



Florida Association of Aging Services Providers e-Newsletter

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Guest Editor: Ellen Campbell, President & CEO, Meals on Wheels Plus of Manatee

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Message from the President

by Karen Deigl, Senior Resource Association, Inc.

Dear Members:

Thinking and acting 'out of the box' is a manner of thought that dares to question benign daily routines, complacent rituals and standard business practices.

By contrast, thinking inside the box is following convention. Doing what everyone else does just because that's the way it's always been done. Thinking inside the box allows survival when constancy is available; but what happens when change is imminent?

Organizational evolution is based on the continued improvement from that which already works. During this time of ambiguous changes to our business funding and methodology, I encourage all of our members to think innovatively

out of the box and challenge ourselves to work both independently and with all groups that allow us to continue to evolve as strong home and community based providers of senior services.

As the President of FASP, I pledge to our members that I will work very closely with our partner aging network organizations and friends to think out of the box and offer insight, support and guidance during this ambiguous time.

Sincerely,
Karen Deigl

THINKING...



A Leadership Tool to Encourage Thinking Outside the Box

By Andrew Cox

Thinking outside the box is a critical Personal Skill - one that will make the difference between success or failure. The real critical leadership skill is accessing the thinking of others to help see what possibilities lie outside the box - outside the individual world of thoughts and beliefs and biases.

Try this exercise to get the "out of box" thinking flowing with your "universe" of people.

Draw a square 1 foot by 1 foot. Divide all four sides into 3 inch increments. Connect the markings horizontally and vertically. You now have a large square with 16 little squares inside it - a grid pattern.

Ask your people how many different squares can be seen in the grid.

The first answer is usually 16. With some encouragement someone will say 17 - then eighteen - then 19 or 20. That will only happen if you, as leader of this exercise, show an expectation for a larger number than the first answer - which is usually given quickly and with conviction. Stay at it - keep asking how many squares others see. Engage everyone in the answer. The number of squares will continue to increase. With a lot of encouragement your group may get to 24 to 26. Not bad - but there are 30 squares of various sizes that can be identified in the grid.



See how many people try to work alone. Encourage group discussion and thinking. When the group has just about exhausted the possibilities, tell them the answer. If someone gets the answer, ask them to describe the squares - so that others can gain knowledge.

The point? The group was probably willing to accept the 16 or 17 or even 20 squares that were stated quickly and with conviction. Had they done that, they would have left 10 or so squares unidentified. Can your business afford that kind of superficial observation and conclusion? Does that kind of dynamic happen often? Make those points as a means of pointing out how very important it is to challenge quick answers - how very important it is to share thoughts - how very important it is to encourage - or demand - that people expand their perceptions and look at things through the eyes of others.

There's balance required in this process. Winston Churchill once said "It's important to have an open mind, but not so open that our brains fall out." The same is true when it comes to thinking outside our own boxes. But in at least 95% of the cases where groups attempt to reach for the best answers, many of the members simply don't share or contribute their inputs. The last thing you have to be concerned with is any brains falling out of open minds - the real concern is getting all the brains contributing.

I suggest to you that the critical Personal Skill leaders bring to thinking outside the box is the skill to draw out and value those hard - to - get - at inputs from others. They're the difference between seeing 20 boxes or 30 boxes. Which is better for your organization?

Try this tool with your group - use it to help define what you mean by "thinking outside the box." Do it today.

Andy Cox is President of Cox Consulting Group LLC. The focus of his work is on helping organizations and their people increase their success in the hiring, developing and enhancing the performance of leaders and emerging leaders. Cox Consulting Group LLC was started in 1995, and has worked with a wide range of organizations, managers and leaders - helping them define success, achieve success and make the ability to change a competitive advantage. He can be reached at <http://coxconsultgroup.com> or at acox@coxconsultgroup.com Article Source: http://EzineArticles.com/?expert=Andrew_Cox
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Recognize a Valuable Service Employee You Know with a FASP Award!

