

Chris Baird - VP

Leg. Affairs
- Barbara Chon
David Letterman's men

WHITE HOUSE CONFERENCE ON AGING

Planning/Coordination Meeting
April 17, 2-3:30 (3:00 if possible)p.m.

Agenda

1. Report/Discussion on Outside Groups Strategy
- Marilyn Yager/Steve Edelstein
2. Pre-Conference Rollout
- Julia Moffett
3. Media Strategy
- Julia, Peggy Lewis, Elaine Dalpiaz
4. Program for Opening Plenary/Possible Second Plenary (Thurs. eve.)
- Bob Blancato, Elaine, Others
5. Satellite Sites
- Mike King, LeeAnn Inadomi
6. Next Steps on Policy
7. Additional Items

Steve
= target list of groups
- Leadership Council
- Dan Quirk
- Union follow-up

Tues → old news
Thurs → PL

Celebrities
list of interest

- Pryor
- Shalala, here to testify
- Cisneros
Entertainment (Interger)
2 Reps Policy Comm. members
Cohen
Mirella
- Brown
Flenny - covered 71 WtCoA
Butler
Video (11 mins)

POTUS

? VP → Second Plenary

Shalala → closing

Blancato -
- bkg: 8:30 to end of day
- plus, surrogates to give spin
Fri → final press conf

Thurs ^{2nd} Plenary
Chater (will travel + wants to speak here)
Jane Alexander
VP?
Alice Rivlin?

Speak Out - Tues. eve - 6am - for delegates
1st 10 → pro-Admin

April 17, 1995

**PLANNING MEMO REGARDING ORGANIZATIONAL ACTIVITY
AND THE WHITE HOUSE CONFERENCE ON AGING**

**I. Pre-Conference Meetings with Organizations to Discuss:
(Week of April 24th)**

A. Issues and Resolutions

Discuss the issues they will be focusing on and their plans and strategies around the resolutions.

B. Broader Message and Accomplishments

1. Broad comments regarding the President's Speech - (assuming we feel confident we can do so)
2. Provide materials regarding the Clinton record on issues of concern to older Americans (assuming materials are prepared).

C. Meetings with Seniors/Health groups will include discussions of external issues likely to be raised in Congress that week in regards to Medicare and Social Security.

D. Ensure that we know each group's total strategy around the Conference.

II. White House Briefing for the President's delegates.

- A. Clarify with WHCOA the time and date (needs to be early enough so that participants can do press - preferably AM).
- B. Reserve Room/Schedule Briefers (possibly the VPOTUS)
- C. Make sure they have materials on the Clinton record and accomplishments.
- D. Schedule opportunities for select number of these delegates to do radio/satellite/print to their home communities.

III. Amplification of the President's Speech (Day of activities)

A. Provide copies of the speech to all the organizations involved in the event - ask for statements praising the President's comments.

B. Talk with media affairs about POTUS followup, i.e. possible radio interviews for the President on several key senior stations.

*Pro-active
Union*

Surrogate spkrs

White House Conference on Aging
Preliminary ideas for roll-out plan
Monday, April 17, 1995

Principals

- May propose Presidential interview with AARP Radio Network.
- May propose Presidential interview with columnist on intergenerational themes (WHCOA suggests Judy Mann or Ellen Goodman).
- An op-ed by the President will appear in a special section of *The Washington Post* on aging, April 26th.
- The President may sign the proclamation for Older Americans Month in a public setting.
- May propose that the President meet with a small group of delegates prior to his address in order to hear first-hand accounts of issues of concern to older Americans.

Cabinet

- White House Briefing Room briefing either Tuesday prior to the event or Wednesday following the event.
- Conference calls with Secretaries Shalala, Cisneros, and Jesse Brown to African-American, Veterans, Business and Health reporters during the week prior to the conference.
- Op-ed by Secretary Shalala being pitched to *Wall Street Journal*.
- Op-ed by Fernando Torres-Gil being pitched for *Los Angeles Times*.
- Op-eds by Hugh Downs will be placed with the *Cleveland Plain Dealer*, *Dallas Morning News*, *Detroit Free Press*, and other large regionals.
- Identifying best person to do op-eds for *The Washington Post* and *New York Times*. (might be Members of Congress--Ted Kennedy, Barbara Mikulski,...)
- Exploring ideas for a roundtable with aging press and Cabinet members.
- May propose an event/press opportunity/interview with members of the Cabinet and their parents (Shalala, Cisneros, Riley; Shalala and the Vice President's mothers are both delegates)

- Sub-cabinet such as Fernando Torres-Gil, Shirley Chater, and Bruce Vladek will also participate.
- Members of the Cabinet/sub-Cabinet will participate in satellite events in: New York City, Pittsburgh, Orlando, Kansas City, Sacramento, and Little Rock. They will do press in those markets prior to their arrivals on 5/3.

Other Press

- The WHCOA will pitch members of the Cabinet and other representatives for network news programs and morning shows.
- Will explore press opportunities for Senator Pryor, WHCOA Chair..
- Identifying best person to speak at National Press Club on aging issues/preparing for the next century as a scene-setter to the conference.
- Other representatives might include Dr. Robert Butler, Arthur Flemming, Hugh Downs...
- Conference delegates will do press prior to their departure for the conference. Each delegate was sent a "How To Work With Your Local Media" package.
- Many stories focusing on grass-roots aspects of the conference. Intergenerational pieces will also be heavy. Colorful pieces, i.e., delegates who have attended all three WHCOA since 1961, etc.

