

Mather LifeWays Schedule of Presentations

NCOA-ASA Joint Conference

March 15-19, 2006 (Anaheim, CA)

If you cannot attend, but would like more information on any of these presentations, please e-mail asa@matherlifeways.com or call (847) 492-6771.

Title	Date/Time/ Location	Presenter(s)
<p>Focus of Topic</p> <p>The Café Plus Model: Preparing for Tomorrow's Older Adult</p> <ul style="list-style-type: none"> ▪ The Café Plus model takes a retail approach to serving older adults. ▪ The idea is to take an everyday activity, such as eating, and connect it with an environment where one can learn new things, obtain new skills, and meet new people. 	<p>Thursday, March 16 10:30 a.m.- 11:15 a.m.</p> <p>Conference Room 12, Hilton</p>	<p>Elizabeth Sassen, Director of Café Development</p>
<p>Adopting and Adapting OQOLD for Measuring Dementia-Specific Quality of Life</p> <ul style="list-style-type: none"> ▪ Describes how service providers in adult day centers, assisted living facilities, and special care facilities used an observational procedure (OQOLD: Observing Quality of Life in Dementia) 	<p>Thursday, March 16 10:30 a.m. – 12:00 p.m.</p> <p>Grand Ballroom Salon K, Marriott</p>	<p>Perry Edelman, PhD, Director of Outcomes Research; Bradley R. Fulton, PhD, Senior Research Associate; Daniel Kuhn, MSW, Director of Education</p>
<p>Cultural Competence and Aging Chicago Style</p> <ul style="list-style-type: none"> ▪ Each of us represents several cultures, and there is no inherently superior or dominant culture. This session will sensitize conference attendees to the issues that impact cultural competence, and help them to view their roles. 	<p>Thursday, March 16 2:00 p.m. – 4:00 p.m.</p> <p>Lido A, Hilton</p>	<p>Moderator: David Lindeman, PhD, Vice President, Institute on Aging</p> <p>Presenters: Beth O'Grady, MS, Executive Director, Coalition of Limited English Speaking Elderly; Satia Orange, Director, Literacy and Outreach, American Library Association</p>
<p>Developing and Implementing a Comprehensive Whole-Person Wellness Program: The Importance of Strategic Planning and Assessment</p> <ul style="list-style-type: none"> ▪ Developing comprehensive wellness programs for older adults is a primary goal of both community-based and 	<p>Friday, March 17 3:20 p.m. – 4:00 p.m.</p>	<p>Reed Engel, MA, Director of Wellness Strategies; David Lindeman, PhD, Vice President, Institute on</p>

residential organizations. This presentation will introduce the development of wellness programming from a whole-person wellness perspective. A comprehensive strategic planning methodology will be described.	Meeting Room 315, Marriott	Aging
A Smart Investment for Business: Online Family Caregiver Education Programs <ul style="list-style-type: none"> Approximately one quarter of all employees in the United States are involved in some form of care for an older person. Caregiving responsibilities often lead to absenteeism, lost productivity, and job turnover. Participants will learn about the benefits and costs associated with web-based technology. 	Friday, March 17 4:30 p.m. – 6:00 p.m. Meeting Room 315, Marriott	Nicole Batsch, Project Coordinator; Dan Kuhn, MSW, Director of Education
The Mature Mind: The Positive Power of the Aging Brain <ul style="list-style-type: none"> The capacity for positive changes with aging has been greatly underappreciated and studied; this particularly applies to psychological development and manifestations of the mind in the second half of life. A new concept of developmental intelligence with aging will be discussed. 	Saturday, March 18 10:30 a.m. – 12:00 p.m. Veranda, Marriott	Moderator: Dan Kuhn, MSW, Director of Education Presenter: Gene D. Cohen, PhD, MD, Director, Center on Aging, Health & Humanities, George Washington University
Invest Your Marketing Dollars Wisely: The 10 Rules You Need to Know <ul style="list-style-type: none"> Investing your marketing dollars wisely is not just a numbers game. The traditional rules of marketing have changed and are evolving at an increasing rate. Discover 10 rules that will help you gain lead generation, increase staff awareness, and stay on target with your budget and goals. 	Saturday, March 18 3:00 p.m. – 4:00 p.m. Monterey, Hilton	Paula Ledbetter-Sellergren, Marketing Communications Manager
Pay it Forward: Encouraging Passion in Tomorrow's Aging Leaders <ul style="list-style-type: none"> How can we encourage passion in tomorrow's aging leaders and continue "paying it forward?" Identify similarities and differences of each generation, discuss opportunities for recruitment, retention and mentorship of new leaders, and explore ways the generations can collaboratively pay it forward to create a positive aging society. 	Saturday, March 18 4:30 p.m. – 6:00 p.m. Palos Verdes B, Hilton	Nicole Batsch, Project Coordinator; Angela Johnson, MPH, CHES, Aging and Disability Resource Center
A National Survey of Whole-Person Wellness Programs in	Saturday,	Perry Edelman, PhD,

<p>Retirement Communities</p> <ul style="list-style-type: none"> This session will highlight a survey of retirement communities that aims to develop a national profile on whole-person wellness program components. This survey assesses program in terms of six dimensions of whole-person wellness and will identify benefits to residents and staff, and planned changes to improve wellness programs. 	<p>March 18 4:30 p.m. – 6:00 p.m.</p> <p>Grand Ballroom Salon A, Marriott</p>	<p>Director of Outcomes Research; Cornelia C. Hodgson, Senior Partner, Dorsky Hodgson and Partners, Inc., and Mark Proffitt, BArch, MArch, Architectural Researcher, Dorsky Hodgson and Partners, Inc.</p>
<p>Legacy Leadership: Promoting Civic Engagement and Life Opportunities in Chicago</p> <ul style="list-style-type: none"> The Chicago Life Opportunities Initiative has taken positive steps to promote civic engagement through the Legacy Leadership model developed by the University of Maryland Center on Aging. This is a unique and effective model because it trains older adults to offer specific skills to their communities. 	<p>Saturday, March 18 5:15 p.m. – 6:00 p.m.</p> <p>Los Angeles, Marriott</p>	<p>Kim Pavlock, MA, Director, Community Resources; and Mary O'Donnell, Program Director, Chicago Life Opportunities Initiatives/Council for Jewish Elderly</p>
<p>We Reap What We Sow: Proper Health Assessment and Development of Successful Workforce Health and Wellness Programs</p> <ul style="list-style-type: none"> Rising health care costs, staffing shortages and turnover, and demanding employees exert pressure on organizations. Proper health assessments permit successful wellness programming, planning, implementation, and evaluation. This presentation will discuss the steps involved in the assessment process, including the examination of health care expenditures, employee needs, and risk factor analysis. 	<p>Sunday, March 19 8:00 a.m. – 8:45 a.m.</p> <p>Balboa C, Hilton</p>	<p>Reed Engel, MA, Director of Wellness Strategies</p>
<p>Investing in Family Caregivers: Strategies for Implementing an Effective Educational Program</p> <ul style="list-style-type: none"> This presentation will examine strategies used to implement Powerful Tools for Caregivers, a self-care education program, in several states by means of a train-the-trainer model. Program content and final results of a three-year AOA grant-funded project to disseminate and evaluate the program in Illinois will be discussed. 	<p>Sunday, March 19 10:30 a.m. – 11:15 a.m.</p> <p>Grand Ballroom Salon C, Marriott</p>	<p>Susan Rothas, RN, BSN, Project Coordinator; Mary Britnall-Peterson, PhD, University of Wisconsin-Extension; Christine Urso, MSW, Family Caregiver Resource Specialist</p>