The FASP Awards Committee has begun accepting nominations for the 2011 Minotty Eye Foundation Best Direct Service Employee of the Year.

The deadline for submissions is **Monday, May 16, 2011.**

FASP Members are encouraged to nominate a Florida aging service employee who has:

- added value to the service being delivered that has benefited the elders served;
- gone above and beyond job requirements to provide customer service and ensure customer satisfaction;
- developed community resources and support to the services being provided; and demonstrated a high level of commitment to excellence.

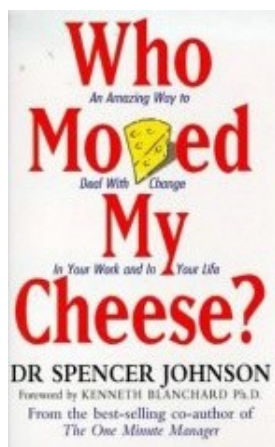
The Minotty Eye Foundation Best Direct Service Employee of the Year Award acknowledges an employee who makes a difference in the lives of seniors individually or through a unit, group, agency or organization.

Due to the generosity of the Minotty Eye Foundation's sponsorship, the Award winner will receive complimentary registration on Tuesday, August 23rd to receive their award which includes \$500.00 for themselves and \$500.00 for their agency.

Each year, FASP presents this award during the Florida Conference on Aging to honor the dedication of Florida service employees. The 2011 Florida Conference on Aging will be held August 22-24, at the Tradewinds – St. Pete Beach, Florida.

Nomination forms can be downloaded then sent to FASP—1018 Thomasville Road, Tallahassee, FL 32303 or submitted online at www.fasp.net. If you have any questions, please contact moreinfo@fasp.net or call (850) 222-2575.

Important lessons from 'Who Moved my Cheese?'



1. **Change Happens** - *They Keep Moving the Cheese*
2. **Anticipate Change** - *Get Ready For the Cheese To Move*
3. **Monitor Change** - *Smell the Cheese Often So You Know When It Is Getting Old*
4. **Adapt To Change Quickly** - *The Quicker You Let Go Of Old Cheese, the Sooner You Can Enjoy New Cheese*
5. **Change** - *Move with the Cheese*
6. **Enjoy Change!** - *Savor The Adventure And Enjoy The Taste Of New Cheese!*
7. **Be Ready To Change Quickly and Enjoy It Again** - *They Keep Moving The Cheese.*



The Change Process

In reality 'learning' and 'change' are synonymous. Change is not an issue if it makes sense to and is 'owned' by those involved, rather than being arbitrarily imposed. 'It is not change that hurts it is the transitions'.

Quotes on Change

'If you think you can, you can. And if you think you can't, you're right.' Mary Kay Ash

'Change your thoughts and you change your world.' Norman Vincent Peale

'If everyone is thinking alike, then somebody isn't thinking.' George S. Patton

'Some people think you are strong when you hold on. Others think it is when you let go.' Sylvia Robinson

'Things do not change; we change.' Thoreau

'Coming, ready or not!' Childhood game

'To travel hopefully is better than to arrive.' R L Stevenson

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."
~ Charles Darwin

'What worked yesterday is the gilded cage of tomorrow.' Peter Block Business, Philosopher Author of 'The Answer to No is Yes'

'Nothing was ever achieved without enthusiasm.' Ralph Waldo Emerson

'The price of change is measured by our will and courage, our persistence, in the face of difficulty.' Peter Block Business Philosopher

'You must be the change you want to see in the world. If blood is to be spilled to do it. Let it be our own.' Mahatma Gandhi

'It is not necessary to change. Survival is not mandatory.' W Edward Deming

'Every change you see hides something else we want to do.' Rene Magritte (Artist)

'It doesn't happen all at once. You become. It takes a long time'. Margery Williams

'Life is like a box of chocolates. You never know what you are going to get.' Forest Gump's Mother

'We are like eggs at present. And you cannot go on indefinitely being just an ordinary egg. We must hatch or go bad.' C S Lewis

