

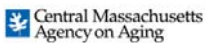
RE:GENERATION AT 50+ LIVES RE-DEFINED, COMMUNITIES RE-IMAGINED

Thursday, October 30, 2008
Crowne Plaza, Worcester, MA

Consortium Gerontology Studies Program A Conference Addressing the Challenge of Creating a Livable Community for All Ages



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Baby Boomers are redefining aging and retirement. Many members of this generation intend to work longer (re-careering) and want to contribute to society (re-investing). However, many communities are ill-prepared for the aging of their population. This conference will provide opportunities for community and business leaders and the 50+ generation to explore the possibilities of harnessing this energy to re-imagine and re-define our community so Worcester and the region are not only prepared for the aging of their cities and towns, but are positioned to be a national model for other communities.

THE CHALLENGE

The purpose of this conference is to challenge Worcester and the region to become a community for all ages – one that is prepared for the 50+ generation – and to become a place in which it is good to grow up, live and grow old. The conference will be framed around four thematic challenges and will include opportunities for interested parties to address these challenges and work toward the recommended solutions.



THEMATIC TRACKS

Re:Generation at 50+ is organized around the following thematic tracks meant to address creating a livable community for all ages by developing opportunities and pathways for those 50+ in:


- 1) Workforce Development
- 2) Civic Engagement
- 3) Lifelong Learning
- 4) Housing, Health & Supportive Services

WHO SHOULD ATTEND?

The Colleges of Worcester Consortium Gerontology Studies Program hopes to not only raise awareness of the issues facing our communities as they age, but put the issues front and center and facilitate a regional response so we are prepared for the coming Age Wave. This conference will help us do just that. We invite you to bring your voice and your ideas to our working conference to address the challenge and recommend multidisciplinary and collaborative solutions. We anticipate approximately 250 Boomers as well as community, political, corporate and nonprofit organization leaders; health care professionals; higher education and lifelong learning program developers; aging network professionals; retirement community developers and directors; human resource professionals; and volunteer organizations.

8:00-9:00 a.m.	Registration – Exhibits Open (see page 9)
9:00-9:15 a.m.	Welcome Kelly Niles-Yokum, PhD – Director, Colleges of Worcester Consortium Gerontology Studies Program
9:15-10:15 a.m.  	Keynote Address – Marc Freedman <i>ENCORE: HOW BOOMERS ARE INVENTING A NEW STAGE OF LIFE AND WORK</i> (Sponsored by Pathfinders Retirement Innovations) <p>Marc Freedman looks at the changing nature of the workforce and concludes Baby Boomers are inventing a new phase of work. It's one of the most significant trends of the new century and the biggest change in the American workforce since the women's movement.</p> <p>These encore career pioneers are working not only for continued income, but for the promise of more meaning and the chance to do work that matters. As their numbers begin to swell, these individuals hold the potential to transform work in America – and create a society that works better for everyone. Freedman reframes the debate about aging in America and redefines the second half of life as a source of social and individual renewal.</p> <p>Marc Freedman is the founder and CEO of Civic Ventures and co-founder of Experience Corps, the nation's largest nonprofit service program engaging Americans over 55. He is the author of <i>Encore: Finding Work that Matters in the Second Half of Life</i> and <i>Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America</i>. He is one of the country's leading social entrepreneurs and proponents of the opportunities presented by the aging of America.</p>
10:30-11:00 a.m.	Break – Exhibits Open (SEE PAGE 9) <i>ENCORE</i> Book Signing
11:00-noon	Concurrent Sessions - 1
1A	What's Age Got to do With It? Managing an Aging Workforce <p>This session will focus on the trends that will be emerging as a result of an aging workforce. What kind of management style will be the most effective in this aging workforce? What benefits will be the most important to ensure retention of valuable older workers? And what new issues will be emerging in the near future?</p> <p>Donna L. Wagner, PhD is professor and director of the Center for Productive Aging, Towson University, and the founding director of the academic gerontology programs at Towson. She has focused her research on the intersection of work and family, conducted research with employed family caregivers, and consulted with corporations and nonprofits about developing programs to support employees who have caregiving responsibilities. Her studies have included an examination of the utilization of workplace programs, the efficacy of these programs and, most recently, a national study of the out-of-pocket expenses incurred by family caregivers.</p>
1B	Boomerang! Retiring Boomers Return to the Classroom <p>The Baby Boomers are back. Is higher education ready for them this time? The generation that redefined work, family and leisure is now revolutionizing retirement. As they approach the traditional age of retirement, many Boomers are seeking new challenges and opportunities to</p>

