



The BLS Bugle

NOVEMBER 2015

Prose from the Pres

WELCOME TO THE BUGLE NEWSLETTER!

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. Please submit any questions, comments, and ideas for article submissions for future editions to: BLSPRCommittee@gmail.com.

MARK YOUR CALENDARS FOR THE NEXT BLS CONSORTIUM

Hosted by the
Senior Resource Committee

FRIDAY, NOVEMBER 13,
8:30 AM – 11:00 AM

OSPREY HEALTH CARE
6775 40 TH AVENUE NORTH
ST. PETERSBURG

A TIME FOR GIVING...
Awarding of BLS
grant monies to worthy
organizations

Please RSVP at:
www.BLSPinellas.org

HELLO FRIENDS AND FELLOW BLS MEMBERS,

It's hard to believe that we're at that time of year again—my favorite time of year actually—Autumn!

It's my favorite for so many reasons. Here in Florida the humidity drops, we start to cool off a bit, windows get opened bringing fresh air in, and it's the time of year where many of us are focused on giving.

Look around you and you can't help but see giving going on everywhere! The earth gives in the form of harvested crops and beautiful color-changing leaves. Even the sun adds her own fall colors to the sunsets she provides. And we humans, givers by nature, celebrate two holidays focused on giving during this season!

Well BLS is all about giving as well!

This year the BLS Board voted to focus our attention on some of our Senior Centers. After all, they give to Seniors all year long in the form of programs, activities, engagement and a place for our Elders to come together and be connected. So we invited all Pinellas Senior Centers to complete an application for funding.

It makes us feel so good to be able to award needed dollars to the Sunshine Center, The Enoch Davis Center and the Gulfport Senior Center!

And it's in the spirit of giving that BLS is proud to continue its Elves for Elders program-- providing holiday gifts to Elders who might otherwise be forgotten.

There are many opportunities for you to participate in the giving that we do in BLS. Join one of several great committees and give not only your time, but your great ideas! It's only by the ideas, energy and enthusiasm of all our members that BLS can be the wonderful, giving organization it is.

"We make a living by what we get, but we make a life by what we give."
Winston Churchill



ALL THE BEST,

MEL COPPOLA
BLS PRESIDENT

BLS QUARTERLY CONSORTIUM INFORMATION

**Join us for a
Time of Giving**

Better Living for Seniors and The Senior
Resource Committee Invite you to:
The November Consortium
Nov 13th beginning at 8:30am
Osprey Health Care Center
6775 40th Ave N,
St Petersburg, FL 33709

Meet the Recipients of the
BLS A Time for Giving Awards
Bring a donation for Elves for Elders
(a Health or Beauty item)

Pinellas
Elves For Elders®
Brought To You By:

**** **DOOR PRIZES ARE WELCOME** ****

A \$5.00 donation from Members is appreciated.
Guests pay a \$10.00 event admission.
For more information and registration:
November 2015 Consortium

HOW CAN YOU GET INVOLVED?

Visit BLSPinellas.org
for meeting locations

OFFICERS

President - Mel Coppola
Vice President - Greg Moore
Secretary - Tammy Mohr
Members at Large - Mikel Blackburn
and Ginny Moore
Immediate Past President - Carol Radin

COMMUNICATIONS COMMITTEE

Meets last Wednesday, 10:30 a.m.
Chair: Trisha Randall
Vice Chair: Dale Griffen

ELDER ADVOCACY COMMITTEE

SUB-COMMITTEE LGBT
Meets first Thursday, 9:00 a.m.
Chair: Joe FX Smith
Vice Chair: Helen King

SUBCOMMITTEE MENTAL HEALTH
Meets first Friday, 10:00 a.m.
Chair: Shelly Ballard

FALL PREVENTION COMMITTEE

SUB-COMMITTEE LEADERSHIP
Meets 2nd Thursday, 8:45 a.m.
Chair: Christine Hamacher
Vice Chair: Denise Seaman

MEMBERSHIP COMMITTEE

Meets 3rd Tuesday, 9:00 a.m.
Chair: Candy Goodwin
Vice Chair: Jay Marshall

PROFESSIONAL DEVELOPMENT COMMITTEE

Meets last Tuesday, 9:00 a.m.
Chair: Pat Smoot
Vice Chair: Tina Costa

SENIOR RESOURCE COMMITTEE

Meets 3rd Thursday, 3:00 p.m.
Chair: Cheri McKee
Vice Chair: Frank Pascoe

affiliated with

Area Agency on Aging
of Pasco-Pinellas, Inc.
9549 Koger Blvd., Suite 100
(Gadsden Building)
St. Petersburg, FL 33702



Our next consortium will be...
Friday, February 12, 2016, 8:30 a.m.

SHOULD I STAY OR SHOULD I GO

By CINTIA DEALENCAR

SENIOR CARE COUNSELOR AT PRINCETON VILLAGE OF LARGO

Every year, International Living Magazine ranks the top retirement countries for expatriates. Many Americans choose to retire abroad for the international experience they've always dreamed of as well as the significant financial savings that benefit them. As I was reading the most recent list, I started to think more and more of what that means to our Baby Boomer generation.

According to Social Security, there are currently over 350,000 Americans living abroad. This number is expected to grow to 3.5 million as stated by The Travel Market Report. The financial meltdown ravaged 401K accounts throughout the country, making living abroad more attractive.

In 2012, federal statistics showed that the Baby Boomer population stood at 75 million. At the same time, a survey conducted by the Employee Benefits Research Institute discovered that only 14% of Boomers were "very confident" regarding their retirement finances. This is in conjunction with a second study by the Federal Reserve which concluded

that the global financial crisis erased 18 years of gains for the median U.S. household's net worth. How does this affect the healthcare industry?

The U.S. Census projects that citizens over the age of 65 will make up over 20% of the population. In 2056, a greater number of citizens will be over the age of 65 than below the age of 18. Though Americans are increasingly retiring abroad, there will continue to be a significant number of retirees who will remain within the United States. Unfortunately, the cost of healthcare continues to outpace the number of Baby Boomers retiring. In 2002, Fidelity Investments calculated \$160,000.00 worth of out-of-pocket expenses for a 65-year old couple entering retirement. They projected a 50% cost increase by the year 2012.

If healthcare cost continues to rise with an increasing aging population, living abroad options may help to balance the future supply and demand of healthcare services.



THE BUGLE NEWSLETTER CONTEST!



How many Bugles, like the one at left, do you count throughout the pages of this Newsletter?

