



# Café Plus Workshops

Learn how to adapt this award-winning concept in your community!

**The Café Plus concept is a multi-award-winning, proven way to attract more “younger” older adults, and increase your organization’s visibility and reach.**

## Why a Café?

The appeal of the corner café is universal. It cuts across racial, gender, age, and socioeconomic lines. It's typically a place where everyone comes together to do lunch, hang out, grab a bite, chat with staff, visit neighbors, attend events, grow, learn, ask for advice, or give it.

## What’s a Café Plus?

In the same space as the café is the “more than” piece for those 50 and better. From any vantage point in the café, you can see people exercising, taking computer classes, engaging in lifelong learning, or just exploring something new!

## Browse 13 Café Plus success stories

See for yourself how organizations around the country have adapted the Café Plus model by browsing real-life success stories on the Café Plus in Action web page at [www.matherlifeways.com/cafe-plus-model/cafe-plus-in-action](http://www.matherlifeways.com/cafe-plus-model/cafe-plus-in-action).

## Attend a comprehensive workshop

Mather LifeWays conducts comprehensive workshops throughout the year which explain the Café Plus concept in detail. Attend one of these interactive two-day workshops and discover how the concept can benefit your organization—and how to make that happen.

Whether you’re building a new facility or updating an existing senior center, the Café Plus concept can help improve the quality of service you bring to your community.

**Over 130 people from 71 cities in 28 states and two foreign countries have completed a Café Plus workshop.**

At the two-day intensive training workshop, you will:

- Learn how to identify market needs
- Learn to measure customer satisfaction, participation, and involvement
- Discover ways to budget, train your staff, measure performance, and much more!
- Visit Mather’s—More Than a Café locations
- Take home a comprehensive how-to manual

***You’ll also get a behind-the-scenes look at how all the components of a working café come together!***

## New this year: Without Walls Workshop

Join us on the Monday before the greater workshop begins for an optional bonus **Without Walls Workshop!** You’ll see a Café Without Walls in action, including a visit to the Mather Edgewater monthly luncheon. It’s a memorable experience that is replicable in your community.



***“A sleek meld of Starbucks, Bally’s, and Elder hostel—that have become models for reinvigorating America’s senior centers.”***

– The New York Times

# 2013 Café Plus Workshops Registration Form



## WHEN:

- Monday–Wednesday, June 10–12\*  
9:00 a.m.–4:30 p.m.
- Monday–Wednesday, September 23–25\*  
9:00 a.m.–4:30 p.m.

## WHERE:



Mather LifeWays  
1603 Orrington Avenue, Suite 1800  
Evanston, IL 60201

Cost is just \$995. Register additional attendees from your organization for \$900 each. Price includes a two-day interactive workshop, café tours, and the *Café Plus How-To Manual* with valuable templates designed to help you create a café from the ground up. Lunch and afternoon snacks will be provided.

\*Add \$200 per attendee for the optional bonus Without Walls Workshop on Monday.

## Registration:

Fill out the form below and return by fax, mail, or scan and e-mail, along with payment or credit card information:

Mather LifeWays  
Attn: Betsie Sassen  
1603 Orrington Ave., Suite 1800  
Evanston, IL 60201  
Fax: (847) 492.7513  
E-mail: bsassen@matherlifeways.com

**Name:** \_\_\_\_\_ **Organization/Company:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

### Payment Type:

- Money order    Check (payable to Mather LifeWays)    MasterCard    Visa

**Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Amount: \$** \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_

Cardholder acknowledges the transaction in the amount shown above and agrees to perform the obligations set forth in the cardholder's agreement with the issuer.

**Signature:** \_\_\_\_\_

For questions, to register, or to request individual consultation on workshops or technical assistance to design a Café Plus for your organization, please contact Betsie Sassen: (847) 492.6806 or bsassen@matherlifeways.com.

Registration fee is non-refundable.