

# AGING (i)fe CARE™

A S S O C I A T I O N

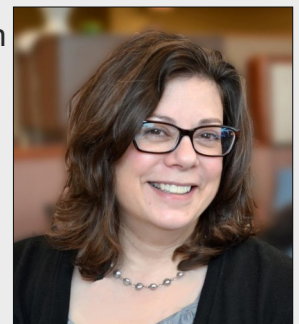
MIDWEST CHAPTER

Issue No. 55 · Spring 2017

## Ann Sutton Burke honored as Outstanding Leader in the Field of Aging



CareLink, an Aging Life Care™ practice and Jewish Family Service Director of Aging and Caregiver Services Ann Sutton Burke, MPA, CMC was honored as Outstanding Leader in the Field of Aging 2016 by Association for Professionals in Aging (APA) during an Awards and Holiday Luncheon December 8, 2016 in Cincinnati Ohio.



“Ann has been an exemplary leader in the field of aging services in the Greater Cincinnati/Northern Kentucky region for more than 36 years. She represents the field with immense leadership, utmost professionalism, tireless advocacy, and fierce passion for serving the unique needs of elders,” said Beth Schwartz, Jewish Family Service CEO, who nominated Burke. “We are proud that APA honored her with this award.”

APA is dedicated to increasing the ability of professionals from a broad range of disciplines to better meet the needs of older adults in the Tri-State area.

“Ann is widely respected among her peers, innovative in her approach to aging services, skilled in her ability to manage programs and people, and has devoted her entire career to elevating the lives of older people in our area and across the nation,” said Beth.

Ann has a Bachelor’s degree from Miami University in Sociology with a concentration on Gerontology, a Masters of Public Administration from Xavier University, and is Care Manager Certified. She is a past President of Association for Professionals in Aging, a Board Member of the Midwest Chapter of the Aging Life Care Association (ALCA), the publisher of the ALCA Midwest Chapter newsletter, and a member of the Planning Committees for both the Forum on Aging and the Alzheimer’s Association Annual Symposium. Before joining CareLink and Jewish Family Service, she worked for Senior Services of Northern Kentucky, Visiting Nurse Association, Ohio Presbyterian Retirement Services, and Cincinnati Area Senior Services.

Her expertise in helping senior adults live independently in their own homes was nationally recognized when she gave testimony at a United States Senate hearing in 2006. Ann was honored in 2012 by the Council on Aging of Southwest Ohio, an Area Agency on Aging as the Outstanding Professional in Aging.

“Ann is diligent in her efforts to dispel stereotypes and bias against aging,” said Beth. “She guards against common ageist commentary and portrayal, instead promoting a celebration of aging.”

Ann shares the philosophy on respecting older adults in her email signature byline, which reads, “My belief and commitment is that we are more than our age, and that stereotypes and discrimination based on age need to be challenged.”

# PRESIDENTIAL

## MOMENTS

JENNIFER BEACH, LSW, MA C-SWCM  
CHAPTER PRESIDENT 2017-2019

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*Think little goals and expect little achievements think BIG goals and Win Big Success.*

David Joseph Schwartz

A few of my colleagues and friends have asked, “Jennifer, how do you manage to get so many things done?” The truth is the more I get involved, learn from others, and push myself in new directions the more I can accomplish. I am thinking and planning BIGGER goals for myself and seeing results. One of the MW chapter strategic goals we are working towards is building connections and collaboration between ALCA and community members. One way to achieve this goal is increasing membership in our local units. I realize due to the distance in our enormous chapter for many of us getting together can be a challenge and takes a real commitment. Currently we have 9 units throughout our 13 states that make up the Mid West Chapter, each functioning at varied levels of activity and size. We are working towards expanding units in Detroit, Kentucky, Iowa, Nebraska as well as the possibility of a virtual unit. Much opportunity for growth and leadership just waiting. The St. Louis unit will be hosting our fall conference this year on November 2-4. St. Louis has a very strong, productive unit. We are hoping to learn some of their strategies and tips for collaboration and growth as a unit.

I strongly encourage everyone to take the time and attend one of your unit meetings. Make a commitment, spend the time, and reach outside of your comfort zone. Think BIG. Be a leader, a pioneer in our local area. Start or foster the growth of your unit. It does not matter if you have not been active in the past, now is the time. If you do not know where to start or how to begin, call or email me directly and I will connect you to the resources you need.