Outreach

- Will coordinate with White House and HHS Intergovernmental Affairs to make sure they are in touch with their delegates before/after the conference. This will be especially important in the ten cities with satellite events.
- Groups will play a big role. Press conferences, studies, validation, disseminating information to their membership, etc....

Things to keep in mind:

- May is Older Americans Month.
- 30th Anniversary of Medicare /aid (Older Americans Act signed/ passed)
- 60
50th Anniversary of Social Security
- Legislative Context: Budget hearings

Television-Morning

Good Morning America

- Interested in "Big Picture" and celebrities
- Will pitch Bob and Liz Carpenter (member of advisory committee)

CBS This Morning

- Interested in medical and regional angles
- will pitch Norm Abramowitz (Mayor of Tamarac, FL and member of Policy Committee and Dr. Butler (Chair of Advisory Committee)

NBC Today

- Interested in politics, favorable to Democrats
- will pitch Sec. Shalala and Sec. Brown

Fox Morning News

- Interested in heads of associations, politicians
- will pitch Horace Deets of AARP, Connie Morella

CNN Daybreak

- Interested in debate/discussion format
- will pitch panelists from Generations United Conference

C SPAN

Eli Segal
Jesse Brown

Television-Evening

ABC American Agenda

- interested in trends
- will pitch the debunking of aging stereotypes

NBC Nightline

- will pitch, "What is in store for 2025"; Medicare/Social Security; intergenerational panelists (Horace Deets and Marian Wright Edelman, two college students from generations United Panel)

CBS Evening News/Eye on America

will pitch productive Aging such as senior volunteers via Senior Corps Program

Larry King Live

- Secretary Shalala, Hugh Downs

C SPAN

VNRs/Radio Interviews

A total of three VNRs, to take place Wednesday, Thursday, and Friday. Each will be approximately thirty minutes in length and will include highlights from respective days as well as interviews from delegates representing states with largest elder populations.

Fifteen to twenty delegates to be interviewed over the phone by local radio stations in states with largest elder populations. Lynn Filoosh at HHS will handle technical aspects of this project.

Special Focus on Delegates

WHCoA is currently identifying 3-5 delegates from each of the 10 most elder populated states, delegates who have been to previous conferences and "celebrity" delegates. These delegates may be used for the VNRs, radio, television and print media interviews.

Opinion/Editorial Placement

WHCoA has approached the following to write op ed pieces:

Secretary Shalala -- Wall Street Journal

Fernando Torres-Gil -- LA Times

Hugh Downs -- At-large piece for paper such as Cleveland Plain Dealer, Dallas Morning News, Detroit Free Press, etc.)

MEMORANDUM

On Tuesday, April 11, we reviewed the locations that were hosting satellite downlinks of the WHCoA. Of the 11 locations, 6 were chosen to focus on and to push for WH or Cabinet level participation.

Hunter College, New York City, NY
The Convention Center, Pittsburgh, PA
The Radisson Twin Towers, Orlando, FL
University of Arkansas, Little Rock, AR
California Exposition, Sacramento, CA
John Knox Center, Kansas City, MO

Chicago has been added as another location for the Satellite downlink. While this location is at a disadvantage because of lead-time, they should be able to pull together a substantial event.

The attached information are working documents and are flexible depending on schedules of speakers.

1995 WHITE HOUSE CONFERENCE ON AGING SATELLITE LOCATIONS

Hundreds of thousands of individuals across the United States will have the opportunity to view the opening plenary session of the 1995 White House Conference on Aging (WHCoA) via satellite. Any facility equipped to receive a Ku-band signal may show this historic event. There is no charge to receive the signal. The satellite coordinates and other technical information can be obtained by calling Tibor Saddler at Advanced Engineering & Planning Corporation, Inc., in Alexandria, VA at (800) 800-2372 or at (703) 838-6885.

The broadcasting of the opening plenary session, as well as the funding for eleven satellite locations, have been made possible through an "in-kind" gift to the WHCoA from five regional Bell operating companies: Pacific Telesis Group, BellSouth, NYNEX, Bell Atlantic, and SBC Communications. The eleven Bell satellite sites, coordinated by Health and Human Services Regional Directors, are listed below.

- Rhode Island Convention Center, Providence, RI Contact: Philip Johnston (617) 565-1500
- The Meadowlands Hilton East, Rutherford, NJ Contact: Alison E. Green (212) 264-4600
- Hunter College, New York, NY Contact: Alison E. Green (212) 264-4600
Mrs. Gore?
- The Convention Center, Pittsburgh, PA Contact: Lynn Yeakel (215) 596-6492
- Radisson Twin Towers, Orlando, FL Contact: Patricia Ford-Roegner (404) 331-2442
- INFOMART, Dallas, TX Contact: Patricia Montoya (214) 767-3617
- University of Arkansas, Little Rock, AR Contact: Patricia Montoya (214) 767-3617
- Carol, (Mayor Darling)
- San Diego Convention Center, San Diego, CA Contact: Grantland Johnson (415) 556-1961
- California Exposition, Sacramento, CA Contact: Grantland Johnson (415) 556-1961
- UCLA, Los Angeles, CA Contact: Grantland Johnson (415) 556-1961
- John Knox Center, Kansas City, MO Contact: Kathleen Steele (816) 426-2821

To obtain information about other satellite locations, contact Bryan Preston at (202) 245-0105.

