

Piedmont Triad Council of Governments Area Agency on Aging

# 2010 Professional Aging Conference

## Aging in the Piedmont Triad: Forecasting the Future

September 22 & 23, 2010

Emerald Event Center  
2000 E. Wendover Avenue  
Greensboro, North Carolina

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# FEATURED SPEAKERS



**Lanie Pope** is a native of Greenville, South Carolina. She joined the WXII 12 news team as Chief Meteorologist in September of 2001. Lanie has been honored with several awards throughout her career including a regional Emmy. She resides in Winston-Salem with her husband and two sons.

*“She Came for a Baby Shower, and She Never Went Home”*

**John Hart** was born in Durham, North Carolina and later moved to Rowan County, North Carolina. He is the Dagger and two-time Edgar-Award winning author of three New York Times bestsellers, *The King of Lies*, *Down River*, and *The Last Child*. John has three great passions: his family, his writings, and the protection of North Carolina’s open space.



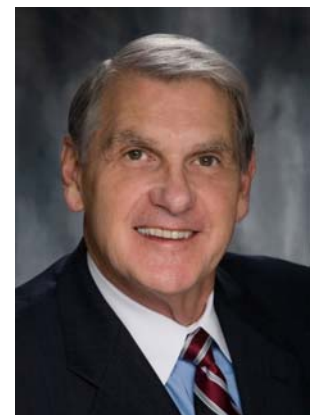
*“My Fifteen-Year Overnight Success Story”*



**Wayne Goodwin** is a native of Hamlet, North Carolina where his family was active in agriculture and banking. He was first elected to the statewide post of Insurance Commissioner in 2008. As Insurance Commissioner, Goodwin focuses on consumer advocacy through enforcing fair rates, injury prevention efforts, and close regulation of insurance company solvency and industry practices.

*“Relay for Extra Help”*

**Charles Petty** is president of Family Success Unlimited located in Raleigh, North Carolina. He is a native of Arkansas and is married with two grown children. Dr. Petty has been a counselor, professor, and served on the senior staff of North Carolina Governor James Hunt. A professional speaker since 1985, he was inducted into the National Speaker Hall of Fame in 1998.



*“Roaring Fires, Flickering Flames, Dying Embers, or Cold Ashes?”*

# SCHEDULE AT A GLANCE

## Wednesday, September 22, 2010

8:00 am Registration, Networking, and Breakfast  
9:00 am Opening Session  
Welcome- *Kim Dawkins Berry - Director, PTCOG Area Agency on Aging*  
**Keynote Presentation - Lanie Pope - WXII News**  
10:30 am Break  
10:45 am Workshop Session 1  
11:45 am Break  
12:00 pm Lunch  
**Plenary Speaker - John Hart**  
1:30 pm Workshop Session 2  
2:30 pm Break  
2:45 pm Workshop Session 3  
4:00 pm "Ask the Experts" Networking Sessions

## Thursday, September 23, 2010

8:00 am Registration, Networking, and Breakfast  
9:00 am Workshop Session 4  
10:00 am Break  
10:15 am Workshop Session 5  
11:15 am Break  
11:30 am Lunch  
**Wayne Goodwin - NC Dept. of Insurance**  
**Plenary Speaker - Dr. Charles Petty**  
1:30 pm Workshop Session 6  
2:30 pm Break  
2:45 pm Legislative Town Hall Forum

## REGISTRATION INFORMATION

**Registration Fee:** The registration fee includes sessions, activities, conference materials, and food.

**Continuing Education Credits:** CEUs are available for an additional fee of \$10.00. A certificate granting 6 hours CEUs will be awarded to those attending the entire conference. Application has been made for continuing education credit from **Moses Cone Area Health Education Center (healthcare providers) and the NC State Board of Examiners for Nursing Home Administrators.**

**Certificate of Attendance:** A Certificate of Attendance will be available after the conference, upon request, at no charge.

**Registration Confirmation:** All registrants will receive a confirmation via email once registration and payment have been processed. This confirmation will serve as your receipt of payment.

