Area Agency on Aging
Regional Conference

A Western Pennsylvania Regional Conference for Professionals
Who Work with Older Adults

Tuesday,
November 10, 2015

Who Should Attend?

- Directors
- CEO’s
- Board Members
- Care Managers
- Senior Center Staff
- Service Coordinators
- Coaches
- Registered Nurses
- AAA Staff Members
- Medical Professionals
- Agency Directors
- Aging Providers
- Care Management Providers
- Older Adult Protective Services Staff
- Leaders who want to be proactive in serving the aging in our region

Please join us for a full day of keynote speakers and targeted breakout sessions. This conference will be focused on coordinated leadership in providing a full range of comprehensive, updated, adequately funded services to our aging population in western Pennsylvania.

5 hours of CEUs available

Space is limited. Please register soon.

Doubletree by Hilton - Greentree
500 Mansfield Avenue
Pittsburgh, PA 15205
### Conference Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>7:30-9:00AM</td>
<td>Registration / Visit Exhibits / Continental Breakfast</td>
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<tr>
<td>9:00-9:20AM</td>
<td>Welcome: Mildred Morrison, Administrator, Allegheny County Department of Human Services Area Agency on Aging</td>
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<td>9:20-10:15AM</td>
<td>Keynote: Dr. Bill Thomas, Founder - ChangingAging</td>
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<td>“What we need is a radical reinterpretation of longevity that makes elders (and their needs) central to our collective pursuit of happiness and well-being.”</td>
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<tr>
<td>10:15-10:45AM</td>
<td>Break / Visit Exhibits</td>
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<tr>
<td>10:45-11:45AM</td>
<td>Breakout Sessions</td>
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<td>1A: Practical Strategies to Social Media: Easy, Low Cost Actions</td>
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<td>1B: Successful Strategies for Serving Our Rural Clients</td>
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<td>1C: Conversations at All Stages of Life</td>
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<td>1D: Financial Abuse: Conversations with Consumers &amp; Families</td>
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<td>1E: HomeMeds℠: Medication Management Improvement System</td>
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<td>1F: Practical Strategies in Using Data: Making it Work for You</td>
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<td>11:45AM-1:00PM</td>
<td>Lunch / Networking / Fun</td>
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<td>1:00-1:30PM</td>
<td>Visit Exhibits</td>
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<td>1:30-2:30PM</td>
<td>Breakout Sessions</td>
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<td>2A: Geriatrics and Mental Health in Plain English</td>
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<td>2B: Introduction to Motivational Interviewing (Two-Part)</td>
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<td>2C: Introduction to Managed Care (Two-Part)</td>
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<td>2D: Innovative Senior Centers (Two-Part)</td>
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<td>2E: Hoarding</td>
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<td>2F: Knowing Your Market: Market Analysis Techniques</td>
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<td>2:30-2:45PM</td>
<td>Break</td>
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<td>2:45-3:45PM</td>
<td>Breakout Sessions</td>
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<td>3A: Geriatrics and Mental Health in Plain English (repeated)</td>
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<td>3B: Introduction to Motivational Interviewing (continued)</td>
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<td>3C: Introduction to Managed Care (continued)</td>
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<td>3D: Innovative Senior Centers (continued)</td>
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<td>3E: Practical Strategies to Accessing Healthy Foods</td>
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<td>3F: Practical Strategies to Managing Projects</td>
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<td>3:45-4:00PM</td>
<td>Wrap-Up: Darlene Burlazzi, Deputy Administrator, Allegheny County Department of Human Services Area Agency on Aging</td>
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**Session 1 (10:45-11:45AM)**

**1A: Practical Strategies to Social Media: Easy, Low Cost Actions**
This session will look to provide tips and skills “beyond the beginner level” in using social media platforms such as Facebook and Twitter to market your agency or senior center. Where is advertising in social media heading and how can you stay ahead of this curve? This session will make use of actual examples from the aging network to provide you the skills necessary to help get the word out about your services in new and innovative ways.

*Presenter: Cindy Leonard, Consulting Team Leader - Bayer Center for Nonprofit Management at Robert Morris University*

**1B: Successful Strategies for Serving Our Rural Clients**
While serving aging consumers is central to all of us, rural service areas offer a distinct set of issues that will be discussed in this session. Transportation for seniors and transit for AAA staff are an obvious challenge in distance and time, not to mention cost. The panel will share their successes in providing great service in countywide rural service areas.

*Presenters: Beth Herold, Administrator - Butler County AAA  
Sam Bellich, CEO - Mercer County AAA*

**1C: Conversations at All Stages of Life**
As care managers and service coordinators, you will provide services to consumers on a daily basis that should actively begin “end of life” planning if they have not done so already. What is end of life planning and what do you and the consumers need to know about it? This session will give you the technical information you need as well as how to easily broach this subject with your consumers and their families.