*Chuter
Asst. Dir. Segal
Reich
Can change
any before
HRC?*

To: Mike King, IGA HHS
From: Alison Greene, Regional Director, REgion II
RE: White House Conference on Aging -Live Downlink May 3rd
Date: April 14, 1995

BROOKDALE CENTER ON AGING SITE OF LIVE WHITE HOUSE CONFERENCE
ON AGING OPENING SESSION

1. We have confirmed the site with Hunter College. The Brookdale Center on Aging is nationally acclaimed and its founder, Dr. Rose Dobrof, is on the White House WHCOA policy committee.

2. The site has an 800 seat auditorium with access from the street through a nice promenade with benches outside. There is a holding room and private bath off of the stage. The downlink will be accessed by a van parked on the 25th street side of the building. We are making arrangements with the city of New York to reserve and hold the parking on that side of the street for that day.

3. The event is scheduled to run from 8 am to approximately 12:30 pm. The agenda is flexible and we can adjust to accommodate a WH or Cabinet participant's schedule.

8-8:30 am	Registration, continental breakfast (hosted by NYNEX)
8:45 am	Welcome by Regional Director Alison E. Greene welcome to Brookdale by Rick Moody, Assoc Director
9-11 am	Live telecast of Plenary session
11-11:15	Greetings and remarks by Guest Headline Speaker
11:15-12 noon	Panelists will present brief discussion of the four major conference resolutions Panel to be moderated by Mary Alice Williams(invited) Panelists (as of 4/14) NYS-Ed Kramer, Office of Aging NJ-Commissioner of Social Services Bill Waldman(invited) NYC-Commissioner of Aging Herbert Stupp *We have the facility for a hand held "walk around" mike to take a few questiosn/ comments from the audience.
12 noon to 12:30	Recognition ceremony for NY/NY alternates who have participated in WHCOA with special Certificate.
12:30	End of day.

Page 2

We have sent out 3,000 invitations(Brookdale's mailing list)
1,000 " by NYS Aging monthly newsletter

We plan to invite another 1500 to 2000 people and are more than confident that we will have a packed (800) auditorium.

We are printing leaflets similar to the flyer attached and will distribute to all area agencies in northern New Jersey and the NY metropolitan area, including Long Island, Westchester, Rockland, Dutchess and Orange counties.

Groups involved and invited (and who are networking with their leadership include, but are not limited to:

AARP

Older Womens League(OWL)

Retired Senior Volunteers Program(RSVP)

Grey Panthers of New York

HANY(Hospital Assoc. of NY-Social workers)

Modern Maturity Magazine (HQ in NYC)

The NY FEB board is contacting all other federal agencies and inviting them to participate

Graduate schools of social work at NYU, Columbia, Yeshiva, and Fordham are also invited

Administrators of all nursing homes and long term care facilities in NYC, Long Island and Westchester

We are invited the relevant leadership from the Archdiocese and from UJA.

Additionally, we are mailing to approximately 250 people on NY Citizens Committee on Aging list of leadership

Elected officials invited include:

Speaker of the Assembly Shelly Silver

Minority State Senate Leader Martin Connor

Manhattan Bor. Pres. Ruth Messinger

Queens Bor.Pres Claire Schulman

Bronx Bor. Pres. Fernando Ferrer

Brooklyn Bor. Pres. Howard Golden

Mayor Rudolph Guiliani and Donna Hanover Guiliani

Assemblyman Steve Saunders

Public Advocate Mark Green

Possible "celebrity" MCs if Mary Alice Williams can't do it are:

Donna Hanover Guiliani

Katie Couric (invited)

Ossie Davis and Ruby Dee

Tony Randall

Beverly Sills

All have connections with this issue and are popular here.

NYNEX has been very generous in underwriting both the downlink, the breakfast and the cost of extra security. They also have a

community bulletin board on NY1 (the prime cable TV channel in NYC) and will run our announcement, we expect local cable coverage.

Thats all for now. We will have more confirmations by Tuesday morning. The delays were unavoidable.

We are printing 5,000 flyers to start.

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Thats all for now. We will have more confirmations by Tuesday morning. The delays were unavoidable.

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1995 WHITE HOUSE CONFERENCE ON AGING

LYNN H. YEAKEL

*Regional Director, Mid-Atlantic Region
U.S. Department of Health & Human Services*

in conjunction with the
ALLEGHENY COUNTY DEPARTMENT OF AGING
cordially invites you to the live telecast of the

**PRESIDENT'S ADDRESS TO THE
WHITE HOUSE CONFERENCE on AGING**
followed by a Leaders' Luncheon

**Wednesday, May 3, 1995
8:30 a.m. - 2:00 p.m.**

**David L. Lawrence Convention Center
1001 Penn Avenue
Pittsburgh, PA**

<i>Registration & Coffee</i>	7:30 a.m. - 8:30 a.m.
<i>Welcome & Introductions</i>	8:30 a.m. - 9:00 a.m.
<i>Live Telecast</i>	9:00 a.m. - 11:00 a.m.
<i>Open Forum Discussion</i>	11:15 a.m. - 12:15 p.m.
<i>Luncheon</i>	12:30 p.m. - 2:00 p.m.

