

OACAO CONFERENCE 2010



**EVERY
SEVEN
SECONDS**

**Education Forum
and Tradeshow**

OCTOBER 17, 18, 19 2010

Delta Guelph Hotel and Conference Centre

President’s message OACAO 2010 Conference



Did you know that “Every Seven Seconds” another baby boomer turns 50? The aging population is changing the socio-economic nature of society. For example, by 2010, a profound demographic shift will intensify, so that by 2020, there will be more people over 65 years of age than under age 15. We will have become a society wherein the old outnumber the young.

This has never happened before and it will bring profound change to our lifestyles, our workplaces, our education systems, health care and pharmaceutical care systems, transit and transportation, recreational space and facilities, and our housing and urban design.

So it is most appropriate that the theme of the 2010 OACAO Conference is entitled **Every Seven Seconds**. Throughout this conference, you will learn new ideas about programs, funding opportunities, volunteer management and more in regards to Health and Aging, Critical issues in Aging, the Business of Aging and Senior

Friendly Communities. You will also have the opportunity to network with colleagues, meet new friends and of course, have fun.

All in all, it is 3 days packed with amazing workshops, speakers, and entertainment in a lovely setting. I commend the Conference Planning Committee for their hard work! It takes a significant amount of time to plan a conference and we need to let them know how much we appreciate their efforts!

Enjoy the conference and I hope you leave inspired and refreshed, ready to use the knowledge you gleaned from the conference in your volunteer and work lives.

Sincerely,

Debbie Wilson

Debbie Wilson
OACAO 2010 President

Message from the 2010 Conference Chair



Every Seven Seconds a boomer becomes a senior in this country. It is incredible to think that in just a few short years, there will be more seniors in our province than children under 15. Join us as we help you prepare for this “grey wave”.

The good news is that older people are healthier than ever before, and more are reaching an older age. Improvements in science and public health have led to increased life expectancy. Chronic disability rates among the 65-plus age group are falling. Seniors are living longer – and healthier – than ever before.

It is with great pleasure that we invite you to the Grand River Region and to the City of Guelph, as you attend this year’s OACAO Education Forum and Tradeshow.

Our education program this year will capture topics within four broad themes: The Politics of Aging, The Community and Aging, Health and Aging, and Critical Issues in Aging. We believe we have put together an

excellent roster of educational sessions for our delegates and your participation.

I have had the privilege of working with a dynamic, creative, and enthusiastic group from the Grand River Region who have done just an amazing job in the planning of this conference.

As conference chair, I hope that each one of you will take away with you something new, something fresh, and continue to do what you do so well and that is...making a difference every day to adult programs and services in this province.

Sincerely,

Chris Zamin

Chris Zamin
OACAO 2010 Conference Chair

About the OACAO

OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

The Older Adult Centres' Association of Ontario, which was founded in 1973, is an incorporated non-profit provincial organization and a registered charity. The OACAO is funded entirely through membership fees, business partnerships, educational training ventures, management of special projects and various revenue generation initiatives.

Mission Statement

OACAO provides resources, expertise and leadership for older adult centres and seniors groups through advocacy, education, networking and innovative direction.

Membership

The OACAO has a membership of 126 centres, organizations and individuals involved in working with older adults representing over 300 staff and 150,000 older adults across Ontario.

Education Forum and Tradeshow Committee

Chairperson

Chris Zamin

Secretary

Jennifer Blackie

Tradeshow

Wendy Kornelsen

Jaye Kuntz

Kathryn Morgan

Tara Evershed

Logistics

Lawrie Bloom

Registration

Maggie Evans

Programs

Lynne Briggs

Wendy Kornelsen

Maggie Evans

Entertainment

Jeanne Fry

Lynne Briggs

Volunteers

Jeanne Fry

Sponsorship & Treasurer

Chris Zamin



October 17, 2010



Greetings and welcome!

On behalf of the City of Guelph, I would like to extend my warmest greetings to all those participating in the Older Adult Centres' Association of Ontario's "Every Seven Seconds" conference and tradeshow. We are pleased to be hosting this conference and offer a special welcome to all visitors from surrounding regions who have travelled to Guelph this week.

The City of Guelph's vision is "making a difference." We believe that every citizen can make a difference, both here at home and beyond our borders.

As members of the OACAO, your dedication to advocating on behalf of and improving the lives of older adults recognizes the change in demographics as baby boomers join the aging revolution. Discussing issues and supports to encourage healthy lifestyles and examine critical issues is significant considering every seven seconds a baby boomer turns 50.

I commend you for dedicating this week to learning and development. All the best for a terrific conference!

Sincerely,

A handwritten signature in black ink that reads "Karen Farbridge". The signature is fluid and cursive.

Karen Farbridge
Mayor

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Opening Address – Sunday October 17, 12:30 pm

The Sun Will Come Up Tomorrow



Dick O'Brien
M.A.Sc.

His presentation, "The Sun Will Come Up Tomorrow", focuses both on the individual's personal capacity to handle life challenges as well as their ability to incorporate these ideas into their work day. While it may be popular, a pessimistic attitude is just not very good for your health. It can impact our natural healing, immunity and personal spirit, work life and family. Optimistic people on the other hand seem to have an edge on life. They deal with surprise and setback better. They heal faster and seem to get sick less often. On top of this they seem to be more encouraging of others and add to the enjoyment of any day.

Dick O'Brien, M.A.Sc., is a professional speaker and a consultant in human relations. He has been a therapist and a trainer for 32 years. Mr. O'Brien has held senior management positions in government and business.

For the past thirty years, he has been assisting corporations, school boards, hospitals and police departments with issues of stress, wellness, counselling and leadership.

Dick O'Brien received his bachelors and masters degrees from the University of Waterloo and continues to seek life lessons and wisdom from daily experiences.

He has been in the seminary, a truck driver, an elementary teacher, director of a heroin treatment centre, an alcoholism counsellor, a university instructor, a marriage counsellor and deputy superintendent of a juvenile corrections centre.

For the past 25 years he has been conducting trainings in Wellness, Leadership and Stress Management based on the universal principles of wisdom of the past 5000 years.

OACAO Annual General Meeting and Presentations – Sunday October 17, 5:30pm

Please join us for the 2010 Annual General Meeting.

As an OACAO member, it is important for you to take advantage of the opportunity to review then organization's fiscal reports, as well as hear what the Board and its Standing Committees have been doing on your Centre's behalf. The OACAO Board wants to make sure its

members are well informed about the progress and challenges of the previous year, and to hear the exciting changes for next year.

OASSIS and OACAO awards presentations will follow the AGM.

Breakfast Address – Monday October 18, 8:00am



Honourable Sophia Aggelonitis
Minister of Revenue
Minister Responsible for Seniors

The Honourable Sophia Aggelonitis was first elected to the Ontario Legislature to represent the people of Hamilton Mountain in October, 2007. She was appointed Minister of Revenue and Minister Responsible for Seniors on August 18, 2010. She previously served as Minister of Consumer Services. In addition, Sophia is a member of several cabinet committees: the Legislation and Regulations Committee, the Economic, Environmental and Resources Policy Committee, and the Treasury Board Working Group. She was also appointed by the Premier as the Chair of the Restaurant and Hospitality Caucus.

