PACE**

### T3-8 An Introduction to MCOA's Comprehensive Senior Center Database

Gloucester A

This session will introduce attendees to a comprehensive database of information about COAs in MA. The data base will serve as a resource for MCOA staff helping member COAs identify relevant models for programs (e.g., Which nearby communities offer falls prevention programs?) or compare the range of services they offer to those provided in similar communities (e.g., How many communities similar to us in size offer congregate meals programs?). This session will include brief demonstrations and a facilitated question and answer session with the creators of the database.

**Jan E. Mutchler, PhD, Professor and Director of the Center for Social & Demographic Research on Aging, University of Massachusetts Boston**

**Ceara Somerville, MS, Research Assistant, Center for Social & Demographic Research on Aging, University of Massachusetts Boston**

**Caitlin E. Coyle, PhD, Research Fellow and Adjunct Assistant Professor, Center for Social & Demographic Research on Aging, University of Massachusetts Boston**

# Thursday, October 19

## Session III 2:15pm-3:30pm continued

### T3-9 Building a Senior Center: Two Case Studies

Manchester

Through the use of two case studies, this presentation will look at how two communities approached the development and construction of centers for older adults. Some topics to include: developing a successful building committee, key program elements in a successful center, and key design issues which should be addressed and examples of what works and what doesn't work.

John Catlin, AIA, Partner, Catlin + Petrovick Architects, PC

### T3-10 Lobbying: It's NOT a Dirty Word

Georgetown

If you love helping people and are eager to speak up for those whose voices often aren't heard, you'll want to attend this workshop to learn when and how you can lobby elected officials. Whether you work for (or serve on the board of) a senior center, nursing home, food pantry, or any other organization/coalition, you have important insight into the lives of the people you serve. As a result, your front-row seat gives you a strategic perspective that elected officials need to hear about at key times. All too often we shy away from advocating and lobbying on important decisions regarding budgets and other public policies because we think we "aren't allowed" or that it's "too confusing to bother with." In this workshop we'll review the laws and untangle the confusions about advocacy and lobbying so you can confidently make your voice heard for those you care about.

Andrea Freeman, MS, Field Director, MA Public Health Association  
Matthew Casale, JD, Staff Attorney, MASSPIRG

**Refreshment Break 3:30pm to 4:00pm**  
**North Shore Ballroom/Exhibit Hall**

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# Thursday, October 19

## Session IV 4:00pm-5:15pm

### **T4-1 Create Senior Theater Joy and Health & In Your Budget**

**Hamilton**

**1 SW CEU**

This presentation will introduce learners to the process and benefits of creating a senior theater program. Offers practical insights into all aspects of creating and running a program at virtually any senior center or retirement community. Highlights include overcoming age-related obstacles as well as time and cost limitations.

**Steve Henderson, RN, Author of "Create Senior Theater – Joy and Health & In Your Budget"**

### **T4-2 Wellness Recovery Action Plan (WRAP)<sup>®</sup>: Developing a Plan to Stay Well Gloucester A**

The Wellness Recovery Action Plan (WRAP)<sup>®</sup> is a general health maintenance plan that takes into account who you are, what's important to older adults, and what it takes to help them feel good. WRAP groups are led by a facilitator and teaches people to develop their personal plan to stay strong and hopeful, even when life is hard. WRAP groups are supportive, non-judgmental, and positive. Learn about how one Council on Aging started a WRAP group, and about the positive feedback from participants. We will also walk through an abbreviated session from the group.

**Rob Walker, MA Dept of Mental Health, Office of Recovery and Empowerment**

**Michael Squindo, LCSW, Director, Agawam Senior Center**

### **T4-3 Handling ADA Reasonable Accommodation and FMLA Requests**

**Essex**

**1.25 Nursing CE**

This workshop will address many of the difficult issues with respect to managing employees with potential disabilities requiring reasonable accommodations, as well as managing employees requesting a leave of absence under the Family and Medical Leave Act (FMLA). Issues covered will include:

- Who is covered under these laws
- What do each of these laws provide
- What constitutes a request for a reasonable accommodation
- What absences are covered under the FMLA
- How to handle and document requests for reasonable accommodation and FMLA leave