If we as ALCA professionals want to be known as the go to “EXPERTS IN AGING WELL” we need to do the ground work and make ourselves known. You can be a leader and start conversations in your area. If we all sit back and wait for someone else to initiate strong community alliances in our aging communities, we are going to miss our opportunity. Take advantage of all the opportunities and tools ALCA can provide you and your practice. Look on the ALCA website for the new, updated tool kit. We are looking for strong, energized ALC professionals in a variety of leadership roles, Get Involved. Make this spring the season you Think Big!

ADVOCATE FOR ELDERS

Rocky River, Ohio

216-406-3139

# Seven Ways to Boost Your Online Marketing Program

Guest author, David Virden, Content Strategist at IlluminAge

Ah, Spring! That time of year when the world starts to renew itself and things that have been dormant for months start to spring back to life. Perhaps your online marketing program has been hibernating during the winter months. Now is the perfect time to give it new energy. Here are seven ways to reinvigorate your digital assets.

## Blog more

Search engines love fresh content and one of the easiest ways to keep new content flowing is to create and maintain an active blog. According to a study by Hubspot, companies that published 16 or more blog posts per month got almost 3-1/2 times more traffic and almost 4-1/2 times more leads than those who posted fewer than four times a month. A blog will also establish you as a subject matter expert, giving search engines the confidence they need in recommending you.

## Use social media more strategically

Most of us use social media to some extent, but many don't see the results they want. Here are some quick tips to increase your engagement on social media:

- Post things your audience will find valuable – this should be something that relates to your business in some way.
- Boost important posts, such as articles from your own blog, upcoming events, and positive news about your company (awards, new articles, etc.).
- Engage others in your posts – tagging others in your posts, liking the pages of business partners, and sharing meaningful posts of others will increase the likelihood of others doing the same for you.
- Know how often and when to post – post consistently, but don't overdo it. Twice a day is probably the top limit; three times a week, the bottom. Experiment with the times you post to see if your audience reacts more to a specific time.



## Redesign your website

You should plan on redesigning your website every 3-5 years. Things are constantly changing in the online world and you ignore innovations at your own peril. An outdated website can make you look out of touch and even hurt you in search engine rankings. Learn more about how to successfully redesign your site.

## Stay connected with your audience through email

Many people avoid email because they personally don't like an overloaded inbox. But email is one of the most effective – and inexpensive – online marketing tools out there. According to McKinsey & Company, email is 40 times more effective at acquiring customers than Facebook and Twitter combined.

### **Gather and publish testimonials**

Word of mouth is still the most trusted form of “advertising.” Being able to share stories from actual clients and customers goes a long way in building trust with your services and your brand. Because they are so important, it isn't enough to simply sit around and wait for people to send an email or letter of praise. If you know of a client who was satisfied, ask them to put it in writing and get their permission to post their message on your website and other promotional material.

### **Monitor what others are saying about you online**

Speaking of word of mouth, people are talking about you everywhere these days – on Yelp, Google, Facebook and a hundred other review sites. These reviews matter. In a recent survey, 90 percent of people said that their buying decisions are influenced by online reviews. A single bad review can damage a company's reputation and make attracting new customers more difficult. Pick the sites where most of your reviews are (these may vary by the industry you're in) and monitor them to see what people are saying about you – and respond to both good and bad reviews.

### **Enlist the services of a professional marketing firm**

Finally, with all the complexities involved in creating a unified, effective online marketing presence, it pays to enlist the services of an expert. IlluminAge has more than 25 years of experience in creating powerful websites, meaningful content for blogs and newsletters, and effective social media and email programs – as well as the expertise to make all of these elements work together synergistically to engage your audience and boost sales. If 2017 is the year for you to make things happen, we invite you to contact us at [www.illuminage.com](http://www.illuminage.com) or 800-448-5213.

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**Editor's Note:** This issue of your ALCA Midwest Chapter Newsletter is on Marketing. You will see articles from members and nonmembers. You will learn ways to increase the profile of your practice. Plus you will learn about ways to cultivate collaborations that can expand your profile in your community.