Bring your guess to the [Quarterly Consortium](#) for a chance to win a gift card!



Medicare Annual Enrollment Period and SHINE Assistance

CONTRIBUTED BY

SUE SAMSOM, SHINE PROGRAM MANGER (AAAPP)

Have you been waiting to make changes to your Medicare Prescription Drug or Medicare Advantage plan? Well, the time has come! The long-awaited official period of change is quickly approaching. The Annual Enrollment Period (AEP) is the time to make the adjustments to your plan that will complement your health needs.

The Annual Enrollment Period runs from October 15, 2015, through December 7, 2015. During this time, lean on experts for advice and utilize a local, valuable resource: the SHINE (Serving Health Insurance Needs of Elders) Program. SHINE encourages beneficiaries to review their benefits each year for a variety of reasons. Individuals often experience subtle changes in their health over the course of the year, and these changes may alter the kind of care they need. This could directly affect their need for more or less health insurance, the types of prescription drugs they require or their access to particular doctors or pharmacies. Health changes can also increase costs, which can be particularly critical for Medicare beneficiaries on fixed incomes.

SHINE volunteer counselors through the Area Agency on Aging of Pasco-Pinellas, Inc. provide free, unbiased one-on-one insurance counseling and information on Medicare options and prescription drug assistance for elders, their families, and caregivers.

There are other circumstances in life when it is helpful to contact the SHINE program. For example, If a person is turning 65 years old and getting ready for Medicare. It is important to be prepared. There is no Medicare office, get your advice from SHINE. Another time to call SHINE is if you are on Social Security Disability because after two years your health care becomes Medicare. Making a wrong decision when you are first eligible for Medicare can result in delays in coverage, financial penalties, and higher healthcare costs. If you are a low-income senior on Medicare do you know about your options? Did you know there are programs that may pay your Part B premium each month or lower your Part D drug costs? These are all situations that SHINE can provide free unbiased assistance. 

To learn more, speak with a local Medicare counselor provided to you by the Florida Department of Elder Affairs' SHINE Program. The SHINE Program provides free, confidential, and unbiased Medicare counseling and services. For assistance, contact the Florida Elder Helpline at 1-800-963-5337, or visit www.floridashine.org. The Florida SHINE website has a list of outreach site locations for face to face counseling, where presentations are occurring in the counties, and how to reach a volunteer.

Heard it through the Grapevine!

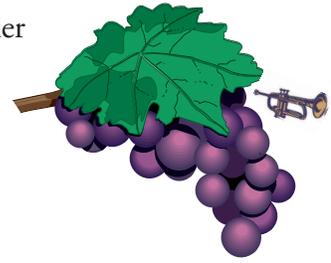


- Terri Jarlinski formally of Brookdale Beckett Lake, recently joined The Oaks of Clearwater as the Community Liaison. Terri's primary responsibilities are marketing the "Premiere 60 bed Waterfront Rehabilitation and Skilled Nursing Community." A good lead for Terri would be anyone who is needing rehabilitation, she can be reached at (727) 420-2013.
- Daphni Tsongranis is now the Assisted Living Admissions Coordinator for Westminster Palms in downtown St. Petersburg. In addition to her new role, Daphni remains a Director with Honor Flight of West Central Florida and continues to be involved with Veteran Service Organizations in Pinellas County. Her new email is dtsongranis@wservices.org.
- One of the terrific AAA SHINE volunteers, Janet Mills, was featured in the booklet published by the National Association of States United for Aging and Disabilities. Check out page 13 of "[Celebrating 50 Years with 50+ Fabulous Older People](#)".
- Karyn Rizzo (Elite Marketing) & Linda Burhans (Linda's Caregiver Connections) have been requested to coordinate a community service education program in partnership with the Largo City Police Department called "Senior Empowerment & Education Day (SEE Day)" on January 30, 2016 from 10:00am - 2:00pm. It will be held at the Largo Community Center and will feature Largo Police Department Senior Services Deputy highlighting how to avoid scams and schemes, as well as Tips from Aging Expert speakers on Living Healthy & Wisely. FREE - Open to the Public.
- The Sunshine Center, 330 Fifth St. N., will be featuring a Speed Dating Event for those aged 65 or better on Thursday, February 11, 2016 at 6pm. Prior to that, a movie titled "The Age of Love" will be shown on Thursday, February 4th highlighting a speed dating event and its effects on the seniors who participated. All are invited, especially if you'd like to plan an event like this too. Sponsors welcome.
- Grasso Funeral Memorial and Cremation is sponsoring the 5th Annual Harvesting Blessings Bash on November 21, 2015. Cost of the event is \$15 per person and this includes Food/Fun and dancing to the tunes of DJ Tim Harper. They began this event with the intentions of giving thanks to God for all of the blessings throughout the year. Last year this annual event netted six thousand dollars which is given to a local food pantry to feed the needy during the holiday season. There will also be a silent auction and anyone wishing to donate a basket to auction off will be recognized. All of the proceeds are donated to the food pantry (you may make a donation directly to the food pantry if you cannot attend). The party this year will be held at the Clubhouse of Shipwatch Yacht and Tennis Club in Largo. For tickets, information or to make a donation, call Pete Grasso at 727-223-4965.
- Tracey Keim, owner of Tracey's Toddies, and her husband Cliff just adopted nine year old Cooper. He joins Lulee in their poodle friendly palace.

continued on page 6

Heard it through the Grapevine!...continued

- Dale Griffen's company The Go! Agency - Online Marketing, has launched the educational arm of the company; www.TheSocialMarketingAcademy.com with its state-of-the-art classroom and video production suite! They offer online or in-person interactive classes, webinars, videos, newsletters, boot-camps, networking events and much more! Enroll today, and enrich your businesses marketing!
- Pat Smoot belongs to the "St. Pete Glitter Queens" a krewe of fun loving, like-minded women whose purpose is to provide opportunities for social networking while also working together for charitable causes and donating to deserving women's or children's groups in Pinellas County. The krewe responds to police needs when children or women are removed from a dangerous or abusive environment. They supply whatever is requested, diapers, formula, blankets a temporary foster home, the needs are endless. They also mentor young adults who age out of foster care and need guidance. At their annual Royal Ball in September a check for \$57,068 was presented to Sandy Kearney, founder of Angels Against Abuse. To date, after four events for four worthy charities they have given out \$157,005.56. For more information visit stpeteglitterqueens.org.