*Presenters: Diane Mead, R.N., B.S.N., A.C.C., L.N.C., President/CEO - Bethany Hospice  
Julian Gray, CELA – Julian Gray Associates*

**1D: Financial Abuse: Conversations with Consumers & Families**
Financial abuse is unfortunately a serious concern that affects many of the consumers that the aging network serves. At this session, learn the skills necessary to have the conversation with consumers about how best to protect themselves from this growing problem. Additionally, what are the “warning signs” of financial abuse that you need to be aware of? When you notice the warning signs, what are the next steps and resources available to you to assist a consumer? This training will provide the answers to these questions and more!

*Presenters: Philip Little, Education and Outreach Specialist - Pennsylvania Office of Attorney General Education and Outreach Unit  
Carol Catanzano, Financial Exploitation Consultant*
**Breakout Sessions Descriptions**

**Session 1 (10:45-11:45AM) continued**

1E: HomeMeds℠: Medication Management Improvement System
Developed by the Partners in Care Foundation and recognized by the US Administration on Aging as an evidence-based healthy aging prevention program, HomeMeds is designed to enable community agencies to keep people living at home, out of the hospital and nursing home by addressing medication safety. The JCC, along with its AgeWell Pittsburgh partners (Jewish Association on Aging, Jewish Family & Children’s Service) received a State Grant to pilot the program within a Senior Center environment. A formalized relationship was created with Duquesne University’s Non-Profit Pharmacy in which they serve in the capacity of the Pharmaceutical Partner. Best Practices, outcomes and potential replicable models will be discussed.

**Presenters:** Sharon Feinman, Assistant Director - AgeWell at the Jewish Community Center
Terri Kroh, Director - Duquesne University Center for Pharmacy Services

1F: Practical Strategies in Using Data: Making it Work for You
Using specific examples, this hands-on session will show you how the collection of data can be used for both strategic and every day decision making. No matter your job title or function at your agency, this session will demonstrate how the use of data can benefit you!

**Presenter:** Sharon Fusco, Vice President, Business Operations, Results & Innovation - Council on Aging of Southwestern Ohio

**Session 2 (1:30-2:30PM)**

2A: Geriatrics and Mental Health: Understanding Older Adults and Clinical Diagnoses, in Plain English
Many of the older adults we serve have either dementia or Alzheimer’s disease. However, many also exhibit some of the same signs of memory loss and cognitive decline without actually having either of those conditions. This training will educate you on identifying when something is not dementia or Alzheimer’s but another underlying mental or physical condition that may perhaps only be temporary in nature.

**Presenter:** Kurt Emmerling, Deputy Administrator, Allegheny County Department of Human Services Area Agency on Aging

2B: Introduction to Motivational Interviewing (This is a two-part session.)
What is “motivational interviewing” and why does it matter to care managers/service coordinators? This introductory session will look to answer those questions for attendees as well as explain why this emerging, evidence-based approach can have applications in multiple situations. This session will also look to provide resources to attendees who wish to learn more about this approach following the training.

**Presenter:** Mark Valenti, Director of Education and Coaching at Jewish Healthcare Foundation - Pittsburgh Regional Health Initiative
**Session 2 (1:30-2:30PM) continued**

2C: Introduction to Managed Care  (This is a two-part session.)
Several AAA’s across the country have successfully partnered with Managed Care Organizations (MCO’s). This trend will continue over the next several years as more and more AAA’s and MCO’s form partnerships. What do you need to know about MCO’s to prepare for the new environment and what will the benefits be? Learn how partnerships with MCO’s will impact staff at all levels and increase your knowledge of exactly what managed care is.

**Presenter:** Cindy Zydel, Planning Consultant and Executive Coach - ZCorp

2D: Innovative Senior Centers  (This is a two-part session.)
Senior centers have a rich history of service and utility in the aging field and are believed to be an integral component of the continuum of long term care. They play a significant role in community-based services for older adults by providing opportunities for nutrition, recreation, socialization, volunteer development, information and referral, advocacy, education, outreach, and health promotion. But their importance to the current generation of older adults is questionable. In order to remain relevant, they need to evolve and innovate. Hear about various national models of innovative senior centers that are redefining the concept and reinvigorating the field.

**Presenter:** Manoj Pardasani, PhD, LCSW, ACSW, Associate Dean for Academic Affairs and Research Scholar, Ravazzin Center on Aging - Fordham University

2E: Hoarding
As someone who works with our consumers, how can you tell the difference between someone whose home may be cluttered versus someone who has an actual hoarding problem that requires assistance? This session will provide you the skills to recognize this difference as well as inform you as to what resources are available to assist seniors who hoard. Additionally, how to have the conversation with a consumer that their hoarding is a problem as well as prevention strategies will be covered in this session.

**Presenter:** Vickie Dellaquila, CPO®, CPO-CD®, Certified Professional Organizer® in Chronic Disorganization - Organization Rules, Inc.

2F: Knowing Your Market: Market Analysis Techniques
This session will show you how to do a market analysis so that you can determine what programs/products/services you should invest in, which you should consider divesting, and how you can determine your competitive advantage in those you choose to offer.