- Ann Sutton Burke, editor



## Thank You and Welcome Kari Klatt, Vice President

I want to extend a special warm hearted thank you to Gail Lee, owner of A Plus Aging and Marty Lee for accepting our offer to be our first virtual administrative assistant. This was uncharted territory for the chapter and we learned a lot along the way. We so appreciate the important work we accomplished together.

At this time I would like to introduce Suzanne Donovan our current virtual administrative assistant. Suzanne comes to us with many years of experience in writing, editing and publishing newsletters and conference planning. Most of Suzanne's work is behind the scenes, but if you have the opportunity to speak with her please welcome Suzanne aboard.



THE KENWOOD



by Senior Star

## SPRING Marketing Trends for 2017

Shelley Goering, Community Relations Consultant  
at The Kenwood by Senior Star



As more businesses emerge to serve the ever-growing senior population, competition in the senior living market place is ubiquitous. Many businesses are pushing ahead to grab more of the senior market and feel an immense pressure to differentiate themselves from their competitors.

To add fuel to the fire, businesses providing senior living services all seem to be looking for the same common denominator: provide high service for private pay. To stay ahead of the competition, be sure to include these helpful tips in your second quarter marketing plans:

1. Differentiate yourself from the competition. Take a long look at your business – survey your attributes, recognize your strengths and do not be afraid to promote your brand and your services. A strong message about what you can do for your customers will make you stand out from your competitors while demonstrating your own value.
2. Know your customers (proactively). Knowing your customers, even before they approach you, will allow you to attract and target your ideal prospect. By drilling down on demographics proactively, you're more likely to zero in on the customers that fit your criteria – and you'll be ready for them when they seek information about your business.
3. Provide a constant and relevant message to your target prospects. Consistent communication is key when attracting customers. It's important to not only broadcast what makes your business and services unique, but you should also communicate your compelling motive that drives you and makes you passionate about your work. Plus, offering consistent messaging will allow potential prospects to get to know you, trust you and avoid potential confusion about your brand.
4. Lean on technology and content marketing. Digital marketing is changing at rapid pace. We know that now, more people than ever are choosing to use their smart phone or mobile device to receive information. Easily-digestible content, such as blogs, reviews and video, reigns supreme and will continue to be a force for the future. Additionally, using interactive content (such as polls, surveys, quizzes and more) will make sure you're engaging with potential customers and provide for a lasting impression.
5. Partner with an influencer. Do you currently serve any influential customers? A highly visible and trusted customer that can provide a recommendation for your high-quality service will serve as a valuable marketing tool. Encourage them to be stewards of your brand to propel your business above common competitors.
6. Track your results. It's necessary to measure your efforts to determine your return on investment and make sure you know what's working (and what isn't). On top of that, re-strategizing and re-assessing your goals quarterly will ensure your business is constantly adjusting and reacting to marketplace changes.



# Optimize your ALCA Profile First

Jan Welch

The ALCA web site has many tools designed to improve our visibility. Arguably, optimizing your profile on the ALCA site is one of the most important steps you can take to improve your marketing. Adding a professional picture or company logo, links to your social media sites, as well as reviewing the practice areas you have listed are three key things to do right away.

As they say...first impressions count. Your ALCA profile could be a prospective client's first introduction to you, so make sure it is a good one! When looking for colleagues in other parts of the country, fellow members turn to the Find an Aging Life Care Expert search. Your profile is the first impression they may have, so put your best foot forward and make sure your ALCA profile reflects you at your best!

See the example below of a profile that has been optimized and one that has not. If you were a client looking for a care manager in your area, what attracts your attention and which ALCP would you pick first?

Don't delay, maximize your ALCA profile today! If you need help, ALCA staff are there to assist.