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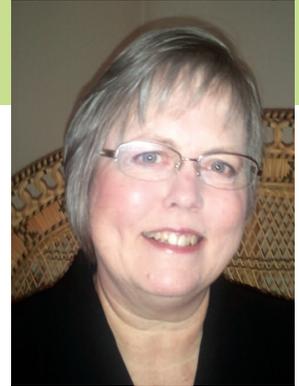
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GRIEF MANAGEMENT AS FALL PREVENTION

by Grace Terry, MSW



Some of the most common manifestations of acute grief can place an individual at increased risk for falling. "Grief is the whole person response to the perception of loss, including physical, emotional, cognitive, social, and spiritual indicators." This functional definition of grief has evolved for this writer during 30+ years of professional experience as a grief support specialist / grief educator.

Grief is typically very debilitating, whether the loss is a result of death or other circumstances, such as loss of ability, independence, relationship, memory, or privacy. Common manifestations of grief which can increase fall risk include:

- appetite disturbance (under eating and overeating)
- sleep disturbance (insomnia or sleeping excessively)
- cognitive impairment (confusion, disorientation, inability to concentrate, memory loss)
- accidental medication mismanagement
- self-medication with legal and/or illegal mood and mind-altering substances



Grief is not a mental illness. Appropriate grief is an indicator that the grieving person has the healthy capacity for caring and attachment. However, normal grief can morph into complicated and even life threatening mental and physical illness if left unattended or if shamed.

Unfortunately, grieving persons and/or others with good intentions often react to the grief with ineffective strategies such as:

- Discounting the severity or complexity of the grief

- Denial, "sincere delusion"
- Procrastination ("I might get help if I'm not feeling better by New Year's...")
- Scolding or nagging (e.g., "Stop feeling sorry for yourself," "Get off your pity pot," etc.)
- Religiosity ("God never gives us more than we can bear," "Your deceased loved one is in a better place," etc.)
- Platitudes or clichés - those things people say when they can't think of anything better to say, (e.g., "Move on with your life," "Just stay busy...," "Get a hold of yourself / get your s**t together," etc.)
- An intellectualized discussion of "the stages of grief," which is out-dated, misleading, and misinterpreted information.

Improved coping can begin with a thorough assessment by a healthcare professional followed by ongoing consultation and support. A frank discussion with a primary care physician who will refer to grief specialists if needed can be a good first step.

A concerned friend/colleague/family member can help by gently encouraging self care (good nutrition, careful medication management, etc.) and can also help immeasurably by simply listening without judgment. Resist the temptation to give advice. Listen patiently to understand the mourner's unique grief experience, which may be different from or similar to the listener's experience. A sufficient response is to say in a caring way, "I hear you," the three magic

continued on page 8

words of bereavement care. Offer to go with the bereaved to talk with a grief care professional.

If you cannot be present with a mourner without being flooded with your own grief, you deserve grief care for yourself, no matter how long ago you may have experienced loss.

Grief can potentially lead to profound wisdom and spiritual maturity, but only if the experience receives adequate proper attention. With informed care, grief can be managed so that there is no increased fall risk and overall quality of life is better than ever.



HOLD THE DATE

AREA AGENCY ON AGING ANNUAL LUNCHEON

We are in the planning mode once again for our 2016 Annual Luncheon. It is scheduled for Friday April 22, 2016 at Ruth Eckerd Hall in Clearwater. It will feature an Exhibitor Showcase and entertainment as in the past few years.

If you are interested in sponsoring or being a vendor for this event, contact Helen King at helen.king@aaapp.org.



THANKSGIVING - A HISTORY OF THE HOLIDAY

submitted by **LynnMarie Boltze**
Professional Guardian



THANKSGIVING DAY

Thanksgiving Day is celebrated each year in the United States on the fourth Thursday in November.

In 1621, the Plymouth colonists and Wampanoag Indians shared an autumn harvest feast that is acknowledged today as one of the first Thanksgiving celebrations in the colonies. For more than two centuries, days of thanksgiving were celebrated by individual colonies and states. It wasn't until 1863, in the midst of the Civil War, that President Abraham Lincoln proclaimed a national Thanksgiving Day to be held each November.

THANKSGIVING AT PLYMOUTH

In September 1620, a small ship called the Mayflower left Plymouth, England, carrying 102 passengers – an assortment of religious separatists seeking a new home where they could freely practice their faith and other individuals lured by the promise of prosperity and land ownership in the New World. After a treacherous and uncomfortable crossing that lasted 66 days, they dropped anchor near the tip of Cape Cod, far north of their intended destination at the mouth of the Hudson River. One month later, the Mayflower crossed Massachusetts Bay, where the Pilgrims, as they are now commonly known, began the work of establishing a village at Plymouth.

Throughout that first brutal winter, most of the colonists remained on board the ship, where they suffered from exposure, scurvy and outbreaks of contagious disease. Only half of the Mayflower's original passengers and crew lived to see their first New England spring. In March, the remaining settlers moved ashore, where they received an astonishing visit from an Abenaki Indian who greeted them in English. Several days later, he returned with

another Native American, Squanto, a member of the Pawtuxet tribe who had been kidnapped by an English sea captain and sold into slavery before escaping to London and returning to his homeland on an exploratory expedition. Squanto taught the Pilgrims, weakened by malnutrition and illness, how to cultivate corn, extract sap from maple trees, catch fish in the rivers and avoid poisonous plants. He also helped the settlers forge an alliance with the Wampanoag, a local tribe, which would endure for more than 50 years and tragically remains one of the sole examples of harmony between European colonists and Native Americans.

In November 1621, after the Pilgrims' first corn harvest proved successful, Governor William Bradford organized a celebratory feast and invited a group of the fledgling colony's Native American allies, including the Wampanoag chief Massasoit. Now remembered as America's "first Thanksgiving" – although the Pilgrims themselves may not have used the term at the time – the festival lasted for three days. While no record exists of the historic banquet's exact menu, the Pilgrim chronicler Edward Winslow wrote in his journal that Governor Bradford sent four men on a "fowling" mission in preparation for the event, and that the Wampanoag guests arrived bearing five deer. Historians have suggested that many of the dishes were likely prepared using traditional Native American spices and cooking methods. Because the Pilgrims had no oven and the Mayflower's sugar supply had dwindled by the fall of 1621, the meal did not feature pies, cakes or other desserts, which have become a hallmark of contemporary celebrations.

continued on page 10



CELEBRATE

In many American households today, the Thanksgiving celebration has lost much of its original religious significance;

instead, it now centers on cooking and sharing a bountiful meal with family and friends. Turkey, a Thanksgiving staple so ubiquitous it has become all but synonymous with the holiday, may or may not have been on offer when the Pilgrims hosted the inaugural feast in 1621. Today, however, nearly 90 percent of Americans eat the bird – whether roasted, baked or deep-fried – on Thanksgiving, according to the National Turkey Federation. Other traditional foods include stuffing, mashed potatoes, cranberry sauce and pumpkin pie. Volunteering is a common Thanksgiving Day activity, and communities often hold food drives and host free dinners for the less fortunate.

