



## **MASC Newsletter**

March 2006 – April 2006

*A Message from the President*

*Happy Spring! Please take time to look through the newsletter for ideas and opportunities for your professional growth. We hope to see you at our upcoming Legislative Training and Board Meeting.*

### **MASC Board Meeting and Member Training**

Friday, March 24, 2006

9:00 a.m. – 12:00 p.m.

**Bowie Senior Center**

**9:00 – 10:15 a.m.**

**10:15 – 10:30 a.m.**

**10:30 – 12 noon**

**MASC BOARD MEETING**

**BREAK**

**LEGISLATIVE ADVOCACY TRAINING**

Have you ever wanted to let the decision-makers in Annapolis know what you think about an important issue, but had no idea where to start?

Come to the MASC Board Meeting and Member Training on March 24 for a session on the legislative process and how to be a legislative advocate for the causes that are important to you and your senior center.

Teresa Milio Birge will go over the basics of the Maryland legislative process - the textbook version and how it really works! She will also discuss basic strategies for grassroots lobbying, including how to use the Maryland General Assembly website, as well as tips on letter writing, phone calls, and testifying before legislative committees.

Join us for this important **FREE** training!

If you are planning on attending, please RSVP to [jhall@rockvillemd.gov](mailto:jhall@rockvillemd.gov) or call 240-314-8802 with your name, telephone number, and center information.

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***Directions to the Bowie Senior Center (14900 Health Center Drive, Bowie MD)***

**From the Eastern Shore:** Route 50 West to Route 197 Exit 11, left at the light at the end of the ramp (Rt. 197). Turn right at the first light onto Northview Drive, turn right at the first right onto Health Center Drive, the Senior Center is the second entrance on the left.

**From Baltimore:** Route 97 South to Exit 7 (Md Rt3) to Bowie. Continue south and exit at Route 50 West. Take Rt. 50 West to next exit (Route 197) stay in right hand lane when entering Rt. 50 proceed as above from Eastern Shore.

**From Washington:** Route 50 East to Route 197 South (Exit 11) stay in right hand lane and turn right at the first light (Northview Drive). Take next right (Health Center Drive) and the Senior Center is the second entrance on the left.

**From Southern Maryland:** Route 301 North to Route 197. Rt. 197 to Northview Drive. Left on Northview Drive. Take next right (Health Center Drive) and the Senior Center is the second entrance on the left.

**Workshop 2006**

**MASC** – will be coordinating the Senior Center Track for Workshop 2006 to be held on December 3, 4, & 5 in Ocean City Maryland. We are looking at the following subjects. If you have a topic you would like to see included at Workshop, please e-mail [jllynn@co.ba.md.us](mailto:jllynn@co.ba.md.us) or [jhall@rockvillemd.gov](mailto:jhall@rockvillemd.gov).

- Partnering with schools for adult education classes
- Panel on changing the image/name of your Senior Center with people representing both sides of the issue – change your name or stay the same.
- Fitness/Wellness Panel
- Spice Up Your Programming
- Marketing
- Diversity
- Newsletters
- Substance Abuse in Senior Adults – What signs to look for

**National Senior Center Week**

The Theme for National Senior Center Week will be “Senior Centers – Our Community Investment.” The celebration will be held May 14 - 20, 2006.

## Websites to Check Out!



- Suddenlysenior.com – has a bunch of information on marketing to seniors
- Savysenior.org
- Myseniorcenter.org – advertises that it is “by senior centers for senior centers”

### **Catch The Energy – Release the Potential: FISH!**

On Friday, January 20, Jill Hall, Senior Center Supervisor, Rockville Senior Center, trained us on the FISH! Philosophy. This philosophy is based on Seattle's World Famous Pike Place Fish, an otherwise ordinary fish market that's extraordinarily successful. The work is hard and the hours are long—yet these employees make a personal choice to bring amazing passion, playfulness, commitment and a positive attitude to work every day.

