



# UNCG Gerontology Research Network

Facilitating Transdisciplinary Aging-related Research at UNCG

March 3, 2010 • Issue 36

## ANNOUNCEMENTS

### **Sigma Phi Omega Careers in Aging Event**

- Tuesday, **March 30<sup>th</sup>, 2010** from 11am to 1pm in the Commons Area of the UNCG Elliot University Center
- This event is in lieu of Careers in Aging Week (April 4-10, 2010), which is an annual event intended to bring greater awareness and visibility to the wide-ranging career opportunities in aging and aging research. Universities and colleges across the world participate by sponsoring events at their schools or in their communities.
- We will have several tables with exhibits and a few tables with experiential learning activities that relate to age related changes. As the students stop by the tables they will be given a door prize ticket. The more tables they stop at- the greater their chances of winning a door prize. This will be a fun event! Please plan to stop by.
- Please help by donating a door prize at a value of \$20+ or just donate money to aid in purchasing a door prize. After donating, you will be recognized on the Gerontology website as a sponsor for our Careers in Aging event. By March 15<sup>th</sup>, please let Amanda May, [almay@uncg.edu](mailto:almay@uncg.edu), know if you will be able to help.**

### **Films on Demand** \*flyer attached\*

- The good folks at the Teaching and Learning Center are going to subscribe to the Humanities and Social Sciences package with its 4,000 titles. There should be films of interest to each of your departments or programs.
- The films won't actually be available for streaming until after the contract is signed. Once that happens, Nanny will let the Library know, and then this product will go through our regular library workflow for e-resource access - including proxy, Blackboard, subject pages, catalog, etc.

## LOCAL

### **Aging is Good Business: Opportunities for Entrepreneurs!**

- Wednesday, **April 14, 2010**; 8:30 a.m. - 3:30 p.m.; Cone Ballroom, Elliott University Center, UNC-Greensboro
- Details and the registration form to sponsor, exhibit, advertise, or attend are available at [www.uncg.edu/gro](http://www.uncg.edu/gro).
- Invited speakers explore opportunities for not only those who serve aging populations, but also for "boomers" themselves initiating new careers. Afternoon break-out sessions, hosted by our morning speakers, entrepreneurs, and experts on aging, will engage participant's entrepreneurial aspirations and provide supportive feedback. Continental breakfast and luncheon are included.
  - Free Agent Aging: Reinventing Ourselves in the Second Half of Life* presented by H. R. Rick Moody, PhD, Director, Academic Affairs, AARP, Washington, DC, moderator/provocateur of the Morning Plenary Session.
  - Entrepreneurship Opportunities* presented by Dianne H.B. Welsh, SPHR, Ph.D., Director, North Carolina Entrepreneurship Center, Charles A. Hayes Distinguished Professor of Entrepreneurship, Bryan School of Business and Economics, University of North Carolina Greensboro
  - The Surprising Prevalence of Later-Life Entrepreneurship* presented by Edward G. Rogoff, MBA, PhD, Professor of Management, Baruch College, The City University of New York; and Co-Author, *The Second Chance Revolution: Becoming Your Own Boss After 50*
  - The New Entrepreneurial Models of Aging* presented by David L. Carroll, MA, Writer and Producer specializing in health and aging issues; and Co-Author, *The Second Chance Revolution: Becoming Your Own Boss After 50*

## STATE

### **Aging & Disabilities Resource Connections Serving Mecklenburg County invites YOU to an exciting FREE Seminar:**

- The ABC's of the CRC Back by Popular Demand!...describing an innovative network that will help you better connect with and serve consumers.
- Mission: To be a consumer centered network providing easy access to aging and disability information and services in Mecklenburg County.
- Tuesday, March 16, 2010 9:15 - 11:30 AM at Willow Grove, 10043 Idlewild Rd., Matthews, NC 28105
- CEU's Available (Social Work, Adult Care, Nursing Home Administration)
- For more information or to register: call 704-391-5216 or email [rsvp@charmeccoa.org](mailto:rsvp@charmeccoa.org)