Parades have also become an integral part of the holiday in cities and towns across the United States. Presented by Macy's department store since 1924, New York City's Thanksgiving Day parade is the largest and most famous, attracting some 2 to 3 million spectators along its 2.5 – mile route and drawing an enormous television audience. It typically features marching bands, performers, elaborate floats conveying various celebrities and giant balloons shaped like cartoon characters.

Beginning in the mid-20th century and perhaps even earlier, the president of the United States has "pardoned" one or two Thanksgiving turkeys each year, sparing the birds from slaughter and sending them to a farm for retirement. A number of U.S. governors also perform the annual turkey pardoning ritual.

Use #ThanksgivingDay to post on social media.

HISTORY

Pilgrims held their second Thanksgiving celebration

in 1623 to mark the end of a long drought that had threatened the year's harvest and prompted Governor Bradford to call for a religious fast. Days of fasting and thanksgiving on an annual or occasional basis became common practice in other New England settlements as well. During the American Revolution, the Continental Congress designated one or more days of thanksgiving a year, and in 1789 George Washington issued the first Thanksgiving proclamation by the national government of the United States; in it, he called upon Americans to express their gratitude for the happy conclusion to the country's war of independence and the successful ratification of the U.S. Constitution. His successors John Adams and James Madison also designated days of thanks during their presidencies.

In 1817, New York became the first of several states to officially adopt an annual Thanksgiving holiday; each celebrated it on a different day, however, and the American South remained largely unfamiliar with the tradition. In 1827, the noted magazine editor and prolific writer Sarah Josepha Hale — author, among countless other things, of the nursery rhyme "Mary Had a Little Lamb" — launched a campaign to establish Thanksgiving as a national holiday. For 36 years, she published numerous editorials and sent scores of letters to governors, senators, presidents and other politicians. Abraham Lincoln finally heeded her request in 1863, at the height of the Civil War, in a proclamation entreating all Americans to ask God to "commend to his tender care all those who have become widows, orphans, mourners or sufferers in the lamentable civil strife" and to "heal the wounds of the nation." He scheduled Thanksgiving for the final Thursday in November, and it was celebrated on that day every year until 1939, when Franklin D. Roosevelt moved the holiday up a week in an attempt to spur retail sales during the Great Depression. Roosevelt's plan, known derisively as Franksgiving, was met with passionate opposition, and in 1941 the president reluctantly signed a bill making Thanksgiving the fourth Thursday in November.

BLS Consortium

August 14, 2015
Orange Blossom
Hosted by the BLS Board of Directors





Getting to Know You.....

WHERE DID YOU GRADUATE HIGH SCHOOL?

Lynn Curtis Turk	Ramsay High School	Birmingham, AL
David Menneke	Kofa High School	Yuma, AZ
Frank "Skip" Tylman, Esq	Poway High School	Poway, CA
Will Slicker	Roseville High School	Roseville, CA
Carol Radino	Pacific High School	San Bernardino, CA
Arwyn Elden	East High School	Pueblo, CO
Ginny Moore	Mt. Pleasant High School	Wilmington, DE
Elizabeth O'Malley	Clearwater High School	Clearwater, FL
Lory Smeltzer	Clearwater High School	Clearwater, FL
Christine Hamacher	Clearwater Central Catholic H.S.	Clearwater, FL
Maryanne Fisher	Dunedin High School	Dunedin, FL
Tammy Mohr	Boca Ciega High School	Gulfport, FL
Sally Margin	Boca Ciega High School	Gulfport, FL
Kelli Edwards	Dixie Hollins High School	Kenneth City, FL
Colin Castle	Largo High School	Largo, FL
George Wilfoxon	Largo High School	Largo, FL
Nancy Davis	Largo Senior High School	Largo, FL
Ron Andrews	North Miami Senior High	Miami, FL
Chris Ennest	River Ridge High School	New Port Richey, FL
Pat Smoot	Pompano Beach Sr. H.S.	Pompano Beach, FL
Daphni Tsongranis	Seminole High School	Seminole, FL
Michelle Zamparelli	Osceola High School	Seminole, FL
Marsha Wilson	Dixie Hollins High School	St. Petersburg, FL
Jean Ford	Northeast High School	St. Petersburg, FL
Tracey Keim	St. Pete High School	St. Petersburg, FL
Michelle Salerno	St. Peter High School	St. Petersburg, FL
Karla Lindeen	St. Petersburg High School	St. Petersburg, FL
Tina Costa	Tampa Catholic	Tampa, FL
Joye Swisher	Chamberlain High School	Tampa, FL
Frank Rodante	H.B. Plant High School	Tampa, FL
Tiki Bates	Tarpon Springs High School	Tarpon Springs, FL
Helen King	Briarcliff High School	Atlanta, GA
Jennifer Terran	Peachtree High School	Dunwoody, GA
Katie Riston	Maryknoll High School	Honolulu, HI

continued on page 13





Getting to Know You.....cont'd

WHERE DID YOU GRADUATE HIGH SCHOOL?