A successful small business owner, dedicated community volunteer and proud Hamiltonian, Sophia's career has centred on strengthening community

through business. Combining these two passions, Sophia served on the Hamilton Chamber of Commerce for four years before being elected president in 2007. In addition to being an active member of the Hamilton AM Rotary Club, Sophia has been involved in a variety of community organizations, serving on the boards of Theatre Aquarius, Canadian Club of Hamilton, Phoenix Place and the Dr. Bob Kemp Hospice fundraising committee.

The daughter of Greek immigrants, Sophia was raised in Welland and has been a proud resident of Hamilton since 1994.

Conference Closing Address – Tuesday October 19, 12:30 pm

Aging as a Social Movement



Dr. Joe Bornstein

Joe Bornstein is a Senior Manager in KPMG's Advisory Services, focusing on health care. Joe has conducted research and provided consulting services to programs providing services to seniors for over 25 years. As a volunteer he has been a Board member of many senior organizations including: the Ontario Elder Abuse Network, Regional Geriatric Program of Toronto and Oshawa Senior Centres, and is the current President of the Ontario Gerontology Association. He is committed to increasing the public awareness of issues pertaining to an aging society.

Closing remarks from Joe, based on his publications of "Changing the Conversation Campaign" and "Aging As A Social Movement" will be presented to challenge and solidify the direction of Senior Centres across the Province as we develop our plans for our role Every Seven seconds.

SUNDAY, OCTOBER 17, 2010

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|---------------------|--|--------------------|---|
| 10am-12pm | Registration at the Delta Guelph Hotel and Conference Centre | 3:45-5:15pm | Education Series (pick one only) <ul style="list-style-type: none"> • Tips, Tools and Techniques for Boosting Your Bucks, continued from 2pm. • Making a Presentation and Living to Tell About It. • Can Older Adult Centres Help Members Cope with Chronic Conditions. • Evaluating Health Promotion Programs. |
| 12:00pm | Opening Lunch and Welcome to the 2010 OACAO Education Forum and Tradeshow | 5:30-6:30pm | OACAO Annual General Meeting, OASSIS and Awards Presentation |
| 12:30-1:45pm | Opening Keynote Address: "The Sun Will Come Up Tomorrow" | 6:30-7:00pm | Cocktails in Royal City Ballroom |
| 2:00-3:30pm | Education Series (pick one only) <ul style="list-style-type: none"> • Tips, Tools and Techniques for Boosting Your Bucks – Part One. • In The Fog Of Change. • The Accidental Inheritance. • Planning Health Promotion Programs for Your Centre. | 7:00-9:00pm | Evening Reception and Dinner |
| 3:30-3:45pm | Refreshment Break in the Conference Wing of Delta Hotel | 9:00pm | Networking, Cash Bar and DJ |

MONDAY, OCTOBER 18, 2010

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|----------------------|--|--------------------|---|
| 7:00-8:30am | Breakfast and Networking | 2:15-3:45pm | Education Series (pick one only) <ul style="list-style-type: none"> • Elderly Persons Centre Reporting. • Social Media – The Potential for Your Organization. • The Big Three-Grant Advice from the Experts. |
| 8:00-8:30am | Keynote Address: Minister Sophia Aggelontis – Minister Responsible for Seniors, Minister of Revenue | 3:45-4:00pm | Refreshment Break in the Conference Wing of Delta Hotel |
| 8:45-10:15am | Education Series (pick one only) <ul style="list-style-type: none"> • Baby Boomers – Your New Volunteers. • Compassion Fatigue. • On-Line Health and Nutrition Information for Older Adults. • Developing Health Communication Activities for Your Centre. | 4:00-5:30pm | Education Series (pick one only) <ul style="list-style-type: none"> • Outdoor Fitness: Parks for Seniors. • Top 10 Challenges Facing Boards and Committees. • Age Friendly Cities-What Can You do in Your Community? • Moving Towards an Accessible Ontario |
| 10:15-10:30am | Refreshment Break in the Conference Wing of Delta Hotel | 6:30-7:00pm | Cocktails |
| 10:30am-12pm | Education Series (pick one only) <ul style="list-style-type: none"> • Older Adults in The Workplace. • Statistics Canada – Profiling Your Community. • Might Be Interesting If I Could Hear What They Are Saying. • Influencing Policy Change and Development. | 7:00-8:30pm | Evening Reception and Dinner |
| 12:00-2:00pm | Lunch and Tradeshow in the Royal City Ballroom | 8:30pm | Networking, Cash bar and Entertainment featuring Black Water Trio. |

TUESDAY, OCTOBER 19, 2010

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|----------------------|--|---------------------|---|
| 7:00-8:30am | Breakfast and Networking | 10:30am-12pm | Education Series (pick one only) <ul style="list-style-type: none"> • Is Your Centre Welcoming to New Canadians. • The Health and Fitness Project. • Be Our Guest – Tour of the Evergreen Seniors Community Centre, continued from 8:45am. • Older Adult Applied Research: Are you in the Know? |
| 8:00-8:30am | OACAO Member Centre Slideshow | Noon-1:30pm | Lunch and Closing Keynote Address presented by Dr. Joe Bornstein, OGA Board of Directors Chair, Author "Changing the Conversation Campaign" and "Aging as a Social Movement" |
| 8:45-10:15am | Education Series (pick one only) <ul style="list-style-type: none"> • Dementia Tsunami and the Challenge for Centres. • The Gift of Time is the Gift of Health. • Be Our Guest – Tour of the Evergreen Seniors Community Centre (Part 1). | | |
| 10:15-10:30am | Refreshment Break in the Conference Wing of Delta Hotel | | |

Sunday October 17
2:00 to 3:30pm (PLEASE CHOOSE ONE)

Planning Health Promotion Programs

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring step 2, situational assessment to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes). For this session, extra time will be spent on step 2, situational assessment. Situational assessment is one of our most in-demand topics at this time, as funders and other stakeholders continue to demand more and more evidence that shows need, demand, effectiveness, capacity and partnerships to support chosen program directions. THCU's 6-step program planning model is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants. It is the preferred planning model for many health units and government departments, and is the basis for the development of the recently launched Online Health Program Planner, developed with the support of the National Collaborating Centre for Methods and Tools. Our tools reflect our detailed understanding of what practitioners need in order to engage in high quality health promotion efforts. Our program planning tools are available online, for free, at www.thcu.ca/infoandresources.cfm

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Understanding the components of the planning process
2. Understanding the array of planning types and how to determine which best supports your needs
3. Overview of online Health Program Planner Resource

Danielle Côte, RN, APR, is a bilingual communication practitioner with 20 years of experience in the health sector. As a consultant, she provides strategic communication advice, public relations, community and media relations expertise, as well as project management services to a variety of clients.

She has developed, implemented and evaluated a number of comprehensive health communication campaigns. Danielle has worked with organizations such as the Champlain Cardiovascular Disease Prevention Network, the Heart and Stroke Foundation of Canada, and the Canadian Produce Marketing Association. In early 2010, she became a guest consultant with The Health Communication Unit (THCU), specializing in building capacity among Francophone Ontarians.

