



# 2009 CONFERENCE

**"TOOLS FOR TRENDS  
IN ACTIVE AGING"**

Crystal Mountain Resort  
November 4 - 6, 2009



**2009 CONFERENCE  
at Crystal Mountain Resort!  
November 4-6  
Free Wi-Fi!  
New Spa & Fitness Center!  
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Welcome to the MASC 2009 Annual Conference! We hope you join us this year as we present workshops geared toward giving hands-on tools and information for such topics as fundraising, grassroots organizing, intergenerational planning, and outcome-based fitness programs.

Come as member or nonmember and discover the value and strengths of our statewide organization!

[www.miseniorcenters.org](http://www.miseniorcenters.org)



**Wednesday:**

noon - 6 pm	Registration
3:00 - 4:00 pm	Tools Welcome Session
6:00 - 8:00 pm	Dinner and Keynote Speaker: Colin Milner
8:00 - midnight	"Wine Tasting at the Spa" Event

**Thursday:**

7:30 - 8:30 am	Breakfast
9:00 - 10:00 am	"Turning Grassroots Advocacy into Action"
10:15 - 11:15 am	"Be-Cause We Need Money"
11:15 am - 1 pm	Lunch with Vendors/Vendor Intros
1:00 - 2:00 pm	Amazing Race/Fitness Challenge
2:15 - 3:15 pm	"Senior Center Communities for All Ages"
3:30 - 4:30 pm	Open Forum
5:30 - 8:00 pm	Cocktails, Dinner, Annual Meeting, Auction
8:00 pm - midnight	Vista Lounge Karaoke Networking Event

**Friday:**

7:30 - 8:30 am	Breakfast
8:45 - 9:45 am	"Your True Colors are Shining Through!"
10:00 - 11:00 am	Website drawing and demo! Travel Michigan and MASC Cruise!

## **Wednesday, November 4**

**Registration** noon-6 pm at Crystal Center Northern Lights fireplace area

**Welcome: Pack Your Toolbox!** 3 – 4:00 pm, Northwest Territories Hall  
Don't miss the Welcome session and the "social tools" you need for the conference! One of the biggest values at the conference is networking and learning new ideas and "tools" from each other! This is your chance to pick up identifying materials that are conversation starters with the MASC group! You must attend to get the tools, so get a seat and we'll start together! These are also ideas to use at your center for events and meetings as you try to plan, organize, have fun, and collaborate!

### **Dinner and Keynote Speaker: Colin Milner**

#### **"Trends in Active Aging"**

Cocktails begin at 5:30 pm

Dinner begins at 6 pm in Northwest Territories Hall

Join us for a delicious gourmet meal of grilled chicken and sautéed jumbo tiger shrimp over linguini. Then enjoy Colin Milner, founder and chief executive officer of the International Council on Active Aging® (ICAA), who has been recognized as one of "the most innovative and influential minds" in the world on aging-related topics. Milner has been engaged in the fitness industry for 25+ years and is an award-winning writer of aging related issues.

Milner promotes, advises and belongs to many international coalitions for Active Aging and engagement in all dimensions of wellness. He recently presented at the NISC pre-conference intensive for the 2009 NCOA conference in Las Vegas. His energetic and humorous look at the future of senior centers and the trends that are developing is sure to inspire and start the conference with useful insights!

#### **"Winetasting at the Spa" Event**

8 pm – Midnight at the Crystal Spa  
Enjoy exploring the newest experience at Crystal Mountain, the Crystal Spa while networking! Included will be a wine and cheese event with offerings from local wineries, the opportunity to view original art, soak in the peace of the meditation garden, and become acquainted with the Peak Fitness Center, indoor pool and hot tub! This is a great opportunity to have fun, relax, and mill about a luxurious setting while tasting the best vintages in the region!

## **Thursday, November 5**

### **Breakfast with the Vendors**

7:30-8:30 am in James Bay Hall

Join us for a breakfast buffet and browse vendor information and offerings! This is also vendor day . . . stay tuned for more!

### **Turning Grassroots Advocacy into Action!**

9-10 am in Northwest Territories Hall

**But I Hate Politics!** Most of us do, but Kevin A. McKinney, President of a Lansing based multi-client lobby firm with over 30 years experience, will share dos, don'ts and must knows in creating relationships with legislators – important in times of state budget slashing! Grassroots advocacy is a critical, effective factor in the political arena and we can't afford to not be involved!

Next, Aaron Simonton, Executive Director of Monroe Center for Healthy Aging, 2005 Whitehouse Conference on Aging delegate, and MASC Vice-President will present the MASC framework, which advances a statewide senior center advocacy platform for 2010 Older Michiganian Day in Lansing.

### **"Be-Cause We Need Money"**

10:15 – 11:15 am, Northwest Territories

Sharon Maier, Executive Director of Services for Older Citizens in Grosse Pointe and Certified Fund Raising Executive with a Master's degree in Philanthropy, shares with us winning strategies for deepening our relationships with businesses while staying ethical. Businesses and senior centers can prosper in win/win relationships, even in a Michigan economy. Through "senior friendly" and cause-related marketing, businesses form relationships with their target market and senior centers create funding streams.

