

## ABA/ NLADA 2005 Equal Justice Conference

### Older & Wiser: Seminars for Seniors and Their Families on Crucial Legal Issues

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#### **Brief Description:**

Neighborhood Legal Services Association, Western PA state legislators, the private bar and the PA Attorney General's office have collaborated to develop and present free seminars on powers of attorney/living wills, healthcare facilities, retirement benefits, last wills/living trusts and senior fraud. This program is unprecedented in the diversity of its collaborators, in addition to addressing the needs of not only seniors, but their families and caregivers as well.

#### **Topical Outline:**

### **PREPARING PRESENTATIONS AND RECRUITING**

- I. Deciding on Topics:
  - A. Sources for information on what popular topics might be.
  - B. Level of materials and intended audience.
- II. Developing Materials:
  - A. Power Point Materials
    1. Writing materials and recruiting assistance.
    2. Reviewing materials.
    3. Placing materials in PowerPoint Templates
  - B. Preparing Presentation Notes:
    1. Notes - intended for use by presenters during seminar.
    2. Providing copy to presenters.
  - C. Take-Away Materials for those attending seminars.

III. Recruiting Private Attorneys:

- A. Bar Association - Elder Law Sections
- B. Familiarizing Private Attorney Volunteers with presentation materials.
- C. CLE - Offered to those attending review sessions.
- D. Referral Rates.

IV. Preparing Materials for Specific Seminars:

- A. Conforming materials to reflect new sponsors, co-sponsoring legislators, and name, address, and contact information for volunteer private attorney delivering the presentation.

V. Presenting Seminars:

- A. Equipment: Laptop, Projector.
- B. Materials for distribution: Take-Away brochures, informational materials, Older & Wiser logo materials.
- C. Location: Senior Centers, Municipal Facilities, etc.
- D. Technical Assistance.
- E. Evaluations.
- F. Send presentation materials
- G. Prepare legislator's and speaker's biographies
- H. Obtain and send directions to seminar
- I. Prepare legislator's gift

VI. Publicity

- A. CD: flyer, poster and press release
- B. Legislator's newsletter
- C. Direct mailing by legislator
- D. Radio, cable TV and local newspapers

VII. Seminar

- A. Set up room and equipment
- B. Place sign in sheet near door
- C. Distribute O&W promotional materials, takeaways and surveys to attendees
- D. Introduce legislator and present gift
- E. Introduce speaker
- F. Keep an eye on time
- G. Determine if break is necessary

H. Collect surveys

VIII. Follow up

- A. Compile survey results and e-mail results internally and to speaker
- B. E-mail survey results to legislator/aide along with a thank you
- C. Maintain contact with legislators/aides via e-mail