

# REGISTRATION BROCHURE

Florida Conference On Aging



## Imprint Aging on Florida

August 28-30, 2017 • Caribe Royale Hotel, Orlando, FL

### PRESENTED IN PARTNERSHIP WITH:



### WITH MANY THANKS TO OUR SPONSORS:

WellCare • Florida Blue • AARP  
Florida Power & Light • Humana • Sunshine Health  
Florida Hospice & Palliative Care Association  
Florida Health Care Association • Amerigroup  
GA Foods • Independent Living Systems  
Mom's Meals • Uber • United Healthcare

# 2017 FLORIDA CONFERENCE ON AGING SCHEDULE AT A GLANCE

## SUNDAY, AUGUST 27

Registration Desk Open.....	3:00 PM – 6:00 PM
FASP Board Meeting.....	1:30 PM – 3:00 PM
FCOA Board Meeting.....	4:00 PM – 5:30 PM

## MONDAY, AUGUST 28

Registration Desk Open.....	7:30 AM – 6:00 PM
Exhibit Hall Setup.....	10:00 AM – 3:30 PM
Pre-Conference Intensives .....	8:00 AM – 12:00 PM
Opening Session .....	12:30 PM – 2:00 PM
Concurrent Workshops.....	2:15 PM – 3:15 PM
Concurrent Workshops.....	3:30 PM – 5:00 PM
Opening Reception in Exhibit Hall.....	5:00 PM – 7:00 PM

## TUESDAY, AUGUST 29

Registration Desk Open.....	7:00 AM – 5:00 PM
Continental Breakfast.....	7:30 AM – 8:30 AM
General Session.....	8:30 AM – 10:00 AM
Refreshment Break.....	10:00 AM – 10:45 AM
Concurrent Workshops.....	10:45 AM – 11:45 AM
QSLA Luncheon.....	11:45 AM – 1:00 PM
Concurrent Workshops.....	1:15 PM – 2:45 PM
Closing Reception in Exhibit Hall.....	2:45 PM – 4:00 PM
Concurrent Workshops.....	4:00 PM – 5:00 PM
Networking Meetings .....	5:15 PM – 6:15 PM

## WEDNESDAY, AUGUST 30

Registration Desk Open.....	7:30 AM – 12:00 PM
Refreshment Break.....	8:00 AM – 8:30 AM
Concurrent Workshops.....	8:30 AM – 9:30 AM
Break.....	9:30 AM – 9:45 AM
Concurrent Workshops.....	9:45 AM – 11:15 AM
Closing Luncheon .....	11:30 AM – 1:30 PM

# CONFERENCE FEATURES

**Plenary Sessions** — FCOA is proud to present Ashton Applewhite, author of *This Chair Rocks: How Ageism Warps Our View of Long Life*; Joe Tankersley, to talk about strategic storytelling; and Secretary Jeffrey Bragg with the ‘State of the State’ from the Florida Department of Elder Affairs.

**FCOA Pre-Conference Intensives** — Space is limited for these special sessions on Monday, August 28<sup>th</sup>. Register early to reserve your seat for training on these important topics (see page 5 for a complete list of topics and presenters). Separate fees apply.

**Recognizing Excellence** — FCOA/FPL QSLA Luncheon, Tuesday, August 29<sup>th</sup>, 11:45 AM Quality Senior Living Awards presentation, sponsored by Florida Power & Light.

The awards acknowledge individuals and organizations that have made outstanding contributions to improve the quality of life of older Floridians. Awards Luncheon Speaker will be Andrew Tubman, a music therapist and cofounder of SingFit.

**FCOA Lounge & Networking Center** — FCOA invites attendees to take a break, grab a snack, get to know fellow attendees or catch up with office emails using the free WIFI!

**Association Meetings** — Are scheduled throughout the conference. Check the Conference Program for meeting times and locations. If your group is attending FCOA and you need a meeting room, email us at [moreinfo@fcoa.org](mailto:moreinfo@fcoa.org) with your request.

**Exhibit Hall** — Visit the Exhibit Hall on Monday and Tuesday. There you will have an opportunity to meet new people and learn about businesses that want to work with you. This is an excellent opportunity to learn about new products and services that will enhance your organization. Don't forget your business cards!