After optimizing your profile, check out Member Resources on the ALCA web site. You will find extensive marketing and public relations information and resources for members use. Under PR/Marketing Tools you will find:

- Tips for how to conduct an interview with the press
- PDF's useful for presentations such as the 8 Knowledge Areas infographic
- Press Release Templates
- White Papers, Ebooks, the Blog and information about how to submit something which enhances your position as an Expert in the Aging Life Care field
- Instructions and hints about using Social Media

	<p><b>Deborah Liss Fins,</b> <b>LICSW, ACSW, CMC</b></p>	<p><b>Fellow of the Leadership Academy</b></p>
	<p>Deborah Fins Associates, PC 92 Barry Rd. Worcester, MA 01609 <b>Distance:</b> 39.51 mi <b>Practice</b></p>	<p><b>Member Level:</b> Advanced Professional <b>Join Date:</b> 02/08/1996 <b>Phone:</b> (508) 752-5330 <b>Fax:</b> (508) 752-5959 <b>Email:</b> <a href="mailto:DLFins@finseldercare.com">DLFins@finseldercare.com</a> <b>website:</b> <a href="http://www.finseldercare.com">www.finseldercare.com</a> <b>Chapter:</b> New England Chapter</p>
<p><b>Areas:</b> Advocacy, Assessment, Care Management, Consultation, Education, Entitlements, Guardianship/Conservatorship, Information/Referral, Insurance, Placement 1</p>		
	<p><b>Susan Manager</b> <b>CMC</b> Best Aging Life Care, LLC 333 Cedar Avenue Conners, GA 50377 <b>Distance:</b> 39.51 mi 1</p>	<p><b>Member Level:</b> Advanced Professional <b>Join Date:</b> 12/23/2009 <b>Phone:</b> (508) 752-5330 <b>Fax:</b> (508) 752-5959 <b>Email:</b> <a href="mailto:SSRitz@finseldercare.com">SSRitz@finseldercare.com</a> <b>website:</b> <a href="http://www.finseldercare.com">www.finseldercare.com</a> <b>Chapter:</b> New England Chapter</p>

Member Resources also contains Branding Updates and recordings of Coffee Talk with Callie which cover various marketing and PR topics. This is all available at our fingertips and is FREE to members.



*Jan Welch has been helping seniors in matters of elder care for 18 years. She is owner of Special Care for Older Adults, LLC and a Board Member of the Aging Life Care Association.*

# Fostering a Culture of Learning, Service and Supporting Others

Kari Klatt

As the Executive Director of Stowell Associates, I have been thrilled to be part of a business culture that is based on learning, serving and supporting our community.

In 2013, Stowell Associates celebrated its 30th anniversary by establishing the Stowell Associates Care Management Scholarship at the University of Wisconsin-Milwaukee Foundation. This scholarship rotates every two years to provide two years of support to a student at either the Helen Bader School of Social Welfare or the College of Nursing. As Phyllis Menseh Brostoff, Stowell's CEO explained, "My hope is that we will be encouraging the next generation of social workers and nurses to join us in this specialized practice" said Phyllis Menseh Brostoff. "It gives me deep personal satisfaction to establish a legacy in the form of a scholarship fund. This scholarship will assist a student in pursuing a career that can be personally enriching and provide valuable assistance to members of our community" said Valerie Stefanich, co-founder of Stowell Associates.



Although the scholarship is fully funded, the company continues to make contributions to it in memory of clients when they die. These memorial gifts have proved to be particularly meaningful to surviving family members who have responded with notes, including one that read: "thank you for honoring my mother with this donation. She was always supportive of educational institutions and your donation would please her."

This scholarship has also helped to create other opportunities to engage with the university and community leaders. As an alumni of both the UWM School of Social Welfare and the College of Nursing, I have been invited to participate in round table discussions with community leaders, meet candidates for university appointments, serve on alumni committees, fund raising and community service projects and deliver presentations to student organizations.

Giving back has always been part of the culture at Stowell Associates, providing both monetary support to various aging service organizations and volunteer time on committees, task forces and event planning. All of these efforts have raised the visibility of Stowell Associates throughout the community, including introducing us to students who are seeking part-time employment or looking for their first job following graduation. Qualified client referrals also follow when you build a culture of learning, serving and supporting others. It's a win-win for the university, the community and the company and yields a return that spending money on advertising can't buy. Paying it forward is good business!



