



Ohio Association of Senior Centers Presents

**2023**

**ANNUAL CONFERENCE**

**March 15th-17th**

**Reframing 2023**



**OASC's 64th Annual Conference**

**March 15-17, 2023**

**Doubletree Hotel Columbus/Worthington**

**175 Hutchinson Ave, Columbus, OH**

*"Driving the Aging Network In the Statehouse, In the Community & In the Home."*

# OASC WELCOME

## Welcome to the 64th Annual Spring Conference of the Ohio Association of Senior Centers (OASC)

The conference committee is excited to bring you an array of speakers and reframing topics that are sure to help you refresh your organization. Everyone is looking to re-engage participants while renewing aging services in realistic ways! Our goal is to help you strengthen as you take what you learn back to your agencies for revitalization. If you enjoyed past years' Conference Celebrations, you won't want to miss what's in store for the 64th! From the "Green Party to resourceful speakers, we are working to make sure you leave ready to revive your centers.

## Conference Attire

The conference committee has worked hard to plan a conference that will be educational and relaxing. This should be an opportunity to learn and relax. So wear your comfy clothes to attend the daily workshops. With our special evening events planned for Wednesday and Thursday nights, we recommend "casual attire" and "wear "green" for the Green Party Thursday night.

## Certification Testing

Study Session/Review & Testing for all levels will be held Wednesday, March 15, 2023 from 11:30 am - 2:30pm. Make sure to mark your registration form to reserve a space for the test. Results will be announced at the opening session on Thursday.

## Wednesday, March 15th

11:30am - 2:30pm Certification Study  
Session & Testing

Registration Opens

3:00 - 4:00pm Keynote speaker  
**Raymont Harris**

4:10 - 5:10pm Networking  
Icebreakers

5:10-7:00pm Dinner on your own

7:00—9:00pm Karaoke Party

## Thursday, March 16th

7:30am Registration Opens  
Breakfast  
Vendor Marketplace

8:00 - 9:00am Opening Session  
Welcome  
Keynote speaker  
Beth Kowalczyk

9:10 - 11:20am Workshops

11:20 - 11:30am Access to Vendors

11:30 - 1:00pm **LUNCH**  
ODA Presentation  
Business Meeting  
Awards

1:40 - 5:00pm Workshops

3:50 - 4:00pm Access to Vendors

5:00 - 6:30pm Dinner on your own

7:00—9:00 pm Green Party

## Friday, March 17th

7:30am Breakfast

8:00 - 9:00am Keynote speaker  
Siobhan St. John

9:10 - 11:20am Workshops

11:20 - Noon Closing Session

## ABOUT US

The Ohio Association of Senior Centers, Inc. (OASC) was formed as a nonprofit organization in 1959 by a senior center director, Muriel Bertsch. OASC has become a forerunner in promoting senior centers through advocacy, professional development, communication and networking.

The leadership of OASC recognizes our differences in purpose and scope, but celebrates our common factor - the older adults we serve. For over fifty years, centers from every corner of the state have benefited from the efforts of this organization.

The mission of the Ohio Association of Senior Centers, Inc. is to strengthen senior centers and the senior community network throughout Ohio through advocacy, education, networking opportunities and technical assistance.

### For more information contact:

Kim Corey, OASC Executive Coordinator

1-800-796-6272

614-784-9771 (fax)

Email: [krc@pacainc.com](mailto:krc@pacainc.com)

614-784-9771 (fax)

### CEU Processing Fee/Credits:

Fee: \$10.00 per person

### Credits:

Social Workers - pending

NCCAP - 11.5 CEUs approved

OASC Certification - 11.5 continuing education units

## Keynote & Featured Speakers & Events

Join us Wednesday for our  
Annual Networking Mixer &  
Keynote Presentation

11:30am - 2:30pm

### Certification Study & Testing Session

Instructor: Bryan Glover

All registered to take certification tests should arrive promptly at the designated time. A Study/Review session will take place prior to testing.

3:00 - 4:00pm Presentation

### “Controlling the Controllables”

*Raymont Harris*

“Control the Controllables” is an interactive speech where Raymont teaches the audiences through stories and examples of his real life, that we actually have control over how we decided to show up. Raymont will go through his exclusive EMP method and walk the audience through his 4 mindset set control and his 4 performance controls. **Attendees will get a free drink ticket for use at the Karaoke Party!**

4:10pm - Networking

Snacks & Cash Bar provided

### Thursday Keynote Speaker

8:00 - 9:00am

### “Reframing Aging Initiative”

*Beth Kowalczyk*

The Ohio Association of Area Agencies on Aging is part of a national group of facilitators trained by the Reframing Aging Initiative to advance a communication strategy that uses evidence-based interventions to increase understanding of the aging process, support policies and programs for older people, and decrease ageist attitudes. This session will provide a greater understanding of what ageism and age discrimination is and the negative impact on health and longevity.

