

Sonoma County Section on Aging
October 10, 2010

MINUTES

Opening and Remarks:

Laurie White, Co-President

Co-President Laurie White called the meeting to order at 9:00 am and invited all visitors to please stand. There were 6 new visitors at today's meeting. Laurie noted that attendance at today's meeting was light because of the Marin Senior Expo being held at the same time. Explained the absence of the remaining committee members: Eloise Tweeten, Bob Cheal, and Carolyn Worley.

Reviewed Sonoma County Section on Aging mission statement:

“The Sonoma County Section on Aging is a coalition of agencies, organizations and individuals concerned with the well being of older adults. As a network alliance, we advocate for and promote the development, coordination, and implementation of older adult services in Sonoma County.”

Announced that we have an abundant supply of SOA rack cards and invited all members to please take some to distribute.

Debbie Cerri announced that the following members have accepted nominations for open positions on the SOA Leadership Committee for 2011:

| | |
|---------------------------|-----------------|
| President: | Laurie White |
| Vice President: | Pat Sanborn |
| Program Coordinator: | Phyllis Sutter |
| Membership Coordinator: | Kelly Swanson |
| Community Outreach Coord: | Albert DeSilver |

Requested mini-bio's from each candidate to be posted on SOA website. Need to be emailed to Eloise Tweeten by 11/1/10. Additional nominations will be accepted through 11/1/10.

Announced that the following members were nominated but declined for various reasons: Bob Cheal, Eloise Tweeten, Sharon Hawthorne, Joe Hanson, Kira Reginato, Laura Malone, Vikki Buffano, Kevin Miskelly, Pete DeGolia, Brian Arendt, Dave Carter, Jim Redding, Don Hughes, Gabriella Ambrosi, Barbara Scharff, Shiela Almquist.

Laurie noted that with the addition of the new position on the Leadership Committee, SOA will have 7 officers which demonstrates our need, growth, and commitment to SOA.

Laurie announced that SOA will be catering the holiday party this year. Please let Eloise or Laurie know if you have any suggestions for caterers. Also announced that we will be collecting gifts for seniors in need to distribute at the December holiday party. Requested suggestions for recipients by noting on evaluation forms or by contacting Eloise or Laurie. All of this was met

with applause from the membership.

Laurie asked how many members had viewed the SOA website in the last month. Majority of members raised their hands. Reminded all that SOA dues can be paid online through website.

Member Introductions

Spotlight Speakers for November: **Phyllis Sutter, Merrill Gardens So (coffee sponsor)**
Angela Sharp-Sabatino, Clutter Bug

Spotlight Speaker: **Debra Madigan, Broker**
Madigan Realty
Debra.Madigan@att.net
707-575-1743

Debra provides a full range of real estate services, specializing in services to help seniors stay in their homes or prepare to sell. Through her experience and understanding of seniors and their point of reference, her first goal is to build trust and rapport. She provides housing and finance options by putting together a team of professionals specializing in senior services. She offers a customized approach, knowledge, and expertise. She has earned the SRES designation.

Spotlight Speaker: **Don Hughes**
Hughes Fiduciary Services
Hughedon@gmail.com
707-536-7786

Don provides critical services to the elderly, disabled, and children. Has responsibility of carrying out terms of a trust. Acts as executor or personal representative by safeguarding assets and verifying and paying obligations. Acts as Power of Attorney for matters concerning financial or health care.

Program Speaker: **Kerry Rego**
www. KerryRegoConsulting.com
Kerry@KerryRegoConsulting.com
707-548-9823

Kerry spoke on the importance of social media marketing as a way to building relationships and trust. She noted that 47% of people aged 50 to 64 and 26% of people over the age 65 are social networking. Including all your contact info in your email signature is most powerful. The 7 C's of social media are as follows:

- Communication (public relations)
- Cause support (philanthropy)
- Contests (game metric)
- Collaboration (thought leadership)
- Connecting others (networking)
- Customer service (listening)
- Community building (loyalty)

A strategy for social media marketing would be:

- Establish your goals
- Research tools
- Measure your results
- Make adjustments
- Be persistent

Examples of social media marketing would be:

- Email marketing (low cost; high exposure)
- Blogging (practice your freedom on speech; recommended sites are Blogger and Wordpress)
- Multimedia (You-Tube)
- Social networks (Facebook, LinkedIn)
- Monitoring (we need to do more listening)

Please go to www.KerryRegoConsulting.com for more information.

Next month's meeting is scheduled for November 17th. Scheduled program speaker is **Julie Menack**, speaking on **Using Technology to Enhance Aging in Place**.

Respectfully submitted,

Debbie Cerri
SOA Secretary
Del Curto Real Estate
debcerri@aol.com
707-292-5495