

CREATIVE AGING INSTITUTE

Wednesday, October 26

SPONSORED BY NAMM

8:30 – 9:00am

Allegheny 1

Welcome and Setting the Stage

9:00 – 9:45am

Allegheny 1

Myths of Aging

Through an artistic exercise, explore age-related issues and dispel myths about growing older.

Presenter: Susan Perlstein, Founder and Executive Director, National Center for Creative Aging and Elders Share the Arts

9:45 – 10:00am

Break

10:00 – 11:30am

Allegheny 1

Impact of Professionally Conducted Cultural Programs on Older Adults

Quantitative data on the intersection between creativity and aging has been scarce until now. Learn the results of the National Endowment for the Arts' groundbreaking research that revealed strikingly positive differences in the social and physical health of older adults who participated in community-based, professionally led arts education programs. And hear the stories behind the research of the older adults who created with Elders Share the Arts in Brooklyn, NY, Center for Elders and Youth in the Arts in San Francisco, CA, and the Levine School of Music in Washington, DC.

*Presenters: Gene D. Cohen, M.D., Ph.D., Director, Center on Aging, Health & Humanities, George Washington University
Susan Perlstein, Founder and Executive Director, National Center for Creative Aging and Elders Share the Arts*

11:30am – 12:45pm

Lunch *(on your own)*

12:45 – 1:00pm

Allegheny 1

Performance by the *Silvertones*

Enjoy the soulful sounds of this Sax quintet affiliated with the New Horizons band program at Baldwin-Wallace College Conservatory of Music, and meet the older musicians.

*Richard Holdrup, alto sax
Dick Kolk, alto sax
Stan Wasielewski, tenor sax
Larry Diemand, tenor sax
Karl Jwuc, bari sax*

1:00 – 2:00pm

Allegheny 1

Marketing to Older Adults

Build it and they will come generally doesn't apply to the arts. From the music products industry to community schools of the arts, reaching out to consumers—whether purchasers or students—is important. Discover what both sectors have learned about marketing to older adults, what strategies are working and how you can be successful with a small budget.

*Presenters: Eric Ebel, Director of Market Development, NAMM, the International Music Products Association
Lisa Shaw, Director of Adult Programs, Levine School of Music
Barry Bittman, MD, CEO and Medical Director, The Mind-Body Wellness Center
Mel Wisniewski, Director of Sales, Lowrey Organ*

2:00 – 2:30pm

Allegheny 1

Eldercare Infrastructure

Senior centers, area agencies on aging, councils on aging, NORCs, continuous care retirement communities—the list is long of governmental, nonprofit and private organizations that provide services to well-elders in the community. Learn who is out there and what they do, and reflect on similar organizations in your community with whom to collaborate.

Presenter: Mary Esther Van Shura, Ed.D, Assistant Director, Department of Parks and Recreation, City of Pittsburgh

2:30 – 2:45pm

Break

2:45 – 4:00pm

Workshops

Learn about model programs in the creativity and aging field and share practical advice on identifying and collaborating with community partners and older adults, and finding the time, money and staff to be successful.

2:45 – 4:00pm

Allegheny 1

Partnerships

The *Voice of Ages Intergenerational Choir* started as a partnership between the Germantown branch of the Settlement Music School of Philadelphia and NewCourtland, a network of six long-term care facilities in Philadelphia. Now managed solely by NewCourtland, this program has won a national award from the American Society on Aging. In New York City, the Council of Senior Centers and Services teamed up with the Coalition of New York community Schools of the Arts and the New York Community Trust to provide music education and training to older adults in seven sites over three years. The *Music School/Senior Service Partnership Project* demonstrated the positive effect of music, and how creativity, productivity and being a community asset does not stop because you have reached a certain age. Explore the nuts and bolts, and challenges and successes of these collaborations, and get concrete advice that you can use at home.

Facilitator: Susan Perlstein, Founder and Executive Director, National Center for Creative Aging and Elders Share the Arts

*Presenters: Patricia Manley, Branch Director, Settlement Music School–Germantown
Pam Mammarella, Vice President of Communications, NewCourtland Elder Services
Igal Jellinek, Executive Director, Council of Senior Centers and Services of New York City, Inc.*

2:45 – 4:00pm

Armstrong

Lifelong Learning

The arts are essential for creating community in the second half of life, and for creating a society in which older people continue to learn and have the opportunity to pass on their wisdom. Education can add vitality and meaning to life at any age. One lifelong learning trend links older adults with higher education. There are examples of these programs in many communities, and an increasing number are funded by the Bernard Osher Foundation. Osher Lifelong Learning Institutes (OLLI) are vibrant learning communities of older adults in more than 30 states. The Osher Foundation funded the first OLLI in 2001 at the University of Southern Maine, which already had a senior college. Subsequently, the University of Southern Maine became the OLLI national resource center. In 2004, the foundation provided a grant to the University of Pittsburgh to expand its existing lifelong learning institute. Discuss the overall trend of lifelong learning and learn about the different OLLI models, and use this knowledge to catalyze your exploration of programs and partnerships to serve older adults in your community.