We started with a video that explains why this fabulous approach works. There are four simple principles to the FISH! Philosophy. They are:

**Make Their Day** – When you “make someone’s day” (or moment) through a small kindness or unforgettable engagement, you can turn even routine encounters into special memories. What can you do to make the day of your customers, coworkers and anyone you come in contact with on any given day?

**Be There** – The glue in our humanity is in being fully present for one another. Being there also is a great way to practice wholeheartedness and fight burnout, for it is those halfhearted tasks that you perform while juggling other things that wear you out. Be present for those you work with. How many of us multi-task or barely acknowledge someone who is speaking to us. Give people and things our full attention.

**Choose Your Attitude** – When you look for the worst you will find it everywhere. When you learn you have the power to choose your response to what life brings, you can look for the best and find opportunities you never imagined possible. If you find yourself with an attitude that is not what you want it to be, you can choose a new one. We each have a choice everyday about the attitude we have even though we do not always have a choice about what happens to us.

**Play** – Work made fun gets done, especially when we choose to do serious tasks in a lighthearted, spontaneous way. Play is not just an activity; it's a state of mind that brings new energy to the tasks at hand and sparks creative solutions. There are so many ways to play. We may not have fish to throw around in our jobs however there are many other ways to take a playful approach to work.

After the fun video, Jill led us through several group exercises. Questions included:

- What can we do to make their day?
- What can we do to be more lighthearted with our coworkers, customers & ourselves?
- What are the obstacles to implementing FISH! in our organizations?
- What do you tell people that think FISH! is stupid?
- When is it most difficult to choose our attitude?

Most of our answers had to do with focusing on the positive and the belief that everyone would love to have more fun at work and FISH! provides a wonderful framework to create new standards for the workplace.

We did some individual work, which we shared with others. You could do this on your own any time. We were asked to describe or draw the following:

- Envision your workplace as fun and playful
- Envision yourself being present. What are you like? What difference does it make?
- Envision yourself as someone who makes people's day. How do you do it? What are you like?
- Envision yourself with the attitude you would like to have everyday.

I couldn't help but notice that each of these statements began with a vision of how you want your workplace to be. We also had an opportunity to rate ourselves on where we currently think we are in all of the four areas. It was a very energetic training with lots of great ideas and tools to take back to the workplace. It can be used in any situation because as Jill pointed out, who wouldn't want to be happier at work?

Jill also provided us with a handout to take home and left us with this quote –

**“As you enter this place of work, please choose to make today a great day. Your colleagues, customers, team members, and you yourself will be thankful. Find ways to *play*. We can be serious about our work without being serious about ourselves. Stay focused in order to *be present* when your customers and team members most need you. And should you feel your energy lapsing, try this surefire remedy: find someone who needs a helping hand, a word of support, or a good ear – and *make their day*.”**

***Meet our newest MASC Organizational Member – Care Improvement Plus!***

**FIRST SPECIAL NEEDS HEALTH PLAN FOR MARYLAND’S CHRONICALLY ILL MEDICARE BENEFICIARIES LAUNCHES**

***- 98,000 Marylanders Eligible to Join Care Improvement Plus -***

Care Improvement Plus, a new special needs health plan that focuses on the unique healthcare needs of Maryland Medicare beneficiaries living with chronic illness, recently launched its program services.

The new plan is available to Maryland Medicare beneficiaries with diabetes, heart failure and/or end-stage renal disease (ESRD) residing in one of the plan’s service areas: Baltimore City and Anne Arundel, Baltimore, Carroll, Harford, Howard, Montgomery and Prince George’s counties. The program offers a Medicare Advantage health plan, along with a tailored Medicare Part D drug benefit and disease management services.

“This is the first time a Medicare Advantage plan with a disease management component has been offered to Maryland’s chronically ill seniors, other Medicare beneficiaries and their physicians,” said Nelson Sabatini, president of Care Improvement Plus. “It’s well-known that people living with diabetes, heart failure and ESRD need comprehensive and coordinated healthcare services to avoid complications and maintain their health. It’s critical that Maryland Medicare beneficiaries with these conditions learn more about this groundbreaking plan and how it addresses their unique challenges.”

