

P 2021
**PROFESSIONAL
CONFERENCE
ON AGING**

**HEROES
FOR
THE AGING**

FEBRUARY 11, 2021

VIRTUAL CONFERENCE

Presenting Sponsor

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Professional
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The Professional Network on Aging would like to thank the Sponsors who have made the 2021 Professional Conference on Aging possible:

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Continuing Education

The 2021 PNA Professional Conference on Aging is held for the educational development of Social Workers, Case Managers, Counselors, Marketers and other Professionals serving the aging population. By attending this conference you will be obtaining the following CEUs and/or contact hours.

Continuing Education Unit Hours (CEUs) and Contact Hours:

- Clinical (including Ethics): 5 CEUs
- Professionals: 5 Contact Hours

pnamidsouth.org



AGENDA

- 7:30-8:00** Registrations, Vendor Fair
- 8:00-8:15** Opening Remarks by Chastin Manning, Chair
- 8:15-9:15** **KEYNOTE SPEAKER:**
Olen M. "Mac" Bailey, Jr., The Bailey Law Firm
"Heroes and Villians of the Law"
- 9:15-9:45** Vendor Fair
- 9:45-10:45** **1st SESSION: 2 Breakout Rooms**
- SPEAKER:** Gabrielle Blake, Franklin & Kyle Elder Law, LLC
(Knoxville, TN)
"Ethical Issues in End of Life Care"
- SPEAKER:** Charles Winton, Lakeside Behavioral
Health System
"Caring for the Healthcare: Self Care and COVID"
- 10:45-11:00** **The Bob Bernstein Senior Advocacy Award**
Presented by Lisa Shurden, PNA President
- 11:00-11:30** Vendor Fair
- 11:30-12:30** **2nd SESSION: 2 Breakout Rooms**
- SPEAKER:** Judy Bookman, Judy Bookman Workplace
Behavior Consulting
"Seniors and Depression"
- SPEAKER:** Brad Hyde, Arisa Health /
Mid-South Health Systems
"Communication Skills for Challenging Times"
- 12:30-12:45** Closing Remarks by Chastin Manning, Chair

ZOOM LOGIN INFORMATION

For login information for the main conference Zoom meeting and the Breakout Session Zoom meetings, please visit www.pnamidsouth.org/attend

7:30AM-8:00AM REGISTRATION



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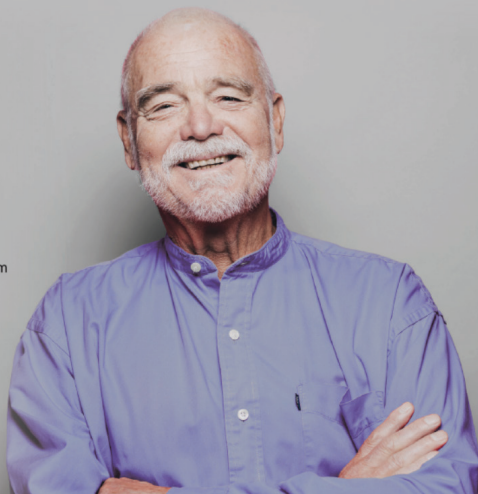
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8:00AM-8:15AM MESSAGE FROM THE PROFESSIONAL CONFERENCE CHAIR

Welcome to our 2021 Professional Conference on Aging, Heroes for the Aging. In 2020 we saw a year of heroes, people who drew from superpowers they didn't know they had to work for the Senior community in ways never encountered. The pandemic hit us hard and many Seniors are still struggling with loneliness and fear. Each of you attending today showed your hero powers with sacrifice and dedication working tirelessly to help the aging, and we at PNA salute you. We saw your desire to serve, so that became the focus for the theme of our Conference.

All of us have gained new insight into resourcefulness but there is so much more to learn. We will explore issues from helping Seniors through depression to developing communication skills. You will find out how to care not only for others but for yourself as we continue to heal and repair. We also have vendors who will introduce themselves. They provide expertise that will benefit you and those you care for.

One good thing that came from this pandemic is the development of virtual meetings. Virtual learning has given us the opportunity to reach people who could not attend our Conference in person. Thank you for joining our virtual salute to Heroes for the Aging. We know that not all heroes wear capes.

