

- April 15—Board Meeting (Conference Call)
- April 29—Spring Training
- June 17—Board Meeting
- August 19—Board Meeting

January-March 2010

www.wiseniorcenters.org

“Serving Senior Centers
Since 1983”

WASC NEWS

An Official Publication of the Wisconsin Association of Senior Centers



DeForest Wins Honorable Mention

The DeForest Area Community and Senior Center was awarded one of four **Honorable Mentions** nationwide in the 2009 NISC Senior Center Month “**Make a Connection**” contest. We submitted the following activities, programs, and partnerships along with our publicity efforts. Our Program Coordinator “pulled out all the stops” in attempting to help area senior adults make connections at the Center. The senior dining site hosted a Tailgate Party as well as a Nonagenarian (90-plus) Birthday celebration. In addition to launching a series of new craft classes taught by Madison Artist Nancy Welch with her “**Pounded Flower Art Class**,” a second 5-week session of Tai Chi exercise classes concluded; this was part of the statewide effort to reduce accidental falls by seniors. September’s health initiative included an audiologist’s presentation and hearing screenings.

Two programs of historical interest were also offered: the **Wisconsin Historical Society presented “Manners, Mending and Morals: Ladies Lot in Life from 1850-1950”** complete with costumed interpreter. Through a partnership with the DeForest Area Public Library and DeForest Historical Society, historical impressionist Jessica Michna donned elaborate costumes in assuming the identity of a former **First Lady**. She used extensive props and sound, as well, in “**Mary Todd Lincoln Looks Back**.”



Jessica Michna as
Mary Todd Lincoln

Our Center also partnered with RSVP of Dane County in hosting their combined Folk Art Fair/Volunteer Open House targeting DeForest-area RSVP volunteers as well as the public. It featured rides in our jointly sponsored **Neighborhood Electric Vehicle (NEV)**. “**Make a Connection**” publicity efforts submitted included NCOA posters along with Center-made flyers, extensive coverage in our monthly newsletter *The Scoop* and coverage as well in the local *DeForest Times Tribune* weekly newspaper. Our overall September programs/events made a connection to community seniors by attracting senior adults of all ages—“**regulars**” as well as **newcomers**—to connect at our Café, around the exercise equipment or when playing Wii Bowling, through the senior dining site, through the jointly sponsored public presentations, and through our classes and programs. And we have a colorful, framed certificate to show for our efforts!

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Essay Contest News

This year's 6th Grade Essay Contest is quickly coming to an end. This state-wide project is sponsored by WASC and the Coalition of Wisconsin Aging Groups. The following 16 senior centers have enrolled in the 2010 contest:



- ◆ Baraboo Area Senior Citizens Organization
- ◆ Cedarburg Senior Center
- ◆ Clinton Senior Citizens
- ◆ Columbus Area Senior Center
- ◆ DeForest Area Community and Senior Center
- ◆ East Madison/Monona Coalition of the Aging
- ◆ Jefferson Area Senior Center
- ◆ Menasha Senior Center
- ◆ North/Eastside Senior Coalition
- ◆ Oneida Senior Center
- ◆ Plymouth Senior Center
- ◆ Shorewood Senior Resource Center
- ◆ South Madison Coalition of the Elderly
- ◆ Stoughton Senior Center
- ◆ Sussex Community Center
- ◆ West Madison Senior Coalition

Senior centers invite 6-grade students in their local school system and home-school networks to participate in an essay contest focusing on their relationship with senior adults. The topic is *My Best Older Friend* or *My Grandparents*. Local senior centers choose a boy and girl winner and their essays are featured at a local Older Americans Month activity in May. Local winners advance to the state level where a girl and a boy winner receive a plaque and cash prize of \$150.



The contest provides an intergenerational activity and partnership opportunity for senior centers and school districts. It features senior centers in a positive role in the community and provides favorable public relations opportunities for senior centers and WASC. It also enhances youth perceptions of senior adults—and senior adults enjoy the opportunity to interact with younger community members.

The deadline for senior centers to submit their top boy & girl essay is April 5th—state winners will be announced on April 12.

For more information, contact Essay Chair Cheryl Batterman at cbatterman@nescoinc.org or (608) 243-5252.

Advocacy

Communicating with your elected officials in Washington has become very easy. With a click of several buttons, 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!**

-Ingrid Thompson, Legislative Chair

From Your President...

Exciting things are happening in and around Wisconsin. I am very proud to announce Wisconsin will receive the State Association Award at the NCOA National Conference in Chicago this year. This is an award that is direct reflection on the hard work and dedication of the WASC Board, its committee members, and you the membership of WASC. I would also like to thank Lelia Ziebell, our support staff, for her hard work. She has been such a valuable addition to our organization. I hope to see some of you at the NCOA conference March 15-18 in Chicago. I understand if you are unable to attend, budgets are difficult for everyone this year. Those of us that will be attending will be returning with information and ideas we will share with everyone, through this newsletter or with WASC sponsored trainings.

