

*Advocating for Caregiving*  
**8<sup>th</sup> Annual National Conference of Caregiving Coalitions**  
2014 Annual Conference of the American Society on Aging



**MEETING AGENDA | MARCH 12, 2014**

- 7:00 – 7:30 am**      **Registration & Breakfast**
- 7:30 – 8:00 am**      **Welcome Message & Conference Overview**  
**Introduction of Scholarship Recipients**  
Gail Hunt, President & CEO, National Alliance for Caregiving (NAC)  
Mary Ellen Kullman, MPH, Vice President, The Archstone Foundation
- 8:00 – 9:10 am**      **Engaging Family Caregivers in Education & Advocacy**  
**Moderator:** The Honorable Brian Duke, MHA, MBE, Secretary of Aging, Pennsylvania  
**Panelists:** John Schall, MPP, Chief Executive Officer, Caregiver Action Network  
Alejandra Ceja-Aguilar, MA, Caregiver Coalition of San Diego  
Martha Rañón, Director of Education & Outreach, Southern Caregiver Resource Center  
Adrienne R. Smith, President & CEO, New Mexico Direct Caregivers Coalition
- 9:10 – 10:20 am**      **The Rise of the “eCaregiver”: How Technologies Can Support Family Caregiving**  
**Moderator:** Sandy Markwood, MS, Chief Executive Officer, n4a  
**Panelists:** Marcus Grindstaff, Vice President, International Markets, Intel-GE Care Innovations™  
Andy Cohen, MBA, Co-Founder & CEO, Caring.com  
David Besst, Arizona Division of Aging & Adult Services and Arizona Caregiver Coalition  
Thomas E. Edes, MD, MS, Director of Geriatrics and Extended Care for Clinical Operations,  
Department of Veterans Affairs (VA)
- 10:20 – 10:30 am**      **Break**
- 10:30 – 10:45 am**      **Update from the National Alliance for Caregiving**  
Gail Hunt, President & CEO, NAC  
C. Grace Whiting, JD, Manager, Programs & Communications, NAC
- 10:45 – 11:25 am**      **Interactive Workshop – Growing Your Coalition: What To Do After You’ve Planted the Seed**  
Rick Greene, MSW, Acting Director, NAC  
C. Grace Whiting, JD, Manager, Programs & Communications, NAC
- 11:25 – 12:10 pm**      **Interactive Workshop – Coalitions: Communicating Impact**  
The Honorable Brian Duke, MHA, MBE, Secretary of Aging, Pennsylvania
- 12:15 – 1:15 pm**      **Lunch & Keynote: “Supporting California Caregivers through Expanding Paid Family Leave”**  
The Honorable Hannah-Beth Jackson (D – Santa Barbara), California State Senate
- 1:15 – 1:30 pm**      **Closing Remarks**  
Gail Hunt, President & CEO, NAC

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