



~ MEET THE WOMAN BEHIND SCAN – PAT BOHSE ~



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Pat Bohse  
Executive Director

Back in 1975 when Pat Bohse was working in Jersey City, she was asked to evaluate the Meals-on-Wheels program. As a result of the evaluation, she was then asked to run the Senior Nutrition program, which included 12 senior nutrition sites and a large Meals-on-Wheels program. It was then that she knew she had found her calling. From 1977 to 1989 she was the Director of Senior Nutrition for Caring Community in Greenwich Village NYC. She adds, "I was fortunate enough to always work with a committed and loving staff, boards of directors and seniors." In 2012, her company Bohse & Associates did an Extreme Makeover of SCAN (Senior Citizens Activities Network). "It was falling on hard times and as a result the staffing changed and the Board asked me to help because of my background with the aging world," she adds. They were able to turn the organization around in six months and in 2013, the Board asked Pat to become the Executive Director.

**CW:** Tell us about your previous experience before becoming the Executive Director of SCAN.

**Pat Bohse:** In 1989 I started a management-consulting firm called Bohse & Associates, Inc., where we worked with not-for-profits and government agencies. We did strategic plans, board development and training, working especially with senior programs. I joined organizations such as NANASP'S Board of Directors, became the Association Manager for the 21 County Offices on Aging in NJ, and consult for LiveOn NY for over 20 years.

**CW:** What is the most rewarding part about your profession?

**Pat Bohse:** It is highly rewarding as a consultant to see when an agency uses a strategic plan to get focused they become successful. We have done hundreds of plans in the last 26 years. When organizations are successful, their clients/customers are able to get the services they need. The most rewarding part about being at SCAN is working with our members; I learn something new every day. I love their stories, the history that they have lived through, but most of all their joy of life.

**CW:** What is the most challenging part?

**Pat Bohse:** Most people (organizations) do not like change. Getting them to understand that having a plan, an educated board of directors and staff, and a clear vision that will help them become successful can be a challenge. We always stay with our clients after we do a plan. At SCAN my greatest challenge is marketing them to the world. When new people come to SCAN they cannot believe that it has been here for 26 years. Also, fundraising to support the organization is quite challenging. We do not receive any government money to support our operations so we depend on sponsorships, membership dues, class fees, donations and special events.

**CW:** How do you spread the word about SCAN?

**Pat Bohse:** We do a mailing to 3,000 people three times a year, send out weekly e-blasts and send out press releases regularly. We also have a Face Book page and a website. Additionally, we have three TV shows seen monthly on Comcast, Cablevision, and FiOS in Monmouth and Ocean Counties, and we have our own SCAN YouTube channel. The viewing public does receive quality, trusted information from our TV shows. However, the best marketing tool is word of mouth.

**CW:** Why did the agency decide to change the acronym from "Senior" to "Social" Community Activities Network?

**Pat Bohse:** No one wants to be called a senior citizen. Our members range in age between 50 and 89 and SCAN is a place for them and members of the public to come and be social. We know that socialization helps all of us to stay healthy; mentally, emotionally and physically and each one of our classes is its own community.

SCAN is made up of many small communities; each of SCAN's classes is its own community. It is the most cost effective group around. They provide 3- 13 week semesters and their classes range between \$3.00 to \$8.00 per class for members.

It is clear to see that throughout the years Pat has become the voice for people who could not speak up for themselves, both professionally and personally. In the beginning, she wanted to help Save the World, but now it's simply about helping one organization at a time to be the best they can be. A noble cause for sure!