### Thursday Lunch Speaker

11:30 - Noon

### “Aging Reframed: Ohio’s 2023-2026 State Plan on Aging”

*Carmen Clutter, MS, RDN, LD*

Join the Ohio Department of Aging as we host an interactive workshop on the newly enacted State Plan on Aging! The Plan reframes how we view aging and the healthy aging process. Central to the plan are justice, equity and well-being. The Plan highlights the link between social determinants of health and health and longevity. Participants will explore a comprehensive roadmap that prioritizes 15 issues across 6 topics; provides a menu of evidence-informed strategies and resources; and tracks progress on outcomes. An implementation toolkit packed with guidance, best practices, tools and resources will also be available and used during the session. Come learn more about putting this plan into action!



### Wednesday Night Karaoke Event

Join OASC for a fun-filled evening of karaoke and networking. Don't sing, that's ok but we are sure you will have fun networking and cheering on your favorite team of coworkers and conference attendees. Karaoke will begin at 7:00pm when you return from dinner. We will have a cash bar and light snacks. Be sure to bring your Drink ticket (**MUST attend the Wednesday Keynote to receive ticket**) for one FREE drink from OASC.



### Thursday Night Green Party

Attend our Color Party which is Green in honor of St. Patrick's Day! Everything will be “green!” Learn from the best and replicate by having Color Parties at your Centers! Be sure to bring your green accessories and attire so you don't get pinched.



### Friday Keynote Session

### “Resilience: The Bounce Back”

*Siobhan St. John*

Resilience: The Bounce Back is about the ways in which a person can start building resilience. Through examples and storytelling, the audience will gain an understanding of the tools needed to bounce back from what life may throw at you during any time in one's life.

# WORKSHOP TRACK SCHEDULES

## Program Development

### Thursday

**9:10 - 10:10am**

#### **The Ever-Changing & Challenging Landscape of Senior Programming**

Instructor: Anahita Feltz

From now until 2030, 10,000 Baby Boomers each day will hit retirement age. Senior center directors, managers and program coordinators are now faced with the challenge of programming for a membership that ranges in age, from 60 to 100 years old. This session will discuss the generational gap within senior centers, how to program for these varying generations, where to look for funding for new programs, and how to get members back in the door. This session will also provide ideas for innovative and replicable programs for senior centers.

#### **10:20 - 11:20am Attracting Seniors Using Digital Marketing**

Instructor: Joanne Westwood

Digital Marketing has dramatically changed over the last 10 years. For local businesses, like a senior center, there are much better options to be found in the local market. No longer would you have to do expensive SEO on your website. We'll talk about how to optimize your Google Business Page for greater exposure, as well as discover more options on how to use social media to not only nurture our current audience, but gain followers.

**11:20 - 11:30am**

Access to Vendors

**11:30 - Noon**

#### **Ageing Reframed: Ohio's 2023-2026 State Plan on Aging**

**11:30am - 1:00pm**

#### **LUNCH**

Business Meeting  
Awards

**1:40 - 2:40pm**

#### **Best Practices**

Instructor: Danielle Brogley

This session will examine trends in aging that impact the development of programs and their planning process. International, National and Local programs will be highlighted to provide you with a glimpse of the Senior Center programming market. All attendees should provide samples of their newsletter, a special or unique program to share, flyers and marketing materials to show how expansive our ideas are statewide and how the sharing process inspires a more creative community of Senior Centers.

## Program Development

### Thursday

**2:50 - 3:50pm**

#### **Aging Services in 2023: The Post-Pandemic Landscape for Professionals**

Instructor: Adrienne Green

Covid greatly impacted older adults. It has also profoundly altered the individuals and institutions that provide services to seniors. What is the impact on us as professionals and to our organizations? This session will consider the lasting impact of the pandemic and explore ways to move forward.

**4:00 - 5:00pm**

#### **What's New in Evidence-Based?**

Instructor: Stephanie FallCreek

Presentation will update audience to new and continuing evidence-based programs that are designed to engage and serve community dwelling older adults and caregivers. Continuing and emerging trends in program delivery and sustainability will be addressed as well as outcomes anticipated from these programs.

### Friday

**9:10 - 10:10am**

#### **Sharing & Supporting Session for Program Planners**

Join others who share your profession to share what works, what doesn't and questions you have. This session will offer opportunities to share your successes and learn from others!