R.S.V.P. by April 26, 1995

CALL 215-596-6492

or

215-596-6923

April 12, 1995

NOTE TO MIKE KING:

re: WHCoA Information - as requested

Lynn Yeakel, Philadelphia Regional Director, asked me to respond to your note concerning the WHCoA events /packet of information that you need in order to make your presentation. Please forgive the informality of the note, but I will not be in the office tomorrow and our LAN is out until next Monday and I wanted to make certain that you received this information ASAP. Following the format of your note:

1. The first group of materials is the mailing list of the groups/individuals invited. It includes the alternate delegates (97) as well as the list from the Pittsburgh Department of Aging (367). I also want to mention that there are several other individuals that we need to invite but I am unable to give you a list at this time. Hopefully, by the beginning of next week we should have this information. From conversations with our AoA Regional Administrator, we will probably only have 1/4 of the alternate delegates attend. Pittsburgh expects that at least 250 would attend from their list. We plan to fill in the balance of the audience with the senior citizen center population from the Pittsburgh area, as well as any others that we decide on next week. We are hopeful that our audience will be in the range of 450 - 500 people.

2. The Pittsburgh mailing list of attendees includes a section of public officials. We plan to include public officials from the other states next week.

3. All the invitations to the attached listings have been mailed out as of today - a total of 464. A copy of our invitation to the alternate delegates is attached. The Allegheny Dept. of Aging Office has mailed out the remaining invitations. I will forward a copy of it as soon as we receive our copy from them.

4. The funding issue has finally been resolved. The Bell representative is underwriting the cost of a breakfast and the Allegheny County Dept. of Aging is having the County Commissioners underwrite the cost of the luncheon, cake, presentations, etc.

5. I have spoken to the Convention Center and the AV personnel and have requested what we will need, e.g. microphones in audience for a Q and A period. The one thing that we would like from the WHCoA is some signs approximately 2x3 to post at the convention center with the WHCoA logo or something similar.

Please let me know if you need any further information.

Nancy Nealon
Region III

WHITE HOUSE CONFERENCE ON AGING
ORLANDO DOWNLINK SITE

Radisson Twin Towers
Orange Room
5780 Major Boulevard
Orlando, Florida

Wednesday, May 3, 1995
7:30 am - 1:00 pm

Expected attendance: 600

o INVITEES:

285 WHCoA Alternate Delegates
103 Area Agencies on Aging (AAA) in region
11 Florida AAA's with request to solicit attendees
409 Florida Senior Center directors
8 state agencies on aging

[Florida AARP to send mailing labels for area members]

[Regional political appointees of Housing & Urban Development, Education, Labor, Environmental Protection Agency, Justice, General Services Administration, Small Business Administration, Federal Emergency Management Administration, Agriculture, and Internal Revenue Service have been invited and also were asked to provide names of anyone they would like for us to invite to the session]

We also plan to invite additional senior advocates as their names are made available to us from a number of sources.

o PUBLIC OFFICIALS INVITED:

Gov. Lawton Chiles has been invited, but has not had time to respond. [We understand some governors will be official delegates to the WHCoA. If Governor Chiles is not a delegate, will he be invited to the Washington conference in some official capacity? Also, if we know that the First Lady or some Cabinet member will be attending the Orlando site, that information would be useful in our follow-up to ascertain his attendance at the downlink site.]

Linda Chapin, Orange County (FL) Commission Chairman has accepted.

We plan to invite U.S. and state senators and representatives from the area.

ORLANDO DOWNLINK SITE

Wish list: Hilliary Rodham Clinton, First Lady*
 Janet Reno, Attorney General
 Carol Browner, Administrator, EPA

* We understand from the **Atlanta Journal & Constitution** that the First Lady will be in Atlanta on Tuesday, May 2 for a global telecast originating at CNN. Since she will already be in the area, should her schedule permit travel to Orlando, at this point we are quite flexible with the agenda and could easily arrange it prominently feature her. We could also plan additional activities/events/visits in the Orlando area for Ms. Clinton should that be desired.

- o 816 letters of invitation have been mailed to date.

- o **FUNDING:**

Need \$4859 for food/beverages (must be confirmed with Radisson Hotel by April 19) -- includes coffee at registration, soft drinks during the morning break, and a box lunch for the Alternate Delegates in attendance. Hal Duncan at WHCoA has been apprised of these funding needs.

- o **LOGISTICS:**

The Orange Room at Radisson Twin Towers (Orlando) seats 600 theater-style; 400 at round tables. We plan to have a raised dais with podium and table. Microphone at podium and two on table. Three wireless microphones for audience dialogue.

Hotel is located 20 minutes from Orlando airport and 30 minutes from the city.

City of Orlando is hosting an all-day event for seniors on May 3: "Downtown Orlando Seniors Day." Video of the opening session will be shown at 3:00 pm as part of that event.



1995 WHITE HOUSE CONFERENCE ON AGING

REGIONAL SATELLITE FORUM

WHO: President Clinton and Delegates in Washington D.C. via White House sponsored satellite broadcast. Onsite greetings from Florida's Governor Lawton Chiles (invited) and Orange County Chairman Linda Chapin.

WHAT: Live satellite broadcast of opening session, White House Conference on Aging, followed by dialogue on the issues.