### **MARY FURLONG'S BOOMER SUMMIT**

- 7th Annual What's Next Boomer Business Summit! **March 19, 2010**, 8:30 am - 6:30 pm,
  - Location: Hyatt Regency Chicago, 151 E. Wacker Drive, Chicago, Illinois <http://www.boomersummit.com/>
- Are you looking for: -the most effective go-to-market strategies to reach today's post-recession baby boomer customer?  
-insight on trends that are shaping boomers' buying behavior and the hottest growth sectors for boomer-centric products and services?  
-a better understanding of how to engage boomers online? tips on alternative distribution channels for reaching your target customer?  
If you said "Yes!" to all of the above, you need to be at What's Next, part of the ASA-NCOA Conference coming up in Chicago

### **Seventh Annual Caregiver Education Conference**

Scheduled at Barton College on **March 16**, Wilson, N.C.

-The Caregiver Education Conference will be held in Hamlin Student Center on the Barton College campus, and lunch will be provided. On-site registration for the conference will begin at 8:30 a.m., with the program running from 9 a.m. - 3:45 p.m.

-The Gerontology Program of Barton College, Alzheimer's North Carolina Inc., the Upper Coastal Plain Area Agency on Aging Family Caregiver Support Program, and Joseph D. Russell, M.D., have teamed up to sponsor this significant series of workshops and keynote addresses.

-The focus of the conference will be to explore various techniques and strategies that caregivers can use to care for themselves and persons with dementia, to identify resources for developing daily routines and programs that meet the needs of people with dementia and their caregivers, and to describe the most recent and effective assessment, treatment, and care options available for people with dementia.

-The Caregiver Education Conference is available for families and volunteers to attend for a \$5 registration fee. (This fee can be covered by Alzheimer's North Carolina Inc. upon request.) Registration for professional caregivers is \$25 per person. Professionals desiring continuing education credits also may receive five hours of CEU's for an additional \$10 fee. Parking is free.

-To register in advance or to receive additional information, please contact Kim Emory, Family Caregiver Specialist for the Upper Coastal Plain Area Agency on Aging, at 252-234-5960, or email: [kemory@ucpcog.org](mailto:kemory@ucpcog.org).

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### **ITEMS OF INTEREST**

#### **2009 Aging is Good Business: The Third of Three Silvering Workforce Video**

-The UNC Greensboro Gerontology Department is pleased to announce that the last of three videos from the 2009 Aging is Good Business Summit has been placed on the UNCG GRO website (<http://www.uncg.edu/gro>). This third video available is Deborah Russell presentation: Talent Management in an Economic Downturn: Leveraging 50+ Workers. Deborah Russell is the Director of Workforce Issues at AARP. To view all three of Silvering Workforce videos, please visit our website at: <http://www.uncg.edu/gro>.

-Mark your calendars for this year's summit, Aging is Good Business: Opportunities for Entrepreneurs, which will be held on Wednesday, April 14, 2010 at UNCG. Given the economic downturn, many aged 55+ are looking for new opportunities. The 2010 summit will address reinventing oneself in the second half of life. To find out more about this year's summit, please visit our website: <http://www.uncg.edu/gro/aigb/aigb2010/index.html>.

#### **BROKAW BOOMER SHOW ON TV**

-CNBC will premiere a 2 hour documentary, "TOM BROKAW REPORTS: BOOMER\$!" on Thursday, March 4th at 9pm. The show will repeat at 12 midnight.

-In a landmark two-hour documentary, Tom Brokaw tells the story of history's wealthiest and most influential generation. From hula hoops to civil rights, in war and politics, Brokaw chronicles the extraordinary impact 78 million baby boomers have had on American society over the past six decades, and explores the challenges they face as they begin to approach the age of retirement.

-The documentary will also air on: Saturday, March 6th at 7p; Sunday, March 7th at 9pm; Monday, March 8th at 8pm