### **DEADLINE FOR CONFERENCE REGISTRATION IS SEPTEMBER 10, 2010**

**Cancellation Policy:** A \$30 administrative fee will be charged on all cancellations. The balance of the registration fee will be refunded after the conference if written cancellation is received by September 14, 2010. No refund will be issued for a no-show. Registration may be transferred to another person with advance notice. Contact Adrienne Calhoun at [acalhoun@ptcog.org](mailto:acalhoun@ptcog.org) or 336-294-4950 to request cancellation or substitution.

**Overnight accommodations:** Hotel accommodations are available at:  
Greensboro Downtown Marriot, 336-379-8000, [www.marriot.com](http://www.marriot.com)  
The Biltmore Hotel, 336-272-3474, [www.thebiltmoregreensboro.com](http://www.thebiltmoregreensboro.com)

**Driving Directions:** Driving directions to the Emerald Event Center, 2000 E. Wendover Avenue, Greensboro are available on their website: <http://www.emeraldeventcenter.com/directions/>.

## **Aging in the Piedmont Triad: Forecasting the Future - Wednesday, September 22, 2010**

### **WORKSHOP SESSION 1: 10:45 am – 11:45 am**

#### **1. Reaching Out with Social Media**

***Adrienne Cregar Jandler, President, Atlantic Webworks***

Social media offers wonderful opportunities to communicate, educate, and connect with seniors and their adult children. How does your organization use social media to reach your market? Do you have a social media plan? Learn how others are utilizing social media and the opportunities it offers.

#### **2. The Truth About Veterans Disability Benefits, The Law and You**

***Dr. Glenn Osborne, Executive Director, Center for Elder Veterans Rights, Inc.***

Paying for care is a daunting prospect for anyone, but the high cost of long-term care is especially worrisome for people on a fixed income or without adequate long-term care preparation. Unfortunately, the high cost of long-term care will remain a problem for the elderly in the foreseeable future. Health care professionals need to understand the truth regarding assistance with long-term care costs through the Veterans Administration, ways to avoid illegal scams, and how to assist their patients in accessing important benefits.

#### **3. We Are All Aging: Aging & Disabilities**

***Dale J. Metz, Retired Principal/ Non-Profit Executive Director***

Yes, we are planning for the huge number of “boomers” who are aging, but we are NOT prepared for the thousands of aging Americans with developmental disabilities who are now emerging. In 2010, the life expectancy of a male with Down Syndrome is 72. Communities across the nation need to hear the call NOW!

#### **4. Inflammation and the Brain: Traversing the Storms of Aging**

***Donald E. Schmechel, MD, Medical Director, Falls Neurology and Memory Center***

Understanding what triggers dementia is critical to the development of truly effective therapies that arrest its progression or prevent it altogether. This session will explore current methods for preventing memory loss during aging and stabilizing persons with dementias. Personalized medicine and the complexity of the aging process beg for an aggressive approach based on identifying the factors for adverse aging.

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### **WORKSHOP SESSION 2: 1:30 pm – 2:30 pm**

#### **5. What Does Health Care Reform Mean for North Carolina?**

***Pam Silberman, JD, DrPH, President and CEO, NC Institute of Medicine***

You now know that the federal government has passed the Patient Protection and Affordable Care Act. But do you know what that means? This workshop will explain in more detail and describe how it will affect individuals, providers, employers, the insurance industry, communities, and North Carolina.

#### **6. Montessori Programming in Assisted Living**

***Debra Hart, Executive Director and Mimi Vincent, Recreation Assistant, Morningside Assisted Living of Raleigh***

Most people associate the name Maria Montessori with innovative educational methods for preschoolers. But, in recent years, the Montessori philosophy has expanded out of the classroom and into long-term care. Principles of the Montessori philosophy promote independence and support the dignity of older adults. This unique session will include clips from Montessori school classrooms as well as demonstrations of effective activities.