Sophie Ross is a Communications Consultant with The Health Communication Unit (THCU). She has put forward her leadership, strategic planning and project management skills to successfully carry out numerous communications campaigns and initiatives sponsored by NGOs, provincial and municipal government agencies and numerous federal government departments. Sophie also functioned as a health communications and health

promotions specialist while employed at the Alder Group, the Aging Institute (Canadian Institutes of Health Research) and the Windsor-Essex County Health Unit.

Tips, Tools and Techniques for Boosting your Bucks – Part One

This session will provide the participant with the fundamental tools and techniques to increase the revenue potential for their older adult centre. In an interactive and entertaining environment, several highly successful methods of increasing revenue will be introduced. Hot tips and juicy tidbits on revenue generation are just part of the benefits of taking this workshop.

Key Learning Objectives:

1. Learn how to objectively assess a fundraising event's profit margin
2. Explore various fundraising special events
3. Learn about the regulations related to fundraising (municipal bylaws, alcohol/gaming commission, etc.)
4. Discover the main sources of funds for older adult centres (other than taxes)
5. Acquire the basics of developing a funding proposal request to service clubs and businesses
6. Learn how to create a 'gift guide' for your centre

Greg Burns is the President of his own consulting firm, *Mental Floss*, a company specializing in innovative, customized group training/development and organizational strategic planning and fundraising. Until his retirement in June of 2009, he also worked in the leisure services field for thirty-nine years, holding a variety of positions including community developer, sports director, program manager, director of parks and recreation in both small and large municipalities, and for the past twenty years, as a professor and co-ordinator in the Recreation and Leisure Services program at Conestoga College (Kitchener, Ontario).

Greg is the author of two best selling manuals, "Financial Management System for Recreation and Leisure Services" and "Fundraising for Community Service Organizations."

The Accidental Inheritance

The 'Accidental Inheritance' is a play with a humorous look at what happens when estate planning causes unforeseen consequences to the remaining family members. Through a series of vignettes with the parents in 'heaven' the audience is given a special perspective.

Key Learning Objectives:

1. An increased awareness of some of the traps of typical estate planning
2. An understanding of the difficulties that older parents face during the estate planning process
3. An understanding of the need for parents to take a new approach in estate planning

Linda Somers was a successful management consultant for many years. After experiencing difficulties with her parents' wills a few years ago, she decided to create a unique service to prevent others from having similar or worse problems. She has partnered with Act 2 at Ryerson University, a creative drama centre for older adults, and 'The Accidental Inheritance' was written.

In the Fog of Change

Dick O'Brien cultivates ideas of personal renewal and emphasizes that more often than not we are a product of our choices rather than our circumstances. It helps people to learn to cope with the surprises of life and work. It also encourages individuals to seek the opportunities in change when they may be disguised as problems and to commit to reinventing themselves in the face of uncertainty and risk. You must either learn to deal with change or change will deal with you. The only stable theme in life is change.

Key Learning Objectives:

1. How to cope with the surprises of life and work;
2. How to seek opportunities in change when they may be disguised as problems
3. How to recommit in the face of uncertainty and risk

Dick O'Brien – see bio on page 4

3:45-5:15pm (PLEASE CHOOSE ONE)

Can Older Adult Centres Help Members Cope with Chronic Conditions?

Is your Centre engaging the many older adults who suffer from chronic health issues such as osteoporosis, hypertension, diabetes and/or arthritis? These are prevalent chronic health conditions across Ontario and are major causes of morbidity, disability and health care utilization. Almost 80% of Ontarians over the age of 45 have a chronic condition. Of those, approximately 70% suffer from two or more chronic conditions. (CCHS, 2003) The baby-boomer generation is looking for programs and services that will help them manage their health and promote wellness. Learn about the opportunities that exist to develop and implement chronic condition exercise and/or chronic disease self-management programming.

Key Learning Objectives:

1. The definition of and evidence base for Chronic Disease Self-Management Programming.
2. The elements required for successful development and implementation of these types of services.
3. About the province-wide network helping to move forward the Ontario Ministry

Sheila Schuehle has been involved in leading fitness classes and developing health promotion programs since 1989. She is a graduate (with distinction) from McMaster University, in the field of Gerontology. Currently, Sheila is contracted as the Seniors Wellness Project's Manager for VON Canada (since 2002), assisting communities across the country to develop SMART (Seniors Maintaining Active Roles Together)® Programs, a volunteer-led initiative with a goal of providing in-home and group functional fitness programs to seniors who are unable to access traditional fitness programs. Through that role she has also become a Master Trainer for the 'Stanford University School of Medicine's Chronic Disease Self Management Program'. Sheila has also helped develop and continues to manage an innovative peer advocate support service, The Make Yourself at Home Program, for the Guelph Wellington Seniors Association. She is called upon frequently to present on successful aging locally, provincially and nationally.

Evaluating Health Promotion Programs

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of selecting indicators to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes). For this session, extra time will be spent on setting indicators. Choosing indicator to demonstrate reach and impact is one of our most in-demand topics at this time, as funders and other stakeholders continue to demand more and more evidence that programs are achieving the objectives they were designed to meet.

THCU's 10-step program evaluation model is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants. Our evaluation tools are available online, for free, at <http://www.thcu.ca/infoandresources.cfm>

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Define and understand the 10 steps in the evaluation process
2. Understand the reason for evaluation
3. Examples of online evaluation resources

Danielle Cote and Sophie Ross of TCHU

Making A Presentation and Living to Tell About It

Do you suffer from public speaking and podium panic? Learn how to stay calm and deliver an interesting, informative and entertaining presentation. Good speakers know their stuff and their audience. They do their homework. Good speakers know the difference between winging it and speaking naturally. They keep it simple and practical and repeat key themes. They constantly check the audience response. They demonstrate or explain ideas, use effective graphics, engage their audience and limit the use of notes. They limit lecture time, use handouts and an outline and begin and end on time whenever possible.

Key Learning Objectives:

1. The difference between winging it and speaking naturally
2. The key themes to keeping your presentation simple and practical
3. How to check audience response
4. Effective use of graphics to engage your audience
5. How to use personal presence as a teaching tool

Dick O'Brien – see bio on page 4

Tips, Tools and Techniques for Boosting your Bucks (continued from 2pm)

Part Two builds upon information from Part One and for this reason all participants are required to sign up for both Part one and Part two together. Please see Part One for a complete description.

Monday October 18
8:45 to 10:15am (PLEASE CHOOSE ONE)

Baby Boomers - Your New Volunteers: Rethinking the Voluntary Sector's Approach to Engaging Baby Boomers

This session will introduce you to baby boomers' unique aspirations in volunteer experience so that your community organizations and businesses can incorporate their needs as part of their human resources strategy. You will explore ways to recruit them through challenging and meaningful job design and ways to provide consistent support to retain such valuable volunteers.

The stakes are high and this session will be a step in the right direction to help you work with your constituent base.

