

***CENTERS OF TODAY ... INVESTING IN TOMORROW***  
***SENIOR CENTER STAKEHOLDER FORUM***

November 14, 2011  
9:30 a.m. – 4:00 p.m.  
Marriott Los Angeles Downtown  
333 South Figueroa Street, Los Angeles, CA 90071  
Ballroom 1 & 2

8:00 a.m.     **REGISTRATION OPENS**

8:30 a.m.     **CONTINENTAL BREAKFAST & NETWORKING**  
*Sponsor: Kaiser Permanente*

**EXHIBITOR TABLES**

9:30 a.m.     **WELCOME/OPENING REMARKS**  
**HENRY L. "HANK" LACAYO**, State President, Congress of California Seniors (CCS) and Commissioner, California Commission on Aging  
**HAVARD L. STAGGS**, Chair, California Commission on Aging (CCoA)  
**LORA CONNOLLY**, Acting Director, California Department of Aging  
**CYNTHIA BANKS**, Director, Community and Senior Services, County of Los Angeles  
**LAURA TREJO**, General Manager, Department of Aging, City of Los Angeles  
**PAULINE DANIELS**, Community Benefit Manager, Kaiser Permanente

9:55 a.m.     **FORUM OVERVIEW**  
**SANDI FITZPATRICK**, Executive Director, CCoA  
**GARY PASSMORE**, Vice President, CCS

10:00 a.m. **PLENARY SESSION: THE LANDSCAPE OF WASHINGTON: FEDERAL POLICY UPDATE ON ISSUES AFFECTING OLDER ADULTS**

**Speaker:** **BOB BLANCATO**, MPA, President of Matz, Blancato, & Associates

**Description:** Both politics and policy continue to explode in Washington D.C. Before the end of November the Congressional Super Committee will issue its report to cut \$1.5 trillion from the federal budget over the next decade. Their decision may impact aging policy for years to come. The 2012 elections are less than a year away. Learn what's at stake and why advocacy is increasingly important for protection of the Older Americans Act, the Affordable Care Act, Social Security, Medicare and Medicaid and elder justice funding.

**Moderator:** **PAUL DOWNEY**, President & CEO, Senior Community Centers of San Diego

10:40 a.m. **BREAK**

11:00 a.m. **WORKSHOPS**

**A. DEMONSTRATING IMPACT & RELEVANCE (Concourse 1)**

**Presenter:** **MANOJ PARDASANI**, Ph.D., L.C.S.W., A.C.S.W., Faculty Research Scholar at the Ravazzin Center for Social Work Research in Aging and Associate Professor at the Fordham University Graduate School of Social Service

**Description:** Now more than ever centers are being asked to demonstrate their impact on the lives of those that participate with them. How do we advocate for more funding if we cannot illustrate what senior centers do for their participants? This session will explore models of evaluation and ideas for generating information that centers need to demonstrate their relevance to participants, funders, Governing Boards and City Councils. The session will also include the results of a city-wide study of senior centers in New York and how the focus on outcomes led to increased funding for new senior centers.

**Moderator:** **PETER RITTENHOUSE**, Executive Director, The Joslyn Center

**B.     *ADVOCACY – NOT BUSINESS AS USUAL (Grand Ballroom 4)***

**Presenters:**

**ALBERT CHIN**, MSW, PPSC, MAHCA, Social Action Coordinator, St. Barnabas Senior Services

**CHRISTINA GRIFFITH**, Senior Advocacy Coordinator Senior, Community Centers of San Diego

**GARY PASSMORE**, Vice President, Congress of California Seniors

**MARVIN SCHACHTER**, Member of the Executive Council of AARP California and the L.A. County Commission for Older Adults

**Description:** Strong, coordinated, and sustained advocacy is imperative for the survival of the services and supports needed by older adults and persons with disabilities. We have recently witnessed devastating cuts and are beginning to experience the consequences of cuts to important services for California seniors. We have not done enough in the way of advocacy, and we must do better than our past advocacy efforts. This session will look at what's working and what's not working in the advocacy arena, describe some new efforts that are underway, and suggest alternative strategies centers must embrace in the years ahead.

**Moderator: RIGO SABORIO**, MSG, President & CEO, St. Barnabas Senior Center

**C.     *LEVERAGING STRENGTH THROUGH NEW MODELS OF COLLABORATION (Concourse 2)***

**Presenters:**

**KATE WILBER**, Ph.D., University of Southern California Mary Pickford Foundation Professor of Gerontology and Professor of Health Services Administration.

**DONNA YEE**, Ph.D., Chief Executive Officer, Asian Community Center

**RANDY PESQUEIRA**, Executive Director, Senior Services, City of Huntington Beach and recent National Institute of Senior Centers (NISC) Delegate from California

**Description:** Limited resources, staffing reductions and space constraints are forcing centers to look again at partnerships that expand centers beyond their traditional roles and deliver services to multiple generations of older

Californians. This session will discuss how to take collaborations to new levels, how to seek unlikely allies for successful outcomes and how to “up” the stakes for real “win-win” situations.