2:45 – 4:00pm

Lifelong Learning, (continued)

Presenters: **Judi Bobenage**, Director, Osher Lifelong Learning Institute, University of Pittsburgh Learning Solutions
 Kali Lightfoot, Director, Osher Lifelong Learning Institute and National Resource Center, University of Southern Maine
 Students of the Osher Lifelong Learning Institute, University of Pittsburgh

2:45 – 4:00pm

Lawrence

New Horizons Program

In 1991, the Eastman School of Music in Rochester, NY, created the first New Horizons program with the goal of creating an entry point to group music-making for adult beginners and a comfortable re-entry point for adults who played music in school and would like to resume after long years of building careers and raising children. The movement has expanded throughout the country, and a stellar example is the New Horizons Band program at Baldwin-Wallace College, in Berea, OH. A partnership of the Conservatory Outreach Department, Institute for Learning in Retirement and Music Education Department, the band experience not only allows participants to expand their horizons, but also includes a “buddy” program that pairs instrumental methods students with participants to provide extra assistance.

Presenters: **Bryan L. Bowser**, Assistant Director of the Conservatory for External Affairs, Baldwin-Wallace College Conservatory of Music
 Laura Joss, Chair of Music Education and Founder/Director, New Horizons Band, Baldwin-Wallace College Conservatory of Music
 Members of the Silvertones

4:00 – 4:15pm

Break

4:15 – 5:30pm

Workshops (repeated)

Presenter Biographies

Barry Bittman, MD, is a neurologist, author, international speaker, award-winning producer/director and inventor. His book, *Maze of Life*, co-authored with Anthony DeFail, is a soul-searching parable about restoring hope, meaning and purpose amidst life’s challenges. Bittman’s more than 250 articles on a host of integrative medical topics have been published in his newspaper column, *Mind Over Matter*. Bittman’s “whole person” approach has been featured in leading publications throughout the world, including *USA Today*, *Business Week*, *Time*, *Prevention*, *Discover*, *O* (Oprah Magazine), the *New York Times*, the *San Francisco Chronicle*, the *Washington Post*, *Scientific American*, *Men’s Fitness*, *Health Magazine*, *Spirituality & Health*, *New Age Journal*, *Self Magazine* and others. His perspectives have also been shared in numerous interviews including *CNN Headline News*. Based on his conviction that recreational music-making is an effective therapeutic strategy in conventional healthcare, his latest study focusing on the human genome, published in *Medical Science Monitor* (February 2005) is considered a scientific breakthrough in the fields of music and medicine.

Judith Bobenage, director of the Osher Lifelong Learning Institute at the College of General Studies, University of Pittsburgh, has spent the majority of her 30 years in the field of education working in nonformal education. She came to the university in April 2000 as manager of professional and personal noncredit continuing education. Prior to joining the university, Bobenage spent 20 years at Carnegie Museum of Natural History, Pittsburgh, PA, where she served as chair of education for 15 years. She holds a B.S. in elementary education from Indiana University of Pennsylvania and completed course work toward an M.S. in environmental education at Pennsylvania State University.

Bryan Bowser is the assistant director of the conservatory for external affairs at Baldwin-Wallace College Conservatory of Music where he oversees the outreach, summer music, opera and arts management programs. He spent three seasons as director of operations and development with Lyric Opera Cleveland before returning to his alma mater to head the newly formed Conservatory Outreach Department. He was appointed assistant director of the Conservatory in 2004. Bryan also serves as

minister of music at the First Congregational United Church of Christ in Berea and has been seen in many local theaters as a performer, music director, conductor and choreographer. Bowser is a board member of Brecksville Theater on the Square and the International Music Festivals of the Americas and serves as resident musical director at Cuyahoga County Community College's Western Campus. A summa cum laude graduate of Baldwin-Wallace College, he is currently pursuing his M.A. in Entrepreneurship.

Gene D. Cohen, M.D., Ph.D. is the first Director of the Center on Aging, Health & Humanities at George Washington University (GW), where he also holds the positions of Professor of Health Care Sciences and Professor of Psychiatry and Behavioral Sciences. Within the GW Center, he co-founded the Creativity Discovery Corps, whose mission is to identify and preserve the creative accomplishments and rich histories of under-recognized older adults, especially those who are socially isolated and homebound. From 1991–1993, he served as Acting Director of the National Institute on Aging (NIA) at the National Institutes of Health (NIH). Before coming to NIA, Dr. Cohen served as the first Chief of the Center on Aging of the National Institute of Mental Health—the first federal center on mental health and aging established in any country. He is the author of more than 150 publications in the field of aging, including several edited text books and the first book on creativity and aging, *The Creative Age: Awakening Human Potential in the Second Half of Life*.