Key Learning Objectives:

1. Accessing resources that are available at your fingertips
2. Who are Canada's baby boomers?
3. Learn specific information about recruiting and retaining baby boomer volunteers

Cathy Taylor is the founding Executive Director of the Volunteer Centre of Guelph/Wellington, founded in 2001. Cathy represents other volunteer centres by sitting on the Ontario Volunteer Centre Network Steering Committee, and was a founding member of the Canada Volunteerism Initiative – Ontario Network Steering Committee. Cathy currently co-chairs the provincial advisory committee for a project called "Building Stronger Organizations" aimed at strengthening volunteer centres in Ontario and engaging new Canadians as volunteers.

Cathy's own volunteer work includes seven years as a board member of a residential youth program, Wyndham House, co-chair of the Memorial Cup Volunteer Committee and committee member of the Ontario Winter Games Volunteer Committee. Cathy recently served for four years as the Co-Chair of the Public Sector Division for the United Way Campaign. Cathy is currently on the board of directors of the YMCA/YWCA of Guelph and Volunteer Canada.

Online Health & Nutrition Info for Older Adults

This workshop will show you how to find accurate, reliable health & nutrition information online for older adults by the utilization of different internet tools and social networking sites.

Key Learning Objectives:

1. Finding rather than just searching for pertinent, accurate health information
2. Utilization of many different tools and social networking sites

3. How to tell if it is a credible website

Ken Russell is the webmaster for the Guelph Wellington Seniors Association and has over twelve years experience with computer instruction to older adults. He has gained insight into what training seniors need for basic and complex computing tasks.

Holly Reimer is a consulting dietitian at the Evergreen Seniors Community Centre in Guelph. She is also working toward a PhD in applied human nutrition at the University of Guelph. Her focus areas in practice and research are health promotion and chronic disease management for older adults in the community, and improving mealtime care for long term care residents with dementia.

Developing Health Communication Activities

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of message development to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes).

For this session, extra time will be spent on message development. Designing messages is often considered the most exciting part of health communication and many of our clients want to jump into the health communication process at this point. In fact, message development is step 8, very late in our 12-step process, for a reason. In this session we explain the challenges involved with creating good health communication messages and the importance of completing all 7 steps before message development. Failing to do so, generally ends in wasted efforts as messages fail to reach and persuade the intended audience.

THCU's 12-step model for developing health communication campaigns and activities has been widely used in the health promotion field in Ontario since 1993. It is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants. THCU has an extensive line of popular tools and products to support this 12-step model. Health communication tools are available online, for free, at <http://www.thcu.ca/infoandresources.cfm>

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Understanding the many types of health communication
2. Understanding how to manage a health communication project
3. Review of online resources available

Danielle Côte, RN, APR, is a bilingual communication practitioner with 20 years of experience in the health sector. As a consultant, she provides strategic communication advice, public relations, community and media relations expertise, as well as project management services to a variety of clients.

She has developed, implemented and evaluated a number of comprehensive health communication campaigns. Danielle has

worked with organizations such as the Champlain cardiovascular Disease Prevention Network, the Heart and Stroke Foundation of Canada, and the Canadian Produce Marketing Association. In early 2010, she became a guest consultant with The Health Communication Unit (THCU), specializing in building capacity among Francophone Ontarians.

Sophie Ross is a Communications Consultant with The Health Communication Unit (TCHU). She has put forward her leadership, strategic planning and project management skills to successfully carry out numerous communications campaigns and initiatives sponsored by NGOs, provincial and municipal government agencies and numerous federal government departments. Sophie also functioned as a health communications and health promotions specialist while employed at the Alder Group, the Aging institute (Canadian Institutes of Health Research) and the Windsor-Essex County Health Unit.

Compassion Fatigue - What Is It and Why Should You Pay Attention?

For the thousands of dedicated and passionate helping professionals working in the front lines of the social service fields, Compassion Fatigue is now commonly seen as the “cost of caring”. It has become the personal price we pay as helpers in the social service fields such as child welfare, senior care, shelters, addictions, domestic violence, and with street youth. This workshop will provide education about how and why it happens, helpful information to recognize the signs and symptoms and easy self-care strategies to help participants build their resilience to remain healthy and compassionate for a long and rewarding career.

Key Learning Objectives:

1. What is Compassion Fatigue - how and why it happens
2. Identifying the symptoms
3. Easy self-care strategies

Rebecca Brown has a Master's Degree in Social work and her career has spanned 23 years including medical social work and the child welfare sector. Rebecca is a Supervisor of a front line child protection team at the Children's Aid Society of London and Middlesex and is a founding member of the Critical Incident Debriefing Team for CAS staff following traumatic work events. She is a provincial trainer for the Ontario Association of Children's Aid Societies and teaches the curriculum on Wellness and Self Care. Rebecca is a consultant with Francoise Mathieu and now offers presentations through Workshops for Helping Professionals on the topics of Vicarious Trauma and Compassion Fatigue to helping professionals in a variety of social settings to balance the impact of the “cost of caring” for those in need.

10:30am to Noon (PLEASE CHOOSE ONE)

Influencing Policy Change and Development

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of understanding and influencing decision-makers to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes). For this session, extra time will be spent on understanding and influencing decision-makers. A large

deciding factor in whether health promoting policies are adopted and properly implemented is whether meaningful relationships were built with decision-makers with the power to allocate resources to the effort. An intimidating process for many, this workshop will introduce some of the key concepts associated with doing this effectively.

THCU's 8-step model for health promoting policy development has been widely used in the health promotion field in Ontario since 1993. It is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants.

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Understand the role of policy as a health promotion strategy
2. Be able to develop goals and objectives for a health promotion policy
3. Understand the link between policy development & skills related to making the case”, planning, evaluation, and media advocacy

Danielle Côte and Sophie Ross of TCHU

Older Adults in the Workplace - Adjusting to the Phenomena

Retiring Baby Boomers ??- maybe not....as the oldest boomers reach the age of 65 and officially become senior citizens, it is expected that this generation will redefine retirement and what it means to be a senior. We will explore some facts about generational difference, the impact of boomers on our society and the implications of their aging as it relates to the recreational field and human resources need.

Key Learning Objectives:

1. Generational differences
2. The impact of boomers on society
3. Implications of their aging in relationship to the recreational field and human resources.

Lynda Pinnington is a partner of Pinnington Training and Development which specializes in the design and delivery of skill based organizational and personal development training programs for business, industry and publicly funded organizations. Dr. Pinnington has a Masters Degree and PhD from the University of Toronto.

Statistics Canada: How to Profile Your Community

Census Data is more than just numbers and graphs. It can be used to build capacity in the hands of data users who know how to find it, interpret it and use it properly. This session will allow participants to learn how to navigate Statistics Canada website to obtain Census data at the community level. Participants will also learn about other relevant data sources available from Statistics Canada that can assist their organization.

Key Learning Objectives:

1. To navigate Statistics Canada Website to obtain data on your specific community
2. Other resources available from Stats Canada that can assist your organization
3. To interpret and use the the data properly.

Peter Pathinather is a Project Leader with the Community Outreach Program of Statistics Canada. Peter has worked for Statistics Canada for 14 years and has extensive experience in presenting workshops and trainings.

Might be Interesting if I Could Hear What They Were Saying: Components of Communication Accessibility

Can your membership be actively involved and enjoy all activities offered in your centre? Will you be ready to meet the Accessibility for Ontarians with Disabilities Act (AODA) legislative requirements? The Canadian Hearing Society can work with you and your clients to make this a reality.