WHEN: May 3, 7:30 a.m. - 1:00 p.m.
Broadcast - 9:00 a.m. - 11:00 a.m.

WHERE: The Orange Room, Radisson Twin Towers
5780 Major Boulevard, Orlando, Florida
Telephone: 407-351-1000
Conference questions: 404-331-2442

REGISTER FREE.....REGISTER NOW.....SPACE MAY BE LIMITED

MAIL REGISTRATION FORM BELOW TO: White House Conference on Aging
U.S. Department of Health and
Human Services
Suite 1515, 101 Marietta Tower
Atlanta, Georgia 30323

OR REGISTER BY PHONE - 404-331-2442 - OR FAX - 404-331-1807

**YES - I'll be attending the Regional Satellite Forum,
May 3, 1995 at the Radisson Twin Towers, Orlando**

Name

Mailing Address

Phone



1995 WHITE HOUSE CONFERENCE ON AGING

REGIONAL SATELLITE FORUM

JOINING PRESIDENT CLINTON AND
DELEGATES IN WASHINGTON, D.C.

THE ORANGE ROOM, RADISSON TWIN TOWERS
5780 MAJOR BOULEVARD, ORLANDO, FLORIDA
WEDNESDAY, MAY 3, 1995

- | | | |
|-------|--|---|
| 7:30 | Registration and Coffee | |
| 8:15 | Welcome to Regional
Alternate Delegates
and Participants | Host, Patricia Ford-Roegner
Regional Director
U.S. Department of Health and
Human Services, Atlanta, Georgia |
| | Official Welcome to
Orlando | Linda Chapin
Orange County Chairman |
| | Greetings | Governor Lawton Chiles * |
| 8:55 | Introduction of the
Satellite Broadcast | Court Lantaff
Assistant Vice-President
Bell South Corporation
Corporate Sponsor |
| 9:00 | Opening Session
White House
Conference on Aging | Opening Address:
President Bill Clinton |
| 11:00 | Break | |
| 11:15 | Dialogue with Alternate Delegates and participants on
Conference agenda items identified at regional, state and
local pre-Conference events: | |
| | o Assuring Comprehensive Health Care, Including
Long-Term Care | |
| | o Promoting Economic Security | |
| | o Maximizing Housing and Support Service Options | |
| | o Maximizing Options for a Quality Life | |
| 1:00 | Adjournment | * invited |



1995 WHITE HOUSE CONFERENCE ON AGING

April 12, 1995

Dear Aging Advocate:

As the dates of the 1995 White House Conference on Aging (WHCoA) draw near, we have all been impressed with the tremendous dedication and sense of excitement we have seen at the regional, state and local level events. Together, we are well on the way to making the 1995 WHCoA a huge success.

On behalf of the Clinton Administration, I want to invite you to participate in the WHCoA sanctioned regional satellite forum.

In our region, the WHCoA live satellite coverage of the opening session will be held Wednesday, May 3, 1995, at the Radisson Twin Towers, Orlando, Florida.

After the opening remarks from special guests and the satellite coverage, there will be time to dialogue on the issues with elected officials, business leaders, other advocates and, of course, seniors from the surrounding geographic area.

I hope you can join us for this momentous occasion. I have enclosed a tentative agenda for your information along with a registration form.

Sincerely,

Pat Ford-Roegner, Regional Director
U.S. Department of Health & Human Services
Suite 1515, 101 Marietta Tower
Atlanta, Georgia 30323

Enclosures



1995 WHITE HOUSE CONFERENCE ON AGING

April 7, 1995

Dear Alternate Delegate:

As the dates of the 1995 White House Conference on Aging (WHCoA) draw near, we have all been impressed with the tremendous dedication and sense of excitement we have seen at the regional, state and local level events. Together, we are well on the way to making the 1995 WHCoA a huge success.

On behalf of the Clinton Administration, I want to invite you to participate in the WHCoA sanctioned regional satellite forum.

In our region, the WHCoA live satellite coverage of the opening session will be held Wednesday, May 3, 1995, at the Radisson Twin Towers, Orlando, Florida.

After the opening remarks from special guests and the satellite coverage, there will be time to dialogue on issues of importance to you with other alternate delegates from the eight state region as well as with elected officials, business leaders, advocates and, of course, seniors from the surrounding geographic area.

I hope you can join us for this momentous occasion. I have enclosed a tentative agenda for your information along with a registration form. If you will be attending, please register as soon as possible to assure reserved space.

Thank you for your time and commitment to this important undertaking.

Sincerely,

Pat Ford-Roegner

Pat Ford-Roegner, Regional Director
U.S. Department of Health & Human Services
Suite 1515, 101 Marietta Tower
Atlanta, Georgia 30323

Enclosures

OPTIONAL FORM 69 (7-90)

FAX TRANSMITTAL

of pages **4**

To <i>Mike Henry</i>	From <i>Pat Ford-Roegner</i>
Dept./Agency <i>HHS / OIG</i>	Phone <i>404-331-2672</i>
Fax #	Fax #