Eric Ebel is the director of market development for NAMM, the International Music Products Association. Prior to accepting his current position in 2004, Ebel held the position of senior trade show sales manager for NAMM's world renowned International Trade Shows since joining the organization in 1997. For the past 20 years Ebel has held various positions within the music industry ranging from sales director with an international percussion manufacturer, professional touring musician and full time faculty member at the Percussion Institute in Los Angeles.

Igal Jellinek has been executive director of Council of Senior Centers and Services of New York City (CSCS) for 18 years, capping a career devoted to older New Yorkers. Council of Senior Centers and Services is the premier professional organization for New York City's senior service providers. CSCS provides advocacy, training and education, technical assistance and representation at the city, state and federal levels. Council of Senior Centers and Services represents 265 senior service organizations that administer more than 400 individual programs and serve more than 300,000 older New Yorkers annually. Jellinek has been the recipient of numerous awards, including AARP's 1998 Community Spirit Award for Community Service, the 1996 Homero Rosado Leadership Award from RAICES Spanish Speaking Elderly Council, the New York State Coalition for the Aging's 1999 Henrietta Rabe Humanitarian Award and New York State Coalition for the Aging's 2003 4th Honorary Benefit Reception "Honoring Those Who Honor Our Elders" Individual Award. Jellinek is a frequent local and national speaker on issues affecting the growing number of older people in New York City and across the nation. He is also a delegate to the 2005 White House Conference on Aging.

Laura L. Joss is currently an assistant professor at Baldwin-Wallace Conservatory of Music in Berea, Ohio, where she serves as the chair of the Music Education Department and teaches instrumental music education method classes, brass, woodwind and string methods, supervises student teachers and conducts the concert wind ensemble. Joss is also the founder and director of the Baldwin-Wallace College New Horizons Band Program which currently has 101 members in three bands. She is also a doctoral candidate at Case Western Reserve University. Joss travels yearly to South America as part of an Artist in Residency program sponsored through the Ohio Arts Council and the Santiago Chilean North American Cultural Institute. She is active both nationally and internationally as an adjudicator, music education consultant and clinician. In 2002, Joss was recognized by the Baldwin-Wallace Conservatory of Music, with an Outstanding Alumni Achievement Award. In 1997, while directing both bands and orchestras in Strongsville City Schools, Joss was selected as "Master Teacher of the Year" by the Martha Holden Jennings Foundation. She is a member of the Ohio String Teachers Association, American String Teachers Association, Ohio Music Education Association and the Music Educators National Conference.

Kali Lightfoot is the executive director of the National Resource Center for Osher Lifelong Learning Institutes and the Coordinator for the Maine Senior College Network. Originally educated as a teacher, and employed at the high school and college levels, Lightfoot left the teaching profession in 1979 to work for Elderhostel. At Elderhostel, she managed the New England Region; served as associate national program director; and managed international homestay, service-learning and intergenerational programs. Lightfoot also worked for World Learning and the U.S. Forest Service. In 2000, she moved to Maine to become director of the Senior College at University of Southern Maine, taking a position funded by the Maine legislature to "support the Senior College Initiative" statewide. Shortly thereafter, the university became the first Osher Lifelong Learning Institute (OLLI), endowed by the Bernard Osher Foundation. And most recently the university received a second to create and manage the national headquarters—called the National Resource Center—for all 73 (eventually 100) OLLIs. Lightfoot received her B.A. from Western Michigan University and her M.S. from the University of Washington.

Pam Mammarella joined NewCourtland Elder Services in 1996. During her first year with the organization, Ms. Mammarella designed and implemented the *Comfort & Joy*TM program, an arts and entertainment program often with an intergenerational component for NewCourtland's network of nursing homes. *Comfort & Joy* delivers entertainment, arts programming, horticulture and music therapy for the over 1,600 residents living in the NewCourtland nursing homes. Most notable was a project that was produced by residents at Care Pavilion and children from the Harambee Institute that resulted in an animated video that aired

nationally on HBO *Family* in the spring of 2000. In her position as Vice President of Communications she is responsible for special events, marketing, public relations and nurse recruiting. Ms. Mammarella is especially proud of the 2004 American Society on Aging Award for Innovation and Quality in Healthcare and Aging for the *Comfort & Joy: Celebrating Intergenerational Artistic Achievement* Art Exhibit; the 2003 Generations United Leadership Award for Outstanding Support of Intergenerational Programs; the 2003 American Association for Homes and Services for the Aging (AAHSA) Award for Innovation of the Year for the Golden Eagle Scout Program; the 2003 PANPHA Distinguished Service Award for Innovation of the Year; and the 2002 American Society on Aging award for Innovation and Quality in Health Care and Aging for the Voices of Ages Intergenerational Choir.