Key Learning Objectives:

1. Learn how the Canadian Hearing Society can assist you to identify barriers participants with a hearing loss face when they try to engage in programs in your Centre.
2. How can you set up a successful forum for good communication?
3. Discussion and demonstration of current technology available to add to existing facilities and new builds. Will you be ready to meet the Accessibility for Ontarians with Disabilities Act (AODA) legislative requirements?

Mary E. Young, BA, Psych., University of Western Ontario, Multidisciplinary Gerontology Diploma, Conestoga College. Mary has been a Hearing Care Counsellor with The Canadian Hearing Society since 2001. She has extensive experience working with older adults in Long-term Care, Older Adult Centres and in day programming for over 27 years. Mary is an avid gardener in her spare time.

Mary Anne Melanson, B.Soc.Sc. Hons., University of Ottawa, Registered Rehabilitation Professional (R.R.P.) Canadian Association of Rehabilitation Professionals (C.A.R.P.). Mary Anne is a Hearing Care Counsellor with The Canadian Hearing Society, since 2006. Her other employment capacities have been in Therapeutic Recreation, Volunteer Management, Vocational Rehabilitation Counselling, Case Management and Older Adult Outreach Services. She is currently pursuing studies in Leadership Development at Conestoga College.

2:15 to 3:45pm (PLEASE CHOOSE ONE)

Social Media: The Potentials for Your Centre

Social Media has changed the face of marketing. Through tools such as Facebook, Twitter, Linked In and You Tube, Melissa will give you a better understanding of the world of social media and how to use it to your advantage when marketing your centre and its services online. From campaigns to conversations, Melissa will have you rethinking

the traditional, exploring the new, and experiencing the unknown. Listen - Engage - Experience. Harness the power of Social Media and learn how to develop content that is engaging, sincere and relatable.

Key Learning Objectives:

1. You will be provided an overview of all Social Media opportunities
2. You will learn how it all works and help you decide if Social media will benefit you or your centre
3. You will learn practical ways that your centre can implement, anticipate and measure results.

Melissa Schenk is a motivated, creative, and successful entrepreneur/TV personality who speaks from experience. Originally from Stratford, Melissa's career began in broadcasting at 1240 CJCS. A graduate of Fanshawe College's Television Broadcasting Program, Melissa interned with CNN in Uganda. A love of travel, led her abroad working as a Port Lecturer on cruise ships. She later returned to Southwestern Ontario and began working as a weather announcer for CTV, as well as launching her own Production Company-MS2 Productions-which helps businesses evolve with the next generation of video marketing and corporate storytelling online (www.ms2.ca)

Wearing many hats currently as a business owner, weather anchor on /A\ News in London and part-time teacher at Conestoga College, Melissa will take you on a journey through Social Media and teach you how to make a name for yourself and will have you answering the question-How will you be remembered?

The Big 3-Grant advice from the Experts

Securing grant money has become more important than ever before. As we all look for ways to provide innovative services and programs to our customers, obtaining grant money is critical as our more traditional budget streams tighten and require more "efficiencies". The challenge with any grant, but especially with our most common grant opportunities from Trillium, Health Promotion, and New Horizons, is understanding what the funders want in a grant application. While the templates and applications provided by each grant are necessary, finding the correct combination of partners, supporters, budgets and phrases to ensure a successful grant application can make or break an opportunity to obtain support for an excellent community program.

Key Learning Objectives:

1. Learn useful tips on project development and grant preparation
2. Discover some of the reasons that successful grant applications are successful
3. Have your specific questions answered about Trillium, New Horizons, and Health Promotion grant programs

Barbara Elias has been a Regional Advisor for the Provincial Ministries of Citizenship and Immigration, Health Promotion, and Culture, covering Dufferin County, Wellington County and the City of Guelph, for over five years. In her role, Barbara provides support to a wide range of government programs and services, including community grants. Prior to joining the Province, Barbara worked in a variety of capacities for the non-profit sector. Through her current and previous work experience, Barbara has

developed a strong understanding of the funding environment in Ontario, and brings perspective as both a grant applicant, and funder to her presentations.

Ms. Auditi Seal first joined the public service a little over 12 years ago. She has worked at Statistics Canada before joining the Department of Human Resources and Skills Development Canada in 2001. She has been a Business Expertise Consultant with the New Horizons for Seniors Program for the last three years.

Mr. Omar Yassin Omar is the Program Manager, Western for Guelph, Wellington, Dufferin area.

EPC MIS: OHRS and Chart of Accounts Mapping/ Q2 Trial Balance submission for EPCs-Have you Adjusted?

If you receive EPC funding then this workshop is for you. As you are well aware, all EPCs are expected to submit an OHRS Trial Balance in October 2010 for Q2 2010/11. The CSS MIS project is currently working with all EPCs to assist them in becoming OHRS-compliant and meet the MOHLTC reporting requirements. This workshop should assist you with some of the challenges that you may be encountering with meeting the looming deadline. As we adjust to this new reporting format, this is your opportunity to get your questions answered from the expert. The project team is looking forward to working with you on the implementation of the Ontario Healthcare Reporting Standards (OHRS) in your organization!

Key Learning Objectives:

1. Issues that have been encountered with the new reporting format
2. Tips on how to correct these issues
3. Q & A on specific challenges with the OHRS Trial Balance

Natasha Tehranian, PMP Project Leader for the CSS OHRS/MIS Project-Community Care Information Management

4:00 to 5:30pm (PLEASE CHOOSE ONE)

Outdoor Fitness Parks for Seniors. Build it they'll come, Build it right they'll keep coming

Adult and senior outdoor fitness parks are a growing trend in Canada and around the world. The fitness parks provide equal and open access to fitness and healthy active living for all ages and physical abilities. However, it is important to design and choose the right layout and equipment in order to engage the community members to visit the park time and time again.

Installing a fitness park in a community can contribute to your community members' healthy living and building it right will contribute to the long-term success of this goal.

Come and learn from our experience installing nearly 100 outdoor fitness parks across Canada.

Key Learning Objectives:

1. What parks for seniors are
2. How they benefit older adults
3. Explain the requirements to work with park planners for best locations.

Guy Chaham the owner and Executive Director of GreenGym has installed nearly 100 fitness parks in the last 3 years. As the first company to introduce the outdoor fitness concept to Canada in 2007 Mr. Chaham has grown its company to be the leader and de-facto name in this industry. Mr. Chaham is an ex-professional basketball player with many years of fitness training as an athlete and a coach. Mr. Chaham owned several health related businesses in the past, some of them provided post event solutions such as defibrillators and CPR training. Mr. Chaham was the founder of the Osteoporosis prevention program in Atlantic Canada, a mobile solution for Bone Density screening. However in 2007 Mr. Chaham decided to focus on GreenGym as a preventative solution for health issues.

Top 10 Challenges Facing Boards and Advisory Committees

This participatory and facilitated discussion will be of benefit to all volunteer boards and committees to develop strategies and solutions to the challenges your Board or Advisory committee may be facing. Come prepared to discuss your board and committee challenges. While we can't solve all the challenges facing all Boards and Advisory Committees, we can discuss some of the more important issues... the top 10.

