



PRESS RELEASE

20TH Annual Conference for Regional Education on Aging, Caregiving & Healthcare (REACH) Next Week

November 2-3 at Maude Cobb Convention Center

Longview, TX, October 27, 2011: Approximately 500 East Texans who work with the elderly will receive training next week at the 20th Annual Regional Education on Aging, Caregiving & Healthcare (REACH) Conference at Maude Cobb Convention Center in Longview on November 2-3 from 8:00 am to 4:30 pm. The Conference is hosted each year by the Area Agency on Aging (AAA) which is administered by the East Texas Council of Governments (ETCOG).

The conference, themed "*Celebrating 20 Years of REACH...And Still Booming!*," is a collaborative effort to provide educational workshops, plenary sessions and networking opportunities for professionals, caregivers, and anyone interested in Aging issues. REACH provides attendees a choice of 27 workshops over the two-day event, access to 57 exhibit booths, and accreditation and/or continuing education hours relative to the attendees' field of work. Accreditation/continuing education hours are offered for the following: Nursing, Ethics, Social Work, Activity Professionals, Licensed Professional Counselors, Licensed Nursing Facility Administrators, Assisted Living Administrators, Adult Day Care Directors, Guardianship, and Ombudsman.

REACH is partially funded by the Texas Department of Aging and Disability Services and the following sponsoring agencies: At Home Healthcare, Care Improvement Plus, Garden Estates of Tyler / IntegraCare Home Health, Good Shepherd Medical Center, Highland Pines Nursing & Rehab, Pine Tree Lodge/Kilgore Health & Rehab, The Hospice of East Texas, Alzheimer's Association, Diamond Memory Care Services, Gateway Dental Management Services LLC, HeartsWay Hospice of NorthEast Texas, Right @ Home, The Willows of Kilgore, Heart to Heart Hospice of East Texas, Odyssey Hospice, and LifeSpan/Disability Services of the Southwest. It is organized by a planning committee made up of fourteen State and Local agencies.

Additional information can be obtained by calling the Area Agency on Aging at ETCOG at (903)984-8641 extension 101 or 107 or on our website <http://www.etcog.org/404/REACH-Conference.htm>.

About East Texas Area Agency on Aging

The Area Agency on Aging of East Texas is designated by the Texas Department of Aging and Disability Services to coordinate services for persons in East Texas who are 60 or older, with particular attention to low-income minority older individuals, older individuals with limited English proficiency, and older individuals residing in rural areas. The Area Agency on Aging is a program of ETCOG serving its 14 county region.

About ETCOG

The East Texas Council of Governments (ETCOG) is a voluntary association of counties, cities, school districts and special districts within the fourteen-county East Texas region. ETCOG assists local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. Established in 1970, ETCOG, either directly, or through its contractors, provides programs and services for East Texas seniors, employers, and job seekers. ETCOG and its contractors also build the 9-1-1 emergency call delivery system,

provide peace officer training and homeland security planning services; and deliver rural transportation services, business finance programs, and environmental grant funding for the region.