**10:20 - 11:20am**

#### **How to Attract the Newly Retired**

Instructor: Melissa Owens

In a post-pandemic world with hiring challenges, attracting newly retired employees can help relieve non-profit organizations and create a diverse volunteer or workforce. Attracting and utilizing recent retirees looking for a second career can be a great resource, but our hiring tactics might need to look different. Hear about LCAP's success with appealing to older adults to help deliver their services.



# WORKSHOP TRACK SCHEDULES

## SUPPORT SERVICES

### Thursday

**9:10 - 10:10am**      **Rebuilding/Rethinking Volunteers**

Instructor: Nancy Dzurmack

Presenting the changes and trends in volunteerism over the past five years.

**10:20 - 11:20am**      **Show Me the Money  
Fund Development Opportunities**

Instructor: Jamie Smith/Carolyn Copus

Carolyn Copus & Jamie Smith both executive directors of Ohio-based senior centers, are excited to "Show YOU the Money" that you may be missing out on. There are a number of ways to support nonprofit organizations through fund development; special event fundraising, grant writing, capital and levy campaigns and more! Learn the secret to their success in raising money to meet the needs of seniors.

**11:20 - 11:30**      **Access to Vendors**

**11:30 - Noon**      **Aging Reframed: Ohio's 2023-2026  
State Plan on Aging**

**11:30am - 1:00pm**      **LUNCH**

Business Meeting

Awards

**1:40 - 2:40pm**      **Ethics Training P1**

Instructor: Paula Taliaferro

Those working with older adults and their families can face dilemmas in which decisions are not clear-cut and may lead to unexpected consequences. Some of these dilemmas have ethical dimensions to them and professionals need to consider not only their personal values but also their professional ethical standards in making decisions.

**2:50 - 3:50pm**      **Ethics Training P2**

Instructor: Paula Taliaferro

A continuation of Part 1

**4:00 - 5:00pm**      **Ethics Training P3**

Instructor: Paula Taliaferro

A continuation of Part 2

## SUPPORT SERVICES

### Friday

**9:10 - 10:10am**

**Share & Supporting Session for  
Social Workers**

Join others who share your profession to share what works, what doesn't and questions you have. This session will offer opportunities to share your successes and learn from others!

**10:20 - 11:20am**

**State Accreditation Ins & Outs**

Instructor: Bryan Glover

The OASC Accreditation Program allows centers to evaluate their services and establish standards that will earn them a level of accreditation that is recognized throughout the state of Ohio. OASC Accreditation is achieved by completing a three step process including completing a self-assessment tool, having an on-site evaluation followed by OASC review board. Accreditation can lend credibility to your organization with funders and the community in general. It strengthens your organization by toughening policies and practices while developing action steps that help with future planning. Attend this session and learn what you need to know for your agency to become OASC State Certified.

## WORKSHOP TRACK SCHEDULES

### ADMINISTRATIVE SERVICES

#### Thursday

#### **9:10 - 10:10am Developing a Capital Improvements Plan & How the State Capital Budget Can Help**

Panel: Denise Niese & Hon. Haraz Ghanbari, Ohio House of Representatives (R-75)

#### **10:20 - 11:20am Compensation Trends**

Instructor: Brad Smith, USI

This session will discuss different types of compensation and their purpose as well as trends our clients are experiencing in the marketplace.

**11:20 - 11:30am** Access to Vendors

**11:30 - Noon** **Agging Reframed: Ohio's 2023-2026 State Plan on Aging**

**11:30am - 1:00pm** **LUNCH**

Business Meeting

Awards

#### **1:40 - 2:40pm Acting on Ohio's 2023-2026 State Plan on Aging**

Instructor: Carmen Clutter, MS, RDN, LD,  
Morgan Fitzgerald MPH, CHES

Join the Ohio Department of Aging as we host an interactive workshop on the newly enacted State Plan on Aging! The Plan reframes how we view aging and the healthy aging process. Central to the plan are justice, equity and well-being. The Plan highlights the link between social determinants of health and health and longevity. Participants will explore a comprehensive roadmap that prioritizes 15 issues across 6 topics; provides a menu of evidence-informed strategies and resources; and tracks progress on outcomes. An implementation toolkit packed with guidance, best practices, tools and resources will also be available and used during the session. Come learn more about putting this plan into action!

#### **2:50 - 3:50pm Board Development**

Instructor: Jennifer Williams

Are you having a hard time engaging your board? Do your board meetings lack constructive dialogue? In this session we'll discuss how to improve your board engagement through best practices including a quality recruitment strategy, board member expectations, education and more.