'I have a feeling we are not in Kansas anymore.' Dorothy/ Wizard of Oz

'It takes less energy to be free and flowing than locked up in stress ... we learn by releasing and letting go, not by adding on.' William Bates, Editor

'The road is better than the inn.' Cervantes

'I may have not got where I intended to go, but I think I have ended up where I intended to be.' Douglas Adams

'Life is what happens when you are making other plans' John Lennon

'People don't want to feel stuck, they want to be able to change.' M C Richards, Poet

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quote
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Beware of Grandparent Scams—Florida Department of Elder Affairs

Local law enforcement is alerting the public about the dramatic increase in grandparent scams being committed in communities across Florida. The grandparent, “granny” scam works like this: Someone claiming to be grandchild or other close family member contacts an individual claiming to be in trouble and in need of money. The caller will have information easily obtainable through public records found on the internet such as the grandchild’s name, age, sex, address, etc. in order to convince you of their identity and make the story plausible. Often, another person will get on the phone claiming to be a bondsman, law enforcement officer, lawyer to validate the need for the money and to provide information on where and how to send the money. Subsequent calls may be made to verify that the money was sent and to extend a special “thank you to Grandma.”



Because victims are embarrassed to come forward with personal experiences, it is difficult to know how many people in Florida have been victimized by this scam. However, accounts relating such occurrences are popping up daily in area newspapers. Criminals prey on Florida communities because they are filled with retirees who many times are physically separated from family and vulnerable to a call for help. Unfortunately, once the scam has been committed and money has changed hands, there is little law enforcement can do. These scammers are difficult to trace and prosecute.

If you receive a call or an email from a grandchild or loved one asking for money, stop and think about the situation. “Would my grandchild call me with a crisis like this?” If you are unsure, do your homework. Before sending any money, check the story out. Contact relatives to verify the status and whereabouts of the caller. Get a phone number from the caller and indicate you’ll call back. If the caller refuses to supply a call back number, then it’s most likely a scam.

Verify the address and phone number to the jail or hospital where your grandchild is supposedly located. Call that agency and verify that your grandchild is there. Contact local law enforcement to assist in locating your grandchild and investigating whether or not you are being victimized in a scam.

If you feel you have been a victim of a grandparent scam, contact your local police department. Every five seconds a person over the age of 60 is abused in some way in the United States. Please use care, caution and vigilance to guarantee prevent abuse and financial exploitation. -February 24, 2011



Social Security’s internet page, www.socialsecurity.gov has a new look!

The redesigned home page now features a service channeling guide on the left side of the page listing the most sought-after services and information on the site. This will help visitors find the information they want quickly, this includes links to:

- applying online for benefits;
- estimating retirement benefits;
- getting Extra Help with Medicare prescription drug costs;
- finding services for people who already receive benefits; and
- obtaining or replacing a Social Security card.



Information is also categorized by general topic at the top of the home page. At the center of the page you’ll find information targeted for specific groups, as well as useful links ranging from emergency office closings to getting help with your individual situation.

A news section keeps readers up-to-date on important Social Security news, and a large question mark to the right of the page goes directly to a list of frequently asked questions.



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By Ron Hartung February 2011

FSU MEDICINE-LAW CENTER OFFERS GUIDANCE FOR HEALTH DECISIONS

TALLAHASSEE, Fla. – Making health-care choices for another adult is a role no one really wants but anyone might get. A new publication for Florida residents just made that role a little easier.

The booklet, “Making Medical Decisions for Someone Else: A Florida Handbook,” is based on one created in 2006 by the American Bar Association’s Commission on Law and Aging. The ABA offered it as a template for states to adapt. At the Florida State University College of Medicine, the Center for Innovative Collaboration in Medicine & Law seized that opportunity.