1995 White House Conference on Aging
Televideo Conference
University of Arkansas at Little Rock Auditorium

- 9:00 a.m. Registration**
Auditorium Lobby
- 9:30 a.m. Welcome**
Darrell Smith, President
Arkansas Association of Area Agencies on Aging
- Address**
Carol Rasco, Chief Domestic Policy Advisor
The White House
- 10:00 a.m. Opening Session of the White House**
Conference on Aging
- 11:15 a.m. Celebration of 30th Anniversary of the**
Older Americans Act
(cake and coffee in auditorium lobby)
- 11:30 a.m. Segment Two of the White House**
Conference Opening Session
- 12:30 p.m. Closing Remarks**
- 12:40 p.m. Adjourn**

Post-it® Fax Note	7671	Date	4-13-95	# of pages	5
To	Don Perciasepe	From	Beau Murray		
Co./Dept.		Co.			
Phone #		Phone #			
Fax #	214-767-3617	Fax #			

Key Political contacts

Governor Jim Guy Tucker
(501) 682-2345

Little Rock Mayor Jim Daly
(501) 371-4516

Arkansas General Assembly
(n invitation will be sent to each member)

They have not been invited

PR for WHCOA TeleVideo Conference

- **A flyer has been developed and will be sent to the Governor's Advisory Council on Aging, members of the Silver Haired Legislature, Area Agencies on Aging, aging service providers, and a mailing list of people who have attended related events.**
- **A press release has been developed and will be distributed by the Department of Human Services to all media outlets in the state (newspapers, TV, radio).**
- **A letter of invitation will be sent to all members of the General Assembly.**

WHITE HOUSE CONFERENCE ON AGING



TeleVideo Conference

In Honor of the 30th Anniversary of the Older Americans Act

Special Guest: Carol Rasco

Chief Domestic Policy Advisor to the President

UALR AUDITORIUM

May 3, 1995

9:30 A.M. TO NOON

Admission: FREE

Paid parking is available in the garage.



Access to the garage is off Fair Park.

To : Michael King@IOS.IGA@OS.DC
Cc :
Bcc :
From : Barbara Gumminger@ORD@KCMO
Subject : WHCoA
Date : Thursday, April 13, 1995 at 2:03:36 pm CDT
Attach :
Certify : N
Encrypt : N

~~-----
Your request re the White House conf did not come to me so I have just received it. If would help Mike if you copied EA's on these requests so we could begin to gather information when the RD is not in the regional office.~~

Anyway, your request is difficult to respond to. We are just sending out invitations this week and each federal agency in the KC area, each AAA and State Units on Aging, and each op/staff div are sending out their own invitations to their constituency because of the shortness of time. I know AARP, hospital associations, nursing organizations, etc have all been invited. I can only guess the number of invitations to be issued. That would be approximately 3,000. We anticipate from 700-800 attendees. The site can, however, accommodate 2000 attendees. There is an RSVP so next week at this time we should have better numbers.

The RD has invited all of our alternates (100) plus governors, mayors, congressional staff offices, legislators, state department heads, etc. from our four states, Iowa, Kansas, Missouri, Nebraska.

We have no issues with funding. The site, John Knox Village is free and the contractor has confirmed everything for the downlink. We have received a couple of donations and those have been sent through the Federal Executive Board so we won't have to handle the money. No problems here. We expect all signage and printing costs to be covered. If additional dollars are received, we anticipate issuing vouchers towards the purchase of lunches. We have no technical problems as well. We have done one walk thru with another scheduled for Monday morning.

Our facility is huge with lots of parking, bus drop offs, security, anything you could ask for, our site has. The city has been wonderful to work with. We don't anticipate any problems whatsoever. I am faxing you a layout of Pavilion where the conference is to be held. There will be an exhibit area to one side for private sector organizations such as Visiting Nurses, Hospital Associations, etc. Down the other side will be a "problem table" area. Included here will be medicare/medicaid, ssa, etc. We have 18 exhibits and 15 problem area displays confirmed. These are identified on the layout which will be faxed shortly. There are also 3 restaurants and a large concession area on site.

One of the most interesting things about our site is that the downlink will go directly into the residents living quarters in addition to the main screen in the pavilion. This will provide us with more attendance expansion if the need arises.

We would like to have the First Lady, Vice-President or Mrs. Gore, any Cabinet official. (I might say this is the heart of Bob Dole territory)

WHITE HOUSE CONFERENCE ON AGING

Kansas City Downlink - May 3, 1995

Draft Agenda

- 7:00 Registration Opens
- 7:30 Marching Cobras - Kansas City Girls & Boys Club Inner City
Marching Band
- 7:50 Welcome & Opening Remarks
Katie Steele, Regional Director/HHS
- 8:00 Downlink Broadcast
- 10:00 Downlink Broadcast Ends
Recognition of Alternate Delegates - Presentation of Certificates
Recognition of Special Guests
- 10:15 Break
- 10:30 Introduction of Cabinet Official
Presentation of Key to Kansas City - Mayor Cleaver
Cabinet Member Remarks
- 11:00 "Town Meeting" - Moderator: Local news channel anchor
(Session will be videotaped)
Overview Presentations (5 minutes each)
 Income Security - Regional SSA Commissioner
 Regional HCFA Administrator
 Health - Regional Health Administrator
 Housing - University of Kansas Center on Aging
 Quality of Life - MU Center on Aging Studies
Town Meeting Forum - Constituent Views/Exchange
- 12 Noon Luncheon (participant vouchers for lunch)
- Afternoon Exhibits Booths Open
Film Festival - "E" Building
"Got A Problem" Tables Open (one-stop center tables for
constituents with real-life problems with SSA/SSI, Food Stamps,
Transportation, Energy Assistance, etc.)
Senior Talent Shows - John Knox Village Groups
- 4:00 Adjournment

