



Wisconsin Alzheimer's Institute
UNIVERSITY OF WISCONSIN
SCHOOL OF MEDICINE AND PUBLIC HEALTH



VIRTUAL WEBINAR

WISCONSIN DEMENTIA RESOURCE NETWORK

Financial Scams and Fraud: The Relentless Targeting of Older Adults

Thursday, June 29, 2023 • 11:30am - 1:00pm

The webinar will discuss the details of common scams that target seniors, the warning signs of a scam, and what to do if you or someone you know falls victim to a scam or fraud. The presenters will explain the comprehensive facets of the Wisconsin Bureau of Consumer Protection, and the role of adult protective services in financial exploitation cases and fraud.

In addition, you will take away helpful resources and prevention tools, such as Scam Singo. Scam Singo is an interactive way to provide scam education that uses music and bingo and makes learning fun!

Presenters



Doreen Goetsch, CSW
Elder Abuse Victim Liaison Coordinator

Doreen is a social worker by trade and has been in practice since 1988. She has done numerous Adult Protective Services (APS) investigations at the local level, as well as supervised a team of APS workers. Doreen has worked at the State level for 5 years, providing technical support on all things elder abuse to all 72 counties and 11 tribes in Wisconsin. Her current position is an elder abuse victim liaison coordinator at Greater Wisconsin Agency on Aging Resources, Inc. (GWWAR).



Jeffrey R. Kersten
Agency Liaison

Jeff Kersten is the Agency Liaison for the Bureau of Consumer Protection within the Wisconsin Department of Agriculture, Trade and Consumer Protection. As the Agency Liaison, Jeff travels around the state to educate the public, businesses and law enforcement on privacy protection, data security, identity theft, and other areas of consumer protection. Jeff has over 12 years of experience as a police officer and is a prior Consumer Protection Investigator for the Bureau of Consumer Protection.

The virtual webinar is free; register at [SCAMS](#)

Or, https://uwmadison.zoom.us/meeting/register/tJMld-2ppzsrG9KN_GQvXA2nD_0gSqmfME-7

Please contact Jody Krainer at jkrainer@wisc.edu with questions.