

# Call to Action 2011

## Registration Form

Registration	
Donation requested	\$10

*Limited Seating! Register now!*

### To Register:

- 1) Online at [bewiseonline.org](http://bewiseonline.org) OR
- 2) Fax this form to (310) 451-9561 OR
- 3) Call (310) 394-9871 OR
- 4) Mail this form with your check payable to:  
WISE & Healthy Aging  
1527 4th Street, 2nd Floor  
Santa Monica, CA 90401



Enclosed is my check for \$10 to help defray the cost of my lunch

I request a scholarship in lieu of the \$10 donation

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Credit Card \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (required for credit card payment)  
\_\_\_\_\_

## Presenting Sponsor



Platinum Sponsor



Gold Sponsor



Silver Sponsor



Bronze Sponsor



## Community Partners



# Elder Financial Protection Network

## CALL TO ACTION 2011



## BE WISE Prevent Elder Financial Abuse in Your Community

Presented by LA Financial Credit Union



Special Guest Speaker

### Mickey Rooney

Honorary Chair

## Senior Education

**November 2, 2011 ~ 8:30 am - 3:00 pm**

The Center at Cathedral Plaza

555 West Temple Street

Los Angeles, CA 90012

[www.bewiseonline.org](http://www.bewiseonline.org)

# Call to Action 2011

On Wednesday, November 2, 2011, Elder Financial Protection Network (EFPN) will present **Call to Action: Southern California**, our 11th annual national summit on elder financial abuse prevention. **Call to Action** is EFPN's signature annual event and offers an innovative conference program and awards ceremony honoring leaders in the fight against elder financial abuse.

**Call to Action: Southern California** brings together hundreds of seniors and professionals representing financial institutions, law enforcement, social services, elder justice advocates and the legal community to share best practices to stop the financial exploitation of elders.

Attorneys can earn 3.0 hours of MCLE credit. (approval pending)

## Directions

To get to the Center at Cathedral Plaza by Metro, take the Red Line to the Civic Center stop. The Cathedral is half a block north of Civic Center Station.

Cathedral Plaza is also accessible by bus. Please check [www.socaltransport.org](http://www.socaltransport.org) for trip planning information.

For those driving, parking is available on-site for \$10/day.

## About EFPN

Elder Financial Protection Network (EFPN) was established in 2000 as a nonprofit organization. We are the primary provider of elder financial abuse prevention programs in the state of California. We work to prevent financial abuse of elders through innovative partnerships that build public awareness, drive community outreach and provide professional training.



## Agenda

7:30am	Registration/Vendor Exhibits/ Breakfast
8:30am	<b>Welcome/Opening Remarks</b> Mary Twomey, MSW, Co-Director, <i>National Center on Elder Abuse, UC, Irvine</i> Jackie Lacey, Chief Deputy District Attorney, <i>L.A. County District Attorney's Office</i>
9:00-10:15am	<b>Financial Elder Abuse</b> Lou Holtz Jr., Deputy District Attorney, <i>Los Angeles County District Attorney's Office</i>  <b>Avoiding Financial Predators: Mass Marketing &amp; Telemarketing Fraud</b> Debra Deem, Victim Specialist, <i>FBI</i> Jackie Wiley-Sistrunk, Outreach Speaker, <i>Department of Corporations' SAIF Program</i>
10:15-10:45am	Break with Exhibitors
10:45-11:45am	<b>Predatory and Deceptive Financial Abuse Scams</b> Ingrid Evans, Esq., <i>The Evans Law Firm, San Francisco</i>  <b>From Baby Boomer to Senior – Protecting a Lifetime of Savings</b> Pat Huddleston, Esq., <i>Investor's Watchdog, LLC</i>
11:45am-12:30pm	<b>Planning Ahead &amp; Legal Issues: What Seniors Need to Know</b> Michael R. Augustine, Esq., <i>Augustine &amp; Seymour</i> Vivian L. Thoreen, Esq., <i>Holland &amp; Knight</i>
12:30-1:00pm	Break with Exhibitors
1:00-2:30pm	<b>Luncheon &amp; Awards Ceremony</b> <i>Special Documentary Presentation</i>
2:30-3:00pm	Wrap Up & Evaluations

## Special Guest Speaker: Mickey Rooney

Honorary Chair



Mr. Rooney began his acting career when he was less than two years old. In the middle of his career he was drafted to serve in World War II, which he did with pride. He has appeared in over 365 films over the course of his distinguished career, spanning over eight decades, which has included movies, television and Broadway.

In 1983 he won an Academy Award for lifetime achievement. He has also earned a special Juvenile Oscar, five Oscar nominations, one Emmy Award, five Emmy Nominations and two Golden Globes. Mickey Rooney: actor, survivor, inventor and Hollywood living legend.

## Master of Ceremonies: The Honorable Kim R. Hubbard

Honorary Co-Chair



Judge Hubbard's practice concentrated on conservatorship (probate and LPS), probate guardianships, small estate planning and vulnerable adult abuse. She became the Coordinator of the FAST (Financial Abuse Specialist Team) for Orange County through the Council on Aging in January 2003. From that time she specialized

in community education on the issues of financial elder abuse, identity theft and hoarding. In February 2007, she became Director of the Elder Abuse Prevention Program for WISE & Healthy Aging in Santa Monica and Coordinator of the LA County FAST (Fiduciary Abuse Specialist Team). She was appointed to the bench in May 2008 and currently is on Family Law assignment.