And speaking of trainings...take note of the WASC Spring training happening in Stevens Point on April 29th. Information on the training is included in this newsletter. I wanted to thank District 4 & 5 for putting this quality day together. This is a wonderful opportunity to invite staff or board members to join you for an inexpensive day of information and idea sharing. Hope to see you there.

-Cindy McGlynn, President

2010 WASC Board of Directors & Committees

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<u>Officers</u>	<u>District</u>	<u>Phone</u>	<u>FAX</u>	<u>Email</u>
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Jane Deau, Vice-President	5	715.536.4226	715.539.2668	jd1997@ci.merrill.wi.us
Christine Fritz, Secretary	4	715.924.3121		cheteksenior@chibardun.net
Sylvia Bull, Treasurer	3	920.793.5597	920.793.5529	sbull@ci.menasha.wi.us

District Delegates

Alison Koelsch	1	608.835.5801	608.835.9299	akoelsch@vil.oregon.wi.us
Marie Hathaway (Alternate)	1	920.563.7773	920.568.3206	mahathaway@hotmail.com
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Mary Pica Anderson	4	715.839.4909	715.839.5036	marypanderson@charter.net
Barbara Pritzel (Alternate)	4	715.286.2953	715.286.2953	augseniors@aol.com
Carol Moore	5	715.346.1406	715.346.1418	moorec@co.portage.wi.us
OPEN (Alternate)	5			

Committees & Other

Mark Ziemer, Accreditation	3	920.232.5302	920.232.5307	mziemer@ci.oshkosh.wi.us
Cheryl Batterman, Essay Chair	1	608.243.5252	608.243.5259	cbatterman@nescoinc.org
Jill Kranz, N.I.S.C. Officer	1	608.831.2373	608.831.4923	jkranz@ci.middleton.wi.us
Diane Lanaville	1	608.845.7471	608.848.2784	diane.lanaville@ci.verona.wi.us
Barbara Robinson, Bureau on Aging/LTCR	1	608.266.7498	608.267.3203	robinbj@dhfs.state.wi.us
Ingrid Thompson, Legislative	1	608.838.7117	608.838.3619	ingrid.thompson@mcfarland.wi.us
Lelia Ziebell, Newsletter & Support Services		920.344.5035		leliaziebell@yahoo.com





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www.cwag.org

Securing the present and protecting the future

Visit our new web site
www.wisconsinssmp.org

TO: Members of the Wisconsin Association of Senior Centers
FROM: Elizabeth Conrad, Wisconsin SMP Project Coordinator (econrad@cwag.org)

Greetings:

As the Coordinator of Wisconsin SMP (Senior Medicare Patrol), I am proud to be a Bronze and Gold Sponsor of the Wisconsin Association of Senior Centers for over 8 years. Since members of your board have changed over the years, I would like to take this opportunity to explain what the Wisconsin SMP project is and how we can work together to provide a valuable service to Wisconsin seniors.

Who We Are

The Wisconsin SMP project of the Coalition of Wisconsin Aging Groups, funded by a federal Administration on Aging grant, educates Medicare beneficiaries, and the caregivers and professionals who serve them, about ways to protect themselves from healthcare fraud, waste, and abuse.

What We Do

The SMP gives free presentations about these issues statewide, and recruits volunteers to assist by attending health fairs, senior expos, state conferences, etc. to provide outreach and education to Medicare beneficiaries in their communities. In addition, Wisconsin SMP publishes a monthly newsletter, *The Fraud Alert*, that gives up-to-date information about Medicare, healthcare, and consumer fraud issues affecting Wisconsin Medicare beneficiaries.

Many individuals and groups share *The Fraud Alert* with others. If you or your organization is doing **this, we're grateful for your help in getting the message out, but we need to hear from you. We'd like** to include the numbers of people with whom you share *The Fraud Alert* in our reports for the federal Administration on Aging and the Health and Human Services Office of the Inspector General. Accurate reports of those individuals who are getting information from *The Fraud Alert* will help ensure that the project continues to be funded in the future.

If you would like to host a six-hour training on Healthcare and Consumer Fraud, please contact Elizabeth Conrad, Wisconsin SMP Project Coordinator, at (800) 488-2596 ext. 317. To receive information about volunteer opportunities and our *Fraud Alert* newsletter, please contact Judy Steinke, Wisconsin SMP Volunteer Coordinator, at (800) 488-2596 ext. 342.

Thank you for your continued support.

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Fundraising, Foundations, and Creating Community Partnerships

Date: Thursday, April 29, 2010
Time: 8:30 A.M. - 3:00 P.M.
Fee: \$20.00 / \$40.00 / \$65.00
Place: Ramada Stevens Point,
Stevens Point, WI

For registration, contact:

Mary Pica-Anderson
(715) 839-4909
marypanderson@charter.net

To submit questions in advance,
contact:

Erin Johnson
Lowell Senior Center
(715) 421-1051
ejohnson@wirapids.org

This seminar was initiated and
organized by the WASC Board
and is underwritten by WASC
for the benefit of its members.

Fundraising, Foundations, and Creating Community Partnerships

- A one-day workshop you **don't want to miss.**
- A great opportunity to invite a board member or active volunteers.
- ◆ An interactive learning experience.