**Edward R. Mitnick, Executive Director, Just Training Solutions, LLC**

# Thursday, October 19

## Session IV 4:00pm-5:15pm continued

### **T4-4 Uber Transportation Options for Older Adults**

**Marblehead**

As seniors become reliant on outside sources for their transportation needs, they often lose the freedom and control over their schedules that they once enjoyed. Many traditional transit services require advanced booking, and fixed shuttle schedules leave little room for last minute changes. Uber is helping seniors regain mastery of their time through a variety of solutions. The Uber ridesharing app allows anyone to summon a car on demand, and their new Uber Central platform makes it easy for senior centers to manage rides for those community members without access to smartphones. Across the country Uber is partnering with COAs and government agencies to increase senior mobility. Here in Massachusetts, Uber's pilot program with the MBTA's the RIDE is providing a flexible, affordable option to hundreds of MA residents in the Greater Boston area who rely on The RIDE for their transportation needs. Attendees will hear directly from an Uber representative, get an intro to their app, learn about their MBTA partnership, and learn about how COAs can leverage UberCENTRAL for their members.

**Andrea Bailey, Community Partnerships Manager, Uber New England**

### **T4-5 Community-Based Approaches to Identifying and Preventing Elder Abuse**

**Newburyport**

**1.25 Nursing CE, 1 SW CEU**

Elder abuse, though rarely discussed and even more infrequently reported, is a major public health problem in the United States. Older adults are often targeted by both family members and strangers because of their vulnerabilities, such as disability and isolation. Identifying and reporting elder abuse can be challenging, with many of the victims feeling ashamed or unsure of how to get help. Taking a community-based approach to building partnerships and educating providers about elder abuse are two strategies for trying to combat this massive nation-wide problem. This presentation will provide attendees with a description of these approaches: employing elder abuse task forces within communities and providing training to direct care workers on identifying and reporting abuse. Elder abuse task forces bring together community-based organizations to provide education to the broader community. These groups have been key resources of both momentum and education within local areas. The Elder Abuse Awareness and Prevention training developed for home care workers was initiated to provide aides with the skills and knowledge to identify and report potential elder abuse situations. These frontline workers, as well as others, such as case managers, social workers, or community health workers, interact with elders on a one-on-one basis, often in the elders' home and can be a key ally to the elder and the protective service community. After attending this session, participants will have an understanding of two approaches being used in Massachusetts to address the issue of elder abuse and how their COA can adopt their own approach.

**Lisa Gurgone, Executive Director, Home Care Aide Council**

**Betsey Crimmins, Senior Attorney, Elder Health and Disability Unit, Greater Boston Legal Services**

# Thursday, October 19

## Session IV 4:00pm-5:15pm continued

### T4-6 Mindful Positive Living & Stress Awareness Workshop for Seniors

Ipswich

Come learn about a powerful series of 3 Mindful Living workshops designed to provide tools and techniques to assist older adults in recognizing how their personal stress shows up and ways to bring more positivity and happiness into their lives. The workshop series includes: simple daily mindful techniques, breathing & meditation techniques, positive motivational stories with discussion, and opportunities to practice the techniques. They are designed to aid participants in understanding how thoughts relate to overall health and to reinforce mindfulness techniques to improve overall quality of life.

Cheri Callanan, CDP, CADDCT, Professional Elder Advocacy, Consulting, and Education Services (P.E.A.C.E.)

### T4-7 VIBRANT: Occupational therapy, Assistive technology and vision loss--hack the cooperative approach

Georgetown

From dreaming up a 3D-printed touchscreen interactive device, to lighting and magnification solutions allowing someone with low vision to comfortably read sheet music, from cameras allowing a blind person to run a marathon or read a book or play chess, assistive technology is stepping into occupational therapy in new and innovative ways. Technology is an integral part of living with vision loss, and helps with shopping, dating, dressing, removing barriers of social isolation, and protecting one's privacy and safety. If you can invent it, you can make it, and if you can make it, they can use it. MABVI's occupational therapy program and VIBRANT program create a unique chance to pair innovation, clinical care, traditional rehabilitation and innovation to create new solutions to help seniors with vision loss meet their daily living goals. Hear from MABVI's director of assistive technology and our occupational therapy team about how we work together to combine person-centered assistance with technology.