### **Lunch with the Vendors**

11:15 am – 1 pm in James Bay Hall

Join us for a healthy lunch and continue to pack your toolbox with vendor information! Vendors will introduce who they are and what they do. Visit their tables to accumulate the tools you need to win the Thursday night drawing!

### **The "Amazing Race" and "Fitness for Life" Challenge!**

1 – 2 pm, Northwest Territories

The Amazing Race, the 2009 National Council on Aging national award-winning program, will be presented by Lori Wells, director of the Traverse City Senior Center. This program won for its ability to be replicated and measured, and its wellness goals. Then Kelly Arndt and Terri Calley, director and program director respectively of East Lansing Prime Times Senior Center, discuss the "Fit for Life Challenge" and "Senior Fitness Test Software," involving us in fitness tests and activities. Here's the tool that helps measure outcomes!

### **"Senior Center Communities for All Ages"**

2:30 – 3:30 pm, Northwest Territories

Chris Hindbaugh of the Kalamazoo Community Foundation presents an initiative on intergenerational inclusiveness and how it can be applied to senior centers. Kalamazoo has created an intergenerational strategy to address community issues, of which older adults have a vital role. Chris presented at the 2009 NCOA conference in Las Vegas, in conjunction with "Communities for All Ages," which has a website with a hands-on assessment tool.

### **The Ever-Popular "Open Forum"**

3:45 – 4:45 pm, Northwest Territories

This lively session will be facilitated by MASC board members Larry Erlandson, President of Evergreen Commons in Holland, MI and Gayle Reed, Executive Director of Heart of Senior Citizens Services in Mt. Morris. Gayle is also our current National Institute of Senior Centers delegate. Both are seasoned veterans in older adult services. The Forum consists of questions/issues turned in by attendees for practical solutions from peers. This is an annual favorite!

### **Reception, Dinner, Silent Auction, Annual Meeting**

5:45 – 8:00 pm in Northwest Territories Hall

Reception at the fireplace in Northern Lights at Crystal Center begins at 5:45. Silent auction items will be placed at back tables in Northwest Territories for your bidding pleasure throughout the night. At 6:15, we enjoy a sumptuous dinner of your choice of Broiled Great Lakes Whitefish with capers and roasted tomatoes served with a light lemon-basil-white wine sauce or London Broil of Hanger Steak with rosemary-Burgundy jus lie. Immediately following is the annual meeting, presided over by Linda Combs, MASC president. Then we will close with vendor and auction winners!

### **Fun, Hospitality, and Networking**

8 pm – Midnight in Vista Lounge

Take this opportunity to have fun in the Vista Lounge with MASC members. Karaoke, Foosball, Billiards, Music, and complimentary drink tickets are on tap!

## **Friday, November 6**

### **Breakfast Buffet**

7:30-8:30 am in James Bay Hall

Last chance to eat with peers and friends! Get fuel for the morning sessions!

### **"Your True Colors are Shining Through!"**

8:30-9:30 am, Northwest Territories

Color preferences express personality! Learn why you choose the colors you do for your car, home, office and clothing. Find out how colors affect the people you serve and work with and how you can give your center the "feeling" you want. Informative and fun! Presented by former senior director and tour company owner Karen Schwark, who has a bachelor's in arts from EMU.

### **MASC Website Contest and Demo/Cruise and Travel**

#### **Michigan Info**

9:30 – 10:30 am in Northwest Territories Hall

You have until Thursday, Nov. 6 to visit the MASC website at [www.miseniorcenters.org](http://www.miseniorcenters.org) and enter to win the contest for posting on the electronic forum. Once at this workshop, we will announce the winner and Dawn White of Senior Neighbors, Inc. and our Public Relations Committee Chair will go over the website's new features. Then pick up information on the MASC upcoming cruise and Travel Michigan updates.

#### **MASC WEBSITE DISCUSSION FORUM CONTEST!**

Check out the Michigan Association of Senior Centers (MASC) forum board at [www.miseniorcenters.org/forum](http://www.miseniorcenters.org/forum)! Receive tickets for the Grand Prize Drawing held on Friday morning! You must be present to win the incredible prize - a Sony Cybershot DSC-H20 Digital Camera! Once you are on the forum, you get:

- 6 Tickets just for posting your first message
- 1 Ticket for each additional post you make



Bonus Tickets! Receive additional bonus tickets for advancing your "position" status on the board.  
10 bonus tickets for achieving Apprentice status (50 posts)  
10 bonus tickets for achieving Journeyman status (100 posts)  
30 bonus tickets for achieving Mentor status (250 posts)  
50 bonus tickets for achieving Expert Guru status (500 posts)  
and . . . Receive 10 additional tickets for adding your profile picture!

### **Important Reminders!**

**Bring a Silent Auction Item of \$25 Value or higher!**

**The luxurious fitness center with pool, hot tub, and spa with massage services is now open! Bring your fitness clothes and swim suits! Make your reservations for massage services in advance though by calling 1-800-YOUR MTN (968-7686). Visit the website for more information at [www.crystallmountain.com](http://www.crystallmountain.com).**

**Bring enough newsletters to share !**