Each plan member is assigned a Care Improvement Plus care team comprising a dedicated local nurses, pharmacist, and social worker – all of whom work closely with the member’s physicians to coordinate services and provide optimal care.

Care Improvement Plus members receive additional services and benefits not offered by most Medicare plans, such as:

- access to an open network of physicians and other healthcare providers
- freedom to join the program year-round
- comprehensive prescription drug coverage under Medicare Part D with a formulary specifically designed for chronically ill members
- medication and appointment reminders
- home nursing visits, as appropriate
- preventive screenings
- health education and coaching
- assistance with healthcare devices and equipment purchases
- patient advocacy support
- enhanced disease management services not offered under traditional Medicare

The Medicare Modernization Act of 2003 allows Medicare Advantage organizations to offer Special Needs Plans (SNPs) to three groups of Medicare beneficiaries: those with

chronic illnesses, those residing in nursing homes, and low-income individuals who qualify for both Medicare and Medicaid.

Medicare beneficiaries interested in learning more about the plan can call 1-800-210-3314 or TTY 1-800-713-1603 to speak with a Care Improvement Plus representative. Information sessions are being held in various locations around the state and introductory toolkits are also available. Additional information is also available online at [www.careimprovementplus.com](http://www.careimprovementplus.com).



## **CARE IMPROVEMENT PLUS**

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*Specialized care for Medicare beneficiaries*

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### **New Choice for Medicare Beneficiaries**

**Care Improvement Plus is a health plan specially designed for Medicare beneficiaries living with diabetes, congestive heart failure, or end stage renal disease.**

- **Combines all benefits of Original Medicare, Medicare Prescription Drug Coverage (Part D), and Disease Management services**
- **Features an open network of physicians – go to any doctor that accepts Medicare**
- **Offers nursing support between doctor visits, preventative screenings, and for those who qualify, in-home health monitoring services**

**Call us at 1-800-210-3314 or  
TTY: 1-800-713-1603 for more  
Details or to receive an information Kit.**

**Care Improvement Plus is a Special Needs Plan with a Medicare contract.**

## Legislative Up-date

The MASC Board of Directors and the Legislative Committee are already planning for the 2006 Maryland General Assembly Session, which began January 11, 2006. Our focus for the 2006 session will be mainly budgetary, including transportation funding, prescription drug funding, and equitable distribution of funding for senior centers such as the Senior Center Operating Fund. We are also concerned with the distribution of funding under the Older Americans Act. We have already sent letters to the Governor and appropriate cabinet secretaries explaining our positions and asking for funding for these programs in the Governor's proposed Fiscal 2007 budget.

We plan to set up meetings with Key Legislators for the first couple of weeks of the session to educate them about our organization and our priorities as well as to ask for their support in maintaining funding for these programs. We will likely also call upon other MASC members to be in touch with your own legislators. We hope to have a presence at all relevant budget hearings this year, as well as hearings on bills that may affect senior center operations.

If you have any questions or comments on our legislative activities, please call our Legislative Committee Chair, Kathy White at 301-809-2300.

## OTHER TRAININGS

**Retirement or What Next** – a seminar for women 50+ - presented by Ruth Neubauer, MSW & Karen Van Allen, MSW – Sunday, March 26, 2006 – 9:00 a.m. – 3:00 p.m. – Myerberg Senior Center, 3101 Fallstaff Road, Baltimore, Md. Are you coping with external pressures like empty nest, divorce, retirement or just ready for a change?

These two dynamic women have created a process intended to facilitate a clearer understanding of the possibilities you have before you, and will also address the issues which may be standing in the way of achieving them.

For anyone interested in this seminar, the organizers are offering a \$45 registration fee until March 20, that's \$20 off the price for early bird sign up.

To make a reservation contact Sheila Silverstein at 410-358-6856 or e-mail [ssilverstein@meyerbergseniorcenter.org](mailto:ssilverstein@meyerbergseniorcenter.org).