Sassy Outwater, Director of Assistive Technology, Massachusetts Association for the Blind and Visually impaired  
Chrys Peralta, Occupational Therapist, Massachusetts Association for the Blind and Visually impaired

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# Thursday, October 19

## Session IV 4:00pm-5:15pm continued

### **W4-8 Joyful Connections! A Social Club for People with Dementia**

**Manchester**

**1 LMHC CE, 1.25 Nursing CE, 1 SW CEU**

Joyful Connections! includes a two-hour workshop five days/week for 10-20 people requiring extra support during late afternoon hours due to memory loss and/or social isolation when other supports provided by the community are not available and when needs are greatest for those with memory loss due to sundowning. This meaningful programming is based on the Habilitation Therapy Model and is designed to promote social connections, inspire creativity, reduce negative behaviors, and cultivate a sense of purpose.

Each two-hour session consists of three distinct components that are based on the Alzheimer's Association's recommendations for activity planning. Research indicates that older adults who exercise three or more times/week have a 40% less risk for cognitive decline. For this reason, physical exercise, with adaptations for this population, is one of the essential program components. After preparation and/or consumption of a healthy snack, there are rotating activities based on art, music, nature, memories, the five senses, food, and other topics. Again, each activity is designed to promote a positive emotional experience.

**Caren Silverlieb, Director of Strategic Planning and Partnerships, JCHE**

### **T4-9 A Call To Action! Preventing Older Adult Fire Deaths**

**Topsfield**

This workshop will look at the data surrounding **older adult fire deaths and discuss ways stakeholders can implement strategies to reduce the chances of older adults dying in fires.**

**Cynthia Ouellette, MA Department of Fire Services**

**Tina Gorman, Director, Westfield Senior Center**

### **T4-10 Fifty Shades of Outreach: Visibility Creates Opportunities**

**Gloucester B**

Outreach takes many forms. This presentation covers basics and numerous variations that expand and extend awareness of agency programs, activities and services. Expect an interactive exchange of ideas and practices.

**Emmett Schmarsow, Program Manager for Councils on Aging and Senior Centers, Executive Office of Elder Affairs**

**Sheila Ronkin, Outreach Coordinator, Bellingham COA**

**Angela Smith, Outreach Coordinator, Carlisle COA**

# Thursday Networking Social

Sponsored by Alzheimer's Association

Living Room

6:00 to 8:00pm



Enjoy the following heavy hors d'oeuvres and mingle with your peers:

International and Domestic Cheese Board with Assorted Fruits and Nuts

Beef and Vegetable Kabobs

Parmesan and Artichoke Fritter with Marinara

Scallop Wrapped in Bacon with Teriyaki Drizzle

Chicken Marsala Puff Pastry

Vegetable Stuffed Mushroom Caps

Vegetable Spring Rolls with Sweet Chili Sauce

New England Crab Cake with Lemon Aioli

Assorted Cookies, Brownies and Blondies

Face off against your friends

From 8:30 to 10:00pm

Living Room



# Friday Activities: October 20<sup>th</sup>

7:00am–9:00am	Breakfast – Grand Ballroom
8:00am–12:00pm	Registration Desk and Resolution Desk Open
9:00am–12:00pm	Morning Intensive Session
12:00pm–1:00pm	Lunch – Grand Ballroom

**Breakfast 7:00am to 9:00pm**  
**Sponsored by Tufts Health Plan**  
**Grand Ballroom**

**Friday, October 20**  
**Session I 9:00am-12:00pm**

## **F1-1 The ABCs of Sustainable Time Management**

**Ipswich**

**3 SW CEU**

Too much to do? Too little time? Learn the ABCs of Sustainable Time Management -- Attention that's flexible or focused as needed, Boundaries that protect you and connect you to others, and Choices made in tune with your truest values. Learn fundamental skills to deal with interruptions, procrastination, saying No, fuzzy priorities, and much more.

**Pam Kristan, Owner, Pam Kristan Consulting**

## **F1-2 New Viewing Angles, A Veteran Resource Guide**

**Georgetown**

**3 SW CEU**

A local Aging Service Access Point (ASAP) hosted a Veteran Summit meeting which revealed that veteran resources are mostly learned through word of mouth and can take decades to gather the information needed to obtain services. This workshop reviews a new way to read and create a veteran resource guide to cater to many different types of thinkers. Some individuals learn better through use of visual aids and others may be better at using an outline. The guide that is presented does this by looking at the same questions from multiple angles; visual, verbal, and outline formats. It is hoped that other counties in Massachusetts can use this guide as a template for their own agencies. Furthermore, the program examines the reasons why veteran resources for elders may be hard to find and how a community aging agency can help provide access to these resources.

