

**Pennsylvania
Association of
Senior Centers**



**Thursday, March 4 &
Friday, March 5, 2010**

***Nittany Lion Inn
State College, PA***



Pennsylvania Association of
Senior Centers
600 Swarthmore Avenue
Folsom, PA 19033

Welcome

to the "Winds of Change: A Vision for the Future", the Annual Pennsylvania Association of Senior Centers (PASC) Conference at the beautiful Nittany Lion Inn. It is worth while to take advantage of this exciting opportunity to renew your focus and expand your knowledge. To help give you some new tools we have an excellent array of speakers that will challenge you and give you new ideas to take back to your Center to implement.



This conference is also a great time to renew your energy, to network with your peers, and to share ideas that are needed in your job. State College is a wonderful and beautiful place, so don't forget to spend a little time relaxing in "happy valley."

If you are looking for innovative ideas, this is the place to be. When you return home you'll be able to challenge yourself, your peers and your co-workers. This will put some excitement back into your job, which will result in a better quality of life for those you serve.

Conference Contact Information

Bobbi Manges, Senior Center Services Director
Hunt.-Bedford-Fulton Area Agency on Aging
240 Wood St., P.O. Box 46, Bedford, PA 15522
814-623-8148 ext.114 • hbfaaa@nb.net

Conference Fee For 2-Days

\$150 Members \$200 Non-members

Includes:

Two-day conference, 2 continental breakfasts, 2 lunches,
3 great keynotes, 6 breakout sessions, conference materials,
door prizes, great speakers and networking opportunities!

(see page 10 for fees for attending one day)

Registration Form

Name _____

Agency/Center Name: _____

Street Address: _____

City, State, Zip: _____

County: _____

Phone: _____ E-mail: _____

Conference Information

- Yes, I am a member of PASC
- Yes, I am staying for lunch on Friday, March 5
- Yes, I need a vegetarian lunch

Days Attending

- Thursday, March 4 ONLY
- Friday, March 5 ONLY
- Both

Concurrent Session Choices

Please indicate the concurrent session you would like to take.

Thursday, March 4

- AM Session 8 Essential Secrets Cutting Edge Part 1
- PM Session I Basic Design Elements Cutting Edge Part 2
- PM Session II Fundraising Cutting Edge Part 3

Friday, March 5

- AM Session OLTL: Q and A Business Planning

Remittance

Total Registration Fee (see page 10) \$ _____

Group Discount (10% - see page 10) \$ _____

PASC Membership* (see page 10) \$ _____

TOTAL DUE \$ _____

Please make checks payable to PASC (Credit Cards Not Accepted)
Send check and this page to:

Melissa Weigle, Director
Mohler Center
25 Hope Drive
Hershey, PA 17033
mmweigle@mohlerseniorcenter.com

Registration Information

Registration Fees Received by February 20

	Members*	Non-Members
Two Day	\$150	\$200
One Day	\$80	\$100

On-Site Registration Fees

	Members*	Non-Members
Two Day	\$175	\$225
One Day	\$105	\$125

Group Discounts

PASC makes excellent, cost-effective staff training even more accessible by offering special discounts for groups. PASC organizational members take 10% off registration fees for 3 or more individuals attending from the same organization/Center.

Cancellations and Refunds

A 15% cancellation fee will be charged for all cancellation requests receive in writing no later than **February 26**. There will be no refunds after that date. Payment must be received before the Conference begins or you must be prepared to pay on-site for an additional charge. No attendance without payment.

Attire

Dress for the conference is casual and relaxed for all sessions and meals. NOTE: Because room temperatures may vary, you may want to bring a light sweater or jacket.

Membership Dues *

\$30 per year for an Individual Membership.

Please note there is no Senior Center Group Membership offered through PASC effective August 2006.

Conference At-A-Glance

Wednesday, March 3

9:00-4:30 Penn State Univ.-Senior Center Certificate

Thursday, March 4

8:00-9:00	Registration
9:00-4:30	Penn State Univ.-Senior Center Certificate
9:00-9:15	Opening Ceremony
9:15-10:35	Keynote: Shirley Sagawa: Secrets of The Charismatic Organization
10:45-12:00	Morning Concurrent Sessions
	1. Lifespan Design Studio: 8 Essential Features of Aging-Friendly Design
	2. Rennie Cohen: Cutting Edge Strategies for Senior Centers Part 1
12:15-1:30	Luncheon with Roy Afflerbach
1:45-3:00	Afternoon Concurrent Sessions I
	1. Lifespan Design Studio: Senior Center Design and Renovations: The Basics with Case Studies
	2. Rennie Cohen: Cutting Edge Strategies for Senior Centers Part 2
3:00-4:15	Afternoon Sessions II
	1. Amy Cummings-Leight: Capital Campaign Fundraising
	2. Rennie Cohen: Cutting Edge Strategies for Senior Centers Part 3
4:30-5:15	Photo and Poetry Exhibit and Reception