**Stowell Associates**  
Care-Managed Home Care

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*Kari Klatt, RN, LCSW, C-ASWCM, received her BSN and MSW from the University of Wisconsin-Milwaukee. She is the Executive Director of Stowell Associates, a care managed home care company in Milwaukee, Wisconsin. Kari has served on the MW Chapter Board since 2012 and is currently serving as Vice President and Unit Leader for the Southeastern Wisconsin Unit.*

## Midwest Chapter ALCA - UNIT LEADERS- 2017

### **Chicago: Julie Fohrman-Co-Chair**

North Shore Geriatric Care Management – Highland Park, IL 60035  
(847) 780-4733 □ [Julie@northshoregeriatric.com](mailto:Julie@northshoregeriatric.com)

### **Chicago: Tracey Olson-Co-Chair**

Age Well Solutions, LLC – Western Springs, IL 60558  
(708) 646-4543 □ [traceyolsonlcs@gmail.com](mailto:traceyolsonlcs@gmail.com)

### **Cincinnati: Peggy Slade-Sowers**

Living Well Senior Solutions – Cincinnati, OH 45227  
(513) 561-0222 □ [pslade-sowers@erslife.org](mailto:pslade-sowers@erslife.org)

### **Central Ohio: Jeanna McElroy**

Senior Support Services, LLC- Pickerington, OH 43147  
(614)887-7750 □ [Jeanna@seniorsupportservicesohio.com](mailto:Jeanna@seniorsupportservicesohio.com)

### **Cleveland: Bridget Ritossa**

Careplan Geriatric Care Managers- Chesterland, OH 44026  
(440) 476-9534 □ [bridget@careplangcm.com](mailto:bridget@careplangcm.com)

### **Detroit:**

No Unit Leader

### **Indiana: Susan Wack**

SW Professional Care Management, LLC – Carmel, IN 46082  
(317) 496-7062 □ [susanwack@gmail.com](mailto:susanwack@gmail.com)

### **Illiana: Sara Moore**

Illiana Care Solutions, LLC – State Line, IN 47982  
(765) 337-3995 □ [saracares@hotmail.com](mailto:saracares@hotmail.com)

### **Iowa: Jan Hannasch**

### **Kansas City: Annice Davis White**

The Caring Heart – Overland Park, KS 66212  
(913) 907-8666 □ [thecaringheart@sbcglobal.net](mailto:thecaringheart@sbcglobal.net)

### **SE Wisconsin: Kari Klatt**

Stowell Associates – Milwaukee, WI 53211  
(414) 963-2600 □ [karik@caremanagedhomecare.com](mailto:karik@caremanagedhomecare.com)

### **St. Louis: Judy Mange**

Aging Well – St. Louis, MO 63244  
(314) 962-9115 □ [mangej@msn.com](mailto:mangej@msn.com)



# Peer Case Teleconferences

Sign up now for an ALCA Peer Case Teleconference! These monthly meetings are part of your member benefit package and are free to active members. These toll-free conference calls challenge us to approach our unique day-to-day care management activities in creative new ways and meet ALCA certification requirements for consultation/supervision too!

Advance registration is required. Watch for monthly e-blasts about how to take part.

## 2017 SCHEDULE

***All Peer Case Teleconferences are held on the third Wednesday of each month at 4:00 PM CT / 5:00 PM ET***

- May 17
- June 21
- July 19
- August 16
- September 13
- October 18
- November 15
- December 20

## BECOME A PRESENTER

All members are welcome to volunteer to present a case (we encourage your participation)!

We need one volunteer each month. Units are asked to encourage members to participate. Contact the committee member listed below or your unit leader if you are interested in presenting.

NOTE: cases can be past issues that you want feedback on or a current challenging case.

## QUESTIONS?

### Contact:

Beth Zurliene Hartman, MPH, BSN, RN, CMC  
(618) 823-8485  
[ezurliene@charter.net](mailto:ezurliene@charter.net)

Maureen Jensen, BSN, BS, MPA, CCM  
(906) 250-4975  
[mjensenmcm@gmail.com](mailto:mjensenmcm@gmail.com)

**"It was great having feedback from my peers. I continue to be impressed with the depth of knowledge and experiences ALCA member have.**

**Thank you for the opportunity."**

Wilma Saunders Schmitz, MA  
Aging Concerns Care Management  
314-495-3839  
[Wilma@wilmaschmitz.com](mailto:Wilma@wilmaschmitz.com)





## Welcome New ALCA Members!

**Melanie Hankinson**

Powell, OH

**Susan Hooper**

Skokie, IL

**Kathleen Janak**

Northfield, IL

**Elisa Laurusonis**

Burr Ridge, IL

**Stefanie Rechtzigel**

New Albany, IN

**Lauren Socol**

Chicago, IL

**Jennifer Teglia**

Milwaukee, WI

Ask Our Members:

What are you Doing to Build Community Collaborations and Awareness of ALCA or your Practice?