Donna Roach, Executive Director
Hearthside Senior Living Center

THANK YOU TO OUR VOLUNTEER COMMITTEE

Chastin Manning (Chair)

Brookdale Senior Living

Donna Roach (Co-Chair)

Hearthside Senior Living of Bartlett

Stephanie Barrow

Kirby Pines Retirement Community

Angela Bingham

Brighter Day Senior Living Solutions

Lynn Doyle

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Homecare by Wesley

Evelyn Jones-Talley

MidSouth Tennessee GAPNA

Chris Knudsen

The Bailey Law Firm

Ann Meier

Professional Network on Aging

Mary Lou Nowak

MidSouth Home Helpers

Elizabeth Bradshaw Scott

MidSouth Tennessee GAPNA

Lisa Shurden, Cigna

8:15AM-9:15AM KEYNOTE SPEAKER AND PRESENTING SPONSOR

OLEN M. "MAC" BAILEY, JR.

Topic: Heroes and Villians of the Law

Objectives:

- To understand the use and validity of certain legal documents
- To learn how these legal documents apply to everyday situations
- To recognize the "villains" and "heroes" of aging

Olen M. "Mac" Bailey, Jr., is the founding member of The Bailey Law Firm, A Professional Corporation, with more than 30 years of legal experience. Mac concentrates his practice in the areas of Estate Planning (Wills, Trusts, Powers of Attorney), Business Planning (Entity Formation, Purchase, Succession, Contracts), Elder Law (Medicaid, Veterans Benefits), and Probate (Estate Administration, Trust Administration, Conservatorships, Will Contests, Estate Disputes). He is licensed to practice law in Mississippi and Tennessee.



Mac received his Master of Laws (LL.M.) degree in Elder Law with Honors from Stetson University College of Law in May of 2015. Mac received his J. D. from Vanderbilt University School of Law in 1989, and his B.A. with High Honors from Millsaps College in 1986.

He is a member of the American Bar Association, Mississippi Bar Association, Tennessee Bar Association, Memphis Bar Association, Memphis Estate Planning Council, National Academy of Elder Law Attorneys, Professional Network on Aging, and is an Accredited Attorney with the U.S. Department of Veteran's Affairs.

Mac is an Accredited Estate Planner® (AEP). Since 2012, Mac has been honored to be selected as a Super Lawyer in estate planning. Mac has also been recognized by the *Memphis Magazine* as "The Face of Elder Law" for 2014-present.

A promotional graphic for The Bailey Law Firm. On the left, a man in a dark suit jacket is pulling open his light blue shirt to reveal a superhero-style chest emblem. The emblem is a yellow shield with a red border and the letters 'TB' in red. To the right of the man, the text 'WHO WILL SAVE THE DAY?' is written in a bold, red, italicized font. Below this, the services 'ESTATE PLANNING', 'ELDER LAW', and 'PROBATE' are listed in a similar red, italicized font, separated by red dots. At the bottom right, the firm's logo 'TB THE BAILEY LAW FIRM' is displayed in a large, bold, white font, with 'A Professional Corporation' in a smaller white font underneath. The background of the graphic is a cloudy sky.

901-843-2760 THEBAILEYLAWFIRM.COM

9:15AM-9:45AM VENDOR FAIR

Brighter Day Senior Living Solutions

Angela Bingham

Owner

901-308-8935, 901-603-4123

info@brighterdayliving.com

CaptionCall

Melinda Hale

Account Manager

731-694-8538

mhale2@captioncall.com

Christian Care Center of Memphis

Tyranese Dandridge

Admissions & Marketing Director

901-752-0772, 901-410-7472

marketing@ccc of memphis.com

Feels Like Home Senior Lifestyle Residences

Rod Selmon

901-542-0864, 901-214-7142

info@flhseniorliving.com

MidSouth Home Helpers

Tom Lannan

Director

901-414-9696, 901-233-3571

cr@homehelpershomecare.com

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ZOOM SESSION A

Speaker: Gabrielle Blake, Elder Care Coordinator,
Franklin & Kyle Elder Law, LLC (Knoxville, TN)

Topic: Ethical Issues in End of Life Care

Objectives:

- To review the care continuum with exploration of end of life care options
- To review legal documents related to end of life care and the social worker's role in advocating, educating, and caring for clients who are near death
- To explore social work values that relate to quality end of life care, importance of human relationships, inherent dignity and worth of the client, and competence
- To explore the NASW Ethical Standards that relate to cultural awareness and the right to self-determination
- Identify steps that individuals and companies can take to prevent cybercrime

Gabrielle Blake is a Licensed Clinical Social Worker who joined Franklin & Kyle Elder Law (Knoxville, TN) as an Elder Care Coordinator in 2010. In 2016, she was named Social Worker of the Year by the Tennessee Society of Healthcare Social Workers. She has worked with many mental health and community services groups, and is a member of the TN Society of Healthcare Social Workers and the National Assoc. of Social Workers. She is also a volunteer currently in both her church and local groups, ranging from the Girl Scouts to Alzheimer's Tennessee.