Amy Ming	Hempstead Senior High School	Dubuque, IA
Patrick Rupsch	Rich South High School	Richton Park, IL
Heather Higley	Emmetsburg High School	Emmetsburg, Iowa
Monee Mueller	Lenox Memorial High School	Lenox, MA
Debbie Langrock	Sharon High School	Sharon, MA
Cate McCarty	North Carroll High School	Hampstead, MD
Pierre LaMonde	Cadillac High School	Cadillac, MI
David Gilchrist	St. Clement High School	Center Line, MI
Connie Brown	Flint Southwestern	Flint, MI
Candy Goodwin	Myers Park	Charlotte, NC
Carla Kuni	Cherry Hill High School	Cherry Hill, NJ
Mary Ann LeLoia	Rahway High School	Rahway, NJ
Sue Archer Reynolds	Ramsey HS & Trumbull HS	Ramsey & Trumbull, NJ & CT
Joseph Smith	Holy Cross High School	Riverside, NJ
Trisha Randall	Bayport-Blue Point H.S.	Bayport, NY (Long Island)
Mel Coppola	Bishop Kearney High School	Brooklyn, NY
Barbara Wojcik	Eramus Hall	Brooklyn, NY
Susan Rooth	Nardin Academy	Buffalo, NY
Doris Lashway	Cohoes High School	Cohoes, NY
Dale Hutchings	Cortland Junior-Senior H. S.	Cortland, NY
April Hill	Lindenhurst Senior High	Lindenhurst, NY (Long Island)
Bernadette Homan	William Floyd High School	Mastic/Shirley, NY
Steve Rattner	Clarkstown High School North	New City, NY
Kathy Miller	Perry High School	Perry, NY
Linda Burhans	Maria Regina High School	Uniondale, NY (Long Island)
Angie Laboy	Walkkill High School	Walkkill, NY
Mikel Blackburn	Bishop Watterson High School	Columbus, OH
Sue Whitman	Shaker Heights High School	Shaker Heights, OH
Chris Dembrowski	Freedom Area High School	Freedom, PA
Frank Pasco	Ringgold High School	Monongahela, PA
Howie Feingold	Olney High School	Philadelphia, PA
Barbara Marshall	Balboa High School	Canal Zone, Republic of Panama
Lois Miller	Cranston High School East	Cranston, RI
Patricia Hall	Goochland High School	Goochland, VA
Sue Duhamel	Bethel High School	Hampton, VA
Dale Griffen	Lamoille Union High School	Hyde Park, VT
Rod Myers	Winooski High School	Winooski, VT





WELCOME

to our new BLS members

The following individuals / companies have joined us August 2015 through October 2015

Ron Andrews(randrews@caregivingwithlove.com)Caregiving with Love
Sue Archer Reynolds (sue@archerrealty.us) **Archer Realty**
 Maureen Aupperlee (maupperlee@adt.com)ADT Medical Alert Services
Lorna Balanag (lorna@baytreelakeside.com) **Baytree Lakeside ALF**
 Tal Bratton (info@myhdfs.com) Home Care Financial Services
Connie Larrieu Brown ..(clbrown@bhhsfloridaproperties.com) ...**Berkshire Hathaway Real Estate Services**
 Bonnie Brown(bonnie@abetterlife.me) A Better Life
Javier Centonzio(jac@wclawfl.com) **Weylie Centonzio PLLC**
 Robin Clifford(jamark3@gracehc.com) Jacaranda Manor
Helen Como(hcomo@tampabay.rr.com)
 Kim Competelli(kim.competelli@keystonetherayservices.com) Keystone Home Health
Nancy Davis(nancy.davis@floridamoves.com) **Florida Moves**
 Chris Dembowski(eacservices4u@gmail.com)Essential Adult Care Services, Inc.
Arwyn Elden(arwynelden@empathhealth.org) **Empath Choices for Care**
 Lynda Evans(ts.bobevanshearing@verizon.net).....Bob Evans Hearing Centers, Inc.
Wendy Floyd(wfloyd@ehhi.com)..... **Encompass Home Health**
 Darci Funk(theretreatattrinity@greystar.com) Greystar
David Gerald(dgerald@habitatpinellas.org)..... **Habitat for Humanity of Pinellas County**
 Kristen Harris(mobiletherapyinc@gmail.com)..... Mobile Therapy, Inc.
Heather Higley(hhigley@wsservices.org) **Westminster Shores & Suncoast**
 Terri Jarlinski(marketing3@clearwateroaks.com) The Oaks of Clearwater
Victoria Jones(vjones@ratcliffeandhitt.com)**Ratcliffe and Hitt**
 Carla Kuni(carlakuni@gmail.com) In Transition
Karl Mackneer(kmackneer@brookdale.com)**Nurse on Call**
 Lorna Maddin(lornam@nurseoncallfl.com)Nurse on Call
Dena L. Manis(denalmanis@gmail.com) **National Cremation Society**
 Al Meilus(meilusmuscular@gmail.com).....Meilus Muscular Therapy & Sports, Inc.
David Menneke(david@floridafamilycremations.com) **Florida Family Cremations**
 Amanda Meyer(amanda.meyer@baylifepharmacy.com) Bay Life Pharmacy
Debbie Mikus(debbie@icanhear.me) **iCan Hear**
 Amy Ming(amy.ming@hcahealthcare.com)..... HCA - Florida Limb Saving Institute
Michael Monteclaro(michael.monteclaro@karelink) **KareLink**
 Monee Mueller(monee.mueller@arden-courts.com) Arden Courts of Largo
Lloyd Needleman(lneedleman@touchinghearts.com)**Touching Hearts at Home**
 Kathleen Nishimora(knishimora@pacificaseniorliving.com)Pacifica
Val Palla(beambear@msn.com) **Institute for Elder Care Resources**
 Alessio Perrone, MS, LMHC...(alessioperrone@empathhealth.org)...AIDS Services Association of Pinellas (ASAP)
Mary Quintero(mary@cranioworksflorida.com) **CranioWorks**
 Cary Thomas Rahall(caryrahall@yahoo.com)
Heather Reuscher(heather.reuscher@holidaytouch.com) **Belleair Towers**
 Shay Ridge(drshayridge@gmail.com) Dr. Shay Ridge LLC - Coastal Chiropractic

