Southern Minnesota
Age-Friendly Regional Exchange

9:30am-3:00pm, October 28, 2026 | VINE Faith in Action, Mankato, MN

9:00-9:30am **Registration and Continental Breakfast**

9:30-9:35 **Welcome**

9:35-10:20 **Advancing Emergency Preparedness for All Ages**
Jeff Laskowske, Chief, and Bart Berven, Deputy Chief, City of Albert Lea Fire Department

10:20-10:30 **BREAK**

10:30-11:30 **Morning Sessions – *choose one:***

1) **Running a Successful Marketing Campaign -** *Yen Pai, Assistant Prof. of Marketing, MN State University-Mankato, and Claire Kolmansberger, National Academy for State Health Policy* (Rm 210)

   Great community initiatives need more than good ideas. They need effective marketing to build awareness, engage audiences, and inspire action. Learn practical ways to make marketing an intentional part of your collaborative efforts, and take home a ready-to-use marketing toolkit filled with strategies and resources to help put your initiative in the spotlight.

2) **Building Committees that Work -** *Abbey Guggisberg, Leadership and Civic Engagement Educator, University of MN Extension* (Room *212)*

   It's no secret that creating community change is challenging. Forming groups to divide and conquer is an age-old strategy for a reason; however, the reality is that effective committees don't come together automatically. This session aims to support community changemakers with information related to 3 key areas: ensuring committee membership represents those being served, keeping meetings on track, and tips for making group decisions.

11:30-noon **LUNCH -** *Grab lunch in hallway and eat in Room 210 and/or 212*

12pm-12:30 **Blueprint Pulse Check: Engagement Activity**
What are the most promising opportunities or solutions you would like to see advanced in your community or region in 2027—and what would it take to move it forward?

12:30-1:30 **Innovation Showcase – Part 1**

- **Service Navigation: City of Winona Senior Advocacy** - Lori Paulson, Laura Hoberg, Marité Olmstead, and/or Sheena Gifford, City of Winona
- **Aging in Community: Connected Community of Freeborn County -** Shanna Eckberg, St. John's Grants Consultant

1:30-1:40 **BREAK**

1:40-2:45 **Innovation Showcase – Part 2**

- **Snow Removal:**
  - **City of Tyler Snow Removal Assistance Program -** Shelly Finzen, Director, Tyler Public Library
  - **Be MinneSNOWta NICE (Duluth) -** Mimi Stender and Leeza Ochsner
- **Transportation: Rideshare Support Program in Kandiyohi County -** Terry Smith, Mid-Minnesota Development Commission

2:45-3:00 **Wrap-Up and Closing**

INFORMATION & RESOURCES

Presenter and Organizational Bios for today's event

Action Teams Recommendations Report, part of the Multisector Blueprint work

Event evaluation for today's Southern Minnesota Age-Friendly Exchange

Sign up for the Age-Friendly Minnesota newsletter

Minnesota's Multisector Blueprint for Aging