#### **4:00 - 5:00pm Senior Centers in Post-Pandemic Ohio: Community & Culture**

Instructor: Adrienne Green

The COVID pandemic created a seismic shift in the provision of senior center services. As communities return to "normal," how have members changed? This session will focus on what is important to older adults and how senior centers can support older adults in our communities.

### ADMINISTRATIVE SERVICES

#### FRIDAY

**9:10 - 10:10am**

#### **Sharing & Supporting Session for Directors**

Join others who share your profession to share what works, what doesn't and questions you have. This session will offer opportunities to share your successes and learn from others!

**10:20 - 11:20am**

#### **Advocacy the Do's & Don't & 2024 Election Preview**

Instructor: David Corey, MBA

The goal of this presentation is to provide attendees with an overview of how to effectively advocate for issues of importance to your profession. Advocacy is an important tool in the Legislative and Executive Branch processes and, if done correctly, can produce positive results. This session will also review, time permitting, a recap of the 2022 election and a preview of the 2024 election.

## Hotel Accommodations

Doubletree Hotel 175 Hutchinson Ave Columbus, OH.  
Special Room Rate of \$89+ tax has been secured for attendees.

Rooms for the conference must be booked directly through the hotel and can be done by contacting the hotel at **614/885-3334** (*be sure to state that you are with Ohio Association of Senior Centers*).

Room Reservation Deadline is **February 10, 2023**

Hotel Check in time: **4:00pm**

Check out time: **11:00am**

Rate: **\$89 Single or Double Occupancy**

## CANCELLATION POLICY

In order to receive a partial refund of your registration fee, your cancellation request must be received in writing prior to Monday, February 24, 2023. A \$30 administrative fee (per person) will be charged, **regardless of the reason for cancellation** (including medical emergencies).

**NO REFUND** of any kind, for any reason, will be given for cancellation requests received after February 24, 2023. OASC **cannot** make exceptions to this policy. Refunds will be issued within 15 business days after the conference concludes.



### OASC Thanks the

### 2023 Sponsors & Exhibitors

(a full list of sponsors & exhibitors will be available at conference)

Advanced Medical Alert

Collette

Idyll Arbor, Inc

LPI

My Senior Center

Ohio Department of Insurance - OSHIP

Ohio SMP at Pro Seniors

Public Utilities Commission of Ohio

Space is still available for exhibits

For registration details contact the OASC  
Office at 614/784-9772

## MEET THE INSTRUCTORS

**Danielle Brogley** - Danielle has served as the Director of Programs for the Wood County Committee on Aging since 2002, where she is responsible for planning, organizing and implementing all recreational, health and wellness, educational and cultural programs that WCCOA offers to older adults. A graduate of the University of Windsor with a degree in Kinesiology and a certificate in Gerontology, she possesses over twenty years of experience in aging service administration and has served as the coordinator for Program Service Area 4 (PSA) program planning mentoring group.

**Carmen Clutter, MS, RDN, LD** - Carmen Clutter, MS, RDN, LD is the Chief in the Elder Connections Division at the Ohio Department of Aging. In this role, Carmen leads a team of population health-focused professionals dedicated to supporting statewide strategies to advance elder justice and equity and achieve optimal health and well-being for older Ohioans. Funded by the federal Older Americans Act and the State of Ohio, her team directly administers population health-based programs and supports, including supportive services, home-delivered meals, congregate meals, evidence-based disease prevention and health promotion programs, and the National Family Caregiver Support Program. Carmen received her Master of Science in Clinical Nutrition and Bachelor of Science in Human Nutrition from The Ohio State University (OSU). Carmen completed her dietetics supervised practices through OSU's Medical Dietetics program. Since 2018, Carmen has been serving as a dietetics advisory council member with the State Medical Board of Ohio.



## MEET THE INSTRUCTORS

**Carolyn Copus** - Carolyn Copus, Executive Director, 50 North in Findlay, Ohio just completed a \$5.5 M renovation and expansion project during 2020. Carolyn was able to raise \$3.1 M for the expansion and \$2 M for the renovation. Carolyn received both her undergraduate and graduate degrees from Ohio University. She worked at The Arts Partnership for 15 years, the last 9 of which she served as Executive Director. Prior to coming to 50 North, Carolyn was employed by Blanchard Valley Health Foundation as the Major Gifts Officer and later as Director of Independent and Assisted Living at Birchaven Village Retirement Center

**David Corey** - is President of PACA. He earned an undergraduate degree from the University of Michigan with a double major in Economics and Communication. He also received an MBA from The Ohio State University with a concentration in Finance and Marketing.

