



22nd Annual Professionals Conference "2020 Vision for Successful Aging"

****NEW DATE****

July 24, 2020

8 a.m. to 3 p.m.

**Hyatt Regency New Brunswick
Two Albany St, New Brunswick, NJ 08901**

Conference Sponsorship/Exhibitor Opportunities

Why sponsor or exhibit? You'll reach more than 300 leaders and professionals in direct practice, as well as public and private community-based programs serving caregivers and/or older persons, including:

County offices on aging • senior centers • senior housing • adult day care programs • respite programs • home health • hospitals • independent living • assisted living • nursing homes.

Also, elected officials/legislators/policy makers and planners in housing • local planning program development • health • aging • social programs.

Additionally, people wanting to make a difference in the lives of older adults, such as grant makers • educators • consumers • college students • reporters.

Session themes include economic security, senior hunger/nutrition, affordable housing, ageism, and more.

NJFA 2020 Conference Sponsorship/Exhibiting Opportunities

PRESENTING SPONSOR — \$7,500

- Poster signage at conference and podium recognition at keynote sessions
- Logo projected on screen at luncheon
- Program recognition in all press releases and on conference web page
- A 6-ft. exhibit table plus admission for four representatives to attend the sessions and lunch

GOLD SPONSOR — \$5,500

- Poster signage at conference
- Program citation
- A 6-ft exhibit table plus admission for two representatives to attend the sessions and lunch

BREAKFAST SPONSOR — \$3,500

- Podium recognition at morning session
- Program citation
- A 6-ft exhibit table plus admission for one representative to attend the sessions and lunch
- Logo on event signage as sponsor

LUNCHEON SPONSOR — ~~\$3,500~~ or get the Early Bird Rate of \$2,000 before March 2 (limit: 2- SOLD OUT)

- Podium recognition at luncheon session
- Program citation
- A 6-ft exhibit table plus admission for one representative to attend the sessions and lunch
- Logo on event signage

SESSION SPONSOR — \$1,500 (limit: 6 – 4 remaining)

- Program citation
- A 6-ft exhibit table plus admission for one representative to attend the sessions and lunch
- Logo on event signage

→ NEW! SUPPORTING SPONSORSHIPS ←

- Post-conference Networking Reception Sponsor — *Call for details.*
- Conference Program Sponsor — \$1,000
- ~~Conference Bag Sponsor (single color) — \$800~~ **Sold out!**
- Conference Writing Pad Sponsor — \$600
- Attendee Snack Pack Sponsor — \$500
- ~~Conference Lanyard Sponsor — \$300~~ **Sold out!**
- ~~Conference Badge Sponsor — \$200~~ **Sold out!**
- **Contact NJFA Executive Director Melissa Chalker, MSW, at 609-421-0206 or mchalker@njfoundationforaging.org to discuss a customized sponsorship package to meet your needs!**

All **sponsors** will also receive:

1. Company name and logo posted on our conference website and linked to your website
2. Onsite signage
3. Company name featured on a “Thank You to Our Sponsors” video loop running the duration of conference (plus logo, depending on sponsorship level)
4. Handout or promotional item for all attendees, in conference packet or tote bag

EXHIBIT OPPORTUNITIES

EXHIBITOR — \$950 – only a few spaces remain!

- 6-ft exhibit table
- Listing in conference program and on the “Exhibitor Bingo” card
- Admission for one representative to attend the sessions and lunch

**Sponsor and Vendor
Sign Up**



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**Keynote Speaker:
Cynthia Hutchins
Director of Financial Gerontology
Bank of America Merrill**



Cynthia Hutchins is the Director of Financial Gerontology for Bank of America Merrill, and has more than 30 years of experience in the wealth management and retirement industry. In her role, Cynthia works closely with Merrill financial advisors to provide training, education, resources and thought leadership to engage clients on the topics of aging, longevity, retirement and later life planning. [Read more about Cynthia.](#)

Cynthia's Keynote address is titled, *Longevity Fitness* and will cover financial and health dimensions across the life course including:

- o Social Equity-Maintaining Relationships
- o Health Equity-Maintaining health
- o Wealth Equity-Living within one's means
- o Retirement and reasons for it
- o Demographic statistics and changes
- o Ageism
- o Policy implications

Add life to years, not just years to life!

