



Strengthening Senior Centers in Connecticut

C.A.S.C.P. Presents:

A Round Table Discussion  
On  
**Reaching Out and Reaching Up with  
Marketing Materials**

**Do our outreach materials really reach out?**

What are some effective ways to let seniors know about our services? We will discuss and share **Marketing Materials** that express our programs to citizens who need our services.

**Please bring:**

- **brochures**
- **flyers**
- **newsletters**
- **pamphlets related to your senior center services**

**Do our reports and statistics really show what we provide to our Senior Center members?**

What are some effective ways to let our funders (City managers, Councils, Boards of Directors) know about our services? We will discuss and share **statistics and Reports** and best practices that help to express the value of our senior centers.

Friday, October 14th, 2016  
2:00pm to 3:30pm  
Berlin Senior Center

Register by calling or emailing  
Rick Liegl at the Meriden Senior  
Center by October 12th  
at 203-237-0066 or  
rliegl@meridenct.gov

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Friday, October 14, 2016  
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DIRECTIONS

**Directions from 91 N/S (Second bullet, directions from 9 North)**

- Take exit 22N, 9North - New Britain
- Follow Rt. 9N to Exit 24 (this is a left-hand exit), Kensington 71/372
- Take your first exit, it is the Willow Brook Park Stadium exit, 71
- At the light, take a left. This is New Britain Rd.
- You will go through 1 light then continue on this road for a while. You will go through another light then you will see a blinking light.
- Take a right here onto Main St.
- Follow to a stop sign. Take a left onto Percival Ave.
- Follow to a stop sign. Continue straight and take next left onto Sbona Rd., you will see a sign for the Senior Center and Bill Petit Complex. Take your next left onto Colonial Drive, that is the entrance to the Senior Center/Bill Petit Complex.

**Directions from 84 E/W**

- Take Exit 35, it is a left exit, for Rt. 72 E to 9 - New Britain
- Once on Rt. 72 take Exit 7, Corbin Ave. 372.
- At the end of the ramp, take a right, onto 372E.
- Follow for a few miles. The road will fork, stay to the right on 372E. Go straight through the light. Follow to the next light.
- At that light, take a right onto 71S, this is New Britain Rd. Go to the blinking light.
- (Follow last 3 bullets in 91 N/S above).

**Directions from 9 South**

- Take 9 South to the Ellis St exit.
- At the light, take a left. At the next light, take a left onto South Main St.
- Follow past Willowbrook Park. Stay on this road, it will turn into New Britain Rd. Follow for a few miles until you reach a blinking light.
- (Follow last 3 bullets in 91 N/S above).

**Directions from the Berlin Turnpike - North**

- Once you pass the batting cages/bumper cars/miniature golf (Putter's Paradise) on the right, take a left onto Meadow Lane (between Peterbilt and Berlin Auto).
- Keep following this road, it turns into Four Rod Rd.
- At the stop sign, take a left onto Norton Rd.
- At the next stop sign, take a right onto Kensington Rd. Keep going a mile or so, take a left onto Robbins Rd.
- Follow to the stop sign. At the stop sign, take a left, this is Percival Ave.
- Take next left onto Sbona Rd., you will see a sign for the Senior Center and Bill Petit Complex. Take your next left onto Colonial Drive, that is the entrance to the Senior Center/Bill Petit Complex.

Cost: No FEE!!  
C.A.S.C.P. Members Only  
Light Refreshments



Location:  
Berlin Senior Center  
33 Colonial Drive  
Berlin CT, 06037

FREE PARKING

**Registration Deadline**  
**October 12, 2016**