	<p>contribute to their communities. Will our current lifelong learning programs for retirees appeal to this next generation of older adults? This session will review what Boomers want from retirement, the kinds of lifelong learning they will seek, and examples of such programs being offered at institutions around the country.</p> <p>Charlene L. Martin, EdD, an expert in older adult education, established her consulting company, Pathfinders Retirement Innovations, after almost 30 years of experience in the field of continuing education. She is the former dean of Continuing Education at Assumption College in Worcester, where she was also the founding director of the Worcester Institute for Senior Education. She assists institutions of higher education in the design of learning opportunities for older adults and presents seminars to organizations and individuals on their best options for a meaningful second half of life.</p>
<p>1C</p>	<p>Planning for the New Generation of Seniors</p> <p>This session will consider the anticipated growth in the 60+ population of Central Massachusetts, focusing on social differences between Baby Boomers and prior generations, the changing characteristics of immigrant elders, and the potential impact of these trends on housing, health and the need for supportive services in coming years.</p> <p>Robert P. Dwyer, PhD has been the executive director of Central Massachusetts Agency on Aging since 2000 and has worked in the aging network for over 15 years. He was appointed director of Planning and Community Development at CMAA in 1996, having also been a member of the Agency's Advisory Council and Board of Directors. Dr. Dwyer serves as visiting faculty in the Center for Interdisciplinary and Special Studies (CISS) and the gerontology program at the College of the Holy Cross.</p> <p>John H. Belding, director of planning at CMAA, has been on that agency's staff since 1989. He is also an adjunct faculty member in social sciences at Quinsigamond Community College.</p> <p>Alise M. Arnold is assistant planner at CMAA and has also worked with the United Way of North Central Massachusetts.</p>
<p>1D</p>	<p><i>Neighborhood Connections & the New Village People: How Seniors are Coming Together to Transform their Neighborhoods</i></p> <p>Learn about how NORC*-supportive services programs and Beacon Hill Village are addressing the needs of the growing number of seniors who "age-in-place" in the homes and communities in which they have spent much of their adult lives. <i>Neighborhood Connections</i> is the newest "aging-in-community" program designed to protect the needs of those 55 and older through early access to resources, coordination of care, and social connection on the west side of Worcester.</p> <p>Stephen Slaten, PhD is a clinical psychologist and executive director of Jewish Family Services (JFS) of Worcester. In addition to protecting frail elders through its Guardianship Program, JFS is the lead agency working with seniors and providers to create Neighborhood Connections, an aging-in-place program on the west side.</p> <p>Laurel Blair is the new director of Neighborhood Connections. Previously, Laurel was the volunteer coordinator of ARC Blood Services, director of Placement at Burdett College, a case manager for Health Awareness Services of Central Mass, and a patient instructor at UMass Medical School.</p> <p>* Naturally Occurring Retirement Community</p>