#### **7. Healthy Homes & Greensboro's Sustainability Action Plan**

***Robert Powell, Assistant Professor, North Carolina A&T State University***

While a universally accepted definition of sustainability is elusive, many definitions speak of “a sustainable global society founded on respect for nature, universal human rights, economic justice, and a culture of peace.” Learn how the City of Greensboro through its Community Sustainability Council has defined “sustainability” and adopted a Sustainability Action Plan that calls for transformation of the local energy retrofit market. This presentation will review what’s been done and what homeowners and renters can do to save energy and be healthy.

#### **8. The Internet: Friend or Foe?**

***Dan Clark, CISSP, IT Security Manger, Lorillard***

The Internet is a great tool for communication, a huge information resource, and a way for organizations to deliver services and do business. However, the Internet also poses security threats, and unless you take suitable precautions, your information could fall into the wrong hands. This session will examine the dangers associated with conducting business over the Internet and more importantly, the information security techniques that you can use to protect clients and your personally identifiable information (PII).

## Aging in the Piedmont Triad: Forecasting the Future - Wednesday, September 22, 2010

### WORKSHOP SESSION 3: 2:45 pm – 3:45 pm

#### 9. Creativity and Aging

**Lia Miller, Executive Director, Center for Creative Aging**

What is "creative aging" and why does it matter? This workshop will answer this question by sharing information about the unexpected health benefits experienced by older people involved in a significant creative aging study. The value of adding creativity to everyday activities will also be discussed.

#### 10. Alzheimer's Disease: It Runs in our Families

**Dr. Ruth G. Phillips, Public Health Specialist, African-American Alzheimer's Research Study, North Carolina A&T State University**

Many people dismiss the warning signs of Alzheimer's, believing that these symptoms are a part of normal aging. This is of even greater concern for African-Americans who are more likely to develop Alzheimer's disease than other populations. This session provides an overview of Alzheimer's disease and how it affects our families and will discuss stages, prevention, statistics, warning signs, risk factors, and the latest research.

#### 11. Etiquette for Everyone

**Kelle Owens, Executive Director, Communication Services for the Deaf and Hard of Hearing, Inc.**

One in five Americans has a disability. It is important for us to understand the culture and needs of people with disabilities. This session will take a look at societal views on etiquette, particularly when providing services to individuals with disabilities. Discussion will include common myths and misconceptions as well as ideas on how to change our way of thinking about disability etiquette.

#### 12. Aging & The Faith Community

**Frank Hensley, Jr., Associate Pastor, Green Street Baptist Church**

Clergy are often the first professional group people turn to when they have personal problems. Studies show more people turn to the clergy than all other helping professions combined. As congregations age, clergy will be confronted with issues related to aging. This session will provide a brief overview of current approaches to issues of aging used in a variety of churches of different sizes and denominations. Join us for this open dialogue about how faith communities can best serve aging residents.

**4:00 pm — 5:00 pm**

### **"Ask the Experts" Networking Sessions**

**Join us for an informal and interactive networking session where you can mingle with colleagues, discuss topics important to your own professional and personal development, and share ideas and best practices. Experts in each topic area will be on hand to answer your questions.**

**A. *Do you need a career boost?***

Discuss higher education opportunities for professionals in aging. Local college and university representatives will be in attendance.

**B. *Looking for ways to jazz up your marketing materials?***

Discuss best practices for marketing your services. Representatives from Marketing and PR agencies will be in attendance.

**C. *Sexy at any age... Live better now!***

Discuss health and wellness strategies for successful aging. Representatives from a variety of healthy aging programs will be in attendance.

***Refreshments provided***

**WORKSHOP SESSION 4: 9:00 am – 10:00 am**

**13. Lifting the Medicare Fog**

**Jeanie Schepisi, Piedmont Area Regional Manager, Seniors' Health Insurance Information Program (SHIIP)**  
**Ozella Bundy, Public Affairs Specialist, Social Security Administration (SSA)**

Making informed choices about Medicare can be frustrating and confusing. Individuals and families are bombarded by information and offers from hundreds of sources, many from commercial interests. For even the savviest consumer, making smart Medicare decisions in today's market is no small feat. The prospect of additional changes to the Medicare system makes the process even harder. This session will help solve the mysteries of Medicare, offer information on the latest Medicare 2010 and Health Care Reform updates, answer your Medicare and SSA questions, and provide you with tools you can use to help your clients make informed choices.