Key Learning Objectives:

1. Learn about the challenges facing other boards and advisory committees
2. Contribute to solutions to challenges facing other boards and advisory committees
3. Get prepared for trends that may impact the governance of your board or advisory committees

William (Bill) Krever joined Better Living Health and Community Services in 1986 as the Director of E. P. Taylor Place. Bill was promoted to the position of President and Chief Executive Officer in 1991. With 28 years of experience and a degree in Applied Geography from Ryerson, a Certificate in Gerontology and a Certificate in Not-for-Profit Management, Bill provides strategic leadership to Better Living and is a strong contributor to the organizations high level of care and professionalism. Bill has led Better Living through many changes and new initiatives within the healthcare sector and has also held many leadership positions within provincial and national organizations including Older Adult Centres' Association of Ontario and the Active Living Coalition for Older Adults.

Age Friendly Cities – What Can You Do In Your Community

The Age-Friendly Communities Initiative is sweeping through Canada. This project seeks to engage older Canadians and their communities in making their communities better, healthier and safer places for seniors to live and thrive. What role can your Older Adult Centre play in ensuring this project moves forward?

Key Learning Objectives:

1. Overview the Age Friendly Communities initiative being conducted by MAREP at the University of Waterloo and its partners
2. Introduce a model and tool for assisting communities in becoming age friendly (specifically www.afc.uwaterloo)
3. Dialogue together around how older adult centres can help communities contribute to age friendly community initiatives

Dr. Sherry Dupuis, BMus (Queen's University), MA (University of Waterloo), PhD (University of Guelph), is the Director of the Murray Alzheimer Research and Education Program (MAREP), and an Associate Professor in the Department of Recreation and Leisure Studies at the University of Waterloo. She holds adjunct positions in the Gerontology Program at McMaster University and in the Department of Family Relations and Applied Nutrition at the University of Guelph.

Guided by an authentic partnership approach and a number of years experience working in long-term care, Sherry's research program has focused primarily on identifying ways to improve the quality of the lives of older adults, particularly those living with dementia and their families. Her work explores innovative and creative ways to actively include older adults, including persons with dementia and their partners in care, in research, education, and practice. Sherry is also committed to ensuring her research is translated into action and culture change through the use of participatory research approaches and the development of alternative representations of research that are relevant and accessible to diverse audiences.

Moving Towards an Accessible Ontario by 2025

According to the Royal Bank of Canada, people with disabilities have an estimated spending power of about \$25 billion each year in Canada. That's a market no business can afford to overlook. People with disabilities travel, shop and do business with their friends and families in our communities, just like everyone else. By learning how to serve people with disabilities, businesses may attract more customers, build customer loyalty and improve their services for everyone.

The Government of Ontario is striving to become a leader in accessibility by 2025 and introduced the Accessibility for Ontarians with Disabilities Act (AODA) in 2005 to achieve this goal. In 2008 the first of five standards under this Act came into force, the Accessibility Standards for Customer Service. All businesses or organizations that provide goods or services to the public or to other third parties in Ontario and have one or more employees are legally required to comply with the requirements of the standard. Organizations in the broader public sector were required to comply by January 1, 2010. Businesses and non-profit organizations must comply by January 1, 2012.

Key Learning Objectives:

1. Overview of the AODA, the requirements for compliance with the customer service regulation and where you can get more information to answer your questions and help you comply with the accessible customer service standard

2. Update on the progress of the four accessibility standards still in development- information and communications, transportation, built environment and employment

Linda Markowsky is the Manager of Compliance Assistance Training in the Accessibility Directorate of Ontario, Ministry of Community and Social Services. She has worked with the Accessibility Directorate for three years and was Manager of Compliance Assurance before taking on her current position last spring.

Throughout her career, Linda has followed her passion to "make a difference". She began her career in the mental health field, moved to the federal government where she worked on policies related to victims of crime and managed a program reaching out to communities to create alternate approaches to community justice. These experiences motivated her to build a third career as an independent writer, researcher and speaker advocating for greater understanding and prevention of youth violence and violence against women. In this career she wrote four books and received a lifetime achievement award from the Justice Institute of B.C. In the last ten years she has worked for change "from the inside" in the Ontario government, most recently to help promote universal accessibility for people with disabilities.

Tuesday October 19
8:45 to 10:15am (PLEASE CHOOSE ONE)

Be Our Guest – Tour of the Evergreen Seniors Community Centre (off-site) (Meet at registration desk)

Be a guest of the Guelph Wellington Seniors Association and tour the Evergreen Seniors Community Centre. This 25 000 square foot recreation facility is owned and operated by the City of Guelph, but in its partnership with the Guelph Wellington Seniors Association, provide amazing programs and services to older adults in the community.

Key Learning Objectives:

1. A tour of the recreation facility and the programs and services of the 3000 members
2. Explore the partnership between the City and the Guelph Wellington Seniors Association
3. Overview of the marketing campaign

Dementia Tsunami and the Challenge for Centres

Are you ready? The 'dementia tsunami' will create an influx of customers who have more complex needs due to physical frailty and cognitive impairment. This session will help staff understand the challenges of living with dementia, and how best to interact with those who have memory loss.

Key Learning Objectives:

1. Understand the overview of the challenges of living with dementia (including the relationship between brain health and dementia)
2. How Senior Centre staff can support customers with dementia
3. Community resources that may be available (including urban, rural and remote areas of Ontario)

Robin Smart has been the Public Education Coordinator with the Alzheimer Society of Guelph-Wellington since 2005. Previous to that she worked in Long Term Care since age 16, when she started as a nursing aid. Over the years she worked in a variety of departments including dietary, recreation, activation and for many years as the admission coordinator for a Long Term Care home. Robin holds both a Bachelor and Master of Arts Degree from the University of Guelph. Her Master's Degree focused on helping people adapt to institutional living.

The Gift of Time is The Gift of Health: The Health Benefits of Volunteering

Volunteering is good for your health – fact or myth? Professor Gottlieb and an interdisciplinary team of researchers from the University of Guelph are conducting research to see if this is in fact true. Together they are following 160 volunteers, aged 60-and-older, who are engaged in active volunteer work such as meal delivery, which involves bending, lifting, carrying, walking, and associated cognitive activities such as route navigation. This study on volunteerism is unusual in that it will not rely solely on the self-reports of participants, but also on measurable data resulting from physical and cognitive assessments. Such tests will be similar to those performed during a yearly physical, including measures of lung and heart function, strength, blood pressure, and laboratory analyzes.

Key Learning Objectives:

1. Review of past research on volunteering and the health of older adults.
2. Consideration of the many possible reasons or mechanisms whereby volunteering may affect health.
3. Findings to date from Prof. Gottlieb's own study of the differences in physical and cognitive fitness between active older adult volunteers and sedentary volunteers,
4. How staff at Older Adult Centres throughout Ontario can apply this research.

Professor Benjamin H. Gottlieb is a Professor of Psychology at the University of Guelph. A Fellow of both the Canadian and American Psychological Associations, Ben has devoted his career to the study of social support. With grants from the Canadian Institutes for Health Research, Ben is now examining the benefits older adults derive from volunteering as well as the nature and effects of social usefulness among Seniors. Ben is also a Director of the Waterloo Wellington Community Care Access Centre (CCAC).

