

Council of Senior Centers and Services of New York City, Inc.

presents

The Power of Aging: Uncovering The Opportunities in Change

20th Annual Conference on Aging & Vendor Exhibition

Sponsored by EmblemHealth™

A conference for community-based providers, policy makers and consumers
to help them build their capacities to provide better service to seniors.

**Thursday, January 29, 2009
8:00 a.m. - 4:00 p.m.**

The Grand Ballroom

**New York Hilton Hotel at Rockefeller Center
1335 Avenue of Americas (between 53rd and 54th Streets)**

Via Subway:

B,D,F,V to 49th Street/Rockefeller Center
1 or 9 to 51st St. & 7th Ave.
N, R, W to 49th St.

Via Bus:

Any route along Avenue of Americas (Uptown)
Any route along Broadway or
7th Avenue (Downtown)

MESSAGE FROM THE EXECUTIVE DIRECTOR, IGAL JELLINEK

We are living in unprecedented times. We have seen words such as “restructuring” and “modernization” take on new meanings and become part of our working vocabulary even as we try to confront the impact of the economic downturn. Truly, our world has changed and we are faced with the challenge of transforming the way we do business and deliver services. As a result, the 2009 Conference on Aging offers you a full day of workshops and speakers that will help you to strengthen your service delivery organization.

Our keynoter, Greg Newton, will speak about the simple but effective steps everyone in your agency can take to transform a first-time visitor into an on-going participant. His message, that every staff person is important and every service transaction is a decision point for customer satisfaction, is particularly current. You can choose workshops about growing caseload management, evidence based programming, increased financial constraints on individuals and agencies, the impact of poverty on seniors, web-based resources for caregivers, civic engagement, HIV/AIDS programming, mental health resources and tools, cultural competence, marketing, collaborations – to name only a few of the choices that await you.

Difficult times require that we bring the best of who we are to the important work we do, every day. Let the 20th Annual CSCS Conference help you meet that challenge.

PRODUCTS AND SERVICES VENDOR EXHIBITION

The Conference will include a Vendor Exhibition where you will be able to view a wide variety of products and services that can enhance your program or provide better prices for the commodities that you routinely use, such as meal packaging, janitorial supplies, capital equipment, insurance, vehicles or office products. Council of Senior Centers and Services invites you to visit the many fine product and service displays available at the Vendor Exhibition during the registration and luncheon periods.

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New York Hilton Hotel

Conference Program

Please visit the Exhibition and thank the exhibitors for their support.

Registration / Breakfast / Vendor Exhibition8:00 - 9:00 a.m.

Opening Remarks / Plan for the Day9:00 - 9:15 a.m.

Donna Corrado, Conference Co-Chair

Suleika Cabrera Drinane, Conference Co-Chair

Igal Jellinek, CSCS Executive Director

William J. Dionne, CSCS President

Morning Presentation9:15 - 10:15 a.m.

City, State and Federal Remarks.

The Hon. William C. Thompson, Jr., Comptroller, New York City

Michael Burgess, Director, New York State Office for the Aging

Robert B. Blancato, President, Matz, Blancato & Associates, Inc.

Special Presentation: Adding Laughter to Your Day

Jim Lebenthal

Morning Workshop Sessions10:30 - 11:45 p.m.

Vendor Exhibition11:45 - 12:45 p.m.

Lunch and Presentations12:45 - 2:15 p.m.

The Hon. Christine C. Quinn, Speaker, New York City Council

Keynote Speaker Greg Newton

How Will You Meet the Expectations to Serve More Older New Yorkers?

Afternoon Workshop Sessions2:30 - 3:45 p.m.

2009 Keynote Speaker

Greg Newton

CSCS is excited to welcome back Greg Newton, a dynamic speaker, and results-oriented consultant and trainer. Since 1981, more than 450 state and local organizations and over 100,000 training participants have benefited from working with Greg. His range of expertise is founded on more than 20 years of experience in the fields of marketing and workforce development and is complemented by tireless review and analysis of trends and practices.



Greg Newton

Greg will present his insights regarding the role staff play in recruiting and retaining participants. He states that while promotions may get them in the door, their customer experience is key to participant retention and the positive word-of-mouth this generates drives participant recruitment. Every staff person and every service transaction is a decision point for the participant's satisfaction and perceived value. Greg will explain the simple (but effective) steps you and your staff can take to transform a first-time visitor into a "regular." Greg will also be leading a morning and afternoon workshop focusing on how to diversify services and effectively promote them to increase program participation.