Workshop Selections

There are five workshops to choose from in the Morning and Afternoon sessions. Only Workshops #2, #3 and #4 are repeated in the afternoon.

Morning Sessions

Workshop #1

“Addressing Stereotypes”

Dr. Katie York, Lifelong Montclair; Dr. Ashley Ermer and Katharine Mauro, Montclair State University

- Communities can work toward becoming more age-friendly by attempting to change the culture surrounding beliefs on ageism and related stigmas. Learn how intergenerational performing arts interventions may be a method to lessen age stereotypes among both the young and the old.

Workshop #2 (#7/afternoon)

“The Influence of Immigration Policies on the Economic Security of Aging Immigrants”

Jonelle Rodriguez, American Friends Service Committee

- There are currently more than 7 million U.S. residents who are immigrants. Despite the improvement in economic security among the senior population in the U.S. over recent years, foreign-born seniors are twice as likely to live in poverty compared to their native-born counterparts. Learn about the government policies that directly impact immigrant seniors’ access to programs and benefits—based on their status and date of entry into the U.S.—and how service providers can effectively help them navigate the public benefits system.

Workshop #3 (#8/afternoon)

“Creating a Vision for Successful Aging that is Supported by a Sustainable, Resilient Future”

Jeanne Herb, Karen Alexander, Dr. Patricia Findley, Dr. Emily Greenfield and Dr. Marjorie Kaplan, Rutgers, The State University of New Jersey

- Climate change is increasing temperatures, causing heavier rainfall events and raising sea level, impacting the health, welfare and economy of NJ. Though research shows that the health of all people living in the U.S. will be affected by climate change, the health of some populations, including seniors, will be affected more than others. The 65+ population is set to nearly double in the U.S. by the year 2050, and at the same time, changing climate conditions are expected to increase. Seniors, the communities that they live in and the organizations that serve them are facing a growing crisis. Learn about climate change trends and projections in NJ and the specific disproportionate impact that it has on seniors. Participant feedback on the challenges faced by organizations represented and older New Jerseyans, which are exacerbated by changing climate conditions, will be used to help identify the priority issues that should be addressed as part of the newly created Climate Change Resource Center at Rutgers, which was passed into law during the 2019 legislative session.

Workshop #4 (#9/afternoon)

“Long Term Care Trends: Settings, Challenges and Policy”

Laurie Facciarossa Brewer, Amy Brown, Esq., NJ Long-Term Care Ombudsman; Gwen Orlowski, Esq., Disability Rights New Jersey; Ryann Siclari, Esq., Central Jersey Legal Services

- Learn about pressing issues that older New Jerseyans receiving long-term care services are facing—both in institutional and community-based settings. Panelists will review current advocacy trends, challenges, and anticipated policy changes, and will offer practical tips to overcome individual and structural barriers to receiving quality long-term care services.

Workshop #5

“Spotlight on Programs and Services: Medicare Education and Fraud Prevention”

Charles Clarkson, Esq., Senior Medicare Patrol of New Jersey/Jewish Family Services of Middlesex County; Frank M. Winter, Centers for Medicare and Medicaid Services (CMS) New York Office

- Learn about Medicare frauds, scams, and their impact on seniors. Also learn why making informed choices about health coverage is a key to economic security, as well as understand about planning, penalties and pitfalls for current and soon-to-be Medicare beneficiaries

Afternoon Sessions

Workshop #6

“Confronting Ageism Head-On to Prevent Elder Abuse”

Colleen Beach, Dr. Cory Cummings, Christa Hogan, Kaitlyn Strobel and Dr. Paul Urbanski, Monmouth University; Maria E Aberasturi, Bergen County Board of Social Services. Learn about the Elder Justice Roadmap, funded by the U.S. Department of Justice, and hear diverse experiences about confronting ageism head-on through intergenerational public-private partnerships that can be replicated—including specific examples used in education, training and public outreach.

Workshops #7, #8, #9 see #2, #3, and #4 above

Workshop #10

Spotlight on Programs and Services: Your County Office on Aging

Presenters TBD

Description coming soon.