10:30am to Noon (PLEASE CHOOSE ONE)

Is Your Centre Welcoming to New Canadians?

In this workshop you will be presented an outline of the model of service delivery at the Rexdale Community Health Centre that promotes and supports the program's mandate of 'A Safe and Friendly Place For Older Adults 55+ from Diverse Cultures To Meet'. Participants will investigate with a check-list of potential barriers to access that many New Canadians encounter and will offer practical suggestions based on her own experiences, challenges and successes about how barriers to access can be 'broken down' in order to support a 'Welcoming Centre For New Canadians'.

Key Learning Objectives:

1. Toolkit of ways to create a welcoming centre for New Canadians
2. Examples of implementing best practices
3. How to transfer this knowledge and apply directly to your own Centre.

Wendy Caceres - Speakman was educated in a small rural town in England and came to Canada at the age of 18 as a qualified Early Childhood Educator. Wendy is able to connect on a personal level to many aspects of the 'New Canadian' experience as she herself began her new life in Toronto as a non-status person, working via a 'work permit' as a nanny (as classified by Canadian Immigration, a 'Domestic'). In 1978 'Domestics' did not have the right to apply for their landed immigrant status. In 1979 Wendy joined Intercede, an advocacy organization working to change the migrant status of 'Domestics'. Working alongside many other hopeful 'New Canadians', and after several years of active lobbying, success was achieved. Wendy finally became a 'New Canadian' (with landed status) in 1983. Family life for Wendy has also involved the melding of two cultures, and a necessity to learn a second language.

Wendy has resided and worked in the culturally diverse community of the former City of York for 20 years serving many age groups from pre-school to seniors. The past 14 years of her career has been dedicated to working with the seniors community. As the Program Coordinator / Manager of the Syme 55+ Centre for 12 years, she now coordinates the Ethno Cultural Seniors Program at the Rexdale Community Health Centre.

Health and Fitness Project

The Health and Fitness Project was written for the Oshawa Senior Citizens Centres for the purpose of facilitating and providing necessary tools to seniors to establish healthy lifestyle choices, enabling seniors to enjoy good physical and mental health and a high quality of life as they age. The facilitators will share the results from the research of a successful Health & Fitness initiative implemented at the Oshawa Senior Citizens Centre that promotes healthy living and disease prevention.

Key Learning Objectives:

1. Key findings from research done by Older Adult Fitness Consultant, Toni Johnston, on what older adults want and need from seniors centres to establish/maintain a healthy lifestyle
2. Successful fitness and nutrition initiatives -including tools and programs developed for seniors to maintain a healthy lifestyle, enhanced nutritional choices at our centres
3. The development of educational seminars to prevent/live with chronic illness.

Kim Evans is Leisure Programs Manager at the Oshawa Senior Citizens Centre and has been a part of the implementation of the Health & Fitness initiative for the past year. Along with Programs and Services Director, Colleen Zavrel, Kim worked with and hired the Health & Fitness Initiative Consultant, Nutritional Advisor, Personal Trainer and Project Coordinator as well as established a team of Senior volunteer advisors to implement the Health & Fitness project.

Toni Johnston is a Registered Nurse, a Seniors Fitness Specialist and President of Active 4 Life Inc. She has been in the fitness industry for 13 years. Toni leads low impact seniors exercise classes for over 250 older adults in the communities of Oshawa and Markham. She has been instrumental in the design and production of Low Impact Exercise DVDs for Older Adults and has presented to several organizations on the benefits of exercise and physical activity. Most recently, she has created and written the Health and Fitness Project for the Oshawa Seniors Citizen's Centres and has provided her expertise to assist with its implementation.

Be Our Guest – Tour of the Evergreen Seniors Community Centre (Continued)

Be a guest of the Guelph Wellington Seniors Association and tour the Evergreen Seniors Community Centre.

Delegates must sign up for both parts of the tour. The tour will be from 8:45am to 12:00 pm.



Older Adult Applied Research: Are You Staying Current?

Baby boomers and the process of aging is being studied on many levels and managing to keep current and up-to-date on this research is becoming increasingly difficult due to an explosion of information and tools available. It is important to be aware of and involved in current research to ensure older adult centres are staying relevant. Pat Spadafora, Director of Research at Sheridan Elder Research Project will share with us current research projects and how we can become involved.

Key Learning Objectives:

1. Learn about current and innovative research related to aging
2. Discuss how Older Adult Centres apply this research in practice at their Centres
3. Learn how Centres can become involved in research projects

Pat Spadafora has a demonstrated track record in leading innovative projects from concept to reality, taking them from "lab to life" TM. The founding Director and principal investigator of the Sheridan Elder Research Centre (SERC), she has had extensive experience in developing unique linkages between people, ideas and resources in the field of aging. Ms. Spadafora has an M.S.W. from Wilfrid Laurier University and over 30 years of experience in the social work and education fields. Ms. Spadafora's research interests include, among others, global population aging, aging in place, accessible technology, civic engagement and retirement, the impact of the creative and performing arts on health, program evaluation, building community capacity and preparing organizations to meet the demands of a growing aging population.

Ms. Spadafora is a member of a number of organizations, including her role as a Director with the International Federation on Ageing (IFA) and as a member of the NGO Committee on Ageing in New York at the United Nations.



OACAO Trade Show

Monday, October 18 12:00 to 2:00pm in the Royal City Ballroom

This year's trade show promises to be new and improved! We have drawn together over 30 exhibitors under one umbrella to promote the most current initiatives, issues and projects relevant to you!

Delegates will want to get their passport to the tradeshow filled so that they have a chance at winning one of the many prizes provided by the vendors. New this year, each delegate will receive an Exhibitor Booklet with valuable information on each vendor's product or service and key contact information. NEW this year we will have live demonstrations happening throughout the tradeshow. Be sure to check the schedule of demonstrations.

Advice from the Experts

We have gathered together advice from experts on how best to get the maximum benefit from attending the tradeshow:

- Have a clear strategy in mind. Pick up an Exhibitor Booklet.
- Know what your Centre needs and keep your eyes open for opportunities.
- Introduce yourself to exhibitors.
- Bring plenty of business cards to the event. You want to be able to give out your contact information to vendors, while getting theirs as well.
- Knowledge is power. Gather as much information as you can.
- Find out what new products and services are available to you that can help you reach more seniors.
- Where might there be an opportunity to form an alliance or make contacts?
- Take a moment after the show to make notes of any exhibits or displays that you thought were particularly effective. What did they do that you could implement in your own Centre's marketing campaign?
- Bring along a camera to take pictures to show to your committees. Be sure to ask for permission to take pictures.
- Be sure to follow up with new contacts and vendors after the show.