<p>Noon-1:30pm</p> 	<p>Luncheon Address – Sandy Markwood</p> <p>A Blueprint for Action: Developing a Livable Community for All Ages (Sponsored by Summit Elder Care)</p> <p>Sandy Markwood will address the need for cities to prepare to meet the challenges of an aging population. The maturing of America poses some new challenges for the delivery of services such as health care, recreation, lifelong learning, employment, housing and transportation. The National Association of Area Agencies on Aging (n4A) partnered with MetLife Foundation and Partners for a Livable Community to develop a Blueprint for Action that tackles these issues and suggests ways that communities can tackle them. Sandy will share some insights from this guide.</p> <p>Sandy Markwood is the CEO of n4A, which represents over 1000 Area Agencies on Aging and Title VI Native American aging programs that serve older adults and caregivers in every community in the nation. Prior to taking her position at n4a, Sandy worked for 25 years in the development and delivery of aging, health, human services, housing and transportation programs in counties and cities across the nation.</p>
<p>1:30-2:30pm</p>	<p>Concurrent Sessions – 2</p>
<p>2A</p>	<p>How to Benefit from the Aging Workforce</p> <p>The aging of the American workforce is an undeniable reality. Whether by preference or necessity, older workers are staying in the workforce longer. Concurrently, the number of younger workers is declining. Employers will have to contend with problems of knowledge transfer and, in some industries, an actual shortage of job applicants. Workforce planning will have to include the retention, recruitment and engagement of age 50+ workers.</p> <p>This presentation will define the scope and nature of the changing workforce demographic; the myths and realities of the older worker; and the best practices of employers striving to become “age friendly” to better capitalize on the aging workforce. The material will draw on the work performed by RetirementJobs.com in its <i>Age Friendly Employer Certification Program™</i> which evaluates the human resource and employment policies, programs and practices of firms recognized as welcoming of older workers. Participants will be able to evaluate their HR program against the standards established by Age Friendly Employer Certification and develop plans to prepare their organization for the changing workforce.</p> <p>Participants will learn the techniques to retain existing older employees, attract new age 50+ workers and engage this important cohort into today’s multigenerational workforce. This program will be most appropriate for HR executives, HR generalists, recruiters, compensation and benefit professionals, as well as training and development professionals.</p> <p>Robert Skladany, vice president of research and certification at RetirementJobs.com, is a human resources consultant, executive, educator and author. He has focused his career on the issues of mature and retired workers and the particular value they bring to the workplace, and to employers in search of stable, productive and positive employees. In addition to his consulting work, Skladany serves as an instructor on compensation topics for World@Work, the professional association for compensation, benefits and total rewards.</p>

2B	<p>The WISE Program at Assumption College: A Learning-in-Retirement Institute</p> <p>The Worcester Institute for Senior Education (WISE) is a member-directed learning-in-retirement institute based at Assumption College in Worcester. The original founders and founding director shared the same vision in 1993 when the institute was created: a desire to provide a quality educational opportunity for older adults, knowing that retirement was not a cessation of activity, but a time for new directions and new discoveries. Hear the WISE story and discover the heart of lifelong learning.</p> <p>Brian P. Bercier, assistant dean of continuing and career education and director of WISE has spent the last 24 years serving lifelong learners as an academic advisor, director of student services, and now as assistant dean.</p> <p>Hannah Laipson is a retired professor of English from Quinsigamond Community College, the president emerita and a charter member of WISE, and has served on numerous WISE committees. As a group leader for the institute, Hannah has taught a wide variety of literature courses specializing in drama and fiction. Hannah has also been an active public servant, working for Common Cause and Jewish Family Services. She received the Mary E. Tobin Award for her work supporting young women students at Quinsigamond Community College.</p>
2C	<p>The Experience Wave: Engaging Baby Boomers in Advocacy that Matters</p> <p>The Experience Wave is a national initiative to promote public policies to reduce barriers and make it easier for Baby Boomers to remain engaged, get engaged or re-engage in paid work, volunteer endeavors, and encore careers. Explore the principles and activities of the Experience Wave initiative and how Baby Boomers themselves can be engaged as advocates to promote policy changes that will significantly impact their work and volunteer experiences.</p> <p>Diane M. Pickles is vice president at M+R Strategic Services and project manager of Experience Wave Massachusetts. M+R is a national consulting firm that helps nonprofits and public interest issue groups advance their missions through advocacy. With more than 15 years of experience in public health and public policy advocacy, Diane has specialized expertise in training, coaching, technical assistance, and strategic planning for successful advocacy campaigns.</p>
2D	<p>The Future is Here! The Role of Senior Centers in Creating Aging Friendly Communities</p> <p>Explore the changing roles of senior centers, many of which were established in the 1970s. Imagine the ways senior centers may continue to evolve to meet the diverse needs and interests of the area's older population, helping to create a livable community for all ages.</p> <p>Amy Vogel Waters, director of Elder Affairs/Worcester Senior Center, has 30 years of experience in human services, 21 of which have been in various positions within the City of Worcester's Elder Affairs office. She played an integral role in developing Worcester's first senior center which opened in 2000 and has served as its director since 2002.</p> <p>Elizabeth H. Connell, has been the assistant director of Elder Affairs/Worcester Senior Center since 2002, and is treasurer of the Central Mass Association of Councils on Aging. She has created and continues to facilitate working groups such as the Senior Support Team and the Worcester Partnership for Quality Elder Mental Healthcare, for which she received the Ruth Robinson Award from the Massachusetts Department of Mental Health.</p>
2:30-3:00pm	Break – Exhibits Open (SEE PAGE 9)