“I did my own research on relevant Florida law, and I also sent out a draft for comments to the Florida Hospital Association, the Florida Medical Association, the state long-term-care ombudsman, the Bio-Ethics Network of Florida, the ABA commission and others,” said Marshall Kapp, director of the Medicine & Law Center, who has posted the completed handbook at www.med.fsu.edu/?page=innovativeCollaboration.home

“It basically deals with planning for incapacity at a time when medical decisions may need to be made and you won’t be able to make them for yourself anymore,” Kapp said. “It also deals with the rights and duties of the substitute decision-makers.”

The 20-page booklet uses plain language to walk decision-makers through their new role. It alternates between encouragement (“Anxiety is normal”) and advice (“The aim is to choose as the patient would probably choose, even if it is not what you would choose for yourself”).

One theme the booklet stresses is the importance of communicating with the patient, when possible, and learning what he or she prefers. To assist in that process, the booklet includes a two-page quiz. The quiz instructs decision-makers to answer the questions as they think the patient would answer them; have the patient answer them; and then compare and discuss the two sets of answers.

Charles Sabatino, director of the ABA Commission on Law and Aging, said that for most people, serving as a health-care substitute decision-maker comes as a surprise. “They don’t realize that it’s a serious and difficult job until they are pulled into it in a crisis,” he said. “And unlike most jobs we take on, there are very few educational resources out there to train us for that role. The guide fills a deep gap in resources.”

Only three other states have versions of the ABA guide so far: Maryland, New Hampshire and North Dakota. Because of its elder population, Florida especially needs such a guide, Kapp said.

In addition, he noted that Florida was home to the Terri Schiavo case. Schiavo, a St. Petersburg resident, was in a coma from 1990 to 2005. The state and nation were divided by the legal battle that raged between her husband and her parents over whether Schiavo would have wanted to be kept alive through a feeding tube. Eventually the courts, the Florida governor and even the U.S. president were involved.

The Schiavo case was high-profile and important, Kapp said, but it was very much the exception.

“A big part of why a booklet like this is important,” he said, “is that in the vast majority of circumstances there can be a meeting of the minds that is reached, and ultimately things can be done on the basis of consensus rather than conflict. We ought to be educating both professionals and the public in a way to avoid future Schiavo cases.”

How Businesses Should Adapt to Change

By Marion Belga

Business is always subject to external pressures, one important thing is change. Change is constant and may result from new life-styles, new markets, regulatory change, new technologies, economic forces, new competition, or simply growth and acquisition. Companies change. Markets change. Strategies, therefore, must change.



Response to change is the key. The Darwinian concept, 'adapt or die', applies to corporate as well as biological life. Business, of course, must respond to change if it is to survive. The response may be the development of new business or new business combinations, new organization or new organizational structures, new products, new channels of distribution, mergers the acquisitions and the like. If the world of printing technology calls for a change in large format photo printing process for instance, then the management must conform or abide by these changes in order to remain competitive.

Once a corporation has responded to change it often finds its identity seriously altered. Deregulation in both banking and the airline industries for example have made many old geographical-oriented identities obsolete. Many companies have found it necessary to communicate a new identity to the public in order to free them from old restrictions.

The transmission of the identity message is also subject to external pressures, among them; competitive forces, distribution requirements, media requirements, economic pressures, corporate requirements, regulatory requirements and many others.

Often the result of such pressures is the homogenization of products and services; they achieve parity with one another and all seem alike to the public. Another result may be confusion, or lack of clarity, in the image. Or perhaps the image is simply no longer accurate. When the projected identity change or goes out of focus it results in an inaccurate or blurred image in the public mind. It is then necessary to correct the identity system so it will again have the proper influence in the image. Or, it may be a signal to re-examine the company's marketing strategy to see if it is still the right one.

Research and analysis play a pivotal part in this reassessment. It not only helps evaluate the existing image, but also directs changes in strategy, guides the development of a new strategic identity programme, and monitors its effectiveness.

The result of this research, analysis, and refocusing is a corporate identity programme which truly reflects the current nature and direction of the company - a design system which fuses corporate identity and public perceptions - a new branded package copious enough to certain and position the entire corporation. It can then be used to communicate to all of the company's public - both in the business community, and in the market-place.