Patricia Manley has been the director of Settlement Music School's Germantown Branch since 1987. Manley, who plays the double bass, has freelanced throughout the Philadelphia and New York area with many orchestras and chamber ensembles. Formerly a member of the National Symphony of Argentina, she continued her university studies at Ithaca College and Binghamton University. She received an M.B.A. from Drexel University's LeBow College of Business in 2003 and is a freelance nonprofit management consultant for local and national organizations. Manley was selected to serve as the acting executive director of Settlement Music School during Robert Capanna's six-month sabbatical in 1999, and has presented at National Guild Conferences in the past.

Susan Perlstein, M.S.W., is the founder and executive director of the National Center for Creative Aging/Elders Share The Arts. She is also an educator, social worker, and an artist who has written extensively on creativity, arts-in-education, aging, and creativity and aging in numerous professional journals, including *Arts in the Public Interest*, *Gerontology*, the ASA's *Aging Today*, *The Older LEARNer* and *Dimensions*. Ms. Perlstein is also the author or co-author of several books: *Alert and Alive*, *Generating Community: Intergenerational Programs through the Expressive Arts* and *Legacy Works: Transforming Memory Into Visual Art*. In recent years, Perlstein has dedicated much of her time to developing the National Center for Creative Aging (NCCA) in the United States, an organization dedicated to fostering an understanding of the vital relationship between creative expression and the quality of life of older people. NCCA serves as a training, networking, resource, and advocacy center for the emerging field of creative aging. Its training initiatives have educated thousands of artists, educators and health care and social service professionals.

Lisa Shaw, Director of Adult Programs at Levine School of Music, is a music educator, soprano, conductor and long-time champion of music programs for older adults. Shaw has been creating and coordinating performances and courses for older adults for more than 20 years. At Levine, Shaw created "A Little Day Music," a program specifically designed for retirees to support their creative curiosity by offering vocal and instrumental ensemble courses, music appreciation and theory, and MusicalTea™, a free monthly performance series given by Levine's students and faculty. Additionally, she maintains a fulfilling teaching schedule of private voice lessons, choral ensembles and music theatre and opera programs. A versatile soprano, Shaw has performed opera and musical theatre for audiences in venues all over the United States and Europe, including the John F. Kennedy Center for the Performing Arts, Lincoln Center and the Vienna Staatsoper, as well as in Austria, Germany, Poland, Switzerland, Belgium and Portugal. Shaw holds a Bachelor of Music from Virginia Commonwealth University and accepted a full scholarship to Cincinnati Conservatory of Music where she received a Master of Music and Artist Diploma in Opera.

Since 1996, **Mary Esther Van Shura** has served as the assistant director of the Department of Parks and Recreation of the City of Pittsburgh with primary oversight of the senior program. Her earlier professional experiences included service as the director of the state office for Senator Harris Wofford, Western Pennsylvania Coordinator for Victory '92 (Clinton), and Western Pennsylvania Coordinator for Victory '91 and '94 (Senator Harris Wofford), as well as, an Elementary Teacher in New York. Within the community, she served as Co-Chair of the Municipal Cooperation Committee for the Transition Team of County Executive Dan Onorato. She currently serves on the Board of Directors of Chatham Village, a national historic landmark in Pittsburgh, PA, the Consumer Advisory Council of Quality Insights of Pennsylvania, the Executive Committee of the Pittsburgh Local Organizing Committee for the 2005 National Seniors Games, and the fundraising committee of the National Multiple Sclerosis Society. Van Shura received her Ed.D. from the University of Pittsburgh. Earlier degrees of a B.S. in elementary education and a M.S. in Educational Administration were received at College Misericordia and the State University of New York.

Mel Wisniewski has spent his entire life involved in music-from playing the accordion as a young boy back in Wisconsin to leading one of the most progressive sales divisions in the music industry and helping to build America's number one home organ brand. Wisniewski is Lowrey's Director of Sales. His notable experience and distinguished reputation in the music products industry gives him a unique vision. Wisniewski's gift for recognizing the needs and desires of the recreational music maker has transformed Lowrey into a consumer-driven company that puts the satisfaction of the customer first. Notable developments include the Lowrey Magic Organ Course, Lowrey's early involvement in the Music Making and Wellness movement, L.I.F.E. and industry-leading awareness of the value of a music-making hobby. Throughout his entire career Wisniewski has recognized the significant benefits available to people who participate in recreational music making.