**Vanessa R. Kahrman, MA, Assistant Director, Amesbury Council on Aging**

**Jessica Mack, BSW Intern, Amesbury Council on Aging**

**Nicole Darden, Team Leader/Outreach Coordinator (Central/Western Massachusetts), SAVE Team, Massachusetts Department of Veteran Services**

**Carolyn Jette, Peer Support Specialist (Central Massachusetts), SAVE Team, Massachusetts Department of Veteran Services**

**Friday, October 20**

**Session I 9:00am-12:00pm continued**

**F1-4 Transportation**

**Essex**

**Part I. Community Transit Grant Program—Highlighting Successful and Innovative Projects from Across the Commonwealth**

The MassDOT Community Transit Grant Program is an annual competitive awards process that distributes federal and state funds dedicated to the transportation of seniors and individuals with disabilities. This session will first introduce the program to any unfamiliar attendees, and then will highlight a number of successful and innovation projects from across the Commonwealth that have deployed strategies, techniques, and tools that could be utilized by other organizations.

Participants will leave this workshop with a clear understanding of MassDOT's Community Transit Grant Program and some strategies, techniques and tools that have helped other organizations serve the transportation needs of seniors and individuals with disabilities.

Jillian Linnell, Manager of Capital & Grants Programs, MassDOT Transit  
Alex Cox, Grants Management Specialist, MassDOT Transit

**Part II. Transit Asset Maintenance and Fleet Management: Best Practices for Small Providers**

Transit asset management, including on-going vehicle maintenance practices are critical to providing safe and reliable transportation. In this session, MassDOT will provide a brief overview of FTA's new Transit Asset Management rule, and the implications for current recipients of federal funds (including vehicles). We will then provide an overview of asset maintenance expectations, best practices and resources for developing a vehicle maintenance plan, vehicle pre-trip inspection forms and maintenance records. All of the information will be targeted toward COAs that own or operate vehicles as part of their services.

Trevor Bayard-Murray, Federal Transit Compliance Officer, MassDOT Transit  
Jillian Linnell, Manager of Capital & Grants Programs, MassDOT Transit

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**Friday, October 20**

**Session I 9:00am-12:00pm continued**

**F1-5 Using the Habilitation Model to Support People with Alzheimer's Disease Hamilton**

**3 LMHC CEs, 3 Nursing CE, 3 SW CEU**

Often, a great deal of staff time is consumed by a few people suffering from dementia. Assisting someone who is confused, repetitive, paranoid, wandering or agitated requires a trained and compassionate staff.

Participants in this training will build their skills with tips, techniques and suggested language to assist them to communicate effectively with people with dementia. The training offers much more than the tools, it also reinforces a format of teamwork for staff of various departments to strategize solutions together to ease the heavy burden of memory loss for people and their caregivers and families.

The guide described in the workshop can be used by individual staff and as part of group training and is available on-line at no cost for easy reference ([jche.org/guide](http://jche.org/guide)). Clearly, ongoing staff training has lead to a more educated, more compassionate, better equipped staff that uses the tools learned through this process to assist their guests.

**Caren Silverlieb, Director of Strategic Planning and Partnerships, Jewish Community Housing for the Elderly**

**F1-6 SNAP 101**

**Manchester**

The Supplemental Nutrition Assistance Program (SNAP) is a critical federally-funded nutrition benefit for low-income households including older adults. National research confirms that ensuring older adults have access to nutrition programs reduces health care costs and hospitalizations. Staff from the Department of Transitional Assistance and Mass Law Reform Institute (Legal Services) will be co-training this workshop. The workshop will cover:

- the SNAP application process,
- the required proofs to qualify and the application interview,
- the role of agencies helping with the application or arrange an “authorized rep”
- how to boost the SNAP benefit amount through claiming medical and all housing/utility costs,
- the SNAP rules for immigrant households,
- how EBT benefits work, and how to get replacement EBT cards,
- how receiving SNAP can help get utility discounts and Safelink/Lifeline phones,
- how to advocate for clients who have been incorrectly denied and/or receive an inadequate amount of benefits,
- the Healthy Incentive Program (HIP) for fresh fruits and veggies,
- Brief update on the Congressional 2018 Farm Bill/budget deliberations impacting SNAP.

