

Fun, Food, Friends, and Honors Highlight Elders in Action’s 7th Annual Timeless Treasures Event

Elders in Action, a powerful voice for local seniors for nearly 40 years, raised \$28,000 at its April 26, 2007 ***Timeless Treasures Event*** held at the Oregon Zoo. These funds will help support the unique and innovative volunteer programs of Elders in Action.

Multnomah County Commissioner Maria Rojo de Steffey was presented the 2007 ***“Timeless Treasure”*** award. Commissioner Rojo de Steffey has been a diligent advocate for ensuring quality services for older adults and people with disabilities her entire life. Maria has been and continues to be an elder advocate both in her personal and professional life. As a Multnomah County Commissioner, Maria has been a tireless advocate, making senior issues a top priority in every policy and budgetary decision. Her compassion and understanding of social and economic issues helps ensure that the quality of life will never depend on age.

Tom Daniels, Board President of Elders in Action, presented the First Heirloom Award to David Archer, Marketing Director for Shari’s Restaurants. Shari’s has been the major sponsor of the Timeless Treasures Event since the beginning. It is also one of the first businesses to be certified “Elder Friendly” by Elders in Action’s nationally acclaimed Elder Friendly® Business Certification program. They instituted a number of changes in lighting, font size in their Honored Citizen menu, and door adjustments as a result of their “Elder Friendly” evaluation.

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David Archer, Director of Marketing for Shari’s Restaurants, and Multnomah County Commissioner Maria Rojo de Steffey enjoy the festivities following their awards. Photo by Steve Harmon



Will Fuller, Personal Advocate Volunteer, and Marjorie Schultze share a laugh after he told the Timeless Treasures attendees how he helped solve a critical problem Marjorie had with the Social Security Administration. The solution to her issue is like one of the hundreds of happy endings provided by Elders in Action volunteers! Photo by Steve Harmon

Elders in Action – a private non-profit –
Mission: *To assure a vibrant community
through the active involvement of older adults.*

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Timeless Treasures Event *continued from page 1*

The 300 people attending the event enjoyed silent auction, raffle and door prizes donated by 70 area businesses.

Guests enjoyed the expert appraisals of their antiques by: Gary Germer of Germer & Associates; Kaaren Maloy of Maloy's Jewelry Workshop; Karen Stockton of Antique Appraisal Associates; and Westside Coin and Currency. Restoration experts, John Pohlpetter, James and Sharon Mackie, Linda Classen, Todd Leninger, and Marcie Brown, were on hand to provide advice on the care and repair of antiques. Radio personality Roger Hart was the MC for the event and a standing ovation was given to "The Dean's List," the 2007 Oregon State Barbershop Quartet Champions as they provided a nostalgic and gleeful ending to the evening.



Tri-Met Employees, Elders in Action Volunteers and friends enjoy Timeless Treasures. In the past 11 months, Elders in Action Ridewise volunteers have informed 1,014 of their peers about the ease of using Tri-Met buses and the MAX.



RAFFLE WINNER 2007: Vicki Hersen, Executive Director, (on left) congratulates Siamak Latfi, Raffle winner of the Holland America 7 Day Cruise for two, along with Lorraine Griffey, seller of the winning ticket.

2007-2008 DIRECTORIES OF ELDER FRIENDLY® CERTIFIED BUSINESSES ARE HERE!

The 2007-2008 edition of the Elder Friendly® Business Directory has arrived. The directory contains listings for the 207 local businesses that have been certified with the Elder Friendly® Business Certification Program this past year. The program provides feedback to businesses interested in making our community more accessible to everyone. Each business in this directory is evaluated by trained older adults and found to meet our access standards. Pick up a copy at our office or download one at www.eldersinaction.org

Personal Advocate Volunteers Help Those in Need and Recover Funds Along the Way

In the past 11 months, our volunteers have recouped \$272,459 for individuals due to scams, wrongful billing, and other problems.

