



# Café Plus Workshops

Learn how to create **Repriorment™** opportunities in your community!

**The Café Plus Concept is a multi-award winning, proven way to attract more “younger” older adults, and increase your organization’s visibility and reach.**

**Why a Café?** The appeal of the corner café or coffee shop is universal. It cuts across racial, gender, age, and socioeconomic lines. It’s typically a place where everyone comes together, whether to do lunch, hang out, grab a quick bite, chat with staff, visit neighbors, attend events, meet, greet, grow, learn, ask for advice or give it.

**What’s a Café Plus?** In the same space as the café is the “more than” piece for those 55-and better. From any vantage point in the café you see people exercising, taking computer classes, engaging in lifelong learning, catching up on the local gossip or just Reprioring in some way! The initial lure into the Café Plus experience is through the restaurant but the real purpose is to help customers maximize their time in Repriorment.

**What’s Repriorment?** Repriorment, retools retirement, so to speak, and is defined as “discovering the joy of new directions and rethinking shelved but not forgotten priorities, passions, and dreams.”

**Why now?** The Age Wave is here. The first generation of baby boomer turns 65 this year. “Experts predict that baby boomers will not walk in the door of outdated centers, which are often in church basements, reminiscent of high school cafeterias before the advent of food courts, with few activities besides bingo and transportation to the mall.”

(taken from: It’s Appeal Slipping, the Senior Center Steps Livelier, The New York Times, March 2007).

Whether you’re building a new facility or updating an existing senior center, the Café Plus Concept can help improve the quality of service you bring to your community.

**Join a Workshop, visit a Café Plus, and receive the comprehensive Café Plus “How-To” manual...**

Mather LifeWays conducts regular workshops throughout the year which explain the Café Plus Concept in detail. Attend one of these informative and interactive workshops and you’ll discover – firsthand – how the concept can benefit your organization.

**Over 130 people from 71 cities in 28 states and two foreign countries have completed a Café Plus Workshop.**

At the two-day intensive training workshop, you will:

- Visit Mather’s—More Than a Café locations
- Learn how to identify market needs
- Learn to measure customer satisfaction, participation, and involvement
- Discover ways to budget, train your staff, measure performance, and much more!

**Most importantly, you’ll get a behind-the-scenes look at how all the components of a working café come together!**

**“A sleek meld of Starbucks, Bally’s, and Elderhostel— that have become models for re-vigorating America’s senior centers.”**

- The New York Times



# 2011 Workshops Registration Form

**WHEN: (select one)**

- Tuesday–Wednesday, June 21–22  
9:00 a.m.–4:30 p.m.
- Tuesday–Wednesday, November 8–9  
9:00 a.m.–4:30 p.m.

**WHERE:**

Mather LifeWays  
1603 Orrington Avenue, Suite 1800  
Evanston, IL 60201

Cost is just \$995. Register additional attendees from your organization for \$900 each. Price includes a two-day interactive workshop, café tours, and the *Café Plus How-To Manual* with valuable templates designed to help you create a café from the ground up. Lunch and afternoon snacks will be provided.

**Registration:**

Fill out the form below, fax, mail, or scan and e-mail, along with payment or credit information, to the attention of Betsie Sassen:

Mather LifeWays  
Attn: Betsie Sassen  
1603 Orrington Ave., Suite 1800  
Evanston, IL 60201

**Name:** \_\_\_\_\_ **Organization/Company:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **E-mail Address:** \_\_\_\_\_

**Payment Type:**

- Money order    Check (payable to Mather LifeWays)    MasterCard    Visa

**Card number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Amount: \$** \_\_\_\_\_

**Name as it appears on card:** \_\_\_\_\_

Cardholder acknowledges the transaction in the amount shown above and agrees to perform the obligations set forth in the cardholder's agreement with the issuer.

**Signature:** \_\_\_\_\_

For questions, to register, or to request individual consultation, workshops or technical assistance to design a Café Plus for your organization, please contact Betsie Sassen: (847) 492.6806. Fax (847) 492.7513. E-mail: [bsassen@matherlifeways.com](mailto:bsassen@matherlifeways.com)