Scholarships for Studies in Aging

The Professional Network on Aging is pleased to offer Scholarships for Studies in Aging. Scholarships are in the amount of a maximum of \$8,000 for one academic year. Visit pnamidsouth.org for an application or call 901-730-0528 for more information.



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ZOOM SESSION B

Speaker: Charles Winton, Program Director,
The Oaks at Lakeside, Lakeside Behavioral Health System

Topic: Caring for the Healthcare: Self Care and COVID

Objectives:

- Define Secondary Traumatic Stress (STS)
- Identify the signs of STS
- Identify positive ways to overcome STS

Charles Winton became a therapist to help people navigate their complex worlds to live a healthier, happier life. He believes in a holistic approach to therapy; that all components of one's life are interrelated, and that without a spiritual foundation, proper health will not exist. Charles Winton is the author of the new book, "Psalms of the Heart: Daily Devotional." He was Lakeside Behavioral Health System's Employee of the Year in 2019, and is an officer in the West Tennessee Counselor Association.



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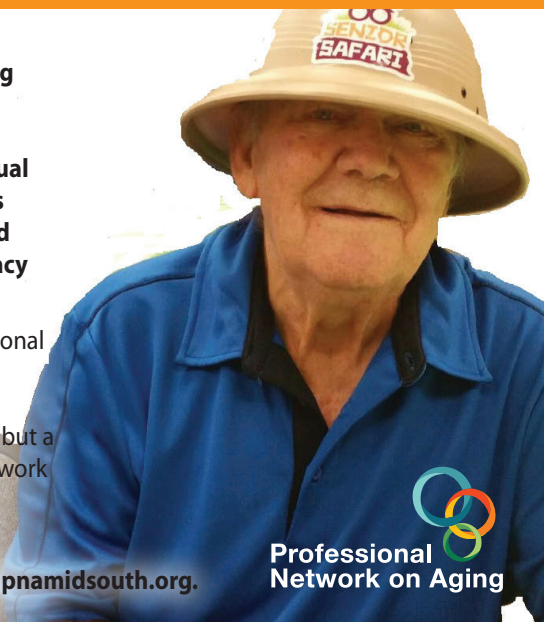
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The Bob Bernstein Senior Advocacy Award

The Professional Network on Aging established the Senior Advocacy Award in 2009, in memory of Bob Bernstein, to recognize an individual whose life and work demonstrates a passion for service to seniors and whose actions are a strong advocacy for the senior community.

Bob Bernstein's 60+ years of professional and volunteer work made him an invaluable asset to seniors and their families. His service was not a career but a lifestyle where his belief was "Social work is not a job, it's a passion".

For more information, please visit pnamidsouth.org.



THE BOB BERNSTEIN SENIOR ADVOCACY AWARD WINNERS:

2009 Cynthia Patterson

2012 Terrie Kirksey

2013 Robert Burns

2014 Lester Gingold

2016 Bob Bernstein

2017 Jo Ann Harris

2018 Lynn Doyle

2019 Rena Rosenberg

2020 Ken Cope

11:00AM-11:30AM VENDOR FAIR

Ave Maria Home

Julie Trayal
Marketing Coordinator
901-386-3211, 901-828-2757
jtrayal@avemariahome.org

Genoa Healthcare

Zachary Phillips
Business Development Representative
901-605-2781
zphillips@genoahealthcare.com

The Elevation at Autumn Ridge

LaRonda Pritchard
Property Manager
901-366-6200
lpritchard@elevationpropertymanagement.com

Parkwood Behavioral Health System

Kristen Fisher
Director of Business Development
662-895-4900, 901-277-1707
kristen.fisher@uhsinc.com

Trezevant Episcopal Home

Julie Repking
Administrator Assisted Living
901-623-7843, 901-289-2600
jrepking@trezevantmanor.org


Join The Fun

If you enjoy The Professional Conference on Aging, look for other PNA events during the year benefiting seniors and our members:

- **Senior Expo**
- **Member Social**
- **Senior Safari at the Zoo**
- **Veteran's Parade**
- **Holiday Party**
- **Monthly Meetings**

Get on our email list to keep up with our events all year and join us!