"I am on the board of the MO/IL American Case Management Assoc. and bring a community perspective to primarily hospital based nurses and social workers. They are interested in more integration between their respective hospital/health systems and community care managers. At our upcoming 2017 conference one of our ALCA members will be presenting on how to better work with community care managers."

Steve Miskovic, MSW, LCSW

Director of Operations, Care Choice Care Management

(p) 314-971-7595 ▪ (f) 314-925-0124 ▪ [www.carechoicestl.com](http://www.carechoicestl.com)

"ALCA is a part of all of my marketing materials, explaining with pride that is the governing body for my growing but still rare certification.

I explain the name change that is due to the broadening of the profession. With an increasingly aging population, those with chronic diseases, disability, mental health issues, living in a highly mobile society...these services are needed more now than ever."

Sharon Greenstein-Gorman, CMC

Certified Geriatric Care Manager

[www.certifiedcm.com](http://www.certifiedcm.com) ▪ (314) 517-5944

# Save the Date

**2017 ALCA Midwest Conference**

**“Meet Me in St. Louis”**

**Gateway to Life Care—the Art of Caring**



**AGING (i)fe CARE™**  
A S S O C I A T I O N  
— MIDWEST CHAPTER —

**November 2nd - Reception**

**November 3rd - 4th - Conference**

[http://www.aginglifecare.org/ALCA/  
Regional\\_Chapters/Midwest\\_Chapter](http://www.aginglifecare.org/ALCA/Regional_Chapters/Midwest_Chapter)

## 2017 Strategic Plan

1. MW Chapter will optimize the ALCA benefits.
  - The expansion of and increased engagement of Units.
  - Measuring conversion of invited new guests to new member
  - Increased Unit member attendance
  - Actively seek new leaders within the MW Chapter and Units
  - Recruit through Newsletter,
  - Board of Trustees make personal contacts/invitation to potential unit leaders/ members
  - Offer educational opportunities on best practices at the MW Annual Conference
  - Mentoring new members
  - Evolution of a successful Unit
  
2. MW Chapter will build connections and collaboration with its members and local communities.
  - Increase the membership
  - Increase by 5% (310)
  - Add one new unit to the chapter and increase membership within current units
  - Offer a \$50 incentive for the unit with the most growth
  - Increase community collaboration and awareness
  - Reach out to universities, AARP, Alzheimer Association
  - Continue discussion regarding merging with ALCA National through the establishment of a task force & SWAT analysis.
  -

Your ALCA Midwest Chapter Board Committee List is on the following page. Non board members are encouraged and welcome to also serve on committees. Please consider volunteering your time. If interested contact the committee chair or our President Jennifer Beach.





## MWALCA COMMITTEES, 2017

	<b><u>STANDING COMMITTEES</u></b> <i>(required in by-laws)</i>	
<b>Executive Committee</b> <b>(Pres, VP, PP, Pr El, Secy, Tr)</b>  Jennifer Beach President, Chair Past President – Deb Feldman Vice-President – Kari Lee Klatt Secretary – Dorian Maples	<b>Finance Committee (3-4 members)</b>  Cheryl Hendrixson, Chair Debbie Feldman Elizabeth Zurliene Judy Mange	<b>Membership (4-8 members)</b>  Bridget Ritossa, Chair Sandi Kistner
<b>Nominations (3- 5 members, 1-yr. term)</b>  Chair – Deb Feldman  Tracey Olson		

## AD HOC COMMITTEES

<b>Mentoring (2-4 members)</b>  <b>Chair, Maria Miskovic</b> Judy Mange Sharon Greenstein-Gorman	<b>Electronic Communication (3-5 members)</b>  <b>Chair, Maria Miskovic</b> Jeanna McElroy	<b>Newsletter (4-8 members)</b>  <b>Chair, Ann Sutton Burke</b> Jan Welsh Kari Klatt
<b>Peer Case Conferencing (4-6 members)</b>  <b>Co-Chair, Beth Zurliene</b> <b>Co-Chair, Maureen Jensen</b>	<b>Ethics – (3-5 members)</b>  <b>Chair, Susan Wack</b> Co-Chair – Judy Mange	<b>St. Louis Conference (3-10 members)</b>  <b>Chair – Judy Mange</b> St. Louis Unit
	<b>Unit Coordination (Chair(s) + unit coordinators)</b>  <b>Co-Chair, Judy Mange</b> <b>Co-Chair, Susan Wack</b> + Unit Coordinators	

Per Bylaws: The Nominating Committee of not less than three or more than five members, with an attempt to reflect the geographic distribution of MC, shall be appointed by the President with the approval of the Board. The nominating committee shall serve for a one-year term.