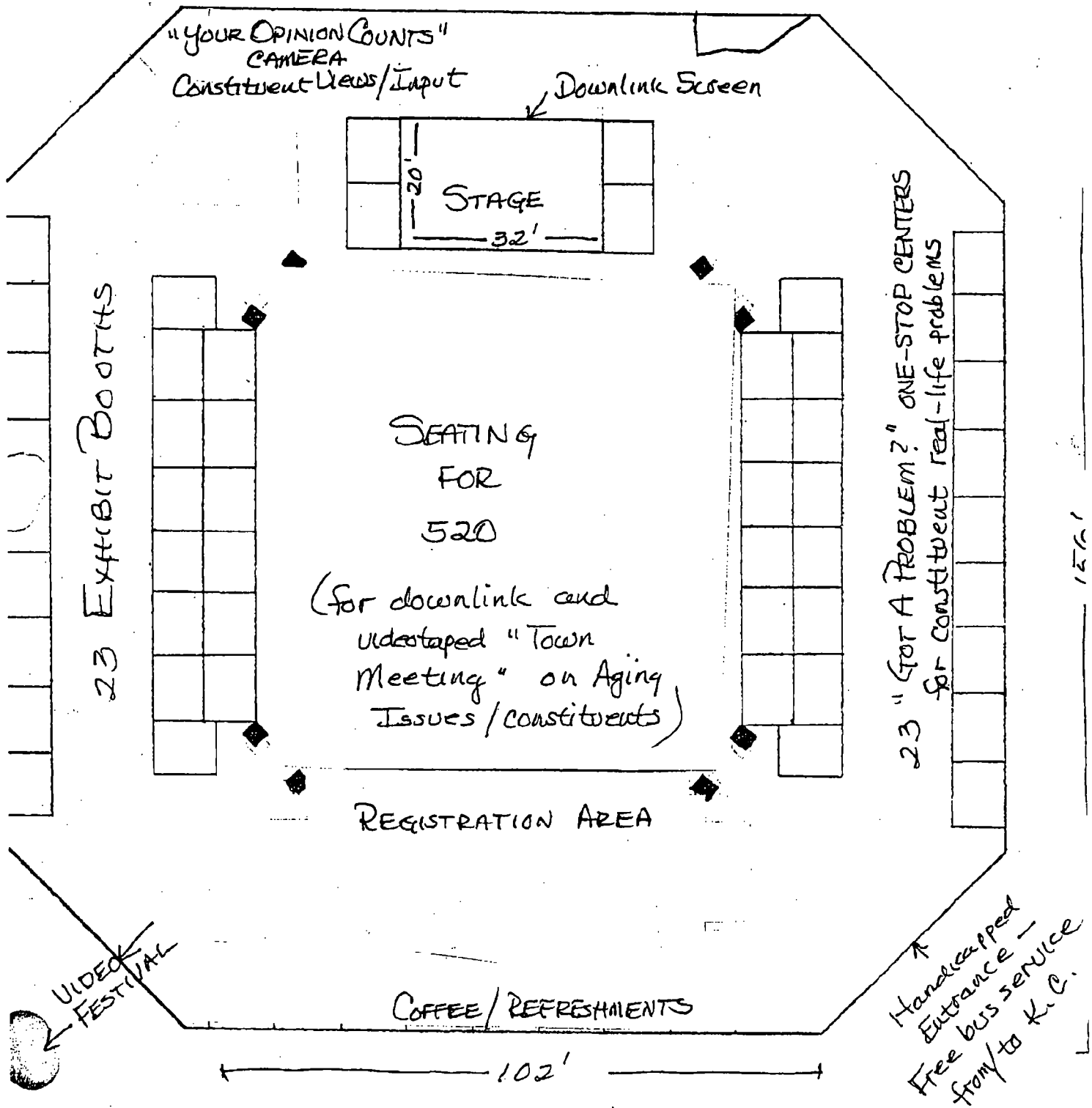
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To *Mike King*
Dept./Agency
Phone #
Fax #

GENERAL SERVICES ADMINISTRATION
NSN 7540-01-317-7368 5099-101

(Local media have interest in "actuals", "live feeds" and various interviews during the day)



SACRAMENTO WHCOA TELESITE

Program

Coordinator: Deanna Lea
Sacramento Area Agency on Aging (AAA)

Site: Building C Auditorium
California Expo Center
1600 Exposition Boulevard
Sacramento

Capacity: 1000

Proposed

Program:	8:30 a.m.	Welcome by Grantland Johnson, HHS Regional Director
	8:40 a.m.	Opening Remarks by Sacramento Mayor Joe Serna (Invited)
	9:00 a.m.	Video of Opening Plenary Session
	11:00 a.m.	Recognition of WHCOA Alternate Delegates
	11:15 a.m.	Panel Discussion by Seniors Representative of Key WHCOA Resolutions
	12:30 p.m.	Adjourn

Comments: The Regional Director has sent personal letters of invitation to all WHCOA Alternate Delegates to attend the opening day's televideo of the plenary session on Wednesday, May 3 (see attached). Additionally, the Regional Office has sent out the first press release on this activity (also attached). The Sacramento AAA will be sending out 2000 invitations to its constituents which cover a seven-county service area encompassing Sacramento, Yolo, Placer, Nevada, Sierra, Sutter and Yuba Counties. AARP, Alzheimer's Disease organizations, statewide advocacy groups located in the State Capitol, and other major senior associations will be notifying their own network about the event. Key state and local elected officials are also being invited to participate in discussions dealing with the conference issues and subissues. A preliminary estimate of over 600 will be expected to be in attendance.

