



# The BLS Bugle

November 2013

## Welcome to the Bugle newsletter!

The Communications Committee is proud to bring you lots of fun, interesting, and new information that will help you help the seniors we serve! Please submit any questions, comments, and ideas for article submissions for future editions to [BLSPRCommittee@gmail.com](mailto:BLSPRCommittee@gmail.com). The Bugle is intended to be an informative, educational, and helpful publication - rather than a platform for sales and marketing. Many of the tips, tricks, and stories will be based on our members experience at their 'day job' - if you would like to contact the person submitting the article, please use the Membership Directory located at [www.BLSPinellas.org](http://www.BLSPinellas.org).

## BLS Mission Statement

The Better Living for Seniors Consortium will promote continuing service excellence to seniors through proactive, visionary, and ethical leadership in networking, education and collaboration.

The Better Living for Seniors Consortium of Pinellas County, Florida is affiliated with the Area Agency on Aging of Pasco-Pinellas, Inc. an Aging and Disability Resource Center located at 9549 Koger Blvd, Suite 100, (Gadsden Building) St. Petersburg, FL 33702

## MARK YOUR CALENDARS FOR THE NEXT BLS CONSORTIUM

Hosted by the Senior Resource Committee



**Friday, November 8 – 8:30am**

**Princess Martha**

**411 First Avenue North, St. Petersburg**

**Speaker:**

**Joye Swisher**

**Topic:**

**Smooth Sailing During the Holiday Season**

**Please RSVP at [www.BLSPinellas.org](http://www.BLSPinellas.org)**

## BLS QUARTERLY CONSORTIUM

**November 8, 2013**

Hosted by the Senior Resource Committee

Location:

Princess Martha  
411 First Avenue North  
St. Petersburg

## HOW CAN YOU GET INVOLVED?

Visit [BLSPinellas.org](http://BLSPinellas.org)  
For meeting locations

### Communications Committee

Meets last Wed at 10:30a  
Chair: Trisha Randall  
Vice-Chair: Dale Griffen

### Membership Committee

Meets 3<sup>rd</sup> Tuesday at 9:00a  
Chair: Rachelle Vo  
Vice-Chair: Mark Grande

### Senior Resource Committee

Meets 3<sup>rd</sup> Thursday at 11:45a  
Chair: Sue Duhamel  
Vice-Chair: Carolyn Daniels

### Professional Development Committee

Meets 2<sup>nd</sup> Wed 9am  
Chair: Ginny Moore  
Vice-Chair: LaNona Robinson

### Public Speaking & Networking

Bayview Gardens Beach House  
Chair: Linda Burhans  
Vice-Chair: Rebecca Weitzel

## A Letter from BLS President, Carol Radin

Everyone loves this time of year. It feels a little cooler in the mornings and evenings and you start to think about the Thanksgiving and Christmas holidays. It's time to pull out the sweaters and warm clothes, put another blanket on the bed, and think about a warm fire in the fireplace (in Florida??). Maybe you have bought some of your Christmas presents already, or if you are like me, you have purchased all or most of your gifts already (don't hate me, I do it every year).

So you're asking yourself, why is she talking about the holidays already? And who thinks about gift buying this early in the year? Well I will tell you. It's because of the "Elves for Elders" program that is very dear to my heart. For those of you who are asking, what is "Elves for Elders", I will explain. The purpose of Elves for Elders is to provide gifts for seniors who might otherwise be forgotten during the holidays. Elves for Elders is a community effort that recognizes it is a huge commitment caring for seniors. Elves connects gift givers with seniors, who are less fortunate, and have no one to give to them during the holidays, and we hope that while providing a gift for the indigent senior, the guardians, case managers and caregivers will feel that a small part of the burden of caring for the senior is shared.

This year will be the seventh year the Better Living for Seniors (BLS) Resource committee will provide Elves for Elders in Pinellas County, and each year it grows. Last year, holiday trees were placed in nine locations around Pinellas County. Gift tags for indigent seniors were placed on those trees. Soon the gifts began arriving. And every year I am amazed at the generosity of our givers. It is incredible. More than 500 seniors received gifts such as robes, lap blankets, stuffed animals, snacks, clothing, toiletries, pet food and toys, and room decorations.

If you would like to learn more about the Elves for Elders program or you want to be an Elf, call me. You can help organize and fill bags or take a tag and purchase the items on it. No gift is too small and if you do not want to shop, Stacy, Susan and I will accept your donation or gift card and do the shopping for you. See how simple it is to be an ELF?

