



Highlighting INNOVATIONS in Aging



2009 n4a Annual Conference & Tradeshow

Helping Your Program Survive and Grow

Taking a fresh look at volunteers

Saturday, July 18, 2009 - 1:30 PM to 5:30 PM

Hilton Minneapolis, Minneapolis, Minnesota

A Special Session of the n4a Annual Conference & Tradeshow

A number of forces are converging that support tapping into the social capital potential of older adults to help communities: the growth of the largest, healthiest and best-educated generation of older Americans in the nation's history; growing budget restraints on program spending; national interest in civic engagement; and research pointing to civic engagement as important to healthy aging.

The Administration on Aging (AoA) is committed to helping the Aging Network tap into this resource in new and innovative ways. The 2006 reauthorized Older Americans Act placed new emphasis on civic engagement and volunteering as a strategy to enhance the capacity of the Aging Network and increase services to older adults most in need. Attendees will have the opportunity to learn about new best practice approaches and models, latest trends and new legislation, as well as participate in breakout sessions with national experts.

*This Special Session
has limited space.
Pre-registration
is required.*

**Registration Fee
for Saturday Only: \$45
(No additional charge
with complete conference
registration fee)**

**Register online at
www.n4a.org
select "Register Today"**

**Registration deadline:
July 6**

Presented by:



Advocacy. Action. Answers on Aging.





*“A civilization
flourishes when
people plant trees
under which they
will never sit.”*

—Greek Proverb

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Opening Session

Participants will learn about the AoA's role in civic engagement, the current use of volunteers in the Aging Network, and the implications of the new legislation for an aging America.

- *Edwin Walker*, Acting Assistant Secretary for Aging, AoA
- *Lynn Kellogg*, President, n4a
- *Sandy Markwood*, CEO, n4a

Keynote

The Kennedy Serve America Act: A New Era of Personal and Social Renewal and Implications for an Aging America

Shirley Sagawa, Fellow, Center for American Progress

Breakout Sessions

Marketing to Boomers: New Messages that Work for Recruitment, Placement, and Role Definition

- *Lucy Swift*, Director of Partnership Development, Twin Cities Public Television (TPT)
- *Bill Hanley*, Executive Vice President, Minnesota Productions, Twin Cities Public Television (TPT)

Hear about effective marketing strategies to boomers as volunteers, with an emphasis on recruiting boomers for civic engagement initiatives. Learn about a collaborative broadcast partnership between TPT and the Minnesota Department of Human Services/Minnesota Board on Aging on this important topic.

Engaging Diverse Communities in Service

- *Nancy Henkin*, Director, Center for Intergenerational Learning, Temple University

As America grows older and more diverse, people age 50+ from all cultural backgrounds represent a vast resource for communities and the Aging Network. Learn how to develop culturally appropriate strategies for engaging diverse groups of older adults in meaningful service opportunities. Discussion will include how to expand the definition of civic engagement and build authentic relationships with ethnic-based organizations.

Benefits and Value of Service and Exceptional Models

- *Tom Endres*, Vice President, Civic Engagement, NCOA
- *Stephanie Fallcreek*, President & CEO, Fairhill Center
- *Carla Windhorst*, Mather LifeWays
- *Mark Skeie*, Vital Aging Network

Learn how nonprofit organizations can reframe their thinking and better leverage human capital resources to address community needs—including emerging approaches, principles and practices sparking a new era of national and community service involving adults 50+. Hear from three nonprofit leaders how the application of new thinking and practices are helping them get more done with less.