



5th Annual Summit on Elder Financial Exploitation

Convened by the NAPSA Elder Financial Exploitation Advisory Board



October 31, 2014

Portland, Oregon

Portland Marriott Downtown Waterfront



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OCTOBER 31, 2014

MARRIOTT DOWNTOWN WATERFRONT – PORTLAND, OREGON

AGENDA AT-A-GLANCE

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| <p>9:00 AM – 9:15 AM</p> | <p>OPENING REMARKS Betty Malks, Chair, NAPSA Elder Financial Exploitation Advisory Board & Summit Bill Benson, NAPSA National Policy Advisor</p> |
| <p>9:15 AM – 10:15 AM</p>  | <p><i>Keynote Address</i> ASSURING FINANCIAL SECURITY WITH AGING: ADDRESSING THE CHALLENGES OF COGNITIVE AGING & IMPAIRMENT Jason Karlawish, MD, University of Pennsylvania, Perelman School of Medicine; Author, www.jasonkarlawish.com Problems related to finances are among the most common forms of elder abuse and neglect. In addition, compared to younger adults, older adults are more likely to make decision that, while perhaps within the realm of legitimate and legal, are not in their reasonable financial best interests.</p> |
| <p>10:15 AM – 11:15 AM</p> | <p>THE NUTS AND BOLTS OF BANKING & SECURITIES 101 Judith Kozlowski (Chair) Ron Long, Wells Fargo Advisors Ira Hammerman, Securities Industry and Financial Markets Association Beatrix Lam Hom, HSBC Linda Navarro, Oregon Bankers Association How do banks and securities firms operate? What are the similarities and differences? How do they get cases and what happens to them? How can they help with the investigations? Learn about new initiatives from banks and securities firms.</p> |
| <p>11:15 AM—12:00 PM</p>  | <p>SEN. WYDEN: SENIORS NEED STRONGER PROTECTION FROM TODAY'S FINANCIAL PREDATORS, SCAM AND CON ARTISTS US Senator Ron Wyden Sen. Wyden has a long-standing commitment to serving older and vulnerable adults; he has taught gerontology; co-founded the Oregon chapter of the Gray Panthers; and served as director of Oregon Legal Services for the Elderly. He is currently leading the effort to stop fraud in the Veterans Aid and Assistance Program.</p> |
| <p>12:00 PM -1:00 PM</p> | <p>LUNCH (PROVIDED) - THE STORY OF HUGUETTE CLARK Meryl Gordon, Author, <i>Phantom of Fifth Avenue</i></p> |
| <p>1:00 PM – 1:30 PM</p>  | <p>CFPB'S OFFICE FOR OLDER AMERICANS: YOUR PARTNER IN RAISING AWARENESS AND BUILDING STRENGTH Nora Dowd Eisenhower, Assistant Director, Office for Older Americans, Consumer Financial Protection Bureau The federal Consumer Financial Protection Bureau is working to raise awareness and build a shared vision across diverse networks to make it more difficult to exploit older Americans. Learn about the resources currently available to support your efforts, first to prevent elder financial exploitation, and then to respond efficiently.</p> |

