



# Café Plus Model

Learn how to adapt this award-winning concept in your community!

## What Is the Café Plus Concept?

The award-winning Café Plus concept is designed to attract active, younger-older adults (age 50 and better) by providing fun and educational, wellness-related programs and activities. Starting with something as simple as a cup of coffee, we engage older adults to achieve endless possibilities.

## Create Your Own Café Plus

Your organization can adapt the Café Plus model and increase outreach and engagement with older adults in your community.

By attending the three-day intensive training workshop, you will:

- Learn to identify and respond to the needs of the community
- Discover ways to budget, train your staff, measure performance
- Visit locations that are adapting this model in different forms
- Learn the many ways that other organizations have adapted the concept

## You'll also see our Café Without Walls program in action!

You'll take away everything you need to start your own Café Plus—whether it's in a new facility, updating an existing one, or even without a bricks and mortar location.



***“A sleek meld of Starbucks, Bally’s, and Elder hostel— that have become models for reinvigorating America’s senior centers.”***

*– The New York Times*

## ***Experience the Café Plus Concept for Yourself*** ***2014 Café Plus Workshop***

**Monday–Wednesday, September 15–17**

**To register, for questions, or to request individual consultation to design a Café Plus for your organization, please contact Betsie Sassen: (847) 492.6806 or [bsassen@matherlifeways.com](mailto:bsassen@matherlifeways.com)**

*Over 229 people from 121 cities in 30 states and three foreign countries have completed a Café Plus workshop. Browse some of their stories at:  
[www.matherlifeways.com/cafe-plus-model/cafe-plus-in-action](http://www.matherlifeways.com/cafe-plus-model/cafe-plus-in-action).*

# 2014 Café Plus Workshops Registration Form



## WHEN:

- Monday–Wednesday, September 15–17\***
  - Monday, 10:00 a.m.–2:00 p.m.**  
– includes site visit to our “Café without Walls” luncheon
  - Tuesday, 9:00 a.m.–4:30 p.m.**  
– includes site visit to Mather’s—More Than a Café
  - Wednesday, 9:00 a.m.–4:30 p.m.** – full day of learning

## WHERE:



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

Cost is just \$1,195. Register additional attendees from your organization for \$1,100 each. Price includes a three-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 and return by fax, mail, or scan and e-mail, along with payment or credit card information:

Mather LifeWays  
Attn: Betsie Sassen  
1603 Orrington Ave., Suite 1800  
Evanston, IL 60201  
Fax: (847) 492.7513  
E-mail: bsassen@matherlifeways.com

**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 on workshops or technical assistance to design a Café Plus for your organization, please contact Betsie Sassen: (847) 492.6806 or bsassen@matherlifeways.com.

Registration fee is non-refundable.