**14. Innovative Model of Care: Program for the All Inclusive Care of the Elderly (PACE)**

**Ursula B. Robinson, Executive Director, PACE of the Triad**  
**Ellen Smith, Site Manager, PACE of the Triad**

Program for the All Inclusive Care of the Elderly, referred to as PACE, has been tested and proven all over the country. Recently several local organizations have joined together to open a PACE program in Greensboro. PACE is a fully integrated, licensed health provider, delivering medical and long-term community based services to those seeking an alternative to entering a nursing home. PACE is an innovative solution that will help seniors continue to live in their own communities, enjoying the comforts of their own home and family for as long as possible. Come hear how it will work and who it will serve.

**15. Sensitivity to Spirituality in Caregiving**

**Anita Brock-Carter, Assistant Director, Adult Center for Enrichment**  
**Renee Griffin, Assistant Director, Senior Resources of Guilford**  
**Debbie Pilson, Regional Elder Care Director, NC Baptist Aging Ministry**  
**Deborah Valiton-Carnish, Caregiver Support Coordinator, Adult Center for Enrichment**

We often focus so much on the stress and burnout associated with caregiving that we fail to see the joy, commitment, and incredibly strong spirituality of the caregiver. Find out how spirituality and religiosity impacts caregiving decisions and provides important knowledge to professionals for the development of caregiving interventions. Spirituality has implications for the care recipient, the caregiver, and faith-based organizations. This session will explore the different spiritual practices that may be encountered in caregiving. The focus will be on raising awareness and sensitivity to customs and practices that may be important to people of different faiths and beliefs.

**16. Leadership ... L is for Listening**

**Onie Bodenheimer, Director of Operations, Woodland Place Assisted Living**

My favorite quote is: "All people really need is a little listening to". Our busy day-to-day schedules require us to talk, make decisions, talk, enforce policies and procedures, talk, teach, and talk, and talk and talk. How about listening? Do our employees and families walk away from us feeling like they have been heard and understood? This session will show participants that investing more of their time listening will bring a much greater return.

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**WORKSHOP SESSION 5: 10:15 am – 11:15 am**

**17. Lifting the Medicare Fog**

**Jeanie Schepisi, Piedmont Area Regional Manager, SHIIP**  
**Ozella Bundy, Public Affairs Specialist, Social Security Administration, SSA**

Repeated from Workshop Session 4, number 13.

**18. Tools for Advocacy**

**Mary Bethel, Co-Director of Advocacy, AARP North Carolina**

Wherever change needs to occur, advocacy has a role to play. Advocacy is critical, now more than ever, and we all have a role in our own communities. In some cases, advocacy takes minimal effort yet can result in significant gains. Don't miss this important session where you will develop advocacy strategies, particularly as it relates to legislative advocacy. Emphasis will be placed on discussing elements to consider in choosing an issue for advocacy and examining strategies and techniques to tackle. Remember, every voice does make a difference!

## Aging in the Piedmont Triad: Forecasting the Future - Thursday, September 23, 2010

### 19. The Snoezelen Room

**Debbie Spohn-Hickcox, Executive Director, Morningview Assisted Living and Alzheimer's Care**

Imagine being in a room filled with colored lights dancing on the walls, gentle sounds playing in the background, wonderful scents floating in the air, and bubble tubes - all designed to be stimulating but not overwhelming. This is what residents with dementia experience when they visit the Snoezelen Room at Morningview Assisted Living. Come learn more about the benefits of using Snoezelen Therapy, the proper use of Snoezelen with dementia patients, and the cost of getting started. Even experience Snoezelen for yourself!