**Continuing Education Credits** will be offered at the 2017 Conference for the following Florida Boards:

- Nursing
- Respiratory Care
- Occupational Therapy
- Pharmacy
- Psychology
- Clinical Social Work,
- Marriage and Family Therapy and Mental Health Counseling
- Dietetics and Nutrition
- Guardianship

The FCOA Conference anticipates approval of up to 10 CECs over the course of 3 days. The fee for CECs at the Conference is a flat fee of \$40.



Suwannee River Area Health Education Center, Inc. is a Florida Board of Nursing, Dentistry, Pharmacy, Psychology, Respiratory Care, Occupational Therapy, Nursing Home Administration, Clinical Social Work, Marriage and Family Therapy and Mental Health Counseling and Florida Council of Dietetics and Nutrition approved provider of continuing education. CE Broker Provider ID #50-1922.



# WORKSHOP TRACKS

## Care Management

- Medical Non-adherence in the Elderly
- How to Have Legal Affairs in Order
- Using One's Social History to Improve Quality of Care
- LGBT Elder Cultural Competency Training
- What is Guardianship? Who are Guardians? How Do I Avoid This!
- Care Plan Your Way to Success
- Best Practices of Care Management

## Alzheimer's Disease and Memory Related Disorders

- Care Coaching the Alzheimer's Caregiver Using an Evidenced Based Approach
- Memory Loss and Research
- The Dementia Care and Cure Initiative
- Relationship Caring – A Positive Approach
- Differences in Satisfaction with Services Between Short & Long Term Clients at a Dementia-Specific Adult Day Care
- Alzheimer's Disease: Discovery, Development and Current Research
- Meeting the Needs of Persons with Early State Dementia: A Holistic Approach

## Department of Elder Affairs

- Innovations in Planning, Targeting, and Community Outreach
- Using Technology to Collaborate and Demonstrate: Managing Projects and Presenting Results
- The Dementia Care and Cure Initiative
- Tips on Ensuring Seniors Get Awarded Their Maximum SNAP Benefit
- Results and Application of Findings from the 2016 Needs Assessment Survey
- Emergency Home Energy Assistance
- Why Ask That? DOEA Responds to 701b Questions

## Policy

- Social Security Program Updates
- FSU Claude Pepper Center Advocacy
- The Politics of Aging and Public Policy
- Washington Update
- 2017 Florida Legislature

## Senior Center

- Best Practices of Senior Center Volunteer
- Boomers & Beyond: Planning for the Future of Senior Centers
- Best Practices in Senior Center Programming
- Trends that Drive Programs in Senior Centers
- Personal Best – A senior Games...
- YIKES! You Want Me to Evaluate My Senior Center?
- Florida Resources to Help Older Adults Stay Safe

## Senior Hunger

- Vitamin D in Household Food Supplies in Homebound Adults
- Tips on Ensuring Seniors Get Awarded Their Maximum SNAP Benefit
- Nutrition for Older Adults

# PRE-CONFERENCE INTENSIVES

## SEPARATE FEES AND PRE-REGISTRATION REQUIRED

MONDAY, AUGUST 28

### Alzheimer' Disease and Related Disorders Florida State Certified Training for Nursing Homes, Hospice, and Adult Day Care Facilities (1hr & 3hr)

8:00 AM – 12:00 PM

Working with patients who have Alzheimer's disease or a related dementia can be complicated and require continuous learning to navigate the delivery of care for clients at all stages of these illnesses. It's not just about managing patients and their daily lives, or helping families to cope with constant losses, it is about the continuum of caring dynamics. Learn new skills or refresh yourself in the diverse field of dementia care. This program satisfies Florida State ADRD training requirements for Skilled Nursing facilities, Hospice, Adult Day Care (and the Assisted Living Facility four hour update). Certificates to be provided.

**PRESENTER:** Catherine Cruikshank, PhD, Director of Education, Alzheimer's Association, Florida Gulf Coast Chapter, Bonita Springs, FL

### Budgets & Block Grants –

#### What Is Next for the Aging Network?

9:00 AM – 12:00 PM

Lawmakers in Washington, D.C. are making big changes to healthcare – including the Medicaid program. These changes could happen quickly and may change the funding Florida received to serve clients. Florida, as a result, may change eligibility and services offered to Medicaid clients. This session is a dialogue with experts in health policy who can help you better understand potential impacts to Floridians so you can plan for potential impacts to your organization.