Thank you for all your support each and every year. BLS members are AWESOME!  
Fondly,

*Carol*

### **Attention: Open Enrollment for Medicare is October 15 - December 7**

Please remember that SHINE (Serving Health Insurance Needs of Elders), under the AAAPP provides free, unbiased counseling to Medicare beneficiaries in need of assistance during this time. Call The Helpline at 1-800-963-5337 to get connected to a SHINE volunteer.

### **The Area Agency on Aging of Pasco/Pinellas has gone..... SOCIAL!**

In addition to a new website that can be found at [www.agingcarefl.org](http://www.agingcarefl.org)

**AAA has jumped in, feet first, with a great social media presence!**

**Twitter: [www.twitter.com/agingcarefl](http://www.twitter.com/agingcarefl)**

**Facebook: [bit.ly/AreaAgencyFB](http://bit.ly/AreaAgencyFB)**

**LinkedIn: [bit.ly/AreaAGencyLI](http://bit.ly/AreaAGencyLI)**

**Take a few moments to connect with this great organization!**

## **SOCIAL MEDIA TIP by Dale Griffen & Christopher Tompkins, The Go! Agency**

### **Is Your Holiday Marketing Plan Underway Yet?**

Halloween. Thanksgiving. Christmas. New Year. Valentine's Day. Easter.

What do all of these holidays have in common?

They are wonderful marketing opportunities for your business.

While some of you may be sighing, thinking; "Aren't these commercialized enough?" My answer; "Absolutely!" But that is not what my sentiment is here. This is not about commercialization or fooling consumers into purchasing products or services that they don't need or want. This is about aligning your marketing message and position with the needs and emotions of the season.

If you tie your message into a particular holiday season you may see yourself grab the attention of a consumer who may have otherwise passed you by.

So look at your marketing materials and plan, then see what holidays occur around the same time.

For example, Thanksgiving is universally known as a time of giving. Perhaps in your email blasts you can send out 10 tips to giving back during this holiday season. Or in a print ad, you can give an exclusive discount to those who order before a certain date, then give a certain amount to a related charity.

Also, offering discounts and specials around the December holidays will really grab the attention of your marketplace. While this is not an extremely shocking thought...do you know that many small business owners overlook this? Offer solutions and helpful tips to making it through the holidays – you will be surprised at the response!

This is also where you should be pulling out your marketing list. I've written about this before, but just as a reminder a marketing list is a simple list of all of your marketing activities that you take part in. So for example, this would be a strong marketing list:

Email Marketing/Blasts	Google Adwords
Coupons/Discounts – Flyers	Social Media Campaign
Print Advertising	Press Releases
Media: Television, Radio, Print	Events/Exhibitions/Networking

If you look at the activities that you have coming up on your marketing list, see how you could come up with a short-run campaign to capture more interest while using the holiday angle. At the end of the day, it is good to tap into the emotions of your audience, not only during the holiday season, but everyday. By offering them solutions to their problems, you will not only grab their attention – but you might just grab their loyalty as well.

While this may seem like a fairly elementary article, I really wanted to share it with you to drive home the effectiveness of this marketing strategy. Hope it makes you think twice when doing outreach to your target audience! And get started today! The months leading up to the December holidays go exceedingly fast – so you need to start your planning and budgeting yesterday.

## RECIPE CORNER submitted by Rebecca Weitzel, Pacifica Belleair

Tilapia Piccata with Snap Peas - some research suggests that the trace mineral chromium may help control your blood sugar levels.

### Ingredients

Vegetable oil cooking spray  
4 U.S.-farmed tilapia fillets (5 ounces each)  
1 teaspoon salt, divided  
1/2 cup fresh lemon juice  
4 teaspoons capers  
12 ounces snap peas  
1 pound red potatoes, cut into 1/2-inch pieces  
4 tablespoons unsalted butter, cut into 4 pieces  
1 cup white wine, divided  
1 lemon, cut into 4 wedges



### Directions

1. Heat grill. Fold four 18-inch-long pieces of foil in half; unfold and coat inside with cooking spray. Season the tilapia with 1/2 teaspoon salt; place 1 fillet in center of 1 half of each piece of foil. Sprinkle each fillet with 2 tablespoons lemon juice and 1 teaspoon capers. Toss snap peas with potatoes and remaining 1/2 teaspoon salt; divide evenly among packets. Dot each fillet with 1 tablespoon butter. Fold foil to close and crimp 2 sides of each packet, leaving 1 side open; pour 1/4 cup wine into each packet. Crimp third side of packets to seal; place on grill; close lid; cook until packets are fully puffed, 12 minutes. Carefully cut foil to open. Serve with lemon wedges

Nutritional Facts: Calories 436, Fat 15g, Saturated Fat 8g, Carbohydrates 28g, Fiber 4g, Protein 39g

### ***Men will be Men.....***

Two old guys are pushing their carts around Wal-Mart when they collide.

