

Beyond the Boundaries

Building on Success in Senior Housing



2004 Senior Housing Seminar Series

Sponsored by:

**Wisconsin Association
of Homes and Services
for the Aging**

204 South Hamilton Street
Madison WI 53703
(608) 255-7060
www.wahsa.org
info@wahsa.org

Wednesday, November 17, 2004

**Howard Johnson Hotel & Antiqua Bay Water Park
655 Frontage Road (I-90/94, Exit 87)
Wisconsin Dells, WI
(608) 254-8306**

Technology in Senior Housing: The Possibilities, The Realities and Finding the Funding

This is the fourth and final seminar in the four-part series.

Senior housing professionals face so many hardships in providing needed housing and services in today's environment. It is difficult to comprehend how they will cope when the coming age wave hits. Since there is no way that the staffing, dollars, and development of new housing will be sufficient to meet the needs of an aging population, new approaches are needed. Throughout the continuum of aging services, there is a growing realization of the need to look at new technology developments and applications that potentially can help the professionals in senior housing to provide an increase in the quality of services at a much lower cost. These developments must take place to help the older adult needing the housing service and the staff member providing services.

Acknowledging the need for technology in senior housing does little to help cover the cost of bringing technology into senior housing facilities. To help address the funding concerns, senior housing professionals need to sharpen their fund raising skills. With public funding problematic and Medicaid and Medicare reimbursements not covering expenses, fund raising and development have become a critical tool in the survival of organizations serving the aging. The second half of this seminar will provide an overview of basic principles of a successful development program and specific ideas and techniques that can lead to providing long term financial security for your organization.

Who Should Attend this Seminar

This hands-on, practical approach to technology and fund raising is specifically designed for assisted living and senior housing professionals including senior housing managers, IT professionals, marketing directors, development directors, and others interested in moving senior housing to the next level of success.

What You Will Learn:

By completion of this seminar, the learner will be able to:

1. List the types of technologies that are being developed by companies and universities around the country.
2. Discuss how to take the knowledge presented in these discussions and use it in developing your strategic operating plans for the future.
3. Outline the basic principles leading to successfully establishing or improving a development program.
4. Discuss at least one fund raising idea you want to test or implement.
5. Compile a list of resources and contacts you can utilize to plan and implement a development program or fund raising idea.

Technology in Senior Housing: The Possibilities, The Realities and Finding the Funding

Wednesday, November 17, 2004

**Registration
Deadline**

October 27, 2004

Registration Fee

To attend this final
seminar in the series:
\$110 per person

Schedule

8:00 a.m. to 9:00 a.m.
Registration

9:00 a.m. to 10:30 a.m.

New Technologies, Future Potential and Outreach to Policy Leaders

- The demographics of the upcoming age wave
- Examples of technologies under development in the lab
- What can we learn from what is happening overseas?
- Policy implications of new technologies
- How to get involved as a beta test site

10:30 a.m. to 10:45 a.m.
Refreshment Break

10:45 a.m. to 12:00 noon

Roundtable Discussions: Identifying the Needs of Senior Housing Professionals

- Key work programs within CAST that would benefit by more housing expertise
- What technologies are Wisconsin's senior housing professionals using?
- Given a blank check and no restrictions on what could be developed, what technologies do you want or need the most?
- Developing a list of priority needs for senior housing providers

12:00 noon to 1:00 p.m.
Lunch

1:00 p.m. to 2:30 p.m.

Community Fund Raising: The Keys to Success (Part One)

- Basic principles for success
- The need to establish strong relationships with prospects
- The roles of the board and staff
- How to recruit volunteers to assist in implementing a successful fund raising program

2:30 p.m. to 2:45 p.m.
Refreshment Break

2:45 p.m. to 4:00 p.m.

Community Fund Raising: The Keys to Success (Part Two)

- Specific fund raising ideas and techniques that have been utilized successfully by not-for-profit organizations including agencies serving senior clientele.

4:00 p.m.
Adjournment

Presenters:

Russell Bodoff, Executive Director, Center for Aging Services Technologies (CAST), joined AAHSA in February 2002 with responsibilities for technology and business development, new partner opportunities, group purchasing program, distance learning, and the AAHSA Development Council. He now is responsible for CAST, which he helped launch in March 2003. Russell has an MA in Education from New York University and a BS in Communications from Temple University.

Boris Frank has been a senior consultant for over 27 years, since 1982 as President of his own firm, primarily in the areas of fund raising and development, management, and strategic planning. From 1964 to 1982 he was on the faculty of the University of Wisconsin, serving as the Manager of Administration for WHA-TV. Boris conducts workshops and seminars, primarily sponsored by the University of Wisconsin, in grantsmanship, proposal writing, marketing, board and volunteer development, planning, fund raising, and public speaking.

Seminar Logistics

Dates & Location

**Howard Johnson Hotel
Resort & Antiqua Bay
Water Park
(608) 254-8306**

Room Rates:

Night of Nov. 16: \$64.90

Continuing Education Credits

Registration

Beyond the Boundaries: Building on Success in Senior Housing WAHSA's 2004 Senior Housing Seminar Series

This seminar will be held at **Howard Johnson Hotel Resort & Antiqua Bay Water Park**, 655 Frontage Road, **Wisconsin Dells**, Wisconsin 53965; (608) 254-8306. **Directions:** From Interstate 90/94, exit on Exit 87 at Wisconsin Dells, which also is Highway 13. Go to the stoplight and turn left on Highway H. Almost immediately, turn left onto the Frontage Road and follow this road to Howard Johnson Hotel Resort & Antiqua Bay Water Park.

A small block of rooms is available at Howard Johnson Hotel Resort for the night of November 16, 2004. To book overnight accommodations at the group discounted rate, please contact Howard Johnson Hotel Resort and request a room within the WAHSA block.

Wisconsin Association of Homes and Services for the Aging (WAHSA) is a certified sponsor of professional continuing education with the National Association of Board of Examiners for Long Term Care Administrators (NAB) and has approved each separate seminar in this series for five (5.0) clock hours.

Registration fees are as follows:

To attend this final seminar in the series: \$110 per person

This registration fee covers seminar instruction, handout materials, continental breakfast, break refreshments and lunch.

To register for this seminar, please complete the enclosed registration form (note the deadline is October 27) and return your completed form with the appropriate remittance to WAHSA, 204 South Hamilton Street, Madison, WI 53703. If you have any questions, please call WAHSA at (608) 255-7060.



A Senior Housing Seminar Series Certificate Program

Beyond the Boundaries: Registration

Facility/Organization _____ Phone # _____

Address _____

City, State, Zip Code _____

_____ If anybody attending from your organization requires special accommodation as specified under the Americans with Disabilities Act, please check here and attach a separate sheet explaining full details.

_____ If anybody attending from your organization requires special menus for food functions, please check here and attach a separate sheet explaining full details.

Name, Nickname and Title of Participant	Seminar 4 Technology November 17	Fee
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$
9.		\$
Total fee for participants attending this November 17 <i>Beyond the Boundaries</i> seminar		\$

The registration fee is \$110 per person (please make all checks payable to WAHSA):

Registration Deadline: October 27, 2004

Complete and return this form by October 27, 2004 to:

**Wisconsin Association of Homes and Services for the Aging
204 South Hamilton Street, Madison, WI 53703**

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