**Nancy Dzurmak** - Nancy Dzurmak is the Program Manager for Greater Cleveland Volunteers. Greater Cleveland Volunteers is a non-profit organization that recruits and matches the skills and talents of volunteers, ages 18 and older, to over 100 non-profit agencies in the Greater Cleveland area. She manages the AmeriCorps Seniors RSVP and Community Volunteers Programs which includes developing and maintaining partnerships with non-profit agencies who require volunteers to assist with their mission. In addition to working with non-profit partnerships, she works on encouraging, engaging, and informing volunteers of opportunities to serve our community through volunteering.

**Anahita Feltz** - Anahita is the manager of Silver Linings at Old Bridge, a Nationally Accredited Activity Center for Adults 60+ in New Jersey. She serves on the Best Practices Committee and is the chair of the Membership Committee for the National Institute of Senior Centers, while also being the NJ representative for the NISC Leadership collaborative. She also serves on the board of the NCOA's "Modernizing Senior Centers Resource Center". Locally, she serves as the co-chair of the Active Adult Committee of the New Jersey Recreation and Parks Association. She is in the process of reviving a State Association of Senior Centers in New Jersey in 2023. ON her downtime, she enjoys hiking, rock climbing, playing tennis, cooking and volunteering.

**Stephanie FallCreek, MSW, DSW, LCSW** - Stephanie served for 30 years as President/CEO of Fairhill Partners, a unique social purpose real estate campus in Cleveland, Ohio with more than 50 independent for profit and not for profit collaborative tenant partners. Currently "semi-retired," she is taking on a few consulting jobs in areas that ignite her passion. FallCreek is best known for her work in health promotion and organizational development. Dr. FallCreek is a T-Trainer, Master Trainer, Leader and Coach for multiple licensed, evidence-based self-management programs. Dr. FallCreek earned her Master's Degree and Doctorate at the School of Social Welfare, University of California, Berkeley. She has 47+ years' experience working with community based organizations to deliver participant responsive and effective programming to improve social and health equity with diverse populations. Mother, grandmother (of thirteen, aunt, sister, daughter, friend, and married to Jerry Tillman for 34 years, Fall-Creek is devoted to her faith, family, friends and community service.

**Haraz N. Ghanbari** - is a State Representative from Perrysburg, Ohio and is serving in his second term in the Ohio House of Representatives. Haraz has dedicated his life to serving others and has more than two decades of military service.

**Bryan Glover** - In 1993, Bryan and his wife Kelly left Ohio and moved to Toccoa, Georgia, where he attended Toccoa Falls College. Upon completion of his psychology degree, Bryan, Kelly and their daughter, Emily returned to Ohio where Bryan took a position as the Social Services Manager at the Seneca County Commission On Aging in June of 1997. Due to the sudden death of the Interim Director, Bryan was named Executive Director in August of that year and has served in that capacity since. During his time at the Commission On Aging, the agency has grown in every service area and increased its overall revenue by over 600%. Service offerings include nutrition based services, home repair and modification, private catering and hall rentals, transportation and senior housing. Currently, the Seneca County Commission On Aging provides hot daily meal service to Seneca, Wyandot, Richland, Morrow and Marion Counties and frozen meal service through its Home Style Selections program in nineteen counties throughout Northwest Ohio. In addition to his duties as Executive Director, Bryan also serves on the Ohio Association of Senior Centers Board of Directors (president 2006 – 2008), E.C.I., Inc. (a for profit company serving the mentally disabled throughout Ohio), and the Julia Weller Commission.

## MEET THE INSTRUCTORS

**Adrienne Green, MSW, LISW-S** - Adrienne is a 25-year veteran of service for older adults. Her work has spanned a variety of settings, from adult protective services, hospital-based geriatric psychiatry, senior social services, to community mental health for older adults. She has a passion for education around the specialized needs of older adults, and is a fierce advocate for access to services that enhance quality of life. Adrienne is currently the Director of Geriatric Services at Signature Health, a provider of integrated services including mental health, addiction recovery, primary care, and infectious disease care to individuals of all ages. Signature Health has 6 clinics in 3 counties in Northeast Ohio.