Elders in Action 42 trained personal advocate volunteers have been actively assisting tri-county individuals who are having difficulties in the areas of Housing, Healthcare, Crime or Abuse. Volunteers, like Virginia Fuller, take on at least one or two cases at a time. Virginia, a volunteer since 2003, has been assisting Robert who was living in Washington County on Section 8 housing and was receiving Social Security Disability as his primary income. He decided to leave the state earlier this year to visit his dying brother and was gone for several months. Since he did not notify his landlord or Social Security Administration, he lost his primary source of income due to inactivity on his account as well as his Section 8 housing voucher. Virginia has been working relentlessly to get Robert connected back to the various services and programs for which he is eligible. This process has been difficult and challenging for both Robert and Virginia. Virginia has been his stalwart advocate by making phone calls, filling out paperwork and helping to make a plan for Robert to get back on track so he can continue to live independently in the community.



Virginia Fuller, Personal Advocate Volunteer, (Right) shares a fun moment with her daughter, Joanne Fuller, at Timeless Treasures. Photo by Steve Harmon



Elder Friendly evaluators Raissa Moore and Rosalie Schnackenberg provide input to Erin McGregor, OHSU researcher, for an on-line survey aimed at older adults.

Elder Friendly® Business Certification Program Receives National Acclaim

In April 2007 The Elder Friendly® Business Certification Program was featured in the national AARP Bulletin. The article focused on our unique program that has been setting the national standard and precedent for how businesses can best serve the older customer. Developed by Elders in Action in 1993, this program is now replicated in 13 cities in 9 different states. The article generated numerous requests nationwide from Florida, Colorado, New York, California and Maine. We aim to have 2 additional national sites join our program by the end of the year.

Locally the Elder Friendly® program is gearing up for a special project with Providence Health System. We will be evaluating all 28 metro area Providence Medical Group Clinics using our standardized Elder Friendly® tool, and will add some additional items requested by Providence focusing on fall prevention and other risks. Our trained volunteers will be working on this project this Summer and we will meet with the management of Providence in the fall to discuss our findings.

Healthy Changes™ Expanding in Oregon

For over three years, Elders in Action has been working with Providence Health System and the Oregon Research Institute to research, design and implement the Healthy Changes™ program for people 55 or older with diabetes. Healthy Changes groups are peer-lead and incorporate both education and support on nutrition and physical activity.

With an extension grant from the Administration on Aging Elders in Action is working to disseminate the evidence-based program throughout the state. In April 2007, a diverse group came together for a two-day leadership training to enable them to start Healthy Changes groups in Eugene, Woodburn, Monmouth, Hillsboro and Portland. Attendees represented senior living communities, senior centers, a medical center, a health system, a county senior services program and two multi-cultural organizations.

One new Healthy Changes group is already underway at the Holladay Park Plaza in Portland! Elders in Action, along with current and previous Healthy Changes Peer Leaders are acting as consultants to assist other groups in getting started.

Our next free leadership training will be held July 16th and 17th in Portland. Organizations interested in hosting Healthy Changes groups and individuals interested in becoming Peer Leaders should contact Debbie Kaufman at 503-595-7538 for more information.



ED SMITH: Longtime Healthy Changes Group leader and Peer trainer is honored for his service at the Milwaukie Senior Center.



Ben Welch, right, and long time volunteer Ben Owre share stories at March 2007 Open House event.

Ben Welch, University of Portland Intern, leaves a lasting impression

Elders in Action has been fortunate to have high caliber student interns from the University of Portland Social Work program for the past three years. This past year we were joined by Benjamin Welch whose keen interest in advocacy provided valuable research and technical support for the Elders in Action Commission. He crafted messaging to effectively convey the Commission's November 2006 Ballot Measure positions. His quiet, respectful and responsible presence was deeply appreciated by all.

Ben lent his research skills to evaluating and updating our Community Education presentations for "How to Avoid Scams and Fraud" and "Aging Awareness", and his results have greatly enhanced the value of these presentations. As a Personal Advocate, Ben took exceptional interest in the people he assisted, going the extra mile to ensure that their issues were addressed.

Ben will pursue a masters in social work and a law degree with a focus on Gerontology at Washington University in St. Louis, MO.

In his limited spare time, Ben says he enjoys working out, movies and museums, as well as reading, cooking and finding good restaurants. After his many contributions to the agency, it was with regret and gratitude that the staff and volunteers had to say good-bye to Ben and wished him well in his future endeavors. We know he will go far.