The first old guy says to the second guy, "Sorry about that I'm looking for my wife, and I guess I wasn't paying attention to where I was going."

The second old guy says, "That's OK, It's a coincidence. I'm looking for my wife, too. I can't find her and I'm getting a little desperate."

The first old guy says, "Well, maybe I can help you find her. What does she look like?"

The second old guy says: "Well, she is 27 yrs old, tall, with red hair, blue eyes, long legs, big bust, and is wearing short shorts. What does your wife looks like?"

To which the first old guy says, "Doesn't matter, let's look for yours."

## **FINANCIAL TIP, submitted by Candy Goodwin, Vernick Financial Planning**

### **Should I sign a prenuptial agreement to protect my assets when I remarry?**

Answer:

Even if you never thought about signing a prenuptial agreement the first time you married, it's wise to consider it now, because marriage is often more complicated the second (or third or fourth) time around. You may have more assets now, or you may own a business or have children to protect. And because you've been through it before, you may be worried about the financial consequences of divorce or widowhood.

A prenuptial agreement can ease your mind by spelling out what assets and liabilities each partner is bringing into the marriage, and by determining how money or property brought into the marriage or acquired during the marriage will be divided if the marriage ends either in death or divorce.

A prenuptial agreement addresses some or all of these points:

**Assets and liabilities:** What assets are you each bringing into the marriage? How much are they worth, and who owns them? Which ones will become marital property, and which ones will continue to be owned individually? Will gifts and inheritances be shared or separate? What liabilities do you have (e.g., back taxes or other debt)?

**Divorce:** If you divorce, how will you divide assets brought into the marriage or acquired during the marriage? Will either spouse receive a lump-sum cash settlement or alimony?

**Estate planning:** What will go to your children from previous marriages? What will go to children you have together?

**Special contributions of partners:** If one spouse contributes to the marriage in a special way (e.g., limiting his or her career for the benefit of children or the other spouse), will that spouse be provided for? What if one spouse brings more liabilities to the marriage than the other?

Because it's difficult to write an ironclad prenuptial agreement, don't try doing it yourself. Instead, you and your future spouse should hire separate attorneys to help you negotiate an agreement that will protect your financial interests without causing mistrust between the two of you.

Submitted by Candy Goodwin, CLTC  
Vernick Financial Planning  
Securities offered through Cadaret Grant and Co., Inc.  
Members FINRA/SIPC



## **CAREGIVER SUPPORT TIP**

**submitted by Linda Burhans of Harmony Home Health**

I have facilitated hundreds of caregiver support groups over the last four years. When a new person shows up I always ask, "Why did you come today"? More often than not, the response is, "I don't know, I just think I need some help". To which I say, "Then you're definitely in the right place".

There are days that you're going to be down, and there are days that you're going to be up. The encouragement you receive from a support group will boost your emotional and physical well-being.

1. **YOU ARE NOT ALONE:** The problems that you go through as a caregiver are being experienced by other caregivers. Knowing that you're not alone can be of great comfort, and just getting to talk with other people who are in the same boat will be helpful. You can gain perspective, and get caregiver stress management tools by listening to others talk about their experiences.
2. **WE LEARN TO:** Accept help, ask for help and acknowledge ourselves on our caregiving journey. Caregiving is a challenging, yet rewarding experience. Understand how to balance responsibilities by taking care of your needs. Involving others helps manage the natural stress and isolation of being a caregiver.
3. **SHARE IN A SAFE, NON-JUDGEMENTAL ENVIRONMENT:** A caregiver support group gives you the opportunity of sharing common experiences, and learning coping strategies. You can also find emotional outlets and receive support from peers in a safe non-judgemental environment.
4. **FIND RESOURCES:** People in the support group will also share information ranging from research, new medications, doctors, attorneys and different places and people who can provide more help for you.
5. **NEW FRIENDSHIPS:** I have watched people in the support groups that I facilitate form new friendships and discover a sense of community. I have seen them delight in helping others while helping themselves.
6. **LOCAL vs ONLINE:** Because local and virtual support groups each offer unique advantages, many caregivers explore the benefits of both. Face-to-face support groups are great if you can take a break from the caregiving responsibilities for a short time. Many of the adult communities where I facilitate support groups, offer care for your loved one while you attend the support group. If no, online support groups can offer help, available at your convenience.