**Presenter:** Sharon Fusco, Vice President, Business Services Group - Council on Aging of Southwestern Ohio
**Session 3 (2:45-3:45PM)**

3A: Geriatrics and Mental Health: Understanding Older Adults and Clinical Diagnoses, in Plain English  
(This is a repeated session.)

Many of the older adults we serve have either dementia or Alzheimer’s disease. However, many also exhibit some of the same signs of memory loss and cognitive decline without actually having either of those conditions. This training will educate you on identifying when something is not dementia or Alzheimer’s but another underlying mental or physical condition that may perhaps only be temporary in nature.

**Presenter:** Kurt Emmerling, Division Chief, Allegheny County Department of Human Services Area Agency on Aging

3B: Introduction to Motivational Interviewing  
(Continued from 2B)

3C: Introduction to Managed Care  
(Continued from 2C)

3D: Innovative Senior Centers  
(Continued from 2D)

3E: Practical Strategies to Accessing Healthy Foods  
While we understand that older adults need to eat healthy, nutritious meals, the question often is, “How can older adults access the healthy foods that they need?” This session will provide you with information on affordable, healthy food options for older adults and resources that you can offer to the older adults you serve to ensure they know where and what to shop for to maintain a healthy lifestyle.

**Presenters:** Cynthia Moore, MSW, Director of Community Education - Greater Pittsburgh Community Food Bank  
Jennifer Flanagan, Co-Executive Director/Founder - Community Kitchen Pittsburgh

3F: Practical Strategies to Managing Projects  
You’ve been assigned to lead a project at your agency. Now what? This session will provide you with actual strategies to assist you in managing projects of varying scopes and sizes. You will learn how to create a work team, create your work plan and ensure all of your deliverables are completed according to needed timelines.

**Presenter:** Erin Cosgrove, Special Projects Manager, Allegheny County Department of Human Services Area Agency on Aging
About the Conference

Conference Location
The conference will take place at the DoubleTree by Hilton Hotel Pittsburgh - Green Tree, 500 Mansfield Avenue, Pittsburgh, PA 15205. Phone: 412-922-8400. The hotel has a large parking lot; parking is complimentary. The conference rooms will be located on the left end of the building.

Free CEUs
This conference is eligible for 5 hours of continuing education units. An information form will be available at the conference registration desk.

Sleeping Rooms
The conference has reserved a block of sleeping rooms for the night of November 9, 2015. The rate is $109 plus tax. The room block closes October 2, 2015. To reserve a sleeping room, call: 1800-222-TREE (8733). Request the group rate by mentioning the Leading the AAA Network Conference.

Conference Fee
The conference is sponsored by the Allegheny County DHS Area Agency on Aging. The conference fee includes admission to all of the day’s events, including general sessions, breakout sessions, exhibit areas, continental breakfast and lunch.

The following fees apply for the conference:
- All employees of the Allegheny County: No Charge
- Organization that is located in Allegheny County: $35 per person
- Organization that is located outside of Allegheny County: $70 per person

Registration
Participants may register online at http://www.gove.org/AAA-Registration.html or using Registration Form on the following page.

If Payment is Required
The Allegheny County Area Agency on Aging has contracted with Gove Group, Inc., to manage this conference. As such, please make all payments via check or money order, payable to Gove Group, Inc. and mail payments to: Gove Group, Inc., 226 Paul Street, Pittsburgh, PA 15211. Fed Tax ID # 23-2916655.

Questions
All questions concerning the conference should be directed to Susan Gove at sgove@gove.org or 412.431.5087.

Exhibit Opportunities
The conference has space for a limited amount of exhibitors. For exhibiting information, send an email to Susan Gove at sgove@gove.org.
Please complete a separate form for each registrant. (Online form available at http://www.gove.org/AAA-Registration.html)

Name: ________________________________________________________________________________________
Agency: ________________________________________________________________________________________
Job Title: ________________________________________________________________________________________
Address: ________________________________________________________________________________________
City: ___________________________________________________________________________________________
Zip: ___________________________________________________________________________________________
Email: __________________________________________________________________________________________
Phone: __________________________________________________________________________________________

Do you have any special needs requirements (ie. dietary concerns, physical impairments, etc.). If so, please describe. __________________________

Please pre-select the sessions you plan to attend. This will give us the ability to prepare enough hand-outs and assign each session to an appropriate sized room. **Check ONE selection for each session.** You will have the opportunity to change your selection on site.

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**Registration Type and Fee per person**

☐ Allegheny County DHS or AAA Staff - no charge
☐ Organization within Allegheny County - $35
☐ Organization outside of Allegheny County $70

**Registration form may also be FAXED to 412-431-5214 or emailed to melanieb@gove.org**

**Registrations Requiring Payment:**
A check or Purchase Order (payable to Gove Group) must be sent in for each registration.

Mail Registration Form and Fees to: Gove Group, Inc.
226 Paul Street
Pittsburgh, PA 15211