**PRESENTERS:** Larry Polivka, PhD, Executive Director, Claude Pepper Center, Florida State University, Tallahassee, FL and Health Care Policy Experts

### Marketing Strategies Guaranteed To Get Results

9:00 AM – 12:00 PM

Whether you are a seasoned marketing professional, or just starting out in the marketing field, this presentation will feature time honored techniques and tactics designed to enhance the growth of your organization and expand upon your depth of knowledge in the marketing field. Topics will include (but not be limited to) how to reach the real target market (are you speaking to the right audience) and specific media/marketing tactics and techniques to reach that audience.

**PRESENTERS:** Brenda Martyniak, Communications Director, Community Aging and Retirement Services, Inc. (CARES), Hudson, FL and Kelly McKnight-Goetz, President and CEO, KMG Marketing, Odessa, FL



# CONFERENCE SCHEDULE

**MONDAY, AUGUST 28**

**12:30 – 2:00 PM Opening Session**

The Opening Session speaker will be **Ashton Applewhite**, the author of *This Chair Rocks: A Manifesto Against Ageism*. Ashton has been recognized by the New York Times, National Public Radio, and the American Society on Aging as an expert on ageism.

**Sponsored by:**  WellCare®

**2:15 – 3:15 PM Concurrent Workshops**

- Urgent Need for Disruption in LTC
- Medical Non-adherence in the Elderly
- Silence is Not Golden
- Seniors, Students and Woodworking
- Training Needs of Nursing Leaders in Assisted Living Communities
- What is FRAX and How Can I Use it?
- Care Coaching the Alzheimer's Caregiver Using an Evidenced Based Approach
- Innovations in Planning, Targeting, and Community Outreach
- Social Security Program Updates
- Best Practices of Senior Center Volunteer

**3:30 – 5:00 PM Concurrent Workshops**

- It Takes the Loneliness Away
- How to have Legal Affairs in Order
- Detrimental Effects of Untreated Hearing Loss
- Counteract Ageism Through Intergenerational Programming
- Fun Brain Fitness
- Age-Friendly Communities
- Memory Loss and Research
- Using Technology to Collaborate and Demonstrate: Managing Projects and Presenting Results
- FSU Claude Pepper Center Advocacy
- Boomers & Beyond: Planning for the Future of Senior Centers

**5:00 – 7:00 PM Opening Reception with Exhibitors**

**Co-sponsored by:**  **Florida Blue**  
In the pursuit of health™

**TUESDAY, AUGUST 29**

**7:30 – 8:30 AM Continental Breakfast in Exhibit Hall**

**Co-sponsored by:**  GA foods.  Amerigroup RealSolutions  
in healthcare

**8:30 – 10:00 AM General Session**

What might the future of Medicaid and health care services to elders look like? Join us as policy experts help us understand changes that might impact us and the clients we serve. Then Joe Tankersly, once a writer/producer for Walt Disney Imagineering, will talk about how organizations can imagine and realize their visions for better tomorrows. His work combines his skills as a writer/producer and storyteller with the tools of strategic foresight.

**10:00 – 10:45 AM Refreshment Break in Exhibit Hall**

**10:45 – 11:45 AM Concurrent Workshops**

- Fighting Elder Financial Exploitation I
- Using One's Social History to Improve Quality of Care
- Navigating Longer Lives
- Vitamin D in Household Food Supplies in Homebound Adults
- Fitness-to-Drive Screening Measure©: A Valid and Reliable Screening Tool for Caregivers
- Win-Win-WIN!! Cultivating Successful Corporate Partnerships
- The Dementia Care and Cure Initiative
- Home Based Primary Care and Medical Foster Care
- The Politics of Aging and Public Policy
- Best Practices in Programming

**11:45 AM – 1:00 PM Quality Senior Living Awards Luncheon**

Andrew Tubman, a music therapist and co-founder of SingFit will present on the intersection of music and health.