**Moderator: BARBARA LINSKI**, Executive Director, Assistance League’s Hollywood Senior Multipurpose Center

***D. FUNDRAISING IN DIFFICULT ECONOMIC TIMES (Caucus Room)***

**Presenters:**

**PAUL DOWNEY**, President & CEO Senior Community Centers of San Diego

**SONJA DROWN**, Recreation Manager, City of Healdsburg

**AKILA GIBBS**, Executive Director, Pasadena Senior Center

**Description:** In these difficult economic times, centers are asking “Where is the money?” This session will review basics of fundraising, discuss how to demonstrate impact for funders, describe how centers and communities are collaborating to build legacies that will support future endeavors, and explore the relationship between funding and public relations.

**Moderator: SHARON MONCK**, Advisory Council Chair, Area Agency on Aging – Serving Napa and Solano and Commissioner, California Commission on Aging.

***E. SUSTAINING & MAINTAINING CENTER LEADERSHIP IN THE COMMUNITY (Concourse 3)***

**Presenters:**

**KAREN D. LINCOLN**, Ph.D., M.S.W., M.A., Associate Professor, Associate Director, USC Edward R. Roybal Institute on Aging, University of Southern California School of Social Work

**JOYCE HAYES**, R.D., M.S, Executive Director, Humboldt Senior Resource Center

**JOE O’HEHIR**, MBA, CEO/Executive Director, Marin Senior Coordinating Council/Whistlestop

**Description:** California centers are facing unparalleled societal, economic and political changes. Many core services that once made up the aging network are being marginalized or eliminated. This session will present an overview of the aging population and challenge centers to be strategic in how

they evolve in tumultuous times, how to position themselves to identify opportunities and how to engage the current and future customer base to use their influence to make change happen.

**Moderator: VIRGIE P. WALKER**, President, People Coordinated Services of Southern California, Inc. and Commissioner, California Commission on Aging

**F. EXPLORING A NEW APPROACH TO PROJECT MANAGEMENT  
(Room 309 – Third Floor)**

**Presenter: ALLAN ELDER**, Co-founder and President of *No Limits Leadership, Inc.* and Professor at University of California, Irvine Extension

**Description:** This session will present the “Five Most Important Questions” any center can ask itself and challenge leaders to become long-range planners and strategic systems thinkers. Whether economic and social times are prosperous or tumultuous, organizations must constantly adapt to their existing environment. Planning is not an event but a continuous process of making decisions and testing results. It is a process of strengthening what works and abandoning what doesn't. It requires matching opportunity with competence and commitment to determine how you will build a community and change lives. Organizational survival and growth is accomplished by asking five questions and answering them with a systems perspective and a focus on results.

**Moderator: KAREN JOSEPHSON**, M.D. and Commissioner, California Commission on Aging

12:45 p.m.

**LUNCH (Ball Room 1 & 2)**  
**Sponsor: ATT Foundation**

**HAV STAGGS**, CCoA Chair

**HANK LACAYO**, CCS State President

**MIKE SILACCI**, Regional Vice President, AT&T External Affairs-Southern California

1:30 p.m.

**SENIOR CENTER INNOVATIONS PROJECT**

**Presenter:** LENA PERELMAN, Director, Community Outreach, SCAN Health Plan

**GREETINGS FROM THE U.S. ADMINISTRATION ON AGING**

**Presenter:** DARRICK LAM, Aging Services Program Specialist, U.S. Administration on Aging

**ACKNOWLEDGEMENTS**

**MARIAN LAST**, City of El Monte,  
Senior Center Forum Advisory Panel Chair and Commissioner, California Commission on Aging

2:00 p.m.

**PRESENTATION OF LEGISLATIVE RESOLUTION DECLARING NOVEMBER AS SENIOR CENTER MONTH IN CALIFORNIA**

**ASSEMBLY MEMBER BONNIE LOWENTHAL**

ACCEPTING THE RESOLUTION:

**JOE COX & RICHARD DAHLGREN**  
Representing California Senior Legislature

**MARIAN LAST & VIRGIE P. WALKER**  
Representing California Commission on Aging

2:10 p.m.

**LESSONS CALIFORNIA CAN LEARN FROM NEW YORK**

**Speaker:** MANOJ PARDASANI

**Moderator:** ED WALSH, Director, County of Riverside, Office on Aging

2:30 p.m.

**PLENARY SESSION: FACING THE FUTURE TOGETHER**

**Speaker:** COLIN MILNER, founder and chief executive officer of the International Council on Active Aging (ICAA), is one of the world's visionaries on the health and well-being of the older adult.

**Description:** The transformative power of population aging is creating unprecedented opportunities for many industries, governments, communities and businesses. What impact will these sweeping changes having on Senior Centers? And, how can you benefit from them? In this

forward-thinking session, you will learn about how the latest research in population aging is changing the way we age, driving this global opportunity to unprecedented heights. You will also learn what trends are occurring because of these changes, and how they will change the way Senior Centers do business now and in the future.

**Moderator: VALORIE VILLELA**, Director, 30<sup>th</sup> Street Senior Center

3:30 p.m.

**DOOR PRIZES/WRAP UP**

**DOOR PRIZES: ELSIE LARRIVA**, San Pedro Senior Center Director and **MARIAN LAST**

**WRAP UP: GARY PASSMORE** and **SANDI FITZPATRICK**