**Morgan Fitzgerald, MPH, CHES** - Morgan is the Planning and Operations Section Chief of the Ohio Department of Aging's (ODA) Elder Connections Division. Morgan joined the department in 2020 to manage the State Plan and Area Plans, and she now oversees the section leading all strategic planning, operations, and reporting efforts for Older Americans Act and related programs. As an author of Ohio's 2020-2022 Strategic Action Plan on Aging (SAPA) and Ohio's 2023-2026 State Plan on Aging, Morgan strives to ensure quality, compliance, elder justice, and equity are integrated into all programs, services, and policies administered by the division. Morgan is passionate about prioritizing the needs of underrepresented communities and establishing a plan to institute systemic changes that eliminate disparities and inequities among older adults and caregivers. Prior to her role at ODA, Morgan worked for 10 years at The Ohio State University Wexner Medical Center managing a variety of clinical, non-clinical, and health policy projects. Morgan has subject matter expertise in areas including cognitive neurology, cancer control and prevention, rural health, vaccinations, chronic conditions, quality improvement, and patient safety. Morgan is a Certified Health Education Specialist and received both a bachelor's degree in health sciences and a master's degree in public health from The Ohio State University.

### **Raymont Harris, Coach, Consultant, Speaker**

Raymont Harris is an Entrepreneur, Professional Speaker, Coach and Consultant that founded Elite Mindset Performance (EMP). Born in a small steel city outside of Cleveland, Ohio called Lorain, Raymont was raised alongside his older brother and sister by his widowed father. Raymont, from the very early days of his life was faced with extreme challenges that have greatly shaped the man he is today. Former NFL player, by the way of The Ohio State University, Raymont has spent the past fifteen years working hand in hand with coaches, staff and athletes inside one of the most premier athletic departments in the country. He has guided C-Suite and senior level executives, advised entrepreneurs on growth, flexibility, effective leadership and communication. He has empowered the lives of countless people.

**Connie Huntsman** - Connie is the Executive Director of the O'Neill Senior Center and has been with the organization since 1997. She has been involved in all program development and capital projects undertaken by the O'Neill Center and is currently certified as an Administrator on Aging Services through the [Ohio Association of Senior Centers](#) and serves as the current Past President of the Ohio Association of Senior Centers.

**Beth Kowalczyk, JD, BA** - Beth Kowalczyk is the Chief Policy Officer for the Ohio Association of Area Agencies on Aging (o4a). As Chief Policy Officer for o4a, she ensures that the Ohio Area Agencies on Aging and the older Ohioans they serve have a voice at the Ohio Statehouse, with members of Congress and with state and federal agencies through the legislative and regulatory process. She serves on the Boards of the HealthPath Foundation of Ohio and the Ohio Coalition for Adult Protective Services. Prior to joining o4a, Ms. Kowalczyk was the Bureau Chief for Family Assistance Policy at the Ohio Department of Job and Family Services. She started her career with Southeastern Ohio Legal Services representing low-income Ohioans in civil matters and then joined Ohio State Legal Services Association (now known as the Ohio Poverty Law Center) as the statewide legal services advocate and expert on public assistance and workforce development programs. Ms. Kowalczyk is also serving her second term as a member of City Council in Worthington, Ohio. She has a Bachelor of Arts degree from Kent State University and a Juris Doctorate from New York University School of Law. She was admitted to the Ohio Bar in 1993.

**Denise Niese** - Denise Niese has served as the Executive Director of the Wood County Committee on Aging since 2005. Before her employment at WCCOA, Denise was employed for 18 years by the Area Office on Aging of Northwestern Ohio as a Program Director. She has a BA in Management and Organizational Development with a minor in Gerontology. An advocate for older adults, Denise is the Past President of the Ohio Association of Senior Centers, and served as Treasurer for the National Council on Aging/National Institute of Senior Centers Delegate Council. Denise was recognized by the Ohio Association of Gerontology and Education as the 2012 OAGE Practitioner of the Year. She received the 2013 STAR award from the National Association of Nutrition and Aging Services Programs. Active in her local community, Denise currently serves on many advisory committees.

## MEET THE INSTRUCTORS

**Melissa Owens, MBA** - Melissa is the Executive Director of the Licking County Aging Program (LCAP). A Licking County native, she attended Ohio Northern University and went on to earn her MBA from Mount Vernon Nazarene University. Melissa serves on the boards of LEADS Community Action Agency, the Licking County Governmental Preservation Society and TrueCore Federal Credit Union. She is a member of the Newark Rotary Club, the Central Ohio Area Agency on Aging Advisory Council and a member of Young Leaders of Licking County. Prior to joining LCAP, Melissa worked for several Licking County non-profit organizations in fundraising and marketing. In her spare time, Melissa loves to travel and antique with her community of friends.

**Brad Smith, CPA** - Brad Smith is a Senior Consultant and works to assist clients in enhancing financial performance and/or attracting and retaining human capital. Brad's work includes researching and analyzing compensation data, conducting competitive market analysis and designing incentive plans. Brad is a licensed Certified Public Accountant (CPA) and is a member of the American Institute of Certified Public Accountants (AICPA). He received his BAS from Capital University in Columbus, Ohio.

