

- June 17 Board Meeting
- August 19 Board Meeting
- September 15 Board Meeting
- September 15-17 Fall Training



WASC Honored with Association of the Year Award

At the NCOA Annual Conference held in Chicago, the Wisconsin Association of Senior Centers was presented with the Association of the Year Award. The award was presented to Wisconsin for outstanding creative technical assistance in promoting growth, development, and expansion of their association and

Senior Center organizations. WASC President Cindy McGlynn accepted the award on behalf of all the WASC members.

National Conference—Chicago Style

Many WASC members attended the NCOA Annual National Convention held March 14-18 in Chicago. WASC had underwritten a bus to transport 15 members to attend the pre-conference intensive regarding Senior Centers. Others were able to attend the full conference.

Everyone brought back ideas, contacts and knowledge to implement at their Senior Center or in our association. It is always helpful to hear from others of how they have solved similar issues that you may be facing, or just have some ideas on how to revitalize a struggling program. The national conference gave us a wide variety of peers in the aging field from across the country to inter-



Conference attendees (sitting L to r): Christine Beatty, Jill McHone & Alison Koelsch; (standing L to R): Cindy McGlynn, Jill Kranz, Mark Ziemer, Diane Lanaville & Cheryl Batterman

act with whom all are striving to assist senior adults live dignified, productive, and healthy lives. It is interesting to hear what that means to different people in other regions in the US. Please check out the NCOA website for the reports from the conference. Remember to consider the national conference for next year, it is something that may be a budget issue, but well worth the time if you can make it a possibility. The 2011 NCOA conference is in San Francisco.

(continued page 6)



From Your President...

Hope everyone is experiencing a happy and healthy Spring time!

Thank you to Districts 4 and 5 for hosting the Spring Training. I know it is an event that many look forward to for great information and networking at an incredibly affordable price. Well done. Watch for information on the Fall Conference, this year in Waupaca. Can't wait to see what our hosts from District 3 have in store for us.

I had the privilege at the NCOA Conference in Chicago to receive the award for State Association of the year on your behalf. I was honored to represent the Wisconsin Association of Senior Centers. We should be very proud of all the work we do on behalf of older adults and the commitment we make to each other to help all Senior Centers strive to be the best they can be. Great job WISCONSIN!

I would like to recognize Sylvia Bull the Director of the Menasha Senior Center. Sylvia has not only been a dedicated Director in Menasha for many years, but also an active member of District 3 and has served many years on the WASC board. Sylvia is retiring from her position at the Senior Center in Menasha and from our board in the next few months. I would like to thank her for her support and hard work, her good natured personality will be greatly missed. Best wishes, Sylvia!

In the near future look for a new look for WASC. The board has worked on a new logo for some materials and will be presenting this soon as well as some big changes for the WASC website. I would like to thank Lelia for her hard work on these projects. Please take a look and let us know what you think.

*-Cindy McGlynn, WASC President
Stoughton Area Senior Center Director*



WASC Strategic Goals

- To gain and sustain membership in WASC.
- To explore administrative support for the organization.
- To increase the influence of WASC with other organizations.

Advocacy

Communicating with your elected officials in Washington, DC is very easy. With a few "clicks" of your mouse, your message is carried over the internet in a brief time. Go to the web page www.ncoa.org and follow the instructions as you move through their wizard. This action can take just a few minutes to complete. Whether you are communicating with your officials about issues concerning WASC, or you have issues specific to your area, this is a good way to let your voice be heard. Advocating for seniors is near and dear to our hearts. That's what we're all about. Now it's even easier. Good luck!

Join us for WASC & Wellness in Waupaca September 15-17

You will be able to learn and network with your colleagues. The conference starts with an orientation for first time attendees, followed by a session on the value of fundraising and networking on trips. This presentation will be held on the famous Chain-of-Lakes in Waupaca. The popular program sharing ideas, and a fitness event will also be held on Wednesday. Thursday will be started with our Annual meeting and Dr. Humor. We will gather to discuss issues at our centers, depending on center size, followed by Wellness of your programs through Social Networking (our target groups of ages 50-65 are the biggest growing users of social networking sites). Get your program off the ground, collect health and wellness ideas, plus others. Oh yes, and the auction has a new twist this year! Room rates are great and you'll love the facility! See you in September!