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ZOOM SESSION C

Speaker: Judy Bookman, Judy Bookman Workplace Behavior Consulting

Topic: Seniors and Depression

Objectives:

- To recognize clinical depression and to learn to evaluate the risk of self-harm
- To understand the prevalence of depression in seniors
- To identify causes and effects of depression in seniors
- To learn intervention and prevention strategies, including a network of resources

Judy Bookman is an LCSW, the CEO of her own consulting group, and has a background in areas as varied as neuropsychology, behavioral and organizational psychology, family systems theory, and mental health administration. She has taught hundreds of workshops to businesses, governments, educational institutions and at regional conferences. She has a unique ability to community with people of varied backgrounds, and is skillful at simplifying complex concepts to get her points understood.

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Lori Kent
Business Development Director
901-763-3232 x 117
901-351-5525
lkent@seniorlifestyle.com

Comfort Keepers

Brian Bradley
Vice President/ General Manager
901-752-1515
brianbradley@comfort-keepers.com

Crossroads Hospice & Palliative Care

Jill Peterson
Provider Relations
901-382-9292
901-337-5416
jill.peterson@crossroadshospice.com

Genesis Legacy Whole Body Donation Foundation

Jacqueline Morris
Social Services Coordinator
901-278-7841
901-871-6902
jmorris@meri.org

ZOOM SESSION D

Speaker: Brad Hyde, Community Liaison Director, Arisa Health / Mid-South Health Systems

Topic: Communication Skills for Challenging Times

Objectives:

- Develop confidence in your own communications skills to deal with a crisis
- Understand effective procedures for interpersonal communication
- Understand inclusiveness for team communication
- Process past failures in communication and how they can be improved for future situations

Brad Hyde has been in the mental health field for 27 years. He has worked in outpatient, inpatient, private and community mental health treatment centers all over the mid-south. He has a certification in Diversity & Inclusion from Cornell University, and has been twice appointed by the governor on state taskforces. Brad is currently working for the largest behavioral health provider in Arkansas. He is an accomplished speaker who enjoys helping people of all ages, especially seniors.

Join PNA Today

The Professional Network on Aging is a non-profit composed of over 250+ companies who all have something to do with seniors. Our mission is to improve the quality of life of seniors in the mid-south through networking and special events throughout the year. Join us with your company or agency (\$75/year), or as an individual (\$40/year). If you have a passion for seniors, we'd like to hear from you!

- **Visit pnamidsouth.org**
- **Join our email list for free on our website**
- **Call 90-730-0528 or email info@pnamidsouth.org for more information**
- **Visit us at one of our monthly meetings on the second Thursday of each month.**

pnamidsouth.org



12:30PM-12:45PM CLOSING REMARKS , EVALUATIONS & CEUs

THANK YOU FOR ATTENDING THE 2021 PROFESSIONAL CONFERENCE ON AGING!

You had a chance to hear three speakers this morning. All five speaker sessions will be kept online until Friday, February 19 COB (then removed).

- All Attendees will be able to go online for 1 week (through Friday, 2/19 COB) and view any speakers they missed.
- Attendees may choose to get 3, 4, or 5 CEUs (depending on how many speakers they watch and evaluate).
- Evaluations will be emailed to all Attendees.
- You must return your evaluations to PNA in order to get CEUs. Once we have your evaluations, PNA will email your CEU certificate.

All Attendees, Sponsors and Vendors will get a list of all participants and their contact information (with permission, if they OPT IN) the week of February 15, 2021.

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Legislative: Lynn Doyle
Parliamentarian: Rachelle Maier
Scholarships: Sheri Wammack

**FROM "RABBI BEN EZRA"
BY ROBERT BROWNING**

Grow old along with me!
The best is yet to be,
The last of life, for which the
first was made:

Our times are in His hand
Who saith "A whole I planned,
Youth shows but half; trust God,
see all, nor be afraid!"

WHO WILL SAVE THE DAY?

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