Don't try to do it all by yourself. Caregiver support groups will help you take that deep breath and will help you take that deep breath and recharge.

## **BLS Committee Updates, submitted & written by each committee**

### **Professional Development:**

Education, Professionals in Transition, Social Media Workshops  
See BLS Calendar of Events for meeting dates.

Kudos to our great committee, we have had a tremendous year! The July success of our Marketing 2.0 What's In Your Marketing Toolbox, July 25<sup>th</sup> conference brought experts from social media both regionally and nationally. Invaluable information presented to apply in the growth & success of any business. Thank you to host Lake Seminole Square and Bonnie Dye, WordPress Training, Site Design & Maintenance.

Co-Sponsors BLS/SPC hosted our October conference Building Awareness of the Needs of the Geriatric LGBT (lesbian, gay, bisexual and transgender) patient. Thank you LaNona Robinson for all your hard work and the participation and planning from Helen King and members of the LGBT Elder Initiative of Pasco & Pinellas counties. A host of information was presented on understanding unique LGBT healthcare needs, LGBT patient rights, strategies to build a supportive community resource, discrimination and misconceptions of the elder LGBT patient.

On behalf of BLS ProDev committee we would like to express our deep gratitude to sponsors Mease Manor, Lake Seminole Square, St. Pete College, TBBO, participants, donations, door prizes, speakers and BLS members in all of our 2013 endeavors. Especially our ProDev team: LaNona Robinson, Sheryl Hansen, Marsha Wilson, Anna Marie Ray, Dale Griffen, Tina Costa, Michael Smith, Mina Woltil, Phyllis Bracken, Resume Writing PIT. Holiday greetings to everyone!

### **Senior Resource Committee**

Please take a few minutes to download the Helpline flyer and consider placing the flyer at your table during future health fairs. You might want to check your listing on the database and update your information at <http://www.agingcarefl.org/helpline/>. If you are not in the database please go to Becoming Listed with the Helpline.

The Elves for Elders Program is now in full swing. This program benefits indigent seniors in Pinellas County. The kick-off meeting was on Tuesday, October 15<sup>th</sup> at the Sunshine Center and was well attended. Call Carol at the Sunshine Center to find our tree locations. Tags will be available at the November consortium if you wish to become an elf.

The Fountains of Boca Ciega Bay sponsors an annual Chile Cook-off to benefit Elves for Elders. It will take place on Thursday, November 14<sup>th</sup> from 11:30am – 2:00pm. Please RSVP to Jennifer Naster at 727-498-3850 and help support this awesome program.

### **Communications Committee**

This committee is responsible for the Bugle newsletter, website content, meeting eblasts and the August consortium.

### **Membership Committee**

The membership committee is responsible for maintaining an accurate membership database, welcoming the new members, the new member reception and sign-in at all consortiums.

## **BLS Committee updates, submitted & written by each committee**

### **Public Speaking & Networking Committee**

The Public Speaking and Networking committee is responsible for the "Speaker's Bureau". We are currently seeking speakers that can educate the general public on a wide variety of topics focusing on senior issues. If interested in this, please go to the BLS website and submit your information. Also, if you know of someone interested in a speaker, they can request one on the website.

Our committee sponsors the "Chomp N' Chat" networking breakfasts. These events alternate between North Pinellas and South Pinellas except the months a consortium is held. They are held at 9:00am on the second Friday of each month and are designed to have fun and network with your peers. This is a wonderful way to highlight your organization and/or community. If interested in hosting a Chomp N' Chat for 2014, please contact Maureen Rulison at 727-409-2292 or [mrulison@verizon.net](mailto:mrulison@verizon.net).

As of January 2014 the new chairperson will be Shane Warner and co-chair will be Maureen Rulison. There will also be more of a focus on networking and speaking education in 2014.