Sponsored by the
Wisconsin Association of
Senior Centers Senior Centers



April 29, 2010



Ramada—Stevens Point
1501 North Point Drive
Stevens Point, WI 54481

From Green Bay: Take WI-29 west for approximately 69 miles. Turn left onto WI-49, right onto CR-II, left onto CR-Y, left onto CR-J/CR-Y, right onto CR-Y and then right onto WI-66 south. Proceed on WI-66 for approximately 3 miles. Merge onto I-39 north. Continue on I-39 north and take the US-51-BR exit (161) toward Stevens Point. Continue on US-51-BR south. Turn right onto North Point Drive.

From Madison: Take I-39 north toward Portage and take the I-39 north exit 108A-B. Merge onto I-39 north via exit 108B. Continue on I-39 north for 77 miles. Take the US-51-BR exit (161) toward Stevens Point. Continue on US-51-BR south. Turn right onto North Point Drive.

From Milwaukee: Take I-94 west toward Madison for approximately 100 miles and then take I-39 north exit 108A-B. Merge onto I-39 north via exit 108B. Continue on I-39 north for 77 miles. Take the US-51-BR exit (161) toward Stevens Point. Continue on US-51-BR south. Turn right onto North Point Drive.

Fundraising, Foundations, and Creating Community Partnerships

This two-part one-day training will help you examine your senior center and apply ideas to keep it thriving in today's economy.

Speaker: Terry Rothman

“Fund Raising, Storytelling and Partnerships”

Senior Centers are being challenged just as all services and businesses are being challenged to meet their mission in today's economy. This presentation will provide guidance in developing successful fundraisers, in linking up with foundations and their role in communities, even in areas not being served by a specific community foundation, and partnering with your community resources. Terry has a BS degree in Business and Economics from UW-Platteville, is currently the Executive Director of the Community Foundation of Central Wisconsin, and has prior experience in banking services. He is the father of four, grandfather of three, and active in Portage County. Terry will use an interactive presentation style. To send questions to Terry in advance of the training, contact Erin Johnson.

The afternoon session will feature a panel of senior center directors who have successful fundraisers. They will share their fundraising experiences and show us ways to apply them to our own senior centers.

Schedule

8:30 A.M. – 3:00 P.M.

Ramada Stevens Point
Stevens Point, WI

8:30 – 9:20 A.M.

Registration (a breakfast snack will not be served)

9:30 A.M.

“Fundraising, Storytelling and Partnerships”

12:00 P.M.

Lunch

1:00 – 3:00 P.M.

Panel on successful senior center fundraisers

Registration

To register, fill out and mail this form along with the registration fee to:

WASC c/o Mary Pica-Anderson
L E Phillips Senior Center
1616 E. Bellinger St.
Eau Claire, WI 53703

Registration fee: (includes buffet lunch)

- \$20.00 WASC members (staff, board, members, volunteers)
- \$40.00 non-members
- Join WASC today for \$65 and you or your designee can attend this training free. Visit www.wisniorcenters.org and click on member ship for benefits and form or contact Sylvia Bull at (920) 967-5173 or sbull@ci.menasha.wi.us.

Make check payable to: WASC

Space is limited—register early!

Registration fee is non-refundable.

Registration deadline: April 14 (no exceptions)

Name _____

Center/Agency _____

Address _____

City _____ Zip _____

Phone _____

E-mail _____

One registration per form. You may duplicate this form. Your registration is your confirmation.

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Teri Lechner Retires!

January 15, 2010 was Teri Lechner's 55th birthday! As many of us know 55 is the magical age that most of us Senior Center folks can retire. And, that is just what Teri did! Retire! Teri has been the director of the Watertown Senior Center for 29 years and after many hours of discussion with her family, she made the decision to start a new chapter in her life.

But after 29 years in her only post college job, that was a decision full of memories. Seminars, tax workshops, parties, board meetings and budgets ruled her work life. All of us can relate to tough decisions when budgets were cut, finding good entertainment our seniors would enjoy and the center could afford, developing friendships with our seniors and organizing volunteers who are the heart of associations like ours. She will be missed as new staff step up to fill her shoes.

We salute Teri and her many accomplishments and wish her well as she heads off to the land of fun and frivolity. As time permits, we do expect her to return to her center to volunteer and take a class or two in her free time



Social Networking?

facebook

I don't know about you, but this social networking "phase" is making my head spin.

Seems like we just got going on an awesome website for our senior center, then jumped into creating a Blog for weekly postings, and then added a profile of our agency on Facebook. Before my head stopped spinning, I was faced with another "wonderful way" to promote our programs and services to our volunteers, seniors and their family members: Twittering. Thank goodness I have a dynamic staff willing to not only educate me on this new stuff... but also excited about setting it up and pledging time to keep it "up-to-date" with vital announcements (aka "not fun & games stuff!"). So, I'm wondering... is anyone else out there doing any of this social networking—and if so, is it working for your center? I'd love to hear from you!

Give me a call or email me with your thoughts (608) 243-5252 or cbatterman@nescoinc.org. Thanks!

-Cheryl Batterman, North/Eastside Senior Coalition

twitter



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.



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