

Section On Aging  
August 19, 2009  
Minutes

**Opening Remarks and Welcome  
President**

**Saralyn Bowen,**

Saralyn opened the meeting at 9 AM. First order of business was to remind members to submit their business profile and description to Bob Cheal for website. Vice President at Basic information is now posted on our website, sonomacountrysoa.net.

**Spotlight speakers for September**

Albert DeSilver, Visiting Angels  
Dave Carter, Bank of America

**September meeting**

September 16

Sonoma County Health and Human Services: Present and Future  
Odd Fellows Lodge

Special announcement/information presented by Kira Reginato: Masonic Outreach Services, 1-888-466-3642, assists members, widows and mothers with no-cost care management services, information and referral, and financial support, which is determined on need. Kira encouraged members to add "Are you a Mason?" to the intake form to enable clients to take advantage of their services and financial support. Call Masons for a brochure that further describes their services.

**Spotlight Speaker  
Richards NY Life**

**Ericka**

elrichards@ft..newyorklife.com  
Phone: (707) 569-7119

Ericka gave history of New York Life and the company's services including mutual funds, life insurance, and long term care insurance, which comprises 11% of market share. New York Life agents are not CPAs but focus on lowering client's tax basis.

**Bob Cheal**

**Vice President**

SonomacountySOA.net is LIVE! Site offers membership list, resources and events, what is going on as well as events coming up. Bob also encouraged members to send headshots and logos to him so he can upload these images next to members' listing. Bob@youreldercareresolution.com. SOA members are requested to go to the website for minutes and announcements as they will no longer be emailed out.

**Maria Larsen**

**Treasurer**

Maria gave the Treasurer's report for 2 months, since our last meeting in June

\$740.00 withdrawals (primarily P.O. Box rental, website costs and speaker gifts)

\$180.00 (membership dues)

**\$2,443.69** balance on July 31, 2009

**Program Speaker**

**Mike Macedonio**, President & Partner of The Referral Institute

Author: ***Truth or Delusion: Busting Networks Biggest Myths***

Mike discussed the issues of referral marketing and that we should be involved in at least 3 different types of networking groups. The Section on Aging is a professional alliance, the Chamber of Commerce, BNI, internet social networking are three other types. These become information, resource and support networks for the participants.

We need to recognize where we stand with other members of the network. Are we in Visibility (members recognize us by name and know who we work for), Credibility (members know that we are referable; that they can trust us with their referrals) or Profitability (members with whom we actively trade referrals)?

In which direction should we work through these stages? Mike stated that we should work in the direction opposite to the classic sales instruction. Too often we spend our time on increasing our Visibility, running from function to function, grabbing business cards to add to our newsletter database. We are risking the possibility that we will move from Visibility to Irritability with these people. Mike believes that we should spend 70-80% of our marketing time

on those associates in the Profitability stage and the remainder of time on Credibility and Visibility.

### **ANNOUNCEMENTS**

Youreldercareresolution.com is the newest and fastest growing lead source for senior service providers.  
Bob@youreldercareresolution.com

Jane Iddings, eldercare mediator, is talking on The Elder Care Show, KSRO 1350 AM, hosted by Kira Reginato on Friday, August 21.

Podcasts of The Elder Care Show are available on KSRO.com. September topic is "End of Life Issues", Fridays, 12:30 - 1 PM. Topic suggestions welcome, Kira@Lifegcm.com.

At Your Service Home Care is pleased to announce that Debbi Gerri has accepted the position of Business Development Director.

HICAP is currently scheduling presentations to review 2010 Medicare changes for Part C&D plans. Julie Bennett, 1-800-434-0222, ext. 104 to schedule 1:1 counseling.

Green Acres and Cold Stone Creamery have teamed up to find a cure for Alzheimer's. Purchase an ice cream pie certificate from Joe or Monica Hansen for \$15 and \$5 goes to the Alzheimer's Association. 783-1171.

Placement Options is pleased to announce the addition of Nancy Pieracconi as Community Liaison.

Hired hands Home Care welcomes Mike Harper, M.A., to the Rohnert Park office.

Movement Education. Catherine Thomas is pleased to offer individual sessions and classes in neurological movement that can provide improvement in conditions such as stroke, dementia, Parkinson's, general immobility.

Personal History Productions has an expanded website that includes a gallery of photos of client books and testimonials and a downloadable coupon.

## **EVENTS**

September 10, 2009 Meeting of Senior Living Resource Group of Sonoma County. Brighton Gardens' Laura Malone is looking for new members to join to participate in Countywide Open House event in May. 566-8600.

September 11, 2009 October 30 Matter of Balance, a fall prevention strategy program, Fridays, 10 - 12 noon, First united Methodist Church. Pat Sanborn, 545-3863, ext. 209.

September 12, 2009 Annual Rohnert Park Health Fair, 10 AM - 2 PM. Resources, demonstrations and testing. Pat Anderson, 795-7695.

September 16, 2009 Volunteer training begins at Hospice of Petaluma and Memorial Hospice. 778-6242 or 568-1094 for more information.

September 25, 2009 Oktoberfest, Finley Community Center, 11:30 - 1:30, Sunrise Rotary, \$5.00

November 21, 2009 Holiday Faire & Quaker Tea at Friend's House. 10 AM - 3 PM, 684 Bencia Dr. For more information: Paddy Coreris, 573-4508.

December 15, 2009 Deadline for advertising in 2010 edition of Sonoma-Marin *Born to Age Senior Care Directory*. 226-7127.

Meeting was adjourned at 10:15.

Respectfully submitted,

Laurie White, MSW