continued on page 15



WELCOME to our new BLS members....*continued*

Beverly A. Rivers (bevgough@live.com)	NASW
Susan Rooth (roothlaw@aol.com)	Rooth & Rooth Elder Law Attorneys
Ryan Rooth (roothlaw@aol.com)	Rooth & Rooth Elder Law Attorneys
Susan Ross (sue.athcs@outlook.com)	Always There Home Care Services
Chris Rudisill(chriss@metrotampabay.org)	Metro Wellness & Community Centers
Cathy Saylor(cathy.saylor@uhsinc.com)	Windmoor Healthcare
Nadia Schichanow(nadia@homehealthworks.com)	Home Health Works
Julia Shelly(jshelly@brookdale.com)	Nurse On Call / Brookdale
Sean Sohl(ssohl@careplus-hp.com)	CarePlus Health Plans, Inc.
Monica Stynchula(monica@reunioncare.com)	REUNIONCare, Inc.
Laura Sukraw(laurasukraw@gmail.com)	Florida Blue
Rose Tarr(rosstarr@aol.com)	Ross Tarr, Storyteller, Facilitator, and Santa
Jennifer Terrana(terranalaw@gmail.com)	Jennifer L. Terrana, P.A.
Garrett Thomas(morgandexteriorsmarketing@yahoo.com).....	Morgan Exteriors, Inc.
Jeffrey Thomas(jthomas@deafhhsfla.org)	Deaf & Hard of Hearing Services of Florida, Inc.
Daphni Tsongranis(dtsongranis@wservices.org)	Westminster Palms
Vernon Wellington(vwellington17@gmail.com).....	Mederi Caretenders
Veda Willis(faithfullytrue64@gmail.com).....	Geriatric Services: by Veda
Veda Willis(opreferral@gmail.com)	On Point Referral: Caregiver Referral Service for Seniors
Barbara Wojcik(barbarawojcik@hotmail.com)	
Francine Wolf(zazuproductions@aol.com)	Zazu Productions, L.L.C.
Rochelle Yellowdy(ryellowdy@dizzy.com)	The American Institute of Balance



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Anne Sunne Freeman
Attorney at Law

(727) 461-3100
300 Turner Street, Clearwater, Florida 33756
www.SunneLaw.com



Member Spotlight...ON MARY QUINTERO

SUBMITTED BY THE MEMBERSHIP COMMITTEE

The BLS Spotlight this month shines on one of our new members, Mary Quintero who was born right here in St. Petersburg where she attended St. Petersburg High School. After graduating from high school, Mary moved to Virginia Beach where she was trained and practiced as a massage therapist.

Later returning to St. Petersburg, she attended St. Petersburg College earning an AA degree, then transferring to the University of South Florida where she earned a BA in anthropology. Mary continued her massage therapy work at the Safety Harbor Spa. She then taught elementary school science for several years.

Mary now has her own private practice in craniosacral therapy, a light touch therapy that emphasizes increasing the blood flow into the brain. It is good for relaxation as well as easing pain and has been used to help people who have been in accidents; to help children with learning disabilities; and to help people with dementia.

Mary was introduced to BLS through a member who met her at the Smart Healthy Health Fair and now serves on the Mental Health Subcommittee of BLS.

Mary has a four year old daughter and is presently pregnant with a son.



Quick Way to Remember Our 6 Committees:

BRAIN - Professional Development
(education)

EYES & EARS - Communication Committee

HANDS - Membership Committee
(shaking and waving!)

HEART - Senior Resource Committee
(giving)

LEGS & FEET - Fall Prevention Coalition of BLS

MOUTH - Elder Advocacy Committee

SMILES - Pres Mel Coppola and VP Greg Moore



Happy Thanksgiving!

We Need Your Help with the Magnet Project!

All BLS members know that the Area Agency on Aging of Pasco-Pinellas Helpline is *THE RESOURCE* to access information and assistance on services for elders and disabled adults. Our goal is to raise awareness of this valuable community service by printing and distributing magnets through the following organizations and events in our area.

SHINE Programs • Senior Health Fairs • Members of the BLS Senior Resource Committee or directly through the Magnet Sponsor, if desired.

With that goal in mind, the Senior Resource Committee invites you or your business to consider a sponsorship of 1000 magnets (or multiples of 1000).

Sponsorship cost is \$225 per 1,000 magnets and includes the Sponsor's name or company name, logo, website and email address.

We have no limit to the number of sponsors. For more information or if interested to sponsor a minimum of 1,000 magnets, please contact **Cheri McKee** at (727) 348-5280



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ADVERTISING ON FACEBOOK? 10 REASONS YOU SHOULD BE!

BY DALE GRIFFEN, R.N.
THE GO! AGENCY - ONLINE MARKETING SPECIALISTS

If you have not considered advertising on Facebook – there truly is no time like the present to get started.

Facebook has recently greatly changed its algorithm, which is a high level way of saying that it has really reduced the number of people that will be exposed to your organic posts on their news feeds (ones you put up on the site itself, or via a scheduler like Hootsuite).

Therefore, Facebook advertising should be added as a crucial aspect of your Facebook marketing strategy, and really doesn't cost that much at all! But, what are some of the benefits of a Facebook ad?



1. **Boost Your Posts:** Want to get more engagement on a certain post that you have on your Facebook Business Page? This option will allow you to create a sponsored post that would be seen by the audience of your choice to increase engagement.
2. **Promote Your Page:** Want more visibility and LIKES? Then this is the choice for you. It is a great way to get started with building your network on Facebook.
3. **Send People to Your Website:** Want hits to your website, blog, or online store? This allows you to create a sponsored ad that will be presented to the audience of your choice...right in the newsfeed!
4. **Increase Conversions on Your Website:** Do you want to promote conversions on your website? Want more email signups, ebook downloads, free consultation appointments? Use this objective to get more conversions on your offer.
5. **Get Installs of Your App:** If you have an application that you would like to promote, what better way to promote this than to share your app via an add with a one-click download?
6. **Increase Engagement in Your App:** Is your application just not getting the user engagement that you want? Use this objective to get more people active using your app!
7. **Reach People Near Your Business:** Are you a local business that relies on your community for success? This objective allows you to hit your marketing with laser precision!
8. **Raise Attendance at Your Event:** You may have noticed that the number of people viewing your event invitations has decreased. Promote your event more aggressively with advertising and watch your numbers grow with targeted members outside of your network.



ADVERTISING ON FACEBOOK? 10 REASONS YOU SHOULD BE!...CONTINUED

- 9. **Get People to Claim Your Offer:** Are you having a sale or special offer? Then this objective is the number one choice!

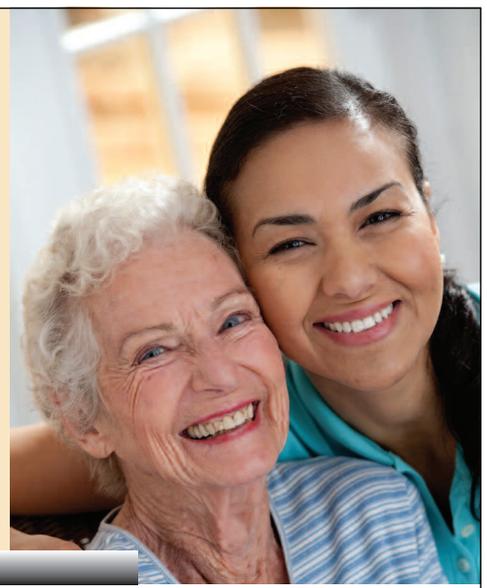
- 10. **Get Video Views:** Spent lots of money creating a promotional video or just have a video that you would like to see more people engage with? Use this to promote your video to a laser targeted market!