*****Regional Activities will be held in the evening.
Your region will announce their plans for the evening.*****

Friday, March 5

8:00	Continental Breakfast
8:00-8:45	Annual Meeting and Awards Recognition
8:45-9:30	Secretary of the Office of Long Term Living: Mr. Mike Hall
9:30-10:45	Keynote Speaker: Jill Jackson Ledford: Marketing Your Center
11:00-12:15	Morning Concurrent Sessions
	1. OLTL Questions and Answers
	2. Jill Jackson Ledford: Business Planning for Centers
12:15-1:15	Luncheon
1:00-2:15	Closing Speaker: Dana Lightman: Jump Out of Your Comfort Zone and Land In Your Life
2:15	Closing Remarks, Basket Drawings, Evaluations

Thursday, March 4

REGISTRATION 8:00 - 9:00 am

OPENING CEREMONY 9:00 - 9:15 am

KEYNOTE 9:15 - 10:35 am

Shirley Sagawa: Secrets of The Charismatic Organization

While some nonprofits are chronically underfunded and understaffed, others can raise a million dollars at a single event. Their boards and staff are full of energetic, knowledgeable, and connected people. They have grown steadily over the last decade, and are the leaders in their fields. The reason for the success of these nonprofits is not charismatic leadership. Not every charismatic leader runs a successful organization, and not every successful organization has a charismatic leader. Rather, nonprofit boards and staff, through careful design and active outreach, can build an organization that is both effective and enduring. They can do so by investing the nonprofit with crucial qualities we see in all highly charismatic nonprofits and by using proven methods that have succeeded in all types of organizations.

MORNING CONCURRENT SESSIONS 10:45 - 12 noon

1. 8 Essential Secrets of Aging Friendly Design, Lifespan Design Studio

Lifespan Design Studio will discuss how the physical environment plays a key role in the promotional, operational, and ultimately, organizational effectiveness. The team will discuss 8 critical issues in aging-friendly design. Participants will receive a self-evaluation tool for use in reviewing their buildings and sites.

2. Cutting Edge Strategies for Senior Centers Part 1, Rennie Cohen

This session will reveal how senior centers can become places that more and more people age 50+ want to go to and that the community wants to support. Participants will discover how a re-imagined, well promoted center, rich with opportunities to learn and to connect and contribute can become a major community asset. Activities will include assessing centers strengths, weaknesses, opportunities and threats; enhancing a centers value to the community; attracting broader audiences; and offer compelling life long learning opportunities. Part 1 of 3

LUNCHEON WITH ROY AFFLERBACH 12:15-1:30

All attendees will be eating together by region. Roy Afflerbach, PASC Legislative Advocate will address the group about current issues facing senior centers and PASC.

Hotel Accommodations

Rooms for the conference must be booked directly through the Nittany Lion Inn. To receive the conference discounted rate, please identify yourself with the PASC conference.

Hotel rates are subject to applicable state and local taxes. Please ask the hotel about their **tax-exempt policy** upon making your reservation.

Room Rates:

\$115 per night (single occupancy)

\$125 per night (double occupancy)

The Nittany Lion Inn
200 West Park Avenue
State College, PA 16803
1-800-233-7505

Nittany Lion Inn Attractions:

- Free high-speed Internet access
- Gift Shop – Includes plenty of Penn State memorabilia
- Validated parking in the garage
- Fitness Center
- Putting Green
- On-site delicious dining

Other hotels in the State College area include:

Atherton Hotel: 125 S. Atherton St., 814.231.2100

Autoport: Business 322, 814.237.7666

Comfort Suites: 132 Village Drive, 814.235.1900

Days Inn: 240 South Pugh St., 814.238.8454

Hampton Inn: 1101 East College Ave., 814.231.1590

Happy Valley Motor Inn: 1245 S. Atherton St., 814.238.8461

Holiday Inn Express: 1925 Waddle Road, 814.867.1800

Senior Center Manager Certificate Program

This training, offered through the Pennsylvania Association of Senior Centers (PASC), consists of 12 days of foundation courses that are divided into three levels.

Level 1, Introduction to Aging, is designed to provide basic information and skills needed to work effectively with older adults and their families.

Level 2, Leadership and Organizational Development, offers an overview of techniques and strategies that can be used to create a positive work environment for high performance, individual growth and retention of staff.

Level 3, Supervision Essentials, provides additional tools and techniques focused on priorities and problem solving and individual and team development.

These classes are designed to be taken as a full certificate or by levels or as individual classes. Instruction for the certificate is conducted by faculty of Penn State University. Participants leave the training with a comprehensive guide which includes pertinent definitions, terms and resource listings for each class.

