

RUTH ANN BEIDEMAN, CHAIRPERSON  
SALLY BEAUMONT  
JAMIE MAGEE  
PENNY ORNDORFF  
CATHY PARKER



SCOTT PHILLIPS  
LARRY SAVAGE  
FRANCINE SHOCKLEY  
FRAN SMITH  
HELEN SMITH

## Advisory Committee on Aging & Adults with Physical Disabilities for Sussex County

### Conference Planning Subcommittee Meeting

January 23, 2017

A meeting of the Conference Planning Subcommittee of the Advisory Committee on Aging & Adults with Physical Disabilities for Sussex County was held on Monday, January 23, 2017, at the Sussex County Administrative Offices West Complex, 22215 North DuPont Boulevard, Georgetown, Delaware. The following members of the Advisory Committee were present:

Ruth Ann Beideman	Larry Savage
Michelle Griffith (non-voting member)	Fran Smith
Jamie Magee	Helen Smith
Cathy Parker	

#### Other attendees included:

Gene Campbell	Anthony DelFranco
Kaitlin Clauges	Linda Forte

#### Call to Order

Ruth Ann Beideman, Subcommittee Chair, called the meeting to order at 11:35 a.m.

#### Approval of Agenda

A Motion was made and seconded to approve the Agenda as posted. Motion Adopted by Voice Vote.

#### Approval of Minutes

A Motion was made and seconded to approve the minutes of November 21, 2016, as distributed. Motion Adopted by Voice Vote.

#### Planning for Next Conference

- Title

Anthony DelFranco suggested that the Advisory Committee officially change the title of the LIVE Conference to "Sussex Living Conference," noting that there is



currently a Life Conference that it is often confused with, in addition to the fact that no one is sure how to pronounce it. Discussion followed and there were no objections to the change. Larry Savage seconded the suggestion/Motion, and it was Adopted by Voice Vote.

- **Timing of the Conference – Spring or Fall**

Ruth Ann Beideman stated that since the conference has been losing attendance each year, maybe the spring would be a better time for it to take place. Anthony DelFranco pointed out that the spring and fall are when most conferences are held, and both are busy times of the year. However, the public is now accustomed to the Advisory Committee conference being held in the fall. Since there is no assurance that attendance will increase in the spring, it was decided to continue holding the conference in the fall.

- **All Day Versus Half Day**

The advantages and disadvantages of a half-day versus an all-day conference were considered. *"I Have the Diagnosis: What Do I Do Now?"* has been proposed as a conference topic, and the Committee realized it will take a full day to explore this subject. Therefore, it was decided that the conference will remain an all-day event.

- **Hours**

Registration seemed to take longer at the 2016 conference, so it was suggested that registration start a little earlier, at 8:00 a.m. This change will allow the public a full 90 minutes to register and visit vendors. The actual conference could start at 9:30 a.m. and end at 2:30 p.m., if there are enough speakers and the extra time is needed. A decision on the hours of the conference will be made at a later date, once the number of speakers and panels are known.

- **Interaction With Vendors**

Both the public and Advisory Committee members felt that interaction with the vendors was much better last year than in the past. Nonetheless, it is difficult for the public to visit all of the vendors in the time allotted, and many of the vendors leave after lunch. Starting registration at 8:00 a.m. and the conference at 9:30 a.m. will give those who arrive early over an hour to visit the vendors. Cathy Parker suggested that Committee members talk with vendors and encourage them to stay for the entire conference. Possibly a Vendor Hospitality Committee of two or three members would be helpful to let vendors know how much they are appreciated for setting up and to see if there is anything they need during the conference. In addition, lunch could be scheduled from 12:00 noon to 1:00 p.m. to allow more time for vendor visits.

- **Speakers/Panel Members**

Ruth Ann Beideman questioned if a keynote speaker is necessary. Anthony DelFranco stated that he feels a keynote speaker is necessary to tie the whole

conference together. If the speaker is well-known and liked, they can help increase attendance. It was decided to keep the keynote speaker and panel format as has been done in the past.

- **Press Coverage**

Ruth Ann Beideman will meet with County Administrator Todd Lawson regarding press releases to see if there is any way of getting publicity out earlier, or if there is a standard County policy as to when press releases are to be issued.

- **Food**

Since there were many negative comments about the quality of the food served last year, Ruth Ann Beideman is to meet with Judy at CHEER to iron out some of the issues.

- **Fliers**

Fliers need to be prepared and circulated earlier. Anthony DelFranco also recommended that the Committee glitz them up some, as past fliers have been very plain and need to be more eye-catching.

- **Cost**

Whether to revert back to the cost of \$5.00 or keep the cost at \$10.00 per person was discussed. It was agreed that the cost should stay at \$10.00, but the quality of food for that price definitely needs to improve.

- **Comedian**

It was suggested that a comedian would help lighten the conference mood a bit. Larry Savage mentioned "Mr. Goodwork" (Ken Huff). Mr. Savage knows Mr. Huff personally and will contact him to see if he is available to perform for 15 minutes or so after lunch.

- **Sound**

Cathy Parker stated that she had trouble hearing the speakers from where she stood last year. Anthony Del Franco advised it is no problem to adjust the sound.

- **Suggested Topics**

Veterans' affairs and new medical information were offered as possible topics. Helen Smith also proposed the theme that was discussed at the regular Advisory Committee meeting: "*I Have the Diagnosis: What Do I Do Now?*" Resources for seniors and caregivers of seniors who have been diagnosed with a serious disease or condition would be addressed. Agencies could include, but not be limited to, the Alzheimer's Association, Hospice, Easter Seals, and CHEER. The Committee agreed with this idea.

- **Keynote Speaker and Panelists**

A brief discussion was held regarding potential keynote speakers and panelists. Jamie Magee felt that the ADRC (Aging and Disability Resource Center) should definitely be a part of the conference and could maybe provide a keynote speaker.

Ruth Ann Beideman stated that biographies are needed earlier than last year, as she was scrambling at the last minute to get information for the program. Part of the problem was that speakers and other aspects of the conference were changed many times. It was emphasized that the Committee needs to make decisions regarding the conference and stick to them.

- **Date**

The next conference will be held on Wednesday, October 18, 2017.

### Old Business

Katie Burritt was scheduled to report on the evaluations from the 2016 conference, but was delayed. Since it was getting late and several Committee members had other commitments, Ms. Burritt was asked to email the evaluation information to Committee members.

### Next Meeting

It was agreed that the Conference Planning Subcommittee will not meet in February due to the uncertain weather conditions. The next meeting of the Conference Planning Subcommittee will be held on Monday, March 20, 2017, at the Greenwood CHEER Center, 41 Schulze Road, Greenwood (following the regular Advisory Committee meeting). Committee members should come prepared to discuss the keynote speaker and panel members for the October 18th conference.

### Adjourn

A Motion was made by Fran Smith, seconded by Jamie Magee, to adjourn at 12:30 p.m. Motion Adopted by Voice Vote.

Respectfully submitted,

Helen Smith, Acting Secretary  
Conference Planning Subcommittee