Our monthly Public Speaking and Networking committee meeting is the second Tuesday of each month from 9:30 am -10:30 am at the Regal Palms Ice Cream Parlor, 300 Lake Ave N.E, Largo, Florida 33771 . We welcome you to join us!

### **Planned Giving Committee**

#### **Is Planned Giving the same thing as fund raising?**

No, fund raising is for immediate financial needs and is accomplished with planned events such as Gala's, Raffles, silent auctions and the like.

#### **What is Planned Giving?**

Planned Giving is something people do when they want to leave funds to a 501C3 charity at their death. This is done by designating the charity as a beneficiary in their will, on a bank account, a retirement account, etc.

#### **What usually raises more money, Fund Raising or Planned Giving?**

Fund Raising; Often times fund raising events can have a lot of expenses to entertain guests such as food, a band, decorations, etc. These expenses will eat into the money raised at the event. These events can require a lot of work and may only result in raising \$2-\$7,000 for the charity. Planned Giving can raise large sums of money for the charity, often between \$25,000-\$100,000 and more from just one donor. Large charities and educational institutions raise millions with Planned Giving.

#### **Why does BLS have a Planned Giving Committee?**

Better Living for Seniors is affiliated with the Area Agency on Aging of Pasco-Pinellas, Inc, a 501C3 charity. The BLS Planned Giving Committee was formed to:

Educate the public about Area Agency on Aging and the critical role it plays in community programs that aid seniors. Get the word out to the public that Area Agency on Aging is a 501C3 and can accept donations.

**Can you help?** Yes, come to the Planned Giving Committee meetings. Please check the BLS calendar for dates. We normally meet on the 4th Thursday of the month at 9:30am at Panera Bread in Pinellas Park, but for July we are meeting on July 31. Contact Shelly for details. 727-417-6107 or [Shelly@roothlaw.com](mailto:Shelly@roothlaw.com).

## What Do We Do With Dad's Avatar? - Planning For Digital Assets

By, April D. Hill, Esq.

Most of us work with the elderly, who as a group, might be considered a little behind the times "digitally speaking." But, we need to be careful not to be lulled into a place of false security. While we are looking to our current clients, we also need to look forward to those who will come to us. Ten years ago few of my clients or their families contacted me via the internet. Five years ago I began accepting and responding to client's emails. With trepidation I even began to send out drafts of documents to the occasional client. Today, many of my clients communicate only via the internet. They don't want paper copies of their documents sent via mail. They want them sent digitally so they can save them into their digital vaults.

In an unbelievable short period of time we have become digital society. But, how many of us have recognized this enough to include our digital assets in our own estate plans? Or to make a plan for our digital assets if something happens to our capacity? If you are not already seeing the need for "Digital Planning" you soon will.

Digital property includes all the files and information stored on computers, such as e-mails, word processing documents, spreadsheets, pictures audio files, and movies. It also includes web pages, social networking accounts such as Facebook, Twitter and LinkedIn; online video game and virtual world accounts, credit cards and cloud based documents. Even an avatar, which is a virtual identity, is a digital asset. Beneficiaries, agents, guardians, executors and caregivers can find themselves spinning their wheels in an attempt to access these kinds of assets. They may find themselves hitting "brick walls" with little instruction or direction for hurdling them.

It is time to begin asking our clients and customers if they have organized their digital information and made a plan. This can be as simple as adding the question to your intake forms or as extensive as offering a digital planning workshop.

And for yourself, to ensure that your heirs can access your digital accounts, start immediately to organize yourself and start a list of account names, numbers, and passwords. If you have already done that, make sure to keep it updated. Be sure to keep them in a safe place and tell trusted ones where all your important documents are stored. And, of course, ask your attorney to mention digital assets in your will.



## **How Healthcare Professionals Can Better Address the Unique Needs of LGBT Seniors, by Heidi Crockett, MSW**

Recently I presented at a continuing education seminar for health care professionals. The conference was co-sponsored by the Area Agency on Aging of Pasco-Pinellas, Better Living for Seniors (BLS) Consortium, and St. Petersburg College, and was titled, "Building Awareness of the Needs of the Lesbian, Gay, Transgender and Bisexual (LGBT) Geriatric Patient." The purpose of the continuing education seminar was to prepare professionals on how to address the unique needs of the LGBT geriatric patient in a culturally sensitive manner while also providing compassionate and appropriate care. This article offers a brief overview and summary of the unique needs of this patient population and how the health care community can better address them.

