Wednesday • April 8, 2009
8:30 a.m. - 4:00 p.m.
Cone Ballroom
Elliott University Center • UNCG

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Bell Senior Living
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Bell Senior Living

Each Bell Senior Living community provides services to allow residents to maintain their independence and personal freedom. Because needs change as we grow older, Bell Senior Living communities adapt to accommodate each stage of our residents’ retirement years.

Often a major life change brings a resident to a Bell community. Although the stress resulting from this change can seem overwhelming to residents and their families, the compassionate Bell staff is there to help ease the transition from one stage of life to the next. This is accomplished through extensive assessments to ensure that the most effective program of care is created for each resident. This attention to detail helps us provide the best in assisted living and memory support. Every Bell community guarantees innovative services, warm, comfortable surroundings, and a superlative staff.

www.sdbell.com
Twin Lakes Community encompasses 170 beautifully landscaped acres in central North Carolina. Distinctive choices of secure, affordable living enhance the alluring appeal of Twin Lakes' abundant lifestyle opportunities.

Our Residents Say it Best.

“I wish I would have done this sooner!”  “I didn’t lose independence. I gained it!”

“We came for peace of mind and found so much more!”

“One of the best decisions we ever made!”  “I’m having the time of my life!”

Discover the beauty and value of Twin Lakes Community! Contact us today for a brochure and DVD.

www.twinlakescomm.org • 336-524-9467

Lutheran Retirement Ministries of Alamance County, N.C.
100 Wade Coble Drive • Burlington, NC 27215 • 336-538-1500

For information regarding Assisted Living or Nursing care admissions, please contact Amanda Hobbs at (336) 538-1558.
We're making the case for 50+ workers.

Because experience has its rewards.

AARP North Carolina believes in the value of older workers and supports employers who recognize the importance of people over the age of 50 in an ever-changing and competitive workforce.

AARP encourages employers to prepare themselves for potential labor shortages by recruiting and retaining workers 50+.

Visit our website at aarp.org/employeeresourcecenter and use the workforce assessment tool to determine whether your company is prepared for the aging workforce or call AARP North Carolina toll-free at 1-888-389-5650.

Aging is Good Business:
The Silvering Workforce

Registration packet pick-up and visit exhibitors 8:30 - 9:00 AM

Continental breakfast 8:30-9:00 AM sponsored by Well-Spring Retirement Community

Welcome and Introductions 8:00-8:15 AM
Janice I. Wassel, Director, The UNCG Gerontology Program and Co-Director, MS in Gerontology – MBA Dual Degree Program
James C. Petersen, PhD, Dean, The Graduate School, UNCG
Gloria Cavanaugh, President of Gloria Cavanaugh Consulting

Keynote Presentation 9:15-10:15 AM
Talent Management in an Economic Downturn: Leveraging 50+ Workers
Deborah Russell, Director, Workforce Issues, AARP

Break & Visit with Exhibitors 10:15 - 10:30 AM

Multi-Generational Workforce Issues 10:30 – 11:15 AM
Kathy Lynch, Director, Employer Engagement, Center on Aging and Work, Boston College

Cognitive Fitness and the Mature Workforce: Opportunities and Challenges 11:15 AM – Noon
Alvaro Fernandez, CEO & Co-Founder, SharpBrains

Buffet luncheon 12:15 – 1:15 PM
sponsored by Twin Lakes Retirement Community

Break to visit exhibitors and learn about our Places for Sustained Living 2010 student design competition!

Health, Age, and Labor Force Disruption of Older Workers 1:30 - 2:15 PM
Victor Marshall, Director, Institute on Aging, University of North Carolina at Chapel Hill

North Carolina Best Employers Panel & Highlights of Current Research on Mature Workforce Issues 2:15 - 3:45 PM
Moderator: Robert Jackson, Director, AARP North Carolina State Office
Panelists: Bill Phillips, Manager of Benefits, Administration and Communications, Duke University and Health System
Richard Walsh, Chief Human Resources Officer, Durham Regional Hospital

Closing Remarks 3:45-4:00 PM
Speakers and Panelists

Gloria Caravasna: As a late 2006 as President and CEO of the San Francisco-based American Society on Aging (ASA), having come to ASA in 1975 when the association was still the West in Gerontological Society (WGS). Since 1975, Ms. Caravasna led WGS from a regional association to a national resource of education, training and information in aging, offering dozens of conferences and training programs. In 2001, ASA presented her with the first Gloria Caravasna Award for Excellence in Education and Training in Aging, now presented annually by ASA to