3:00-4:00pm	Concurrent Sessions - 3
3A	<p>Baby Boomers in Greater Worcester’s Changing Labor Market</p> <p>Boomers are a diverse group in terms of workplace skills. These skills are key to boomers making successful transitions between jobs in a changing labor market. What labor market trends are most relevant to boomers in greater Worcester’s labor market? What skill issues face boomers in local workplaces? How are boomers perceived as contributors in a multigenerational workplace? Are local employers modifying workplace policies and practices to meet boomer needs? These questions will stimulate audience participation throughout the session.</p> <p>Don Anderson is director of Workforce Central Career Center, a division of the Worcester City Manager’s Office with sites in Worcester, Southbridge and Milford. Career Centers utilize multiple funding sources to serve employers, the general public and a variety of target populations with more intensive services. Don is currently chair of the Massachusetts Workforce Investment Association, a member of the Central Mass Regional Employment Board and a member of the Massachusetts Workforce Investment Board.</p>
B	<p>Together Making a Difference: The Intergenerational Approach to Learning and Service</p> <p>This year, in celebration of 25 years as an age-integrated campus, the Intergenerational Urban Institute (IUI) at Worcester State College is launching a Community Fellows program. This session will demonstrate how intergenerational service has become institutionalized at WSC through the active participation and input of elders and traditional students. What began as an invitation for elders to become part of the college generation has resulted in a transformation of the campus and a sustained program developing cross-age leadership to solve community problems. Modeled on the Congressional Hunger Fellows Program, which emphasizes knowledge, direct action and policy implementation, the new Community Fellows Program forms intergenerational teams focused on hunger, affordable housing and immigrant literacy. In sharing the IUI story, this workshop will focus on creating viable opportunities for lifelong learning and service. The workshop will feature the IUI’s role in the newly launched Governor’s Commonwealth Corps.</p> <p>Maureen Power, PhD is professor of urban studies and executive director of the IUI, has been a pioneer in developing age integrated education at the college. She received the Fran Pratt Intergenerational Award and the Colleges of Worcester Consortium’s William Meinhofer Award for vision, leadership and service. She has channeled the energies of students of all ages into the community and shared the story of the transformative power of intergenerational service and learning both here and abroad.</p>
3C	<p>Designing a Service Opportunity to Meet Your (the Volunteer’s) Needs</p> <p>This session will review what motivates adults to enter into civic engagement, strategies for identifying how to get what you want from the volunteer experience, and how to identify organizations that will best utilize your donation of talents. This program will challenge the participant to identify skills and needs prior to embarking on the path of volunteerism that will help them identify ways they can personally make a difference.</p> <p>Raymond Duffy, director of RSVP Worcester Area Volunteers combines his 25+ years of volunteering as a firefighter/EMT with his corporate background while developing practical applications for the Homeland Security Program. Ray was promoted in January to the director’s position and continues to apply the hands-on approach in positioning RSVP Worcester Area Volunteers as an organization that benefits from the time and talents of the diverse volunteer base and opportunities for service in the local community.</p>

