



PRESS RELEASE

Area Agency on Aging to host the 24th Annual REACH Conference in Longview

October 7-8 at Maude Cobb Convention Center

Longview, TX, September 25: Approximately 500 administrators, practitioners, caregivers and those who work with the senior population will receive training October 7 and 8, 2015, at the 24th Annual Regional Education on Aging, Caregiving and Healthcare (REACH) Conference at Maude Cobb Convention and Activity Center from 8:00 am to 5:00 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 "*Power of the Past, Force of the Future*," 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 more than workshops over the two-day event, access to 60-plus 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: ethics, social work, activity professionals, licensed professional counselors, licensed nursing facility administrators, assisted living managers, adult day care directors, guardianship, and Ombudsman.

"Once again, there is a distinguished line-up of speakers set to take the stage and captivate the audience at this two-day event. Each year speakers, sponsors and participants bring knowledge, experience and networking to the REACH Conference," says Bettye Mitchell, Director of Aging Programs for the Area Agency on Aging.

We are pleased to introduce local pastor, advocate and community organizer, Rev. Ralph Carraway to the REACH Conference. He opens the conference with a message from this year's theme: Power of the Past, Force of the Future.

Dr. Bill Crawford, licensed psychologist, author of four books, executive/life coach will be the Luncheon Keynote on October 7. He uses the latest research to explain why taking care of ourselves with confidence and creativity in being successful in today's world.

On Thursday, October 8, Chief Mike Alexander of the Palestine Police Department; a speaker, author and consultant, will be our Opening Keynote. With "Resilience of the Human Spirit," he shows us how to cope with adversity and finding happiness.

A conference-favorite, Jim Vanden Bosch with Terra Nova Films, will deliver his findings of living as a resident inside a Dementia unit is our Luncheon Keynote on Day 2. He explains what it feels like to be locked down in a dementia unit.

Closing out our conference is nationally, sought-after motivational speaker Piper Dellums will deliver a message of "victimization" and being a "victorious" survivor while educating you at REACH 2015. She tells of personal struggles and triumphs while using the technique of combining the meditate arts, with the drama therapeutic art of objectification, role play and monologue.

REACH is partially funded by the Texas Department of Aging and Disability Services. This year's Gold Sponsors include: Buckner Westminster Place, At Home Healthcare, CIGNA Healthspring, East Texas Aging and Disability Resource Center, Copeland Insurance Group, Good Shepherd Medical Center, Texas Home Health, and Southwest Long Term Care. Silver Sponsors include Brookdale, Tight At Home, Elite Home Health, Heart to Heart Hospice, Highland Pines Nursing and Rehabilitation, Prestige Estates, and Gateway Dental Mgmt Svcs, LLC. Our five Bronze Sponsors are Genesis – Clairmont Longview, Treviso Transitional Care, Haven Care Nursing & Rehabilitation Center, HeartsWay Hospice of Northeast Texas, and Wesley House Assisting Living/Wesley Oaks Memory Care. REACH is organized by a planning committee made up of fourteen State and Local agencies.

For more information, call the Area Agency on Aging of East Texas at (903) 218-6500 or visit our website at <http://www.etcog.org/404/REACH-Conference.htm>. For further updates and additional information, follow us on Facebook at Area Agency on Aging of East Texas.

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. Programs include, but are not limited to: Information, Referral and Assistance, Benefits Counseling/Legal Assistance, Nursing home Ombudsman, Care Coordination, Caregiver Support Program and transportation provided by GOBUS. The Area Agency on Aging provides Nutrition programs delivering hot, nutritious meals to eligible homebound senior and providing congregate meals at local senior center. 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.

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