-District 3 Conference Planning Committee

2010 WASC Board of Directors & Committees

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2010 WASC/CWAG 6th Grade Essay Contest

Top State Boy Winner

Perfect Shot

Pop! Pop! "Nice shot Jake!" We were at my Grandpa's farm in northern Illinois, shooting down empty aluminum pop cans with BB guns. It was a sparkling summer day in the middle of July with no wind in the trees and the calming trickle ringing out of a nearby stream. I went to his farm to help him with yard work, which we had done already. We were in the shade of an old craggy oak tree sitting on stools and having contests of who could shoot down the most pop cans. We stacked the cans like a small pyramid, starting with four on the bottom. I was first shot. Taking my time, I aimed at the can on the bottom left. I lined up the sights and shot. Pop! It was hit exactly in the middle, rocketing it backwards three feet. When the can flew off, the ones on top fell down, too. Five cans knocked down out of seven! An amazing shot. My Grandpa gave me a pat on the back and congratulated me. All the excitement had made us thirsty, so we went inside the farmhouse to grab some cans of ice-cold root beer.

The sun had started to set, lighting up the sky with shades of magenta and dark pink. Dusk drew near, and fireflies started creeping out of their beds. We finished our sodas, got out a jar and tried to catch as many as we could. We caught a few, just enough to create a small light. We went over to the porch with our light of fireflies, and Grandpa told a story of one of his breathtaking and dangerous bear hunts. It was awesome. Spending time with my Grandpa is one of my favorite things.

Name: **Jake Genskow**

Senior Center: West Madison Senior Center

Director: Ingrid Kundinger

School: Jefferson Middle School

Teacher: Mrs. Brenda Hinahara

Top State Girl Winner

Walking with Grandpa

The scent of coffee wafts from Grandpa's cup. My feet sink into the soft beach sand. There is a peaceful murmur of sound that blends into music. I grab Grandpa's hand and lean into his blue plaid shirt.

I move toward the water and Grandpa stays on dry sand. There's something that passes between us and, without words, we share the love, joy, and beauty of that moment in the early morning sun. I get a feeling like floating and I cannot stop smiling.

I scamper back to Grandpa and we walk silently for a while. Then Grandpa stops and points to the sand. "Will you look at that," he says. I peer at the sand, searching for contrast. When I see it I gasp. On the ground is a perfect untouched sand dollar. It's the perfect souvenir of our walk.

We trudge slowly back, watching the waves slapping the sand. When we get back to the hotel I run eagerly up the steps, the hot wood warming the soles of my feet. I see my mother walking to us. Grandpa chuckles as I rush to show her our find. As I get there, the sand dollar falls from my palm, tumbling towards the hard wood. There is a soft shattering sound and the sand dollar lies in a thousand pieces.

I may have held back tears then, but looking back I realize that maybe it was meant to be. It might be that no one before had seen that sand dollar, and no one will now. It's something that just Grandpa and I shared. Maybe the sea and the sand saw our connection and wanted to share that small thing with us. Just Grandpa and me.

Name: **Morgan Florsheim**

Senior Center: Shorewood Senior Resource Center

Director: Elizabeth Price

School: Lake Bluff Elementary School

Teacher: Sachin Pandya

Merrill Area Community Enrichment Center (Formerly the Merrill Senior Center) Celebrates 40 Years (1970–2010)

The Merrill Senior Center started out their 40th Anniversary with changing their name to the Merrill Area Community Enrichment Center.

The center celebrated with a selection of music heard through the last 40 years, refreshments, and special presentations. Awards were presented to families of those who stood up for those senior adults back in 1969. We are so blessed the documentation has been saved since day one. Robert Akey, who in his late thirties took on the role as chairperson; Delores Kelly, who was the first Coordinator of the center working 4 hours a day at the Drop in Center; and Marge Tlusty, who was the first volunteers and part-time staff person hired in 1973.

A center that started out in the basement of old City Hall with 50 older adults walking through the first week, the center has moved and changed in size and programming. Because of the services and programs we offer for people of all ages and abilities, the center has taken on the name of Merrill Area



(L to R): Jill Kranz, Jane Deau & Barb Robinson

Community Enrichment Center. Our focus continues to be providing programs and services for mature adults in the Merrill Area, but we also do several multi-generational programs each month as well as providing programs for those in the community with special needs.

Middleton Senior Center Director Jill Kranz and Bureau of Aging & Long Term Care Resources Program Specialist Barbara Robinson attended the event along with 130+ people from the community. It was a wonderful day. I hope to see the growth and continued community support for the center long after I am gone.