<p>3D</p>	<p>The Community First Movement</p> <p>Massachusetts is creating an age-integrated long term care system that stresses care in the community as a first resort. This session will explore this civil rights movement known as “Community First”: The Equal Choice law, the Olmstead Plan, Aging & Disability Resource Consortiums, the 1115 Waiver, and Long Term Care Options. We will explore how Community First is rebalancing long term care in Massachusetts now, and in the future. The audience will be encouraged to ask questions on each of these components, and about the changing longterm care paradigm in Massachusetts.</p> <p>Al Norman has been the executive director of Mass Home Care since 1986. Al is the author of the Equal Choice law, the ASAP law and the self-neglect law, and helped create the Enhanced Community Options Program, the Community Choices Program, Caring Homes, Money Management, and other community-based programs.</p> <p>Lou Swan has been executive director of Elder Services of Worcester Area since 1991. Lou was previously executive director of the Age Center of Worcester. He worked as planner and caseworker with aging programs in New York state and has initiated a variety of programs in local areas including nutrition and Meals-on-Wheels programs and a Nursing Home Ombudsman Program. He is a past president of Mass Association of Councils on Aging and Mass Home Care.</p> <p>Robert P. Dwyer, PhD has been the executive director of Central Massachusetts Agency on Aging since 2000 and has worked in the aging network for over 15 years. He was appointed director of Planning and Community Development at CMAA in 1996, having also been a member of the Agency’s Advisory Council and Board of Directors. Dr. Dwyer serves as visiting faculty in the Center for Interdisciplinary and Special Studies (CISS) and the Gerontology Program at the College of the Holy Cross.</p>
<p>4:00-6:30pm</p>	<p>Reception – Exhibits Open</p> <p>Closing Speaker – Deborah Banda</p> <p>50+ : The New American Revolution</p> <p>We are at a very special moment in history – in more ways than one. We are moving from a country and culture of youth – to a country and culture of ageless realities. This transformation will be one of the greatest challenges for America in the 21st century. For many of us, the 2008 election will be nothing less than a referendum on our futures. The decisions made by the next president and the next Congress on basic financial security and healthcare issues will have a <i>major</i> impact on the lives of <i>all</i> Americans for generations to come. How can 50+ Americans help save the American Dream?</p> <p>Deborah Banda is the director of the Massachusetts State Office of the American Association of Retired Persons (AARP). AARP is a nonprofit, nonpartisan membership organization dedicated to making life better for people 50 and over. The association provides information and resources; engages in legislative, regulatory and legal advocacy on the state and federal levels; assists members in serving their communities; and offers a wide range of unique benefits, special products and services for its members. AARP has 39 million members nationwide, including 870,000 in Massachusetts. Debbie currently serves on the Commonwealth’s Health Care Quality and Cost Council Advisory Committee and the Workforce Competitiveness Trust Fund Advisory Board. She is on the Board of Directors of Operation A.B.L.E. of Greater Boston, a nonprofit organization dedicated to providing employment and training opportunities for mature workers, and is a past member of the Board of the Massachusetts Coalition for the Prevention of Medical Errors. She is currently a member of the Massachusetts Team of the National</p>



Governors Association Policy Academy on Civic Engagement of older adults. Prior to joining AARP in 1999, Debbie was an assistant attorney general and deputy director of communications in the office of Massachusetts Attorney General Scott Harshbarger. She is a member of the Massachusetts Bar and also spent more than a decade as a broadcast journalist in the Boston media market. Debbie is a Boomer and a lifelong resident of Massachusetts.

Entertainment: Clyde Wheatley on solo jazz saxophone and clarinet

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Exhibitors

In addition to the sponsors whose logos appear on page one, the following companies and organizations will exhibit their services and products at the conference. We are grateful for their participation.

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