The following quote from the movie, "Gen Silent," explains the backdrop to the issues: "One of the most common lines we get is like, 'we don't have any gay seniors here.'" So, the first unique need of this population is invisibility and how to support invisibility (if requested by the patient,) while also providing the opportunity for him/her to openly identify and be acknowledged as an LGBT senior without fear of shame, rejection, or poor service due to discrimination.

Another issue is that the gay culture overall tends to be youth focused, so even within LGBT circles there has not been an emphasis on acknowledging the aging process much less the unique needs of older adults. What this means for the LGBT senior is that they face potential discrimination not only by being LGBT but also due to the rampant ageism in the American culture, as well as the LGBT sub-culture.

While the Administration on Aging reports that only 31% of seniors live alone, a recent Dana Rosenfeld study (as cited in Cahill, South, & Spade, 2000) found 75% of LGBT seniors live alone. Furthermore, LGBT seniors are four times less likely to have children, are more likely to live alone, and usually are not connected with their family of origin. All these facts contribute to the issue of increased isolation which is already a concern for the older adult population.

So what can you do to help?

Remember that older seniors grew up at a time where being identified as LGBT could lead to serious and often life-threatening consequences. While there is greater tolerance today, many LGBT youth continue to experience life-threatening situations, (especial those who identify as transgender,) due to bullying and homophobia. Due to the oppression experienced by this population, unless you overtly make it clear that you are supportive of diverse or non-traditional life-styles, most older adults will assume a practitioner is prejudiced. A solution for this is placing a small rainbow sticker on your name tag and using terms like, "my partner," instead of spouse or boyfriend/girlfriend when speaking to this patient population.

Encourage institutions that deal with older adults to change administrative forms to include a demographic box that states "domestic partner" and under gender, besides "male" or "female," add a box for "other." For example, Germany just passed a law that parents do not have to identify a newborn as being male or female on the birth certificate. They did this for very good reason as at least one out of every 2000 births is intersex (e.g., having ambiguous genitalia) ([www.isna.org/faq/frequency](http://www.isna.org/faq/frequency)). Allowing for the possibility of a gender spectrum on your place of employment's forms may seem insignificant. However, support for this change could represent a small step in a positive direction to influence the more traditional American society perspectives on gender binary by embracing the diversity of LGBT individuals as an equal part of humanity.

*Continued on next page.....*

## **Continued - How Healthcare Professionals Can Better Address the Unique Needs of LGBT Seniors**

Encourage institutions that deal with older adults to change administrative forms to include a demographic box that states "domestic partner" and under gender, besides "male" or "female," add a box for "other." For example, Germany just passed a law that parents do not have to identify a newborn as being male or female on the birth certificate. They did this for very good reason as at least one out of every 2000 births is intersex (e.g., having ambiguous genitalia) ([www.isna.org/faq/frequency](http://www.isna.org/faq/frequency)). Allowing for the possibility of a gender spectrum on your place of employment's forms may seem insignificant. However, support for this change could represent a small step in a positive direction to influence the more traditional American society perspectives on gender binary by embracing the diversity of LGBT individuals as an equal part of humanity. Continue to grow alliances with services that cater to the LGBT community and be familiar with LGBT resources. One important one for the Pinellas/Pasco/Hillsborough areas are the three, local Metro Wellness and Community Centers.

Furthermore, consider having visible signs of diversity in the waiting room and in your place of employment's promotional materials. Whether customers consciously realize it or not, they look to see, "am I represented here?"

Finally, treat all seniors, including the LGBT senior, with respect, kindness, and dignity. Keep in mind that for some LGBT seniors their biggest concern is discrimination based on sexual orientation or gender expression. Seniors face ageism and the potential of losing mobility and cognition as they age, so having the fear of discrimination on top of these already stressful senior issues adds to the psychological and emotional burden of the LGBT geriatric patient. Remember this and seek to cultivate compassion and an open-minded curiosity for our LGBT seniors.

*About the Author: Heidi Crockett, MSW, advocates for seniors as a Geriatric Care Manager with Aging Care Advocates, Inc. She's currently enrolled in a post-graduate training at the University of Michigan which focuses on sexual health and LGBT-related issues. She offers consultation and staff trainings to companies and individuals*

## **Humor - Say WHAT???**

After 50 years of marriage the couple was sitting at the dinner table and the wife said to her husband: "After all these years of marriage I know that you are Tried and True."

He replied, "What did you say?"