*-Jane Deau, Director
Merrill Area Community Enrichment Center*

National Conference (continued from page 1)

The state of the economy was a prevailing theme during the March ASA/NCOA Annual Conference in Chicago. From the fact that attendance was down slightly to the prominence of fund-raising breakout sessions to the message of keynote speakers like Kathleen Sebelius (pictured at right), Secretary of the United States Department of Health and Human Services, the overriding buzz was about the dramatic increase in the demand for senior-specific services while the drum beat to 'do more with less' remains constant. As veteran senior center directors there's not much new in that, but what could be taken from the Conference is that there are some innovative ways of addressing the pain of the 'more with less' message, including greater use of technology, collaborative efforts with sometimes seemingly dissimilar agencies, and constantly maximizing the use of the skills and talents of those very seniors coming into our centers. All of these and many other strategies for coping with 'more with less' are worthy of our ongoing discussion and consideration and should regularly be on your District meeting agendas.



Another strong signal from the Conference was the new position NISC has been assigned in the NCOA organizational picture, a clear recognition that senior centers are and will remain the dominant mechanism for reaching the over-50 population. NCOA is creating an infrastructure of support for senior centers and bringing us to the table as partners in the planning for how to best address the pressing needs of an aging society. This generates pressure on all of us to perform at our most efficient and effective when we deal with the

issues of our participants, to demonstrate that we are, in fact, major players in this process. We need to be sure that when there is a need to reach seniors for whatever reason, be it a health emergency like the flu vaccine crisis of a few years ago to rallying community volunteers, senior centers are the first thought that occurs to everyone.



WASC members enjoyed riding the chartered bus to & from Chicago to attend the NISC pre-conference intensive which focused on Senior Center programs

Carrying forward with the amazing enthusiasm and energy of the Conference, sharing "What's New, What's Important, What Works, and How We Can Do It", swapping wails and woes and then diving head first into another year of exciting opportunities and creative enterprise, that's the legacy of the 2010 Aging in America Annual Conference for me, and I hope as your

NISC Delegate to share with you throughout the year a whole host of things that can be gleaned from it.

WASC Spring Training

45 WASC members (consisting of senior center directors, program staff, and council/board members) attended "Fundraising, Foundations, and Creating Community Partnerships" on April 29 in Stevens Point. The training was informative, with the keynote speaker Terry Rothman, Executive Director of Community Foundation of Central Wisconsin, starting the day with information on the subject that is so present on our minds (money) as we have ongoing growth in our senior population and constraints in our program budgets.

Concrete, practical suggestions were given and, for those unable to attend, two resources you want to tap are www.agoodmanonline.com and www.guidestar.org. The first website links you to Andy Goodman, author of "Storytelling Best Practices," a wonderful resource for senior center directors that offers the best in getting your center's message out, for fund raising and image purposes. Terry also suggested surfing www.guidestar.org to explore the non-profits in your area, for community partnerships.

After enjoying a Point Deli buffet lunch, the training reconvened with a panel of three senior center directors offering best fund raising ideas from their centers. Kim Biederman (Omro Area Community Center), Christine Fritz (Chetek Community Senior Center), and Mary Pica-Anderson (L.E. Phillips Senior Center) led the discussion with ideas that can be applied to centers of any size, with detailed information on how to, costs, and final financial outcomes. This annual spring training was made available through financial sponsorship of WASC, made possible by your membership fees, financial sponsors to WASC, and coordinated by Districts 4 & 5.

*-Carol Moore, District 5 Delegate
Lincoln Senior Center Director*

Oven-Baked French Toast!

Augusts Area Senior Center's staff and Board partnered with Western Dairyland's RSVP to host the second annual *French Toast Volunteer Appreciation Breakfast*. Last year's event went so well and made our volunteers feel so good that we decided to turn it into an annual event. We began by serving a style of French toast that was baked in the oven and served with hard cooked eggs, fruit, juice, and coffee. The breakfast included a very short speech thanking the volunteers for sharing their time and talents with us and then RSVP Coordinator Cheryl Padula was introduced and explained the benefits of registering as an RSVP volunteer. She also explained the volunteers need not do anything more than what they were currently doing as volunteers. For more information, call Cheryl at (715) 985-2391, Ext. 205.



Attendees Ingrid Kundinger (West Madison Senior Coalition) & Bob Power (Colonial Club Senior Activity Center/ Sun Prairie)



Paula Schutt (The Gathering Place/Milton) carpooled with four other WASC Directors





WASC

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