

## ABOUT THE PRESENTERS

### Maureen O'Donnell, R.N., B.A., MPH

#### Day Health Center Manager, Comprehensive Care Management of Amityville

Maureen O'Donnell has worked in the home care field for 22 years. Currently, she educates people about Comprehensive Care Management Corporation's Long Term Home Health Care Program. The program assists the frail elderly remain safely and comfortably in their own homes. Ms. O'Donnell's previous work experience includes administration, case management, education, and cardiac care.

### Sheryl White-Scott, M.D., FACP

#### Medical Director, Brooklyn Developmental Disabilities Services Office

Sheryl White-Scott is currently the medical director for the Brooklyn Developmental Disabilities Services Office in Brooklyn, New York, and associate director of Community Health Services at AHRC/New York City. She is also an assistant clinical professor of medicine in the Department of Internal Medicine at New York Medical College.

Dr. White-Scott specializes in clinical services for adults with developmental disabilities. She has worked extensively with this population and has a special interest in health care delivery for women with developmental disabilities and individuals with developmental disabilities from minority populations.

## REGISTRATION INFORMATION

▶ \$100 general registration ▶ \$30 senior citizen (62+; Please attach proof of age.) ▶ \$20 Hofstra student (Please attach copy of HofstraCard ID.)

The conference fee includes a continental breakfast and buffet lunch. The conference starts promptly, so please allow time for traffic and parking. Fees are nonrefundable, unless cancellation notification is provided at least 48 hours in advance of the conference.

**The registration form, along with payment, should be returned no later than Monday, April 5, 2010, to:**

Martin Blum, Assistant Dean  
Office of Professional Development Services  
School of Education, Health and Human Services  
120 Hagedorn Hall  
119 Hofstra University  
Hempstead, New York 11549-1190  
Phone: (516) 463-5750  
Fax: (516) 463-4370

## REGISTRATION FORM

YES! Please enroll me in the *New Directions in Caregiving* conference.

Date \_\_\_\_\_ Name \_\_\_\_\_

Title/Position \_\_\_\_\_

Institutional Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Telephone (Work) \_\_\_\_\_ Telephone (Home) \_\_\_\_\_

E-mail \_\_\_\_\_

**Some workshops have limited space; early registration is highly recommended.**

### BREAKOUT SESSIONS | A B C D E

First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_

### Method of Payment:

Enclosed is a check (made payable to Hofstra University) in the amount of \$ \_\_\_\_\_.

Visa/MasterCard is also accepted. To pay by credit card and register online, please visit [hofstra.edu/edworkshopreg](http://hofstra.edu/edworkshopreg).

# New Directions in Caregiving

Thursday, April 15, 2010 | 8 a.m.-3:15 p.m.  
Multipurpose Room  
Sondra and David S. Mack Student Center, North Campus



School of Education, Health and Human Services  
Department of Counseling, Research, Special Education and Rehabilitation  
and the  
Center for Gerontology  
presents

# New Directions in Caregiving

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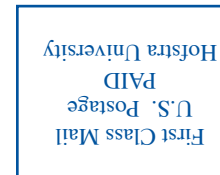
School of Education, Health and Human Services  
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120 Hagedorn Hall  
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Hempstead, NY 11549-1190



HOFSTRA UNIVERSITY

This daylong conference examines the challenges and complexities of caregiving in an ever-changing world. Now, more than ever before, caregiving is being (re)shaped by new technologies, new lifestyles for older people, and the social norms of "new" communities in the United States, especially on Long Island.