#

CALIFORNIA

1995 WHITE HOUSE CONFERENCE ON AGING

April 12, 1995

Dear

On behalf of the White House Conference on Aging (WHCOA), I am pleased to invite you to attend the opening ceremony of the 1995 White House Conference on Aging which will be presented by satellite on Wednesday, May 3, 1995 at three separate telesite locations in California. As a distinguished WHCOA alternate delegate, you may wish to participate in this historic event featuring President Clinton's opening remarks.

Senator David Pryor, Chairman of the White House Conference on Aging's Policy Committee, had remarked, "President Clinton stated that his goal was for this WHCOA to reach more people than did the previous three with the use of modern technology. We are proud that the President's goal will be met."

The three telesite locations in California are Sacramento, Los Angeles, and San Diego. Please contact the program coordinator listed on the enclosure at the location most convenient for you for more information and reservations.

I hope you will be able to join your many colleagues who have a deep interest in our nation's aging policy.

Sincerely,

Grantland Johnson
Regional Director
Department of Health & Human Services

Enclosure

FOR IMMEDIATE RELEASE
April 11, 1995

Contact: Frank Clark
(415) 556-3429

Satellite Locations Announced

WHITE HOUSE CONFERENCE ON AGING
RIDES INFORMATION SUPER-HIGHWAY

FOUR REGIONAL TELESITES

On May 3rd, 1995 thousands of people across the country will be able to observe and [in some cases] be able to join-in segments of the 1995 White House Conference on Aging (WHCOA). In Arizona and California they can visit any one of four Telesites:

Phoenix Community College	Phoenix, AZ
UCLA Student Union	Los Angeles, CA
California Expo Center	Sacramento, CA
Convention Center	San Diego, CA

Live WHCOA action, featuring President Clinton's opening remarks, will be fed to these western cities from 6:00 to 8:00 AM. TV replay and local participation and commentary will follow from 9:00 to 11:00 AM. In all, 15 cities nationwide will carry portions of the Conference live via satellite links.

Special invitations are being extended to 159 WHCOA Alternate Delegates [129 from California, 30 from Arizona] most of whom are not expected to be called on to attend the May Conference.

Fernando Torres-Gil, Assistant Secretary for Aging, Department of Health and Human Services, who heads the U.S. Administration on Aging said, "the President asked us to explore non-traditional ways of making this year's Conference accessible to a wider national audience. Our goal is to share this historic meeting with thousands of interested citizens beyond the actual 2,259 Delegates who will convene in Washington, D.C. May 2-5."

The 1995 White House Conference on Aging [fourth in history] will take place at the Washington Hilton hotel. Delegates on site will vote on resolutions that will help craft federal aging policy for the 21st Century.

Torres-Gil said the satellite links were secured thanks to "in kind" gifts from five regional phone companies: Pacific Telesis, BellSouth, NYNEX, Bell Atlantic and SBC Communications.

A roster of key contacts in Arizona and California and a list of key WHCOA issues follows.

Angeles WHOCA Telesite - Page 2

also publicizing the activity through their own extensive network. Moreover, the County AAA expects to bus in 250 of its clients, while the City AAA expects to bus in at least 200. Based on the interest elicited in the Los Angeles area, there is expected to be over 800 people in attendance.

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LOS ANGELES WHCOA TELESITE

Program

Coordinator: Linda Lee
UCLA Center on Aging

Assistant

Coordinators: Dan Gersky
Los Angeles City Area Agency on Aging (AAA)
Michael Early
Los Angeles County Area Agency on Aging (AAA)

Site:

Ackerman Ballroom
UCLA Student Union
308 Westwood Plaza
Los Angeles

Capacity: 1000

Proposed

Program:	8:30 a.m.	Welcome by Frank Cardenas, Regional Administrator, Administration on Aging, Region IX
	8:45 a.m.	Opening Remarks by Dean, UCLA Center on Aging
	9:00 a.m.	Video of Opening Plenary Session
	11:00 a.m.	Proposed Panel Discussion on "Aging Issues Facing Seniors in Los Angeles," moderated by UCLA Center on Aging, with panel members from L.A. County AAA, L.A. City AAA, and the Los Angeles County Board of Supervisors (invited).
	1:00 p.m.	Post-WHCOA Action Steps, including publicizing a May 25, 1995 meeting scheduled by the UCLA Center on Aging to present Assistant Secretary of Aging Fernando Torres-Gil, who will provide a summary of the concluded White House Conference.

Comments: The Regional Director has sent personal letters of invitation to all WHCOA Alternate Delegates to attend the opening day's televideo of the plenary session on Wednesday, May 3. Additionally, the Regional Office has sent out a press release advising about this event. This will be followed up by the UCLA Center on Aging sending out a press release targeted to the seniors publications and to the electronic media. UCLA is gearing up to send out 6000 invitations in the next day or so. Both AAAs are Los