**Patricia Baker, Senior Policy Analyst, Massachusetts Law Reform Institute**

**Lorraine Ward, Department of Transitional Assistance (DTA) SNAP Outreach Benefits Team**

**Luncheon 12:00pm to 1:00pm**

**Grand Ballroom**

# We stand with you in your support of healthy seniors.



Blue Cross Blue Shield of Massachusetts is proud to support the Massachusetts Association of Councils on Aging 2017 Fall Conference.



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Our residents, their families and our associates are what make a Northbridge Community a special place to live. Our mission isn't just words on paper, it's how we do what we do every day. We take the time to listen and learn from them to create the very best home, community and workplace to live well and love life!



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\*These communities feature a Compass Memory Support Neighborhood®

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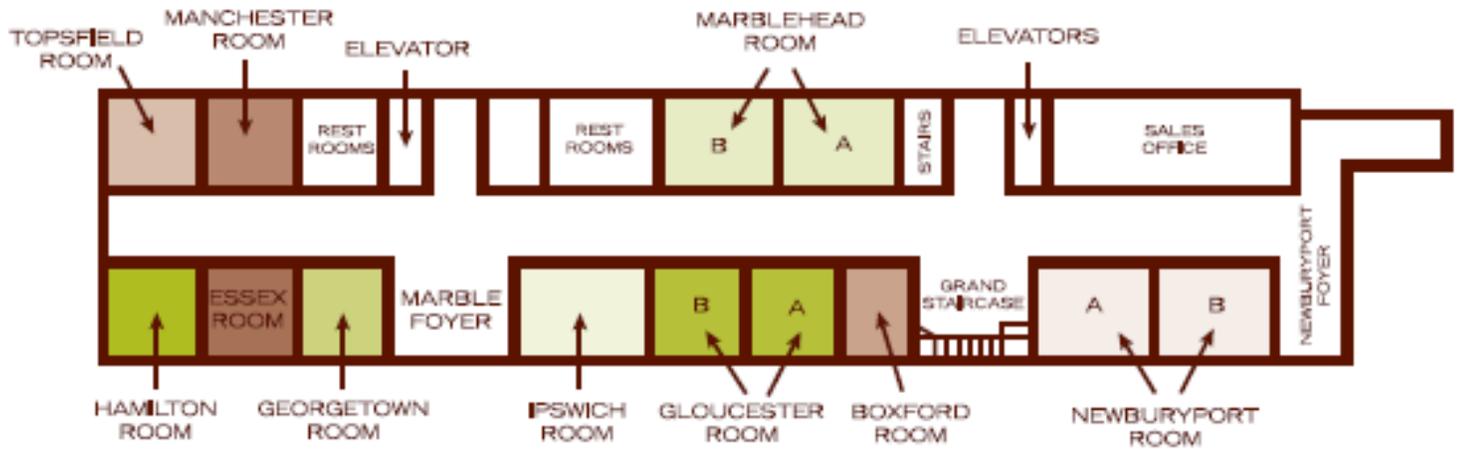
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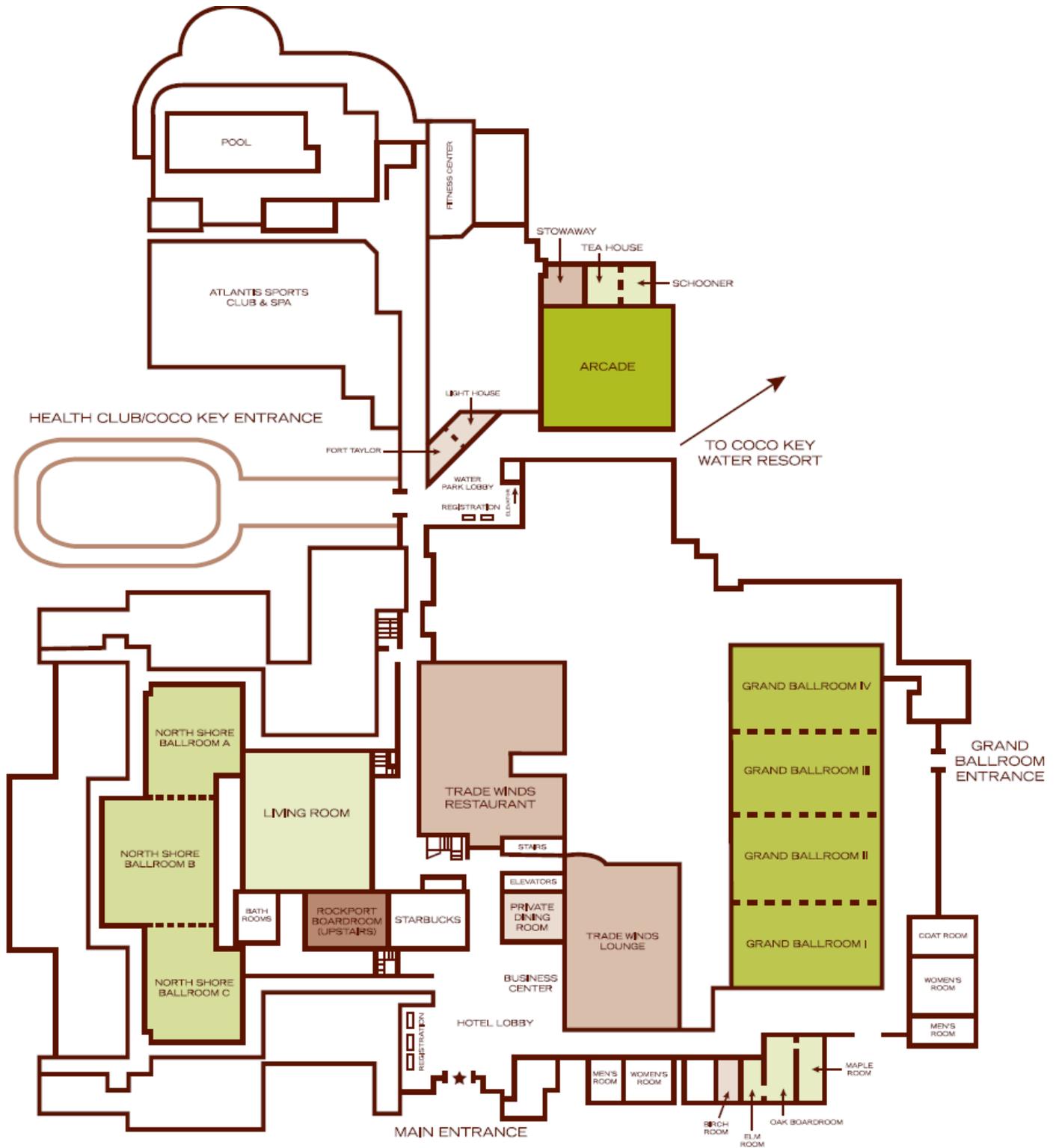
**Hotel Map**

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**All Workshops Will Be Conducted on Mezzanine Level**

# GROUND FLOOR



# 2017 Award Winners



Director of the Year Award received by Theresa Woodbury, West Newbury COA



Andrea Fonte Weaver, Executive Director of Bridges Together, accepts the Innovator of the Year Award



Kerry Homstead, Community Facilitator from Treehouse Communities, receives the Innovator of the Year award



Innovator of the Year Award for COME 2 B Dementia Friendly. Pictured from left to right: Mayor Arthur Vigeant, City of Marlborough; Trish Pope, Senior Center Director, Marlborough; Christine Alessandro, Executive Director, BayPath Elder Services, Inc.; Arthur Bergeron, Attorney; Janice Long, Senior Center Director, Hudson; Kelly Burke, Senior Center Director, Northborough



Judy Donnelly, center, accepts the Legislative Advocate of the Year Award (posthumously) for her late husband Senator Ken Donnelly from Marge McDonald, Burlington COA, left, and MCOA Director of Member Services Donna Popkin, right



Barbara Farnsworth, left, awards Director recertification to, from left, Vicki Lowe, Theresa Woodbury, and Becky Moriarty