**Jamie Smith, MBA** - Jamie is the Executive Director at the Tuscarawas County Senior Center and on the board of directors for the Ohio Association of Senior Centers. Jamie has spent the last 30 years of her career in the nonprofit sector working in youth mentoring, addictions counseling, healthcare management, public health, and most recently, senior center operations. In addition to her leadership roles, Jamie has significant experience in fund development strategies including fund raising through special events and levy campaigns as well as grant writing. Jamie received her undergraduate degree from Kent State University in Family & Consumer Studies and her Masters of Business Administration from Walsh University. Jamie is married with five children; Brian (Carlee), Andrew (Kyla), Morgan, Abbi and Manning and is expecting two grandchildren in the summer of 2023.

**Siobhan St. John** - Siobhan is a coach, author, and speaker. She has worked in athletics for the past 21 years and is currently in her 9th season as the Assistant Cheerleading Coach & DE&I Liaison at The Ohio State University. She is the author of the book titled: *Scars Left to Heal*, which is her personal memoir about perseverance and acceptance. Siobhan is a former dancer and captain for the Brooklyn Nets Dance Team, where she danced for 8 seasons. She has been featured in the NBA's Hoop Magazine and in Complex Magazine's video entitled, "What it takes to be a Brooklynette." Siobhan has traveled the world dancing in Countries such as Spain, France, China, the Philippines, Germany, and Turkey, to name a few. She is a cancer survivor, who beat the odds at a young age, and went on to become a professional dancer and collegiate coach.

**Paula M. Taliaferro, MGS, LSW** - Paula works part time at the Central Ohio Area Agency on Aging as an Outreach & Education Specialist. As such, she has presented over 970 workshops in the last decade. Paula holds a Master's Degree in Gerontology from Scripps Gerontology Center at Miami University and a License in Social Work in the State of Ohio. She is a PAC Approved Trainer under Teepa Snow's Positive Approach Certification. She is developer of the "Aging In Ohio" course which is required of many professionals who work with older adults. In addition, she is one two developers of the "Fundamentals of Guardianship" course sponsored by the Ohio Supreme Court's Judicial College.

**Joanne Westwood** - Joanne Westwood has been working in digital marketing since 2009 in the Cincinnati area. I love putting my knowledge of digital marketing using websites, SEO, Social Media Management and PPC advertising to help clients fully understand how they can stand out on digital platforms. As a digital marketing consultant with RevLocal, I appreciate helping many local businesses become more successful by being found more frequently in searches online. RevLocal is a fantastic opportunity to be more successful. In Joanne's free time, she loves to grow her own food, do canning, dehydrating and cooking. Joanne shares her home with her 3 golden tabby cats: Dingaling, Abbey and Stella. Joanne also competes in Euchre tournaments and enjoys hanging with the girlfriends playing Canasta.

**Jennifer Williams** - With over 20 years of experience working with nonprofit organizations as an executive director, board member, staff, volunteer, and consultant, Jennifer understands the unique opportunities and challenges nonprofits encounter. Jennifer started her career working at the Ohio Statehouse before moving to Washington, D.C. to sharpen her advocacy skills working for a nonprofit association representing government finance officers on Capitol Hill. While working in D.C. Jennifer recognized the need for nonprofit organizations to engage in advocacy to both elevate their missions and educate elected officials on the important role of nonprofits in their communities. After her time on Capitol Hill, Jennifer returned to Columbus to launch Ohio's first statewide nonprofit advocacy program representing Ohio's more than 45,000 nonprofits at the Statehouse and educating nonprofits about the important role of advocacy in fulfilling their missions. Jennifer also served as the executive director of a statewide nonprofit organization leading trainings for nonprofits on infrastructure and management, advocacy and board governance while also serving as a voice for Ohio's diverse nonprofit sector at the Statehouse. Jennifer's expertise includes strategy development, best practices, board engagement and advocacy to help nonprofits effectively and efficiently maximize their impact. Her trainings and speaking engagements have included the National Association of State Charity Officials, the National Council of Nonprofits and many statewide and local organizations. Jennifer also frequently serves as a subject-matter expert for legislators and their staff on issues impacting the nonprofit sector.