# New Directions in Caregiving



## PROGRAM

**8-9 a.m.**

### Registration and Continental Breakfast

**9-9:15 a.m.**

### Welcoming Remarks

**Martin Blum**, Assistant Dean  
Office of Professional Development Services  
School of Education, Health and Human Services

**Jeffrey P. Rosenfeld**, Director  
Center for Gerontology, Hofstra University  
“Caregiving: Contradictions and New Directions”

**9:15-10:30 a.m.**

### “From Daughter Track to Daughter Trap: Tipping Points in Women’s Lives”

**Laurel Kennedy**  
President and Founder, AgeLessons™, Chicago, Illinois  
*Featured speaker Laurel Kennedy speaks of how and why caregiving can become thankless, high-pressure work. Her new book, The Daughter Trap: Taking Care of Mom and Dad... and You, explores social, psychological and economic reasons why the “daughter track” can become the “daughter trap.” Ms. Kennedy offers strategies to avoid this “shift” and shares successful case studies to explain how to maximize the experience.*

**10:40-11:45 a.m.**

### “The Ultimate Caregivers’ Success System”

**Barbara E. Friesner**, Founder and President  
AgeWise Living™ LLC, New York, New York

*Barbara E. Friesner offers strategies for successful caregiving in an increasingly complex and technological world. She provides tips and strategies for caregiving, and shares case studies based on the successful balance of care and familial and personal responsibilities.*

**11:45 a.m.-12:30 p.m.**

### Luncheon

**12:45-2 p.m.**

### Breakout Sessions

**Caregiving is shaped by the decision to age-in-place, or to relocate. Sessions A and B offer relevant advice for caregivers who are contemplating a change of residence, and for those committed to aging in place.**

- A. Aging in Place or Relocating to New Communities: Challenges for Caregivers**  
**Fritzi Mazzola Gros-Daillon**, President, Transitions USA
- B. “Technologies for Aging in Place: What Caregivers Need to Know”**  
**Frank Gucciardo**, President, Frangeli Consulting and Remodeling, Inc.

**Caregiving is also shaped by the norms and values of the local community. Long Island is now a seedbed of new caregiving norms and values. Sessions C, D, and E discuss the new and exciting ideas of the Day Health Center, as well as the unique caregiving concepts being developed as a result of the diverse communities on Long Island.**

- C. Caregiving in New York’s Diverse Communities: Senior Day Care Comes to the East Indian Community**  
**Dr. Vasundhara Kalasapudi**, President  
India Home: A Center for Senior Care
- D. “New Populations, New Challenges for Caregiving”**  
**Sheryl White-Scott**, Medical Director  
Brooklyn Developmental Disabilities Services Office
- E. “The Day Health Center: A New Direction in Senior Day Care”**  
**Carol Hartmann**, Day Health Center Manager,  
Comprehensive Care Management of Amityville  
**Maureen O’Donnell**, Day Health Center Manager,  
Comprehensive Care Management of Amityville

**2:15-2:45 p.m.**

### “Medicaid Eligibility: Challenges for Nassau and Queens”

**Neelam Ahuja**, Director, Medicaid Eligibility Program,  
North Shore-LIJ Health System

**2:45-3:15 p.m.**

### Challenges for the Future

**Laurel Kennedy**, President and Founder, AgeLessons™,  
Chicago, Illinois  
**Jeffrey P. Rosenfeld**, Director,  
Center for Gerontology, Hofstra University  
**Sheryl White-Scott**, Medical Director  
Brooklyn Developmental Disabilities Services Office



## ABOUT THE PRESENTERS

### **Neelam Ahuja, LCSW, ACSW** Director, Medical Eligibility Program, North Shore-LIJ Health System

Neelam Ahuja has a master’s degree in social work from Delhi School of Social Work at the University of Delhi. Ms. Ahuja was a trainer of child care workers in Delhi, India; she worked as a child care officer, overseeing 100 sponsorship projects all over India for Christian Children’s Fund. She later worked in Los Angeles for Los Angeles County Adoptions. For the past 22 years, she has provided services to adults in health care. For 20 of those years, she worked in different capacities at Long Island Jewish Medical Center and provided direct services to patients, as well as managed programs. Currently, Ms. Ahuja is director of the Medicaid Eligibility Program at North Shore-LIJ Health System, and manages all outpatient social work areas, including but not limited to: ambulatory care, hearing and speech, dialysis, prenatal care, family planning, radiation oncology, and more.

