



# California Association of Senior Service Centers 2009 Annual Conference: *"Thriving in Tight Economic Times"*

## SPEAKER SCHEDULE\*

### Sunday – October 18, 2009

- **Chris Miller & Ann Swanberg, Life Plays.** This highly interactive session will focus on enhancing listening skills and thinking on your feet for effective communication. Life Plays' client list includes Genentech, Google, Applied Materials, Toastmasters of San Francisco, Stanford Hospital and Clinics, and San Mateo County Human Services — *Conflict Resolution and Team Building through Forward-Moving Communication*
- **Welcome and Reception**

### Monday – October 19, 2009

- **Jim Bracher, Keynote Speaker, Founder of the Bracher Center for Integrity in Leadership and Director of the Executives in Residence Program at the California State University Monterey Bay.** This dynamic speaker will open our first full conference day speaking on — *Integrity - All the Time*. Jim Bracher will also bring copies of his book *Integrity Matters* which he will have available for sale at a special conference rate of \$20.
- **Patrick Arbore, MA, EdD, Director and Co-founder of the Center for Elderly Suicide Prevention and Grief-Related Services and Director of Education and Professional Training at the Institute on Aging in San Francisco.** Dr. Patrick Arbore began his work in the fields of crisis intervention, bereavement and aging in 1975. Dr. Arbore was the 1998 recipient of the American Society on Aging's (ASA) Award for Outstanding Contributions in the field of aging. Patrick Arbore was also selected as the 2002 co-recipient of the Gloria A. Cavanaugh Award for Excellence in Training and Education in Aging by the ASA. — *"I'm Not the Person I Used to Be: Managing Life Transitions"* and *"Storytelling as a Therapeutic Tool."*

## Monday - October 19, 2009, Continued

- **Patricia Alexander, Author/Speaker and Michael Burgos, MFT.** Ms. Alexander has enjoyed a 30-year career as a professional writer, editor, journalist, marketing coach and speaker. Her writing experience includes entertainment segments of ABC's *Good Morning America*, magazine and newspaper articles, advertising, public relations, and six years as a columnist for two newspapers, writing humorously about the human condition. She has been a guest speaker to a variety of business organizations, a seminar leader, and is an ambassador to the media for a leading international weight loss organization. Ms. Alexander and Mr. Burgos's book, *The Book of Comforts*, will be included in the conference packet. — *Empowering Your Professional Goals AND Personal Life.*
- **Annual Meeting and Elections** - All Conferees are Encouraged to Attend!

## Tuesday - October 20, 2009

- **Dr. Manoj Pardasani, Professor of Social Work, Fordham University.** Dr. Pardasani started his career in social work as the Program Director of a Senior Center in New York, where he obtained his Masters degree and PhD in Social Work as well. This experience in the senior center field sparked his passion for preserving the legacy of senior centers and enhancing their impact on the lives of older adults. His doctoral dissertation examined the programs and services offered by several hundred senior centers in New York State. He has conducted research on the influence of senior centers on participants' health, innovative models of senior centers, policy issues related to senior centers and characteristics of senior center participants. Dr. Pardasani is committed to raising greater awareness of senior centers, enhancing their image and to providing staff and administrators with strategic ideas for development and growth — *Senior Centers: Forging A New Path.*
- **Carol Sewell, Program Analyst on Aging, California Commission on Aging.** We all know times are tough, but how can we initiate change at the legislative level? This session will describe the legislative process at the state and local levels including bill analysis and offer effective strategies in presenting positions and raising support. The session will encourage interactive exploration of "real life" bills and issues. - *Making Your Voice Heard: Advocacy at the State and Local Level*

- Sandra Fitzpatrick. Executive Director, and Carol Sewell, California Commission on Aging; and Christina Martinek, PhD. Senior Center Survey Consultant,. This session will provide updated information on the Senior Center Initiative sponsored by the CCOA- *Leading the Way: CCOA Senior Center Initiative Update*
- Reception

### Wednesday - October 21, 2009

- Cultural Literacy: Reaching the Underserved within Your Own Community
- Networking/Best Practices
- Conference Wrap-Up

**\*Schedule will be updated as additional speakers and topics are confirmed**