## **The Governor's Conference on Vital Aging**

May 2, 2006 at the Baltimore Convention Center. There will be 35 workshops that seniors and professionals can attend. Session titles include the following.

- *Lessons from the Schiavo Case: Advance Directives for End of Life Decisions*
- *Making the Invisible Visible: Treating Chronic Pain*
- *The Impact of Dementia on Informal Caregivers and the Importance of meaningful Activities for Persons with Dementia*
- *Brain Gym and Other Sensory Motor Activities for Health and Wellness*
- *Diabetes Disease Case Management*
- *Integrated Care Management*
- *Senior Friendly Neighborhoods: A New Paradigm for Naturally Occurring Retirement Communities*
- *The Elements of Healthy Aging in the Medicare Program*
- *So You Think You Can Dance? Learning the Right Steps to Care for Your Loved One*
- *Consumer Reports Best Buy Drugs: Evidence-Based Consumer & Practice*
- *Evidence-Based Health Promotion Programs and Practices Suitable for Community-Based Organizations and the Older Adults They Serve*
- *Bridging the Mental Health Gap: Aging in Place*
- *Cultural Implications Of Disaster Preparedness, Response, And Recovery For Older Adults And Family Caregivers*
- *Evaluating Fitness and Nutritional Information for Seniors*
- *Chronic Care Improvement for the Medicare Population: Early Lessons from the Medicare Health Support Pilot*
- *White House Conference on Aging*

## **The 4<sup>th</sup> Annual Baltimore Area Woodcarving Show**

The 4<sup>th</sup> Annual Baltimore Area Woodcarving Show will be held on March 18<sup>th</sup> and 19<sup>th</sup> at the Catonsville Senior Center located at 501 North Rolling Road, Catonsville, Maryland 21228 from 10:00 a.m. – 4:00 p.m. on Saturday, and 11:00 – 4:00 p.m. – on Sunday with set-up and registration on Friday from 3:00 p.m. – 5:00 p.m. There are four division, youth, novice, intermediate and advanced with multiple categories: relief carvings, decoys, wildlife, fish, songbirds and waterfowl. The fees are \$4.00 per item (\$5.00 at the door). There is a free student's table, carving demonstrations and displays. Walk-in registration will be taken from 3:00 p.m. – 5:00 p.m. on Friday, March 18 and from 8:00 a.m. – 9:30 a.m. on Saturday. Ribbons will be awarded for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place in each category and Best of Class, Best of Show, Judges Award and People's Choice Award. Carvings will also be for sale. Carving must have been completed within the past two years. The Baltimore Area Woodcarving Show is open to anyone with an interest in carving. The Annual Show is an opportunity for carvers from all over the region to exhibit their work. Woodcarving classes are held at the Catonsville, Ateaze, Essex, Bykota, Seven Oaks, Jacksonville and Landsdowne Senior Centers. For more information, call the Catonsville Senior Center at 410-887-0900.

## MASC Nominations for 2006-2007

President: Julie Lynn  
President Elect: Rebecca Cranston  
Secretary: Betty Timer  
Treasurer: Jo Morris  
1<sup>st</sup> Vice President: Gloria Carney  
2<sup>nd</sup> Vice President: Linda Trope  
Members at Large:  
Jill Hall  
Pam Wiggins  
Kathy White  
Lisa Kennedy  
Kathleen Young  
Suzanne Levin  
Sandy Ditto

There is still time remaining to join the Board! If you would like to run for an office, please contact Kathy White at [kwhite@cityofbowie.org](mailto:kwhite@cityofbowie.org). We also need members to work on committees. Please let us know if you are interested in any of the following committees: Membership, Public Relations, Legislative, Standards, Training, Ways & Means, Newsletter, Program Awards, Nominations/Elections and Website.



***Join MASC and grow professionally and personally!***

**[www.marylandseniorcenters.com](http://www.marylandseniorcenters.com)**  
**[masc@listserv.com](mailto:masc@listserv.com)**