### **Barbara E. Friesner, M.B.A.** Founder and President, AgeWise Living™, New York, New York

Barbara E. Friesner is the creator of The Ultimate Caregiver’s Success System and a generational coach and expert on issues affecting the elderly and their families. In addition to her own highly regarded newsletter, she writes a monthly column for the National Association of Baby Boomer Women. Ms. Friesner’s articles have been published in national magazines and she has been quoted in newspapers and magazines across the country; in addition, she had her own radio talk show – *Age Wise Living™* – on Voice America Talk Radio Network. Ms. Friesner is a keynote speaker and seminar leader – most recently for the Employee Assistance Professionals Association World Conference. She is also an adjunct professor at Cornell University, where she created and taught Seniors Housing Management at Cornell’s School of Hotel Administration. Prior to founding AgeWise Living™, Ms. Friesner was the director of education and development for Loews Corporation and dean of Loews University.

### **Fritzi Mazzola Gros-Daillon** President, Transitions USA

Fritzi Mazzola Gros-Daillon founded Transitions USA in response to perceived needs in the community and of personal friends. She is a certified senior advisor who has helped seniors and their families for the last eight years. As Ms. Gros-Daillon states, “Transition USA fills a very important need for both seniors and their families. We remove the burden from seniors at a very stressful time for them, by helping them pre-plan their move, make decisions on the disposition of personal effects, packing and unpacking, and in effect, easing these stressful responsibilities from seniors and their family members.”

### **Frank Gucciardo, M.S., PT, CAPS, CGP** President, Frangeli Consulting and Remodeling, Inc.

Frank Gucciardo earned a master’s degree at Ithaca College and is a New York state-licensed physical therapist. He is also a licensed home improvement contractor in both Nassau and Suffolk Counties, and is a Certified Age-in-Place Specialist and

Certified Green Building Professional. Mr. Frangeli exclusively provides customized, universally designed solutions and applications to the homes of individuals with disabilities or age-related limitations. These solutions for independent living range from simple bathroom modifications to living space additions that involve the use of smart home technology and adaptive equipment.

### **Carol Hartmann, B.A., CTRS** Day Health Center Manager, Comprehensive Care Management of Amityville

Carol Hartmann is the Day Health Center manager for Comprehensive Care Management of Amityville and is also a certified recreational therapist. She currently serves on the Public Policy Committee for the Alzheimer’s Association of Long Island, where she is also a volunteer. Ms. Hartmann has worked in the fields of gerontology and recreation since 1995, and has a B.A. in community and human services, with a concentration in gerontology. Her passion is helping the elderly, with a specific interest in working with those afflicted with Alzheimer’s disease and other forms of dementia.

### **Laurel Kennedy, M.B.A.** President and Founder, AgeLessons™, Chicago, Illinois

As founder of the firm Age Lessons™, Laurel Kennedy has become an authority on multigenerational issues and an advocate for mature consumers. Her passionate and articulate defense of the “Boomer dilemma” has made Ms. Kennedy a popular interviewee and presenter, and she has appeared on CNBC, Comcast TV, and Network Radio, as an expert witness in the Superior Courts, and a keynote speaker before numerous industry and corporate forums.

Ms. Kennedy’s opinions and innovative solutions have garnered headlines in a variety of media outlets, including Yahoo! Finance, Forbes.com, MarketWatch, Morningstar.com, Copley News Service, *The Irish Times*, *The Dallas Morning News*, *The Hollywood Reporter*, *Advertising Age*, *Chamber of Commerce Magazine*, and *Consumer Insight Magazine*, to name a few.

Currently, Ms. Kennedy is putting the finishing touches on a national study about ageism in the workplace and wrapping up her book titled *The Daughter Trap* (St. Martin’s Press, April 2010), which explores the quandary of Boomer women caring for elderly relatives. *The Daughter Trap* has a simple premise: America needs to do for elder care in the 21st century what it did for child care in the 20th century.

As a senior executive at Edelman Worldwide and Ketchum, Ms. Kennedy’s marketing and communications work has won many accolades, including National Telly Awards, Silver Anvil Awards (PRSA), Golden Trump Awards (PCC), IABC Awards, Addy Awards® (AAF), Davey Awards (IAVA), Gold Mercury Awards and CIPRAs. She earned an M.B.A. with honors from University of Chicago Booth School of Business, where her honors thesis explored the impact of gender differences on field sales performance.