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COMMUNITY CALENDAR ANNOUNCEMENT

October 28, 2008

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Resource Forum to Help Seniors Prevent Financial Exploitation and Protect Their Assets

County Teams up with Financial Institutions to Empower Older Residents, Resource Faire to Promote Programs and Services

WHAT: Elder financial abuse has become a common crime: from forged checks written by their own relatives, to auto insurance, mortgage scams and predatory lending perpetrated by strangers. **The County of Santa Clara Senior Resource Forum 2008** will bring financial institutions and experts together to educate older residents and their families against different types of financial exploitation. Three panels have been scheduled to discuss Home and Auto Repair Scams, Identity Theft, and Community Resources to Combat Financial Abuse and Exploitation. A Resource Faire with over 100 senior related services and programs will provide information and free services, including free glucose, bone density, blood pressure and cholesterol screenings.

WHO: Confirmed speakers:

Keynote Speaker: Michael Finney, "7 on Your Side", KGO-TV

Deborah Braver – State of California Department of Corporations, Seniors Against Investment Fraud (SAIF)

Prescott Cole – Attorney – California Advocates for Nursing Home Reform (CANHR)

Kim Connors – Santa Clara County Deputy District Attorney – Department of Aging and Adult Services Financial Abuse Specialist Team (FAST)

Jenefer Duane – Founder and CEO, Elder Financial Protection Network (EFPN)

Joaquin Murphy – California Department of Consumer Affairs (CDCA) Bureau of Automotive Repair

Lisa Nerenberg – Speaker, Trainer, Consultant

Naya Ocampo – Rebuilding Together Agency

Fred Shuherk – Star One Credit Union – Web Services Manager

Valerie Smith – Santa Clara County Adult Protective Services, Department of Aging and Adult Services Financial Abuse Specialist Team (FAST) Supervisor

Carl Vega – Contractor's State License Board (CDCA)

WHEN: Friday, November 14, 2008 9:00 a.m. - 2:00 p.m.

WHERE: Santa Clara Convention Center, 5001 Great America Pkwy, Santa Clara
Free admission, free parking, and snacks provided

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WHY: Projections indicate that in Santa Clara County the population of older adults is expected to double between 2000 and 2020, from approximately 220,000 to 428,300. The County of Santa Clara receives an average of 2,600 reports of elder abuse per year. Seniors are especially vulnerable to financial abuse and exploitation, and victims of elder abuse have a three times higher mortality rate than those who are not victims.

The Senior Resource Forum 2008 will provide financial literacy to seniors, family members, caregivers and friends, as well resources and suggestions to prevent elder financial exploitation.

The Resource Faire will offer information on health and other essential services.

Multilingual staff (In Spanish, Vietnamese, Cantonese and Mandarin) will be available to assist attendees.

The Senior Resource Forum 2008 is sponsored by:

County of Santa Clara Department of Aging and Adult Services

Star One Credit Union

County of Santa Clara Financial Institutions Team (FIT)

The Elder Financial Protection Network

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