She said in a louder voice: "After all these years of marriage I have learned that you are Tried and True."

He said: "Speak louder!"

She said in a louder voice: "After all these years of marriage I have learned that you are Tried and True."

He replied loudly: "Well, I'm tired of you too!!"

## CAREGIVER SUPPORT TIP, submitted by Kim Linder, The Caregiver Hour

Recently, a professional caregiver emailed me a question that I wanted to share with you.

Question: She wanted to know what was the best way she could support a burned-out caregiver who was feeling guilty and ready to admit herself into the ER.

Answer: As professional caregivers we are fortunate to wear the "advocate hat" for the family members who often need more care than their loved ones. It's our passion to guide them to take care of themselves so they can remain committed to taking care of the people who are important to them.

How do we do this in the most respectful and effective way?  
We listen. We look. We act.

By listening to a family caregiver we are given the opportunity to *mirror* them. This is powerful because they don't necessarily hear themselves and once they do, they are surprised how they sound, what they said and how it's really making them feel. Mirroring is a technique I learned many years ago that allowed me to state my feelings and thoughts freely with a person who I trusted. Then the person would relay what I just expressed back to me for clarification. It was amazing how I was able to connect with my thoughts and feelings without judgement. I was able to say that's not how I want to sound or feel any longer. I was ready to make a change.

Often family caregivers are so embroiled with what is in front of them that have no idea how they sound or feel except being tired and overwhelmed. Wouldn't it be great to have be that person who asks them how they feel and then give them room to express themselves? You can mirror what you heard to make sure it was correct. They may feel relieved and release some of their guilt and anxiety. You don't need to be a therapist to use this tool, just a willing partner and good listener.

If you take a moment to actually look at the family caregiver in front of you before you utter a word you are giving them a gift of silence and pause. Often family caregivers are in a hurry to take care of the next task on their long list and we watch them in an understanding way. What if we were to be that advocate who gave them a safe place to just be still, breathe in silence and allow them to pause without any demands of them. I believe that if you do this simple step, your passion to help others will clearly be appreciated.

Part of being an empowering professional caregiver is knowing when to take action. If you see a family caregiver looking upset, burned-out and ready to drop from exhaustion at any moment this is a good time for you to take them aside and share a great article on caregiver guilt; one of the most common feelings a caregiver possess.

According to Alexis Abrahamson, Ph.D whose article "Say Goodbye to Caregiver Guilt" states the following advice: No matter how much you already do, there are most likely times when you tell yourself that you could do be doing more. Accept these feelings of guilt. Without recognition, guilt can be a destructive force. Know where these feelings are coming from and be aware that you are not alone in having such thoughts.

## **MEMBER SPOTLIGHT, written by Kurt Steinmann**

Janis Hagerdon is the Director of Admissions and Marketing at Lakeside Oaks in Dunedin. She has worked for this Consulate building since 2012 and has found great joy in continuing to work to place seniors in either a rehabilitation center, skilled nursing, or assisted living. Janis is a great asset to any organization, but you miss a wonderful story if you only look at her professional life.

Janis, one of four siblings, grew up in California and Texas. She was separated from her two eldest siblings at an early age, and reunited with them when she was 16. After 14 years of separation, she still feels the great joy and emotion when speaking about the day she entered a room to find 2 kids standing there that looked just like her. That's one story that explains her giant capacity for love and empathy.

Janis lived next door to Miss Texas in El Paso, who taught baton twirling. She spent countless hours twirling and dreaming and performing in marching bands through junior high and high school. Hers was a musical family, and close friends with Bill Medley and Bobby Hatfield, of the "Righteous Brothers" as well as "Dick Dale". She has fond memories of listening to her Mother and Uncle sing at local venues from her place on the steps outside, too young to enter the bar. Ever since those days, whenever there is a family gathering or party, the guitars come out, the singers gather round, and sweet music is shared by all.

NASA soon moved her father and family to The Jet Propulsion Labs in Lompoc, California, and more interesting times. Janis placed 5<sup>th</sup> in a state High School baton twirling contest and twirled in The Rose Bowl Parade! Wow!

Moving to Florida with her husband and children in 1989, Janis eventually divorced and began working in Pinellas County, beginning her second life and new career in the healthcare industry, which eventually, brought her to BLS. Her sons, Joey, now 36 years old, made his granddad proud when he started his career with NASA in Washington DC, and Josh, now 27, still lives near her in Pinellas working towards his masters. Both boys are gifted musically and the tradition continues when they all get together, guitars come out!