As you can see these 10 different objectives are a good starting point to better understanding why you need to utilize Facebook Advertising. Now go onto your account and check these out in more detail. Facebook offers lots of flexibility, so click around and learn more about these objectives and what they entail!



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COMMITTEE Updates

20

BLS Committee Updates are submitted & written by each committee

COMMUNICATIONS COMMITTEE

Chair Trisha Randall / Vice Chair Dale Griffen

The Communications Committee was delighted to have many new members attend our last monthly meeting....does it help that Dale serves us all breakfast?!?! We like to think so!! On a sad note we said goodbye to Breque Bonner (formally of Bayshore Home Care); Breque was a longtime member of our committee and coined the phrase 'co-no, vice-yes'....a Communication Committee inside joke :) Breque has moved onto a position outside of the senior industry, we will miss her dearly and wish her much success!

While we all attend many networking events we may not get to know each other outside of our professions so we thought we would ask the members to answer a simple "get to know you" kinda question. We hope you enjoy the "Where did you go to high school?" addition to the Bugle. Watch your inboxes for another question for the February Bugle newsletter. If you have any suggestions on a good question send them our way! BLSPRCommittee@gmail.com

ELDER ADVOCATE COMMITTEE MENTAL HEALTH SUB-COMMITTEE

Chair Shelly Ballard

The new Elder Advocate Subcommittee for Mental Health is off to a great start! We met for the first time on October 2, 2015 and had 13 attendees. We shared stories and discussed our interests and goals for this new committee. The meetings are going to be the first Friday of every month at 10am at the Area Agency on Aging, 9549 Koger Blvd N #100, St Petersburg, FL 33702. We hope to include some education at every meeting. For our November 6, 2015 meeting Jennifer Botelho, LMHC from the Boley FACT team will be speaking.

Hope to see everyone there!

Shelly Ballard, Shelly27ballard@yahoo.com, (727) 417-6107.

continued on page 21

**ELDER ADVOCATE COMMITTEE
LGBT SUB-COMMITTEE** **Chair Joe FX Smith / Vice Chair Helen King**

Do you have questions about homosexuality or the transgender experience you have wanted to ask, but didn't feel comfortable asking? If you have a question, others do too. Here is a safe place to ask.

As one of two new subcommittees under Elder Advocacy, the LGBT (Lesbian, Gay, Bisexual and Transgender) Elder Initiative hosted our first meeting under BLS in September. We began with our mission which "...builds bridges between the Elder Services market and the LGBT elder community in order to advocate, inform and educate on behalf of LGBT elders."

Our educational topic was "Heteronormativity: How do you talk to fish about water?" Growing up gay in a straight world is difficult for many to understand; we assume things which can negatively impact others. All present had fun too!

Since October is LGBT History Month, our educational topic was a "Historical Perspective of the LGBT Movement." Val Palla of Institute For Elder Care Resources as well as a long time member of BLS and founding member of the LGBTEI will be the presenter. The recent film, "Stonewall" tells one perspective on that "watershed" event.

November's topic is The Mental Health of LGBT Elders. Our presenter is Al Perrone, a Behavioral Health Specialist at ASAP/Empath Health.

Future topics include Understanding The Transgender Experience and Why/How To Market to LGBT Older Adults. We welcome your questions and ideas for future educational topics.

We meet the first Thursday of the month from 9 AM – 10:30 AM at AAAPP.

We welcome all BLS members to join us anytime.

FALL PREVENTION COMMITTEE **Chair Christine Hamacher / Vice Chair Denise Seaman**



Annual Educational Event: Our annual "Staying Balanced INSIDE & OUT" event took place on October 13th at the Largo Community Center and was well-attended. There were over 150 participants (including our vendors) and the response to our speaker panel and the entire event was fantastic! From addressing mental health and exercise to home safety and medical screenings – we did our best to cover it all. We are thankful to the city mayors of Largo, Dunedin, Clearwater and Pinellas Park for supporting our event with their 2015 National Falls Prevention Awareness Day proclamations. Thank you, also, to our Pinellas County Commissioners for adopting the proclamation this year and recognizing our event at their monthly committee meeting.

continued on page 22



Quarterly Meeting: Thank you to all the BLS members who attended our Quarterly Educational Meeting at Medical Center of Trinity on October 8th entitled “Medication-Related Fall Risks & Proactive Prevention”. We had a wonderful turnout of professionals and community members who were eager to hear from John Allen, Clinical Coordinator of the hospital pharmacy. The information he shared was extremely useful and generated a wide variety of questions.

Outreach Opportunities: We are happy to report that members are beginning to use our Fall Prevention video more and more in community presentations and trainings. The feedback has been terrific and we are making necessary revisions based on suggestions from our audiences (mainly to allow more time for certain slides to be read). If you would like to have access to the video for training purposes, please email info@fallpreventioncoalition.org or call me. HINT: Using the video is a great way to work together with another FPC of BLS partner for the first time.

We always appreciate the opportunity to represent BLS and our FPC committee at community events and health fairs. If you know of an event coming up that would benefit from having Fall Prevention information available, please contact me so that we can send a committee member there to participate. Members have access to our Home Safety brochures, educational posters, props, table runner, and hand-out materials for any event where they wish to represent FPC of BLS. Special thanks to the HCA hospitals in Pinellas & Pasco for providing us with a new supply of safety brochures!

continued on page 23

Our Pasco Lunch & Learn took place at Havana Dreamers in New Port Richey last month and was a huge success. Close to 30 people were in attendance and the team with Pasco Aging Network is already talking about using the remainder of their funding to do another one in a different area of Pasco.

Getting Involved: If you have a personal or professional passion for fall prevention, we hope you will join us for one of our monthly leadership meetings which are held in the 3rd floor conference room of the Flagship Community Bank Building in Clearwater on the 2nd Tuesday of each month at 8:45 am (except for those months where there is a special quarterly meeting on the same date). Come and learn how you can easily become an active part of this committee and all we hope to accomplish in our community this year and next. It's exciting to see new leadership come on board and we welcome your ideas and enthusiasm with open arms!