Classes Offered at the Nittany Lion Inn

The Physiology of Aging (one day)

- Normal changes vs. the pathology of aging
- Acute, chronic diseases, health and wellness
- Nutrition
- Pharmacology

March 3, 2010

9:00 am – 4:30 pm

Programming for Older Adults (one day)

- Diversity and multiple population groups
- Best practices
- Building collaborations and partnerships
- Financial aspects

March 4, 2010

9:00 am – 4:30 pm

For questions on the Certificate Program or to register contact Nikki Panico at npanico@scs-delco.org or 610-237-8100 ext. 14

Thursday, March 4

AFTERNOON CONCURRENT SESSIONS 1:45—3:00

1. Senior Center Design and Renovations: The Basics with Case Studies, Lifespan Design Studio

For senior centers who are contemplating making changes to their facilities (or building a new one) learn the terminology and process of architectural feasibility studies, renovations/additions to projects and designing a new facility. Case studies of several completed senior center projects will help to prepare you to serve effectively as a consumer of design services.

2. Cutting Edge Strategies for Senior Centers Part 2, Rennie Cohen

This session will reveal how senior centers can become places that more and more people age 50+ want to go to and that the community wants to support. Participants will discover how a re-imagined, well promoted center, rich with opportunities to learn and to connect and contribute can become a major community asset. Activities will include assessing centers strengths, weaknesses, opportunities and threats; enhancing a centers value to the community; attracting broader audiences; and offer compelling life long learning opportunities. This session is a continuation of the morning session. Part 2 of 3

AFTERNOON CONCURRENT SESSIONS: 3:00—4:15

1. Capital Campaigns-Raising Funds to Build or Renovate A Senior Center, Amy Cummings-Leight, The PEAK Center

Amy will give an overview of the practical steps a senior center needs to take to be successful with a fund raising campaign for building or renovations. She will discuss background work and planning that needs to be done, relationship building that needs to take place to help you succeed and where the major sources of money can be found. She will talk about consultants and give you recommendations on when you need to bring them in, where to find a good one and how to use them if necessary.

She will also tell you some of the pitfalls and things to be prepared for that you might not anticipate. She will speak from experience while she is still "in the trenches" with her campaign to build a new senior center building.

2. Cutting Edge Strategies for Senior Centers Part 3, Rennie Cohen

This session is a continuation of the previous session. Part 3 of 3.

PHOTOGRAPHY AND POETRY EXHIBIT 4:30—5:15

Come view the exhibit for the 5th Annual PASC photo and poetry competition. Light refreshments will be served.

Friday, March 5

CONTINENTAL BREAKFAST

8:00 - 8:30

ANNUAL MEETING/ANNUAL AWARD PRESENTATION

8:00-8:45

Good Neighbor Award

Service Excellence Award

Make A Difference Award

OPENING SPEAKER:

Office of Long Term Living Secretary Mike Hall

8:45-9:30

KEYNOTE SPEAKER:

Jill Jackson Ledford: Images and Aging

9:30 - 10:45

"An image is worth a thousand words" We communicate through images. The use of images in marketing senior centers is of crucial importance. The question is... Do the images that we use to market senior centers resonate and align with the positive experiences gained from participating in activities offered by senior centers? We will explore the relationship between image and message delivery as participants look for ways to invigorate the image of centers. Perception is everything, and in the world of senior centers, no statement could be more true. How are centers perceived by the older adult population? Learn about innovative use of images in marketing senior centers, components and types of branding as well as understanding customer expectations.

MORNING CONCURRENT SESSIONS

11:00 - 12:15

1. Questions and Answers : Office of Long Term Living

In this session representatives from the Office of Long Term Living will be available to address any specific questions that you may have about issues including meal policies, APD questions, grant questions funding issues, etc.

Friday, March 5

MORNING CONCURRENT SESSIONS (continued)

11:00 - 12:15

2. Business Planning 101 for Senior Centers, Jill Jackson Ledford

Any successful business has a plan – Senior Centers are businesses and need a well thought out plan to achieve success. This workshop will explore one framework for developing a business plan for a senior center. Participants will learn about the value of business planning, the components a business plan and useful resources.

LUNCHEON

12:15 - 1:15

CLOSING SPEAKER

1:00 - 2:15

Dana Lightman, Jump Out of Your Comfort Zone and Into Your Life

If you stay in your comfort zone too long, you will eventually experience rust out – a debilitating case of the “blahs.” You don’t have to be a born risk-taker to jump start your life with new challenges and higher expectations. With her creative and innovative approach, Dana takes you beyond your comfort zone to your growing edge. Recognize those thoughts and behaviors that keep you stuck, and acquire the tools to bypass these barriers. Discover the power of intentional risk-taking to put you on the path that works for you.

CLOSING REMARKS

BASKET DRAWINGS

2:15

*****A vendor fair will be held during the two day conference in the registration area.**

Vendors from various businesses will be showing their products and services available. ***