

Music to My Ears: How Arts Can Enhance Your Bottom Line

A CONTINUING EDUCATION WORKSHOP

Thursday, October 27, 2011 8:30 am — 11:00 am

Elizabeth Manor Golf & Country Club

Presented by Tidewater Arts Outreach & Sentara Senior Care

Integrating arts activities presents specific benefits for residents in long-term care. Citing research from the International Society of the Arts in Healthcare, the Music Therapy Association, Institute for Music and Neurologic Function and more, this workshop will present studies demonstrating effects of various arts interventions and will show how to leverage arts programming for greatest impact.

This session will confer continuing learning .25 CEUs for attendees (Please check the appropriate box on the registration form). Who should attend:

- Nursing home administrators and other long-term care management staff
- Therapeutic recreation professionals
- Physical therapy professionals



About our presenter, Pauline Daniels

Pauline Daniels is a published writer, artist, actress, director, singer, and teacher. In addition to her work as Creative Arts Coordinator at Goodwin House in Alexandria, VA, she leads retreats and workshops on spirituality and the creative process for churches and organizations in the DC area. Daniels has served as Executive Director of Davinci's Attic, a nonprofit arts education organization in Reston, VA, whose art programs reach hundreds of youth at-risk, older adults, and underserved populations throughout Fairfax County annually. Daniels also has served as adjunct professor in art for the Corcoran College of Art and Design, and on the

joint Post-9/11 Committee for the National Endowment for the Arts and National Education Association, where she created a website to offer teachers and artists a curriculum on how to use the arts to process and cope with the national 9/11 tragedy. She created the Community Arts and Healing Initiative with partners Loudoun Hospital and DaVinci's Attic, creating collaborative art for permanent display in the hospital. Ms. Daniels currently serves on the board of the International Society for the Arts in Healthcare.

Location: (in the clubhouse) **Elizabeth Manor Golf and Country Club,
1 Ace Parker Drive, Portsmouth 23701**

Fee: \$85 General Registration includes materials, coffee and lunch
 \$75 per person for two or more people from the same agency
 \$70 TAO partner member professionals & students
 * CEUs are \$15 extra per person.

Seating is limited. Send check (made payable to TAO) **to:**
TAO, 809 Brandon Ave., Suite 204, Norfolk, VA 23517

**For more information: TWartsOutreach@cox.net,
(757) 965-5155, TWartsOutreach.org**


Tidewater Arts Outreach
The instruments to heal are in our hands.

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WHO SHOULD ATTEND: While geared toward administrators in long term care, this workshop also is appropriate for therapists (physical/speech/occupation/recreation), nurses, social workers and others interested in the value of the arts in aging and long-term care.

PARTICIPANTS WILL LEARN: Specific benefits of arts programs for certain populations, such as clients living with Alzheimer's, Parkinson's and the effects of stroke. Use of arts in marketing, staff morale and retention and effecting culture change.

Presenter: Pauline Daniels, Creative Arts Coordinator, Goodwin House and Board Member, International Society for the Arts in Healthcare

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\$75 per person for two or more people from the same agency
\$70 TAO partner members professionals
*there is an additional \$15 fee for CEU certificate

How the Arts Can Enhance Your Bottom Line Workshop Registration Form Thursday, October 27, 2011—Portsmouth, VA

Last Name	First Name	Job Title
Organization	Address	City, State, Zip
Email address	Fax	Day Phone

I would like to receive [] .25 CEUs Continuing Education Credit (include add'l. \$15 CEU fee)

AMOUNT OF CHECK ENCLOSED:

SEND REGISTRATION FORM AND
CHECK (payable to Tidewater Arts Outreach) TO:
Tidewater Arts Outreach
Attn: Workshop
809 Brandon Ave., Suite 204
Norfolk, VA 23517



Tidewater Arts Outreach

www.TWartsOutreach.org