



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, June 9–11, 9:00 a.m.–4:30 p.m.

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

*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.*

2014 Café Plus Workshops



WHEN:

- Monday–Wednesday, June 9–11*
9:00 a.m.–4:30 p.m.

WHERE:



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

Cost is just \$1,195*. Register additional attendees from your organization for \$900 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.