Thanks to our Donors January 1, 2007 - June 1, 2007

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Thanks to our Donors January 1, 2007 - June 1, 2007 *continued*

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Record 1,500 individuals served in Personal Advocate program in the last 12 months!

This is a 62% increase compared to last year. This increase in need for service is contributed to the growing number of older adults as well as the difficulties that can occur when trying to access services. Thank you to our stellar volunteers who work persistently to assist individuals in need. They speak up with their powerful problem solving solutions!

Elders in Action Commission tackles critical issues

The Elders in Action Commission, under the leadership of Betty Brislawn, has been vigorously engaged in advocacy activities on behalf of Multnomah County seniors. They have met personally with our Federal legislators to stress the importance of re-authorizing the Older Americans Act, the cornerstone of program support for transportation, meals, caregiver programs, and other programs for seniors.

Commission volunteers kept busy at town hall meetings, hearings and face-to-face interviews with their State Senators and Representatives. Top on the list was to ensure adequate and stable funding for Oregon Project Independence (OPI). This nationally recognized program, in existence since 1975, provides low-income seniors with approximately \$135/month worth of services that allow them to remain in their own homes with independence and dignity.

Elders in Action advocates met with Multnomah County Commissioners to ask their support of essential services for the most vulnerable seniors in our community. Our volunteers were pleased to thank the County Commissioners in June for funding services such as meal programs, transportation, housing, and other programs to help those with the greatest economic and social need.

Commission volunteers met with the newly elected Mayor of Gresham, Shane Bemis, to offer our assistance in helping Gresham better serve its growing senior population.

Commission volunteers met with Mayor Potter and the City Commissioners to encourage City funding for an increased Elder Crimes Unit in the Portland Police Bureau and other safety and livability issues with the Department of Parks and Recreation, and the Portland Department of Transportation. An Elder Friendly Community Survey developed, as follow up from our

visionPDX work, is being circulated among various groups throughout the County. It is hoped that these ideas can generate policy changes to ensure that our community is one in which the quality of life never depends upon age!



Betty Brislawn (center) testifies before the Oregon Joint Ways and Means Committee in April 2007.

Seeking *Silver!* 2008 Nominations!

Send in your suggestions to:
info@eldersinaction.org

We are starting early and seeking nominees for our May 2008 *Silver!* Lifetime Achievement Event. Do you know a person who should join the company of past Elders in Action *Silver!* Lifetime Achievement Award Winners? Oregonians who epitomize our vision of a community that:

- Promotes opportunities for all older adults to be active and involved to the extent individually possible, and to contribute in meaningful ways to the health and vitality of our communities.
- Strengthens the link between the generations, emphasizing the interconnectedness of youth, adulthood, and age.
- Views aging as positive and older adults are valued as important resources in their communities
- Provides coordinated and accessible health care and social service systems and whose marketplace is hospitable to the special needs of older consumers and where services, products, and design take this into account.



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WELCOME!

Elders in Action would like to welcome those new to receiving our newsletter. It is our hope that you will enjoy reading about elder issues and how Elders in Action is working to assure a vibrant community through the active involvement of older adults.

Elders in Action is powered by experience!

Yes! Count me in!

Your financial support helps Elders in Action provide well-trained community volunteers who donate their time and energy to assist local seniors. Providing funds for volunteer support while helping others is a great way to leverage your donation! There are many convenient ways to give:

- *Monthly donations by electronic funds transfer are easy to arrange and help us stabilize our income throughout the year;*
- *Honor someone with a memorial or special occasion gift to Elders in Action*
- *Sign up for monthly credit card donations and increase your airline miles at the same time;*
- *Call your broker and make a gift of appreciated stock;*
- *Contribute to the Elders in Action Endowment fund, a gift that keeps on giving;*
- *Donate your car.*

For more information, contact Vicki Hersen at 503.595.7536.

Elders in Action launches 3-minute impact video of our volunteers in action on its website –

Visit www.eldersinaction.org to see how Elders in Action works to create a vibrant community through the active involvement of older adults!