Per Bylaws: "Executive Committee. The Officers shall consist of the President, President-Elect, Vice-President, Secretary, Treasurer, and Immediate Past President. These Officers shall comprise the Executive Committee, with the Immediate Past President serving as a non-voting member of the Executive Committee."

**Chicago: Julie Fohrman-Co-Chair**  
North Shore Geriatric Care Management –  
Chicago, IL  
(847) 780-4733 [Julie@northshoregeriatric.com](mailto:Julie@northshoregeriatric.com)

**Chicago: Tracey Olsen-Co-Chair**  
Age Well Solutions, LLC – Western Springs, IL  
(708) 646-4543 [traceyolsonlcsw@gmail.com](mailto:traceyolsonlcsw@gmail.com)

**Cincinnati: Peggy Slade-Sowers**  
Living Well Senior Solutions – Cincinnati, OH  
(513) 561-0222 [pslade-sowers@erhinc.com](mailto:pslade-sowers@erhinc.com)

**Cleveland: Bridget Ritossa**  
Careplan Geriatric Care Managers–  
Chesterland, OH  
(440) 476-9534 [bridget@careplangcm.com](mailto:bridget@careplangcm.com)

**Detroit: Open— seeking volunteers**

**Illiana: Sara Moore**  
Illiana Care Solutions, LLC – State Line, IN  
(765) 337-3995 [saracares@hotmail.com](mailto:saracares@hotmail.com)

**Indiana: Susan Wack**  
SW Professional Care Management, LLC –  
Carmel, IN  
(317) 496-7062 [susanwack@gmail.com](mailto:susanwack@gmail.com)

**Iowa: Jan Hannasch**  
Elderlife Consultants – Des Moines, IA  
(402) 330-3079 [janethannasch@gmail.com](mailto:janethannasch@gmail.com)

**Kansas City: Annice Davis White**  
The Caring Heart – Overland Park, KS  
(913) 901-8666 [thecaringheart@sbcglobal.net](mailto:thecaringheart@sbcglobal.net)

**Minneapolis: Open— seeking volunteers**

**SE Wisconsin: Kari Klatt**  
Stowell Associates – Milwaukee, WI  
(414) 963-2600  
[karik@caremanagedhomecare.com](mailto:karik@caremanagedhomecare.com)

**St. Louis: Judy Mange**  
Aging Well – St. Louis, MO  
(314) 952-9115 [mangej@msn.com](mailto:mangej@msn.com)

We want this to be  
THE Premium Newsletter for  
Long Term Care & Geriatric Issues

Send us suggestions/info on:

- Seminars
- Educational Opportunities
- Newsworthy Info
- Personnel Changes

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**ADVERTISE NOW!**  
In the ALCA Newsletter

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Full Page \$125 • 1/2 Page \$85  
1/4 Page \$65 • 1/8 Page \$35

**Positioning Rates:**

Back half page \$175  
Special Placement add \$35

Issue Published/Material Closing Dates

Jan 12—December 25

April 5—March 29

July 5—June 28

October 4—September 27

For More Info Contact the Editor:

Ann Burke via email at

[ann@ourcarelink.com](mailto:ann@ourcarelink.com)

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***“We’re always looking  
for more NEWS!”***

*Please send your articles or ideas to our editor  
at [ann@ourcarelink.com](mailto:ann@ourcarelink.com)*

**EDITOR:** Ann Sutton Burke, MPA, BA, CMC  
[ann@ourcarelink.com](mailto:ann@ourcarelink.com)

**EDITORIAL COMMITTEE:**

Kari Klatt, RN, LCSW, C-ASWCM  
Jan Welsh, MS, LPC, CMC, CRC