



School of Continuing Education
Marketing

NEWS RELEASE

Issued by: Justin A. Smith, Smithj@uwm.edu or 414-227-3153

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For Immediate Release

UWM HOSTS LET'S TAKE CARE 2007

March 24 Conference Will Focus on Long Term Care

MILWAUKEE –The Let's Take Care 2007 Conference is a day-long series of workshops and presentations focused on issues surrounding long term care. The conference, Everything You Want to Know About Long Term Care, but Are Afraid to Ask, is co-sponsored by the University of Wisconsin-Milwaukee School of Continuing Education and the UWM Department on Aging and Community. It is March 24, 2007, 9am-3pm, at the UWM Student Union Ball Room, 2200 E. Kenwood Blvd.

CJ Kim, unit director for social and human services at the UWM-School of Continuing Education, says: "Everyone tends to put off planning for long term care later. But, as is the case in many items you delay, stalling only makes things worse." She adds that the March 24 conference will focus on two primary issues: defining good long term care, and projecting the costs of long term care.

The Let's Take Care 2007 conference involves a number of community participants, including: Aurora Senior Services, Luther Manor, the Milwaukee County Department on Aging, Nurturing Nook, Froedtert Hospital & Medical College of Wisconsin Senior Health, Laureate Group, Moertl, Wilkinson and Campbell, Independent Care Health Plan, MetLife, Realty Executives Lakeshore, M&I Bank, and Sowell Associates SelectStaff Inc. Additional support comes from BelAir Health Center, Home Instead, Geriatric Support Associates, Family Caregiver Support Network of Interfaith, Milwaukee Aging Consortium, Jewish Family Services, Thrivent, MCFI Comprehensive Care Connection, LutheranLiving Services, ComCor Mortgage, Personal Moving Solutions, World Financial Group, WPS Health Insurance, Alzheimer Association of Wisconsin, and Krause Funeral Home. The conference has additional support from WISN-AM 1130 and WOKY-AM 920.

The conference features workshops and an exhibit area where you can gather valuable materials from a large variety of relevant companies and professionals. Topics planned for discussion include: residential options, medical and non-medical support services, long term care insurance costs, estate planning, government help for long term care and others.

The March 24 LTC: Let's Take Care, 2007 Conference is \$25 per person. Saturday, March 24 is a Spring Break day for UWM, which means plentiful indoor (\$2.40) and street parking will be available.

To register for Program No. 7760-LTCE, call 414-227-3200 or 800-222-3623. You also can register online at www.sce-LTC.uwm.edu.

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CONTACT-- To learn more, call CJ Kim at 414-227-3158 or email cjkim@uwm.edu.