

Sonoma County Section on Aging

January 20, 2010

MINUTES

Opening and Remarks:

Laurie White, Co-President

Co-President Laurie White opened the meeting at 9:10 in the new location at the Scottish Rite Masonic Center, 600 Acacia Lane. Laurie reviewed the mission of the Section of Aging and the meeting dates/times.

A survey for members was distributed to get feedback on members' thoughts on the structure of current meetings, suggestions for changes, expectations and recommendations for programs for the coming year. She asked that they complete and turn in to one of the officers at the end of today's meeting.

Laurie explained the new process for Spotlight Speakers. One speaker will be a Coffee Sponsor, on a volunteer basis (sign up with Laurie or Eloise), at a cost of \$50.00. Bring cash, or check payable to Alexander Bettencourt. If Coffee Sponsors want to bring food, it's their choice. The second Spotlight Speaker will be decided by the raffle, as in the past.

Spotlight Speakers for February:

Nancy Proctor, Memorial Hospice (Coffee Sponsor)
Paul and Rhonda Harlin, Jonathan's Son, Inc.

Spotlight Speakers for March:

Deborah Jackson, Redwood Funeral Society (Coffee Sponsor)
Brian Arendt, Heartland Hospice

Raffle Prize, donated by Saralyn Bowen, Golden Living Centers: umbrella won by Bob Cheal.

Spotlight Speaker: Laura Malone
Brighton Gardens
www.sunriseseniorliving.com
707-566-8600

Laura gave us a brief history of Brighton Gardens, founded 28 years ago by a couple who discovered a senior care home in Amsterdam, Holland and brought the concept here. Brighton Gardens is comprised of three care centers: assisted living, a memory care unit, and a skilled nursing facility. With the three different care centers, it is possible for couples to live together, but still obtain the specific care that is needed by each individual, yet remain together in one community.

Spotlight Speaker: Paul Sconfienza
Santa Rosa Memorial Park & Crematory
Eggen Lance Mortuary
707-542-1580
www.srmp.org

Santa Rosa Memorial Park was established in 1895; the crematory started in 1958; and the mortuary in 2005. Paul, as the Advanced Planning Counselor, talked about the benefits of pre-planning:

1. You know your wishes will be fulfilled.
2. It eliminates stress for family.
3. It gives people peace of mind.
4. Pre-paying freezes the price based on today's prices.

Treasurer's Report:

Carolyn Worley, Treasurer

Exchange Bank:

Beginning Balance (11/30/09)	\$2,236.07
Debits	279.68
Deposits	840.00
Ending Balance (1/20/10)	\$2,796.39

Carolyn explained that the expenses are for rent for the monthly meetings and insurance. She announced that annual dues are \$60.00, payable by check or through the SOA website.

Program Speaker: Bob Cheal

YourEldercareSolution.com
www.YourEldercareSolution.com
707-676-2402

Bob designed and launched the new SOA website in August of 2009. It is intended to be used as a resource and also provide a list of contacts. Benefits of the SOA website are:

- Provides outside links to your website. Bob reviewed current member directory. Encouraged all members to include tag line or marketing statement, logos, photos, and weblinks. Can have more than one person listed under each business/agency. **Please email logos and photos to Bob Cheal and he will publish on website.**
- Lists upcoming events and announcements: **Going forward, announcements are to be added on-line.** There is a 255 character maximum; ads/announcements are good for 30 days. Bob will review and release.
 - Open houses
 - New locations, services, or products
 - New office locations
 - Job openings
 - New hires and promotions
 - Events
 - Particular needs
- SOA minutes are posted to website.
- Renew membership: **To join SOA, please go to the SOA website to sign up.** Remember that you can have multiple memberships under one business/agency name at no additional cost.
- Senior Community Resources tab: **Email Bob with information on the resource site** and he will publish on the SOA website.
- Contact information: Please avoid email blasting. If you have something that is a general benefit, please email admin@sonomacountysoa.org. The Co-Presidents will review and send the email blast if appropriate.

Everyone congratulated Bob on the great website.

Program Speaker: Eloise Tweeten

Tweeten Eldercare Advisors
www.TweetenEldercare.com
707-570-2589

Eloise spoke on how to make the most of your SOA membership:

- Information sharing: Get involved; attend meetings regularly; share your time, knowledge and resources
- Start a special interest group from the SOA membership
- Be a coffee sponsor/spotlight speaker
- Networking: Networking is all about referrals, sharing info and resources. To get good referrals:
 - Make clear introductions
 - Cultivate relationships; get to know people
 - Schedule meetings
 - Determine what you can give to other people

Eloise encouraged all members to identify one person from the SOA membership to meet with before the next meeting, and to do that each month.

Characteristics of a master networker:

- Follow up on referral (with the person being referred AND the person who gave the referral).
- Have a positive attitude, enthusiasm, and motivation
- Be trustworthy
- Be a good listener

Program Speaker for February (Wednesday, 2/17/10, 9:00 am):

Kate Maxwell, PhD and MFT, Council on Aging

“The Meaning of Material Possessions in Later Life: Why do we hoard?”

Have you noticed elders who collect large numbers of “stuff” and place value on them even though they may be worthless? How can we help them? Is this a simple anxiety or a complex neurosis?

Respectfully submitted,

Debbie Cerri, Secretary
At Your Service Home Care
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707-573-1003