Upcoming Events



March 2011

March 10, 2011: 2pm - 4pm - **Advocacy Summit** - Ft. Myers

Location: Boy Scouts of America, 1801 Boy Scout Drive, Ft. Myers

[Click here to view the invitation](#)

March 22, 2011: 2pm - 4pm - **Advocacy Summit** - Orlando

Location: Renaissance Senior Center, 3800 S. Econlockhatchee Trail, Orlando

[Click here to view the invitation](#)

March 23, 2011: 10am - 12pm - **Advocacy Summit** - Tampa/Lakeland

Location: Hilton Garden Inn, 10309 Highland Manor Drive, Tampa

[Click here to view the invitation](#)

March 24, 2011: 1pm - 3pm - **Advocacy Summit** - Sunrise

Location: Daniel D. Cantor Senior Center, 5000 Nob Hill, Sunrise

[Click here to view the invitation](#)

March 28, 2011: Boca Raton, FL. *Updates in Geriatrics: Secrets Unveiled in Aging & Complementary Medicine* Call 305-355-9123. For more information please visit <http://www.miami.edu/amgec/events.html>

March 29, 2011: 10am - 12pm (CST) - **Advocacy Summit** - Pensacola

Location: Fellowship Hall of St. Mark's Methodist Church, 2203 N. 12th Ave.

[Click here to view the invitation](#)

April 2011

April 5, 2011: TBD - **Advocacy Summit** - Indian River/Martin County Area

Location: TBD

April 14-17, 2011: Raleigh, NC. *The New Aging Enterprise*. Southern Gerontological Society Annual Conference. For more information please visit <http://www.southerngerontologicalsociety.org/sgs/index.asp>

April 26-30, 2011: San Francisco, CA. *Aging in America Conference (ASA/NCOA)*. For more information please visit <http://www.agingconference.org/AiA11/index.cfm>

August 2011

August 22-24, 2011: TradeWinds Hotel, St. Pete Beach, FL. *Aging: Through a New Lens*. For more information please visit <http://www.fcoa.org> or call 850-222-8877.

WEBSITE RESOURCES

“Think outside the Box” Puzzles

[http://joe-ks.com/outside/Outside The Box Puzzle.htm](http://joe-ks.com/outside/Outside%20The%20Box%20Puzzle.htm)

The Art of Embracing Change

<http://thinksimplenow.com/clarity/embracing-change/>

Exactly what is “Thinking outside the Box”

http://www.canadaone.com/ezine/april02/out_of_the_box_thinking.html



Answer:
Hang on one minute



Florida Department of Elder Affairs (DOEA)

Facebook page

<http://www.facebook.com/pages/Florida-Department-of-Elder-Affairs/128604923878650?sk=wall>

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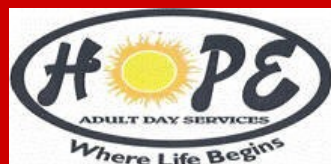
MINOTTY EYE FOUNDATION

www.newvisioneyecenter.com



Senior Resource Alliance

www.irccoa.org



Hope Adult Day Services

www.hopeadultdaycare.com



Children's Home Society of Florida

www.chsfl.org



United Healthcare

www.unitedhealthgroup.com

SPONSOR SPOTLIGHT

This issue of the FASP e-Newsletter was brought to you by the generous donation of



www.wellcare.com

The intent of the FASP Newsletter is to keep you informed about program updates and information relating to aging services providers. If you have any comments about the newsletter, suggestions on ways to improve it and/or items you would like included, please contact FASP by e-mail at moreinfo@fasp.net or by phone at (850) 222-3524.

The mission of FASP is to support and advocate for public and non-profit organizations engaged in the provision of community-based services to Florida's elders to improve their quality of life.

Mark your calendars now!

***The 2011 Florida Conference on Aging
will be held
August 22-24, 2011
at the TradeWinds in St. Pete Beach***



Conference Registration [is open](#)

Exhibitor Registration [is open](#)

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