**Co-sponsored by:**  FPL  
POWERING TODAY.  
EMPOWERING TOMORROW.  
 AARP Real Possibilities in  Florida Living Systems  
 INDEPENDENT Living Systems

1:15 – 2:45 PM

### Concurrent Workshops

- A Multifactorial Approach to Reducing Falls in the Brooks System of Care – the Impact on Residents in the Assisted Living Setting
- LGBT Elder Cultural Competency Training
- Best Practices Client Data Management
- Tips on Ensuring Seniors Get Awarded Their Maximum SNAP Benefit
- How to Make Concierge-Style Medicine a Reality for Low-to-Moderate Income Seniors
- Advanced Directives and Initiating the Hospice Discussion
- Relationship Caring - A Positive Approach
- Navigating the Medicare Maze
- Inside Washington
- Trends that Drive Programs in Senior Centers

2:45 – 4:00 PM

### Closing Reception in Exhibit Hall

Co-sponsored by:



4:00 – 5:00 PM

### Concurrent Workshops

- The Art of Living Longer
- What is Guardianship? Who are Guardians? How Do I Avoid This?
- Law Enforcement Investigations: Protecting Seniors Through Community Services
- Nutrition for Older Adults
- Partnering up with your local University and Community Health Clinic
- SingFit
- Differences in Satisfaction with Services Between Short and Long Term Clients at a Dementia-Specific Adult Day Center
- Results and Application of Findings from the 2016 Needs Assessment Survey
- "Personal Best" A Senior Games Active Aging Communication Strategy

5:15 – 6:30 PM

### Networking Meetings

WEDNESDAY, AUGUST 30

8:00 – 8:30 AM

### Refreshment Break

8:30 – 9:30 AM

### Concurrent Workshops

- Navigating Long Term Care Insurance
- Care Plan Your Way to Success
- Emergency Home Energy Assistance
- How Care Giving Impacts The Caregiver
- Navigating around the "Business" of Aging in America
- Connections: How Relationships Shape Boomer Addiction Recovery
- Alzheimer's Disease: Discovery, Development, and Current Research
- YIKES! You Want Me to Evaluate My Senior Center?
- 2017 Florida Legislature

9:30 – 9:45 AM

### Break

9:45 – 11:15 AM

### Concurrent Workshops

- Navigating the Elder Care Continuum
- Best Practices Care Management
- 701B Questions
- 7 Simple Steps to Get Back on Track after a Setback
- A Critical Imprint on Family Caregiving: Working to Enhance Respite Care in Florida
- Access from AT&T
- Meeting the Needs of Persons with Early Stage Dementia: A Holistic Approach
- Florida Resources to Help Older Adults Stay Safe
- AMPing up Florida

11:30 AM – 1:30 PM

### Closing Session & Luncheon

Secretary Jeffrey Bragg will provide a 'State-of-the-State' presentation to Florida's Aging Network.

Closing Session Sponsored by:



# HOTEL AND TRAVEL INFORMATION

## Caribe Royale Hotel

8101 World Center Drive, Orlando, Florida 32821

Reservation Line: <http://tinyurl.com/2017FCOA> or 1-888-258-7501

Room Rate: \$119/night for reservations made by 7/27/17

Parking: FREE self-parking

**Mears Transportation Shuttle:** \$23 per person or \$37 roundtrip from the Orlando Airport. To make a reservation call (407) 423-5566 or visit <http://www.mearstransportation.com>.

## Important Instructions

- Complete a separate form for EACH attendee.
- Membership rates apply to current members of FCOA or FASP.
- FCOA and FASP Organizational and Corporate members may register unlimited agency representatives at the member rate.
- Non-members may join FCOA at the time of registration to receive member rate.
- Guests of registrants and the media can purchase meal tickets by contacting FCOA at 850-222-8877.
- By submission of the Conference Registration Form, I hereby give permission to FCOA to use photos taken of me at the FCOA Conference. I give FCOA all rights, including rights to use photos in publications, electronic media and promotional materials.
- June 30, 2017 is the Early Registration Deadline: registrations must be RECEIVED by this date to get the discount.
- After August 23, 2017, please register on-site in Orlando.
- Federal ID# for FCOA: 59-6194436

## Registration Cancellation & Refund Policy

All cancellations must be in writing and received by mail, fax or email. If the cancellation request is received by FCOA on or before July 14, 2017, the refund will be the amount paid/due less \$30 handling fee; if the request is received between July 14 and July 28, 2017, the refund will be the amount paid/due less a 50% handling fee. **NO REFUNDS FOR ANY CANCELLATIONS MADE AFTER JULY 28, 2017.** Registrations may be transferred in full to another individual you designate to attend the conference in your place if you are unable to attend. Please notify FCOA of any changes.