Making such a great change by moving forward through life's challenges, and starting a career after a divorce with one young child, took tremendous courage and confidence. Janis credits her faith and great friends for their love and support that braced her through the tough times. She cherishes being there now for her friends and family.

Today Janis enjoys cooking with family and friends, playing guitar and singing or joining friends at Karaoke or simply working in her garden growing herbs and veggies for soups and dishes. In all she does, Janis brings love, faith, empathy, and compassion. These are qualities we all enjoy and appreciate each time we are with her.

We all know her as Janis, the Director of Admissions from Lakeside Oaks with a wonderful singing voice. But now you know the rest of the story.

### **How the member spotlight is chosen....**

*Member Spotlight winner is picked at random from the current membership list the month before each consortium. A member of the Membership Committee picks three random numbers and we rearrange the membership list based on a different search parameter (A-Z, Z-A, my zip code, etc.). The first number chosen is the winner unless we are unable to contact the winner in order to conduct the interview for the Bugle. In the event we cannot contact the winner, then we contact the winners to the two other numbers chosen.*

## PLEASE HELP US WELCOME THE FOLLOWING NEW MEMBERS OF BLS

Catherine Blackburn	Blackburn Law Firm, PLLC
Lara Dickerson	Assisted Living Locators
Debbie Humphrey	Home Helpers
Shawn Woodworth	Insurance4People, LLC
Lisa Lawrence	Assisted Transition of Tampa Bay
Kelly Evans	Caring Transitions of St. Pete
David Trull	Herbalife
Betsy Dennis	American Eldercare
Kim Bailey	MSA Home Health
Frank Pascoe	Senior Home Transitions
Mark Purtee	Engel & Voelkers
Adam Gordon	Targeting Performance
Bonnie Dye	E-Training Live
Justin Schaffer	First Investors
Rosza Bogdan	The Villas at Casa Celeste
Emily Cook	Pinellas Point Health and Rehab
Scott Tennant	Access Reverse Mortgage
Shannon Logan	SAGICOR
Kieran Gabel	YMCA of Greater St. Petersburg
Regina Satz	Mobility Freedom
Danielle Thomas	Easy Care Living Companion/Home Health Agency
Briana Kimbrough	Easy Care Living Companion/Home Health Agency
Jay McCarty	NurseCore
Pat Smoot	Firstbank Reverse Mortgages
Adair Vaccarella	Proforma Specialty Products
Ron Rogers	Ivy Ridge Assisted Living
Lou Polur	Sihle Insurance
Donna Moore	HighTech Lending
Danna M. Goss	Family Home Health Services
Andrew Gracy	Peebles & Gracy PA
Maria Funaro	
Jane Thompson	
Karen Rogers	McFarland Gould, et al
Kerri McCabe	Right At Home In Home Care & Assistance
Chris Ennest	Bay Area DKI

## BENEFITS OF A BLS MEMBERSHIP

Business Networking ~ Potential Referrals ~ Camaraderie & Support ~ Friendships  
Speakers Bureau ~ Membership List ~ Job Bank/Professionals in Transition  
New Member Receptions ~ Participation in BLS Committees ~ BLS Bugle  
Quarterly Consortium Meetings ~ Membership Card ~ Chomp n Chat Meetings  
Annual Educational Conferences ~ BLS Networking Event Calendar ~ BLS Eblasts  
A Concentrated Marketing Group ~ Commonality of purpose & passion for serving seniors  
Access to information/options about senior resources ~ Community Involvement  
Opportunities to be selected for Member Spotlight ~ Two tickets to the Palladium Theater  
Fulfillment of giving back to your community and to seniors

Thank you for taking the time to read the Bugle newsletter!

We encourage you to share your feedback on our Facebook page

[www.facebook.com/BLSPinellas](http://www.facebook.com/BLSPinellas)

[www.twitter.com/BLSPinellas](http://www.twitter.com/BLSPinellas)

[bit.ly/BLSLinkedIn](http://bit.ly/BLSLinkedIn)

Feel free to forward this newsletter to non-members of BLS and if they like what they see bring them to the May consortium and encourage them to become a member of this great organization!

**We hope to see you November 8<sup>th</sup> at  
Princess Martha in St. Petersburg  
for the BLS Consortium!**



[www.BLSPinellas.org](http://www.BLSPinellas.org)