# Ohio Association of Senior Centers

## CELEBRATING 64 YEARS OF SERVICE



- |   |   |
|---|---|
| <input type="checkbox"/> Member - Early Bird \$289                | <input type="checkbox"/> Member - Thursday Only \$225           |
| <input type="checkbox"/> Non-Member - Early Bird \$319            | <input type="checkbox"/> Certified Member - Thursday Only \$215 |
| <input type="checkbox"/> Member - Certified - Early Bird* \$269   | <input type="checkbox"/> Non-Member - Thursday Only \$245       |
| <input type="checkbox"/> Member - after 2-15-23 \$309             |   |
| <input type="checkbox"/> Non-Member - after 2-15-23 \$339         |   |
| <input type="checkbox"/> Member - Certified - after 2-15-23 \$289 |   |

\*= Certified Members: A copy of your current certificate must accompany your registration

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Wednesday Keynote & Networking | <input type="checkbox"/> Thursday Lunch   | <input type="checkbox"/> Thursday Green Party |
| <input type="checkbox"/> Wednesday Karaoke              | <input type="checkbox"/> Friday Breakfast   |   |
| <input type="checkbox"/> Thursday Breakfast             | <input type="checkbox"/> Special Meals required please list (vegetarian, diabetic, etc) |   |

**Certification Registration:** *(circle level needed)*

**CEUs:** *(check if needed)*

- |   |   |
|---|---|
| <input type="checkbox"/> Certification Test (\$50 Support Staff; \$75 Senior Center Program Planner; \$75 Senior Center Manager; \$100 Professional of Aging Serv; \$125 Sustaining Level; \$125 Administrator of Aging Services) | <input type="checkbox"/> CEU Processing Fee (\$10 per person)<br><b>ALL</b> attendees wanting CEU Credit must pay this fee. |
|---|---|

### Attendee Information: **Please Type or Print**

**Total:** \_\_\_\_\_

Name \_\_\_\_\_ Title: \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

### Method of Payment

- Check

**Registering and paying with your Credit Card  
go online to:**

<https://ohioasc.wufoo.com/forms/oasc-2023-conference-registration/>

for quick and easy registration and payment page.

**Conference Registration Deadline**  
**Monday, February 24, 2023**  
 Please make check(s) payable to:  
 OASC Attn: Kimberly Corey  
 3757 Indianola Ave.  
 Columbus, OH 43214  
**For Information: Call 1-800-796-6272**  
**Fax: 614/784-9771**

## Registration Form Continued

Please indicate sessions that you are interested in attending by prioritizing sessions using 1 through 3 on each of the 4 grouping of sessions. 1 indicates your first choice and 3 your last choice. We will try to accommodate your preferences as space allows. The entire form must be completed and returned by Monday, February 15, 2023.

### Wednesday, March 15

_____	OASC Certification Study Session & Testing	11:30am - 2:30pm
_____	Controlling Controllables/Networking Icebreakers	3:00 - 5:10pm
_____	Karaoke	7:00—9:00pm

### Thursday, March 16

_____	Breakfast Buffet	7:30am
_____	Keynote Address Beth Kowalczyk	8:00 - 9:00am
<b>Breakout Sessions</b>		9:10 - 10:10am

_____	Capital Improvements Panel	_____ Rebuilding/Rethinking Volunteers
_____	The Ever-Changing & Challenging Landscape of Senior Programming	

<b>Breakout Sessions</b>		10:20 - 11:20am
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_____	Compensation Trends	_____ Attracting Seniors Using Digital Marketing
_____	Show Me the Money	

_____	Lunch	11:30 - 1:00pm
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<b>Breakout Sessions</b>		1:40 - 2:40pm
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_____	ODA SAPA	_____ Ethics P1
_____	Best Practices	

<b>Breakout Sessions</b>		2:50 - 3:50pm
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_____	Board Development	_____ Ethics P2
_____	Post Pandemic Landscape for Professionals	

<b>Breakout Sessions</b>		4:00 - 5:00pm
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_____	What's New in Evidence-Based?	_____ Ethics P3
_____	Post Covid Culture	

_____	Green Party (be sure to wear your green)	7:00 - 9:00pm
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### Friday, March 17

_____	Breakfast Buffet	7:30 am
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_____	Keynote Address Resilience the Bounce Back	8:00 - 9:00 am
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<b>Breakout Sessions</b>		9:10 - 10:10 am
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_____	Director Share Administrators	_____ Direct Share Program Planner
_____	Director Share Social Work	

<b>Breakout Sessions</b>		10:20 - 11:20 am
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_____	Accreditation National vs. State	_____ Advocacy Do's & Don'ts
_____	How to attract the newly retired	



3757 Indianola Ave  
Columbus, OH 43214  
800/796-6272  
[www.ohioasc.org](http://www.ohioasc.org)

## OASC Annual Spring Conference Registration Information Enclosed



Register online at:  
[www.ohioasc.org](http://www.ohioasc.org)