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| 1:30 PM - 2:00 PM | <p>USING TECHNOLOGY TO ADDRESS ELDER FINANCIAL ABUSE Liz Loewy (Chair) Howard Tischler, EverSafe Rose Corvo, Early Warning</p> <p>Seniors and caregivers who are technology-savvy have effective ways to prevent and detect fraud – at their fingertips. Learn how two companies address exploitation and identity theft through analyzing customers’ banking activity. One is used by financial institutions and the other focuses on older consumers and caregivers.</p> |
| 2:00 PM – 2:30 PM | <p>SCAMS DU JOUR Gary Brown, New York Attorney General's Office Barbara McGinity, Better Business Bureau Education Foundation of Greater Houston</p> <p>Often the newest scams are old ones redressed with a new twist or tactic. What consumers are currently reporting and how the scams work.</p> |
| 2:30 PM – 2:45 PM | BREAK |
| 2:45 PM – 3:15 PM | <p>GUARDIANSHIP AS A RESPONSE TO EXPLOITATION Jean Callahan, Brookdale Center for Healthy Aging at Hunter College</p> <p>Guardianship can be an effective response to financial exploitation where the victim lacks capacity. This session will use a case example to focus the discussion and will include balancing autonomy vs. protection, and the pitfalls of guardianship.</p> |
| 3:15 PM – 4:00 PM | <p>AARP: COMBATTING FINANCIAL EXPLOITATION THROUGH ADVOCACY Diana Noel, National AARP Jerry Cohen, AARP State Chapter</p> <p>Overview of AARP’s advocacy efforts and how to strategically fight elder financial abuse at the state level.</p> |
| 4:00 PM – 4:30 PM | <p>APS AND CIVIL LITIGATORS: ALLIES IN THE FIGHT AGAINST FINANCIAL ELDER ABUSE Prescott Cole (Chair) CA Advocates for Nursing Home Reform Kathryn Stebner, Esq., Stebner and Associates</p> <p>Law enforcement and government entities often do not have the resources or expertise to shut down enterprises that prey upon the elderly. This panel explores how APS can work with tort and class action litigators to stop commercial predators, and to develop strategies to educate victims on pursuing remedies through civil litigation.</p> |
| 4:30 PM – 5:00 PM | <p>NEXT STEPS AND COMMITMENTS TO ACTION Betty Malks, Chair, NAPSA Elder Financial Exploitation Advisory Board & Summit Bill Benson, NAPSA Policy Advisor</p> |

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2014 ELDER FINANCIAL EXPLOITATION ADVISORY BOARD

Betty Malks - Chair & NAPSA Board Member

- Bill Benson - Principal, Health Benefits ABCs
- Shelley Bernhardt - Director, Global Consumer Protection Program Western Union
- Gary S. Brown - Assistant Attorney General, New York State Office of the Attorney General
- Jean Callahan - Director, Brookdale Center for Healthy Aging and Longevity
- Andrew Capehart - Assistant Director, National Adult Protective Services Association
- Judy Chapa - Vice President, Financial Services Roundtable
- Prescott Cole - Senior Attorney, CANHR (California Advocates for Nursing Home Reform)
- Mary Counihan - President, NAPSA Board of Directors
- Lara Hinz - Director of Programs, Women's Institute for a Secure Retirement (WISER)
- Judith Kozlowski - Consultant
- Christina Kotsalos - Investor Education Coordinator, Pennsylvania Securities Commission
- Liz Loewy - EverSafe, Former Assistant District Attorney, New York
- Ronald C. Long - Senior Vice President, Regulatory Affairs, Wells Fargo Advisors
- Philip Marshall - Professor, Roger Williams University
- Barbara McGinity - Program Director, Better Business Bureau Education Foundation
- John Migliaccio - Consultant
- Kathleen Quinn - Director, National Adult Protective Services Association
- Joe Snyder - Older Adult Protective Services Director, Philadelphia Corporation for Aging

ABOUT THE ADVISORY BOARD

The NAPSA Elder Financial Exploitation Advisory Board (EFEAB) was created to assist in the planning of NAPSA's annual Elder Financial Exploitation Summit and to work with NAPSA to promote awareness of elder financial abuse for elder law practitioners, policy makers, law enforcement personnel, as well as those in the financial sector who serve elderly clients. The EFEAB conducts forums on elder financial abuse prevention, and seeks out innovative ways to expose and combat abusive practices. Members of the EFEAB Advisory board are leaders in their fields and are committed to working toward the eradication of elder financial abuse. The EFEAB functions as an advisory board to NAPSA.



Save the Date!

6th Annual Summit on Elder Financial Exploitation

Convened by the NAPSA Elder Financial Exploitation Advisory Board



October 2, 2015
Orlando, Florida
Rosen Plaza Hotel



www.napsa-now.org/conference