# 2017 FLORIDA CONFERENCE ON AGING REGISTRATION FORM

ONLINE REGISTRATION AVAILABLE AT [WWW.FCOA.ORG](http://WWW.FCOA.ORG)

Name \_\_\_\_\_ Organization \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_

### What Organizations are you a member of?

FCOA  FASP Not a Member? Join FCOA or FASP TODAY and register at the membership rate!

<b>FCOA</b>	<b>FASP</b>
<input type="checkbox"/> \$65 Individual	<input type="checkbox"/> \$60 Student/Retiree
<input type="checkbox"/> \$20 Corporate*	<input type="checkbox"/> \$500 Organization*
<input type="checkbox"/> \$225 Corporate*	<input type="checkbox"/> \$250 Organization*

\*Corporate or Organization membership allows for ALL employees and volunteers to register at the member rate.



### Special Requests

If you have a disability or special dietary needs, please contact FCOA by August 11.

I would like to request a vegetarian meal.

### Select below the events you would like to register for:

Event	FCOA/FASP Member Early Rate	FCOA/FASP Member After 6/30	Non-Member Early Rate	Non-Member Late Rate After 6/30
<b>Full Conference</b>	<input type="checkbox"/> \$345	<input type="checkbox"/> \$360	<input type="checkbox"/> \$360	<input type="checkbox"/> \$390
<b>Monday Only</b>	<input type="checkbox"/> \$115	<input type="checkbox"/> \$130	<input type="checkbox"/> \$130	<input type="checkbox"/> \$145
<b>Tuesday Only</b>	<input type="checkbox"/> \$140	<input type="checkbox"/> \$155	<input type="checkbox"/> \$155	<input type="checkbox"/> \$170
<b>Wednesday Only</b>	<input type="checkbox"/> \$105	<input type="checkbox"/> \$120	<input type="checkbox"/> \$120	<input type="checkbox"/> \$135
<b>Monday Intensives</b>				

- Alzheimer Disease and Related Disorders Florida State Certified Training for Nursing Homes, Hospice, and Adult Day Care Facilities
- Budgets & Block Grants – What Is Next for the Aging Network? (FASP)
- Marketing Strategies Guaranteed To Get Results

Certificate of Attendance (\$7 fee)  Continuing Education Units \$40  
 FL Licensing Board: \_\_\_\_\_ FL License Number: \_\_\_\_\_

### Payment Information

Calculation of Amount Due: \_\_\_\_\_ Method of Payment:  Check  Credit Card  
 Membership \_\_\_\_\_ Credit Card Number \_\_\_\_\_  
 Registration \_\_\_\_\_ Name on Card \_\_\_\_\_  
 Certificate or Billing Address \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_  
 Continuing Education \_\_\_\_\_ Billing Address \_\_\_\_\_  
**TOTAL:** \_\_\_\_\_ City/State/ZIP Code \_\_\_\_\_

### MAIL PAYMENT AND FORM TO:

**Florida Council on Aging**  
 1018 Thomasville Rd • Suite 110 • Tallahassee, FL 32303 • Fax: 850-222-2575  
 Online Registration Available at [www.fcoa.org](http://www.fcoa.org)

**Florida Council on Aging**  
1018 Thomasville Road, Suite 110  
Tallahassee, FL 32303

Non-Profit Org.  
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Permit No.250

**Exhibitor  
and Sponsor  
Opportunities  
are Still  
Available!**

**Call FCOA at  
850-222-8877 or  
visit [www.fcoa.org](http://www.fcoa.org)  
for more information  
or to register.**