Your partner in Staying Balanced,
Christine Hamacher, FPC of BLS Chair
(727) 692-0902 - cell

MEMBERSHIP COMMITTEE

Chair Candy Goodwin / Vice Chair Jay Marshall

The Membership Committee oversees many of the administrative functions of BLS Membership and several regular events throughout the year. The Committee welcomes all new members of BLS through our Ambassador Program, headed up by Greg Moore. Greg, or another committee member working with him, calls each new member to welcome him or her to the group and to answer any questions about BLS. The committee organizes the New Member Receptions, which take place once a quarter. These receptions are only for new BLS members, committee chairs and Board members. In addition, the Membership Committee organizes the Chomp 'N Chat events which take place twice each quarter. All BLS members are invited to Chomp 'N Chats as well as guests. The Chomp 'N Chats are free to members. There is a \$5.00 fee for non-members.

At the BLS Consortiums (once a quarter), the Membership Committee members collect new member fees as well as the \$5.00 requested donation. Please bring cash for your donation at the next Consortium on November 13th. All BLS Members receive an invitation to the Consortiums which are free to members. There is a \$10.00 guest fee. Membership Committee members also check Membership cards at the entrance to the Chomp N Chat and Consortium events

The committee meets the 3rd Tuesday of month 9 am at Area Agency on Aging, 9549 Koger Blvd, Suite 100, Gadsen Bldg. St. Petersburg 33702.

As of 10/12/2015, there are 315 Active Members in BLS. Candy Goodwin can be reached at (727) 490-7370.

PROFESSIONAL DEVELOPMENT COMMITTEE

Chair Pat Smoot / Vice Chair Tina Costa

The Professional Development Committee meets at 9am the last Tuesday of every month at the Area Agency on Aging office. Address: 9549 Koger Blvd (Gadsden Bldg.) St Petersburg, FL 33702.

New BLS members are welcome to join us, when not working on an educational event or Consortium we take time to get to know each other and learn when we can to help each other's businesses with referrals. We have a very diverse group on our committee and welcome new members who want to be involved in our projects and community.

We are currently planning an exciting seminar for February 19th, 2016. It will be held at Empath Hospice: at The Gathering Place 8771 Roosevelt Blvd, Clearwater, FL.

ALTERNATIVE APPROACHES TO AGING WELL**Slow the aging process & improve your health**

We have lined up some super stars in their fields covering Nutrition, Chiropractic remedies, amazing healing properties of common herbs, foundational health approach, Acupuncture, Biogenetics as well as Yoga, Aromatherapy & Music Therapy. This program will be open to the public and our goal will be for all attending to leave with information, ideas and inspiration to be the best YOU you can be.

Watch for emails in the near future to register and or become a vendor for our event. The proceeds from this event will support our Nursing Scholarship awards for 2 deserving students nearing their degree at SPC.

PIT- Professionals in Transition is a sub group of PRO DEV and celebrates its 6th year in service. Its purpose is to help individuals who find themselves unemployed or under employed find rewarding new positions. Ginny Moore helps them move forward with her encouragement and through coaching them to their next opportunity. Email or call Ginny Moore (727) 644-7472 if you know of any job openings. Check the BLS calendar of Events for when this group meets and please RSVP.

PRO DEV is planning to keep busy the next several weeks by helping the Senior Resource committee with duties associated with the Elves for Elder Program. It is amazing how little the seniors want and it is so rewarding to help make them happy. It is hard to believe the year is almost over.

Cheers, wishing everyone a safe and healthy holiday season and a prosperous New Year.

SENIOR RESOURCE COMMITTEE

Chair Cheri McKee / Vice Chair Frank Pascoe

The Most Wonderful Time of the Year

With the holiday season quickly approaching, the members of the Senior Resource Committee have been extremely busy with their signature program – “Elves For Elders”[©] - which provides gifts, remembrances, encouragement, and reassurance to low-income and isolated seniors throughout Pinellas County.

This year, the Committee developed a website for the program – www.ElvesforEldersPinellas.com – a web based platform that enables senior care professionals to submit the names of potential recipients on-line. Information received is transferred to tags, which are placed on trees in merchant locations, encouraging the public to choose a tag, shop for the items requested, place the items in a provided “Elves For Elders”[©] bag, and return it to the tree, or to one of a number of drop off locations throughout the county.

All information regarding the program can be found at the website. Trees and tags will be available through the end of November, with the delivery of the items to occur Monday and Tuesday, December 14th and 15th. The program is planning to provide the gifts of holiday joy and cheer to 350 seniors during the 2015 holiday season.

The Committee is also putting the final touches on the Quarterly Consortium of Better Living for Seniors, to be held Friday, November 13, 2015, 8:30 am, at Osprey Health Care Center, 6775 40th Avenue North in St. Petersburg. With the theme: “A Time of Giving”, the event will focus upon the true spirit of the holiday season, and include the presentation of “The BLS A Time for Giving Awards” in support of senior activity centers throughout Pinellas County.

Donations of health and beauty items will be collected for the “Elves For Elders”[©] program, and tags will be available for those members wanting to participate in the program. Items already purchased may be dropped off at the Consortium, as well.

The final focus of the Senior Resource Committee’s mission is to publicize and promote “The Aging and Disability Resource Center” (ADRC) – formally the “Senior Help Line” – which provides information and referral services to the elderly and disabled in need of services. The ADRC is a program of the Area Agency on Aging of Pasco-Pinellas, Inc., and can be contacted by calling (727) 217-8111, or 1-800-963-5337.

For more information regarding the Senior Resource Committee, contact Chair Cheri McKee at cheri@puzzlerpublications.com.



*Thank you for taking the time to
read the Bugle Newsletter!*

*Feel free to forward this newsletter to
non-members of BLS. If they like
what they see, bring them to the
next Consortium and encourage
them to become a member of this
great organization!*

WE ENCOURAGE YOU TO SHARE YOUR FEEDBACK ON OUR FACEBOOK PAGE.

Facebook: www.facebook.com/BLSPinellas

Twitter: www.twitter.com/BLSPinellas

LinkedIn: bit.ly/BLSLinkedIn

WE HOPE TO SEE YOU NOVEMBER 13TH FOR THE BLS CONSORTIUM!

8:30 - 11:00 a.m.

**Osprey Health Center
6775 40th Avenue North
St. Petersburg, FL**

**Please RSVP on website at www.BLSPinellas.org
or visit our Event link on Facebook.**

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 Boulevard, Suite 100, (Gadsden Building), St. Petersburg, FL 33702.