Exhibitors

- AHHH Change In Place...Certified Senior Move Managers
- Bayshore Home Health
- Boomer Options
- The Care Guide
- Chartwell Select – Wellington Park Terrace
- CHIP Home Income Plan
- Copper County Foods
- Guelph Independent Living
- Hamilton Golden Age Productions Inc.
- Healthy Zoomer
- Heart and Stroke Foundation
- Heritage River Retirement Residence
- Holiday Retirement – Court at Laurelwood
- Johnson Insurance Inc.
- Keen Marketing Associates
- LEED Solutions
- Linking People and Places – Accessible Travel
- Listen Up! Canada
- Nexus Holidays
- Ontario Seniors Secretariat
- OASSIS
- Philips Lifeline
- Premier Homecare Services
- Retirement Residential Placement Services Inc.
- Revera
- Safe @ Home/ITI Marketing
- Silver & Gold Magazine
- VIVA Mississauga
- Ultramatic

Demonstration Schedule

12:20–12:30pm	Leed Solutions
12:40–12:50pm	Philips Lifeline
1:00–1:10pm	Copper County Foods
1:20–1:30 pm	Ahh Change In Place... Certified Senior Move Managers
1:40–1:50 pm	Healthy Zoomer



2010 EDUCATION FORUM REGISTRATION FORM

Thank you for registering. Before you begin please remember:

- Complete all pages of the registration package
- Follow each step carefully
- Keep a copy of your registration for your records

STEP ONE: DELEGATE INFORMATION (Please Print)

Name: _____ Position: _____
(As it is to appear on your conference name badge)

E-Mail: _____ Organization Name: _____

Mailing Address: _____ City: _____ Postal Code: _____

Telephone: (____) _____ Fax: (____) _____

Do you have any dietary restrictions: No Yes If yes please specify: _____

STEP TWO: ACCOMMODATION INFORMATION

- Conference Hotel – Delta Guelph Hotel and Conference Centre, 50 Stone Rd. Guelph
- Book directly with Delta Guelph Hotel – 519-780-3700 OR www.deltaguelph.com/gloaco
- Conference early bird rates start at \$119.00 + tax/room (Book before July 30, 2010)
- Rates after July 30/10 start at \$129.00 + tax/room
- Cost for parking \$5.00 per day/car is included in your room rate

STEP THREE: SESSION REGISTRATION

Sunday October 17 2:00 - 3:30 pm

✓ (Please check ONE workshop to attend)

<input type="checkbox"/>	Tips, Tools and Techniques for Boosting Your Bucks (this session goes to 5:15)	
<input type="checkbox"/>	In The Fog of Change	121215
<input type="checkbox"/>	The Accidental Inheritance	120930
<input type="checkbox"/>	Planning Health Promotion Programs	121865

Sunday October 17 3:45 - 5:15 pm

✓ (Please check ONE workshop to attend)

<input type="checkbox"/>		121217
<input type="checkbox"/>	Making a Presentation and Living To Talk About It	121216
<input type="checkbox"/>	Can Centres Help Members Cope with Chronic Conditions?	121315
<input type="checkbox"/>	Evaluating Health Promotion Programs	121867

This session goes until 5:15 pm

Monday October 18 8:45 - 10:15 am

✓ (Please check ONE workshop to attend)

<input type="checkbox"/>	Baby Boomers: Your New Volunteers	121467
<input type="checkbox"/>	Compassion Fatigue	121922
<input type="checkbox"/>	On-Line Health and Nutrition Info	121367
<input type="checkbox"/>	Developing Health Communication Activities	121871

Monday October 18 10:30 am - 12:00 pm

✓ (Please check ONE workshop to attend)

<input type="checkbox"/>	Older Adults in The Workplace	121366
<input type="checkbox"/>	Statistics Canada – How to Profile Your Community	121866
<input type="checkbox"/>	Might Be Interesting If I Could Hear What They're Saying	121921
<input type="checkbox"/>	Influencing Policy Change and Development	121870

STEP THREE: SESSION REGISTRATION (continued)

Monday October 18
2:15 - 3:45 pm

✓ (Please check ONE workshop to attend)

	Elderly Persons Centre Reporting	121920
	Social Media: The Potential For Your Centre	121868
	The Big 3-Grant advice from the Experts	121919

Monday October 18
4:00 - 5:30 pm

✓ (Please check ONE workshop to attend)

	Outdoor Fitness: Parks for Seniors	121365
	Top 10 Challenges Facing Boards and Committees	121816
	Moving Towards an Accessible Ontario	122515
	Age Friendly Cities – What Can You Do In Your Community?	121918

Tuesday October 19
8:45 - 10:15 am

✓ (Please check ONE workshop to attend)

	Dementia Tsunami and the Challenge For Centres	121316
	The Gift of Time Is the Gift of Health	121328
	Be Our Guest – Tour of the Evergreen Seniors Centre	

Tuesday October 19
10:30 am - 12:00 pm

✓ (Please check ONE workshop to attend)

	Is Your Centre Welcoming to New Canadians?	121265
	Health and Fitness Project	121327
	Older Adult Applied Research: Are You Staying Current?	122415
		121329

This session goes until 12:00 pm

STEP FOUR: CONFERENCE PACKAGE AND FEES

You can choose from:

- **3-Day Full Conference Package** – includes workshops, forums, networking groups, meals, social events, coffee breaks, registration package, handouts, AGM, and Trade Show.
- **1-Day Conference Package** – includes a daily registration package and
 - Sunday includes:** lunch, workshops, keynote address, AGM, coffee breaks
 - Monday includes:** workshops, trade show, lunch, coffee breaks
 - Tuesday includes:** workshops, lunch, coffee breaks, keynote address

CONFERENCE PACKAGE	MEMBER	NON-MEMBER	STUDENT	TOTAL
3-Day Full Conference October 17, 18 and 19 Code: 121321	\$ 450	\$ 500	\$ 270	
1-Day Conference Sunday October 17 Code: 121322	\$ 120	\$ 150	\$ 72	
1-Day Conference Monday October 18 Code: 121323	\$ 225	\$ 275	\$ 125	
1-Day Conference Tuesday October 19 Code: 131324	\$ 120	\$ 150	\$ 72	
Extra Dinner Tickets				
Sunday October 17 Code: 121325	\$ 45/person	\$ 45/person	\$ 45/person	
Monday October 18 Code: 121326	\$ 45/person	\$ 45/person	\$ 45/person	
Total Owning (Conference fee + \$45/extra dinner)				

STEP FIVE: RETURN REGISTRATION PACKAGE

1. METHOD OF PAYMENT

- Cheque or Money Order Payable to: City of Guelph
- Credit Card VISA MASTERCARD
 Credit Card #: _____
 Expiration Date: _____
 Cardholder's Name: _____
 Cardholders Signature: _____

- 2. **FAX** completed registration form to: (519) 823-8972 OR
- 3. **E-MAIL** completed registration form to maggie.evans@guelph.ca OR
- 4. **MAIL** completed registration form and payment to:
 OACAO Conference Registration
 c/o Evergreen Seniors Centre
 683 Woolwich Street
 Guelph, ON
 N1H 3Y8

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Blackwater Trio

Blackwater Trio is Fred Hale, guitar and vocals, Ken Munshaw, piano and vocals, and Janet Hale, percussion and vocals. The group has been entertaining audiences in southern Ontario for over fifteen years. Their show includes talented performances of recognizable popular tunes. Three unique vocal styles provide great variety as well as ear catching harmony.

Blackwater Trio is easy to listen to or can stir up the dance floor; perfect for any function. We are proud to have Blackwater Trio as a OACAO Entertainer.

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visitguelphwellington.ca

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