Greg has an undergraduate degree in marketing from Ohio University and a Masters in Public Administration from Harvard University. After launching his successful consultation business in 1981, Greg expanded in 1994 to add additional consultants and trainers to meet increased demand for his services.

Morning Workshop Sessions 10:30-11:45 a.m.

1) The Impact of Poverty on Seniors

New York seniors are growing poorer. Mayor Bloomberg's reconfiguration of the poverty measurement established that nearly one out of three seniors in NYC fall under the poverty level. The recent CSCS Hunger Study found a growing food insecurity among seniors. Retirement savings are eroding, leaving seniors anxious about their future. How do service cuts impact seniors as they grow poorer? This workshop discusses recent findings and policy recommendations.

Presenters:

Mark Levitan, PhD, Director of Poverty Research, NYC Center for Economic Opportunity
Mary Mayer, Former Deputy Commissioner, New York City Department for the Aging, Board Member NYCCOA
Merble Reagon, Executive Director, The Women's Center for Career Advancement

Moderator:

Anne Oliveira, President and CEO, NY Women's Foundation

2) Managing a Growing Case Load

With caseloads up and funding down, it is very difficult to deliver the level of services our clients need. This is an interactive discussion with two

top leaders in the field about how to manage large and growing caseloads.

Presenters:

Susan Moritz, LCSW, Director Older Adult Services, Lenox Hill Neighborhood House
Judy Willig, LCSW, Executive Director, Heights and Hill Community Council

3) Evidenced Based Programming

In a climate of limited resources, evidenced based programming (EBP) is a crucial tool. By using EBP, providers can maximize their time and effort while helping to deliver quality services. Learn from experts in the field about EBP research, programming and implementation so that you can compete in today's market.

Presenters:

Louise Cohen, Deputy Commissioner, NYC Department of Health
Deborah Hoffer, LMSW, Project Director, Catholic Charities Neighborhood Services
Cary Reid, MD, PhD, Cornell Institute for Translational Research on Aging (CITRA)

Moderator:

Marcus Harazin, MS, Deputy Director NYS Office for the Aging

4) Diversifying Your Services to Reach (and Satisfy) an Increasing Number of Older Adults

Who do you want to reach and how will you reach them? Different senior age groups have different motivations, wants, and needs. Join our keynoter Greg Newton and learn new about tangible, low cost ideas to increase your products, services and delivery methods to expand the spectrum of people you serve.

Presenter:

Greg Newton, MPA, GregNewton Associates

Moderator:

Carol Hunt, President, National Institute of Senior Centers, NCOA, Executive Director, JSPOA

5) Tools and Resources on the Web for Caregivers

Caregiving can be both rewarding and isolating. How are you working to connect and engage informal caregivers and providers within your community? Learn how new web-based tools and resources can support your community of caregivers.

Presenters:

Jane Gross, Blogger, NY Times, author of upcoming book on adult children caring

Morning Workshop Sessions 10:30-11:45 a.m.

for parents for Knopf Publishing
Carol Levine, Director of Families and Health Care Project, United Hospital Fund

Moderator:
Reverend Gregory L. Johnson, Creator of the Care for the Family Caregiver Programs, EmblemHealth

6) Successful Aging through Civic Engagement
Senior centers and services have the opportunity to empower older adults and build community. Learn ways to better engage active seniors and promote community involvement in your center

Presenters:
Jess Geevarghese, MSW, MBA, Senior Program Officer, ReServe
Greg Olsen, Deputy Director, New York State Office for the Aging
William I. Stoner, Associate State Director-AARP

Moderator:
Rachel Sherrow, LCSW, Director of Program Services & Community Affairs, City Meals on Wheels

7) Through the Looking Glass: Using Transparency and Public Visibility as a Marketing Tool
New IRS 990 regulations add

extra burdens to already stressed non-profits and their boards. However, increased visibility and transparency through the Internet also allows you to showcase your organization. Learn the requirements, liabilities and how you can use the new rules to your advantage.

Presenters:
Linda Manley, Esq, Legal Director, Lawyers Alliance for New York
Mark Piszko, CPA, Partner O'Connor Davies Munns & Dobbins, LLP

Moderator:
Mary Connelly, MBA, Board President, The Carter Burden Center for the Aging

8) The Money Taboo: Discussing Finances, Debt and the Need for Money Management
Many seniors struggle to manage with limited resources yet are reluctant to disclose debt, financial abuse or the need for money management. Shame and fear of losing control can prevent them from taking advantage of legal aid or bill paying assistance. Workers may feel as if they are tiptoeing over a minefield. We will look at the clinical, cultural and ethical issues surrounding the money taboo

and ways to help clients move from paralysis to action.

Presenters:
Anne Foerg, LMSW, Director, Project SCOPE, Lenox Hill
Susan Siroto, LCSW, BCD, Program Director, Search & Care, Inc.
Amanda Leis, LCSW, Money Management Project Coordinator, CSCS

Moderator:
Beth Finkel, MSW, New York State Manager of State Operations, AARP

9) Tips and Tools for Incorporating HIV/AIDS Programming at Your Center

Today, 1 in every 6 new cases of HIV in New York City is found in people over fifty years old. Come hear the lessons learned from the HIV/AIDS and Older Adults initiative and leave with new ideas, skills and tools to provide HIV awareness and prevention education at your program!

Presenters:
Hanna Tessema, HIV and Older Adults Training, ACRIA
Doreen Bermudez, Training and Advocacy, SAGE

Moderator:
Karol Markosky, MSW, HIV/AIDS Education Coordinator, CSCS

Afternoon Workshop Sessions 2:30-3:45 p.m.

10) Moving Towards a City of All Ages

Is your city senior-friendly? As the percent of older adults grows in New York City, making our communities accessible and useful for seniors is a challenge. The New York Academy of Medicine presents "Towards an Age-friendly New York City," an innovative initiative designed to make New York a better place in which to grow old.

Presenters:

Ruth Finkelstein, SCD, Director of the Division of Health Policy, New York Academy of Medicine

Moderator:

William J. Dionne, President CSCS, Executive Director, The Carter Burden Center for the Aging

11) Defining Cultural Competency: Understanding the Bigger Picture Across Age, Ethnicity and Sexuality

As the world becomes more interconnected and communities more intertwined, the importance of culturally competent frameworks within social services is obvious. This workshop will help begin dialogues that can equip us to embrace the diverse world in which we live.

Presenters:

Camesha Grant, PhD, LMSW, The Administration for Children's Services of NYC
Catherine Thurston, LCSW, Director of Social Services, SAGE

Moderator:

Isabel Ching, LMSW, Assistant Executive Director Hamilton-Madison House

12) Health and Wellness: A Focus on Diabetes

As you incorporate new health and wellness programs into your services, how can you use evidenced based practices? Learn about new innovative and free diabetes programs that are available to you.

Presenters:

Guedy Arniella, LCSW, Director Community Outreach and Health Education, North General Hospital
Randi Levine, MS, RD, CDN, CDE and
Gerald Bernstein, MD, Director, Diabetes Management Program, Gerald J. Friedman Diabetes Institute, Beth Israel Medical Center
Reverend Gregory L. Johnson, Creator of the Care for the Family Caregiver Programs, EmblemHealth

Moderator:

David V. Pomeranz, LNHA, Associate Executive Director, Hebrew Home for the Aged, Riverdale

13) Promoting the Benefits of Your Services: What Are You Selling and What Are They Really Buying?

It's not just what people need, it's also what they want! Communicating the benefits of your services (and not just the features) is key to attracting participants. How will you promote "health and wellness services" to those who only want to "stop by for the meal?" How do the benefits of your services vary by market segment? This session focuses on developing better benefit statements for your services to pull different groups into your Center.

Presenter:

Greg Newton, MPA, GregNewton Associates

Moderator:

David Taylor, President Elect, National Institute of Senior Centers, NCOA, Executive Director, Presbyterian Senior Services

14) Aging Well Through Technology

Learn about the wealth of resources that technology

Afternoon Workshop Sessions 2:30-3:45 p.m.

offers to both seniors and their service providers. From sustaining independent living and community involvement to furthering access to information, technology allows seniors to remain engaged and healthy.

Presenters:

Leo Asen, Vice President, Client Centered Technology Selfhelp Community Services, Inc.

David Stern, MSW, Chief Professional Officer, QuietCare

Dawn Suvino, Director Workforce Development and Training, VISIONS Services for the Blind and Visually Impaired

Moderator:

Abby Stokes, Author, "Is This Thing On?" Workman Publishing

15) Surviving Tough Financial Times Through Collaborations and Capacity Building

Collaborations, partnerships and building workforce capacity are keys to agency survival. What changes do you have to make in how you operate to survive and thrive within the current market?

Presenters:

Pat Bohse, Bohse & Associates, Inc.

Barbara Turk, Senior Fellow, Community Resource Exchange

Moderator:

James O'Neal, Director, Community Relations & Marketing, VNS Choice

16) Riding Out the Financial Tsunami

The current fiscal crisis threatens seniors and their service providers. Join last year's conference keynoter, Adriane G. Berg, for a discussion on the potential impact of this critical issue on your participants and your services.

Presenters:

Adriane G. Berg, International speaker on Longevity and Aging Trends

Moderator:

John Gagliardo, Vice President, Financial Advisor, Merrill Lynch

17) Geriatric Mental Health: Understanding and Navigating Symptoms and Resources

Mental illness in older populations is often unrecognized. Learn the basics of geriatric mental health, including symptoms and common diagnoses. Participants will learn about local resources and tools for early stage dementias and Alzheimer's.

Presenters:

Linda Furst, LMSW, Director of Education, Mental Health Association of NYC

Matt Kudish, MSW, Director, Helpline & Care Consultation Alzheimer's Association, NYC Chapter

18) Stress Management

Too many appointments? Too few hours? Not enough resources? From programming to practice, providers are overworked and overstressed. This workshop will discuss the impact of stress during transitional times and give participants practical strategies to minimize burnout, decrease fatigue and manage pressure.

Presenters:

Rebecca Fishman, LCSW, MA, Director of Field Operations, Catholic Charities Neighborhood Services
Nancy O'Brien, RYT, Elder Om

Moderator:

Julia Schwartz-Leeper, LCSW, Executive Director, Riverdale Senior Services

Background

Council of Senior Centers and Services of New York City, Inc. (CSCS) is the premier professional organization that serves as a social policy advocate and training and technical assistance resource for more than 200 community-based senior service organizations serving over 300,000 elderly New Yorkers. The mission of CSCS, founded in 1979 by Elinor Guggenheimer, is to promote the quality of life, independent living and dignity of older adults and their families. Member organizations range from individual community-based senior centers to large, multi-service, citywide organizations. Their programs provide senior citizens with all aspects of caregiving for seniors in action.

CSCS presents The Power of Aging

Donna Corrado

Catholic Charities Neighborhood Services

Conference Co-Chair

Suleika Cabrera Drinane

Institute for the Puerto Rican/Hispanic Elderly

Conference Co-Chair

Special thanks to William J. Dionne, Isabel Ching, Dr. Linda Leest, Reverend Gregory L. Johnson, Rachel Sherrow and Judy Willig for their Conference assistance.

CSCS Staff

Igal Jellinek	Executive Director
Bobbie Sackman	Director of Public Policy
Nikki Smith	Director of Development, Conference Manager
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Karol Markosky	HIV/AIDS Education Coordinator
Amanda Leis	Money Management Project Coordinator
Susan Maroney	The Marketplace @ CSCS Coordinator
Tim Mei	Technology Associate
Scharlene Rondón	Office Manager
Michael Greene	Conference Coordinator & Technology Coordinator
Lori Antonacci	Vendor Exhibition Coordinator
Allison Slutter	Graduate Social Work Intern

Registration Fees

Registration includes conference materials, breakfast and formal lunch

CSCS Member (dues paid in full):	\$.95
Three or more Staff from Member agencies:	\$.85 per person
Government Representative:	\$.85
Other:	\$.150

Space is limited. Registration deadline: January 19, 2009

Make Check Payable To: CSCS CONFERENCE 2009

Note: Your name(s) must appear on your check for you to be credited

IMPORTANT: Registration Confirmation by e-mail ONLY
Please print your e-mail address clearly.

Return your Registration Form(s) and check to:

CSCS Conference 2009
Council of Senior Centers & Services of New York City, Inc.
49 West 45th Street -- 7th Floor
New York, NY 10036

CSCS Presents The Power of Aging

20th Annual CSCS Conference on Aging - Thursday, January 29, 2009

REGISTRATION FORM

Registration Deadline: Monday, January 19, 2009

Print Please

Name: _____

Title: _____

Sponsoring Organization: _____

Program Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

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Your email address must be accurate & easy to read. It will be used for registration confirmation.

WORKSHOP REGISTRATION

Morning Workshop Sessions:

First Choice: # _____ Title _____

Second Choice # _____ Title _____

Afternoon Workshop Sessions

First Choice: # _____ Title _____

Second Choice # _____ Title _____

Amount Enclosed: \$ _____

CSCS is applying to NASW of New York State for Continuing Education Units (CEUs).

**Council of Senior Centers &
Services of New York City, Inc.**

49 West 45th Street, 7th Floor
New York, NY 10036
WWW.CSCS-NY.ORG

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REGISTRATION PACKET

**CSCS presents The Power of Aging: Uncovering
The Opportunities in Change**

Thursday January 29, 2009 - New York Hilton at Rockefeller Center

A conference for community-based providers, policy makers and consumers
to help them build their capacities to provide better service to seniors.

CSCS