### 20. Intentional Communities

**Carolyn Biggerstaff, Executive Director, Share-A-Home of Guilford County**

**Gratia Wright, President, First Research**

Active older adults are seeking options that allow aging in place and prevent placement in traditional, more institutionalized settings for as long as possible. We will explore models of intentional communities and "think out of the box" as we discuss forming affordable, sustainable homes of our choosing.

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## **WORKSHOP SESSION 6: 1:30 pm – 2:30 pm**

### 21. The Snoezelen Room

**Debbie Spohn-Hickcox, Executive Director, Morningview Assisted Living and Alzheimer's Care**

Repeated from Workshop Session 5, number 19.

### 22. New State & Federal Issues Affecting North Carolinians

**Mary Bethel, Co-Director of Advocacy, AARP North Carolina**

Two critical elements in the success of any advocacy effort are a thorough understanding of the policy process and keeping abreast of emerging issues and legislation. However, in the fast-paced world of politics, it can often be challenging to keep up with new legislation that may affect the clients we serve. This session will focus on recent state and federal legislative developments that significantly impact aging. Don't miss this opportunity to gain insights that will strengthen your ability to engage in dialogue with policymakers.

### 23. The Guardianship Process

**Steven W. Arrington, Attorney at Law, The Elderlaw Firm**

All too often, adults from all socio-economic backgrounds find themselves in the situation where a loved one (whether it be a spouse, parent, some other relative, or friend), is no longer able to care for themselves personally or financially. Armed with an understanding of Guardianship law and procedure, professionals can assist older and disabled adults and their families during challenging times when Guardianship is necessary. This session will offer a general discussion on the Guardianship process in North Carolina and its impact on the elderly, and will examine jurisdictional, capacity, and appointment of Guardian issues.

### 24. Elder Abuse & Neglect in Long-Term Care: An Attorney's Perspective

**James Roane, Owner, Roane Law**

"He choked me and went and broke my neck and broke my wrist." – this shocking quote came from a nursing home resident who was attacked by a certified nursing assistant who had become angered that the resident had soiled herself. The resident died 2 days later. Elder abuse and neglect is a disturbing reality for thousands of older adults who are living in long-term care facilities. This session will highlight typical areas of potential neglect of residents. Best practices that model a culture of caring and mutual cooperation to prevent harm, and subsequent legal issues will also be discussed.

## **2:45 pm — 4:00 pm** **Legislative Town Hall Forum**

Understanding the needs of our growing aging population is critical to adopting public policy that impacts the delivery of services. **YOU** are the best spokesperson to discuss these critical issues and offer strategies that will help shape future policies! Legislators want to hear from their constituents, and this session is designed to give conference attendees a platform to be heard. The goal of this forum is to maximize your connections with elected officials for the benefit of North Carolina's aging population. More than 300 elected officials have been invited to attend this forum to hear your ideas, concerns, and questions. Join in this important conversation about strategies to address the needs facing older adults and their families as we look toward the future of aging in the Piedmont Triad and beyond.

# PIEDMONT TRIAD COUNCIL OF GOVERNMENTS AREA AGENCY ON AGING



A division of the Piedmont Triad Council of Governments, the Area Agency on Aging is responsible for planning, developing, implementing, and coordinating aging services for 195,000 residents age 60 and older in the seven counties of the Piedmont Triad (Alamance, Caswell, Davidson, Guilford, Montgomery, Randolph, and Rockingham). It is a part of a larger aging network created by the Older Americans Act of 1965 dedicated to improving the lives of older Americans nationwide.

It is the **MISSION** of the Piedmont Triad Council of Governments Area Agency on Aging to ensure that maximum options and opportunities exist for older and disabled adults and their families to age well through advocacy, planning, training, resource development and technical assistance.

The **VISION** of the Piedmont Triad Council of Governments Area Agency on Aging is to facilitate the development of a comprehensive, coordinated, and accessible aging system inclusive of opportunities that promote effective use of resources for well to frail older and disabled adults and their caregivers.

[www.ptcog.org/aaa](http://www.ptcog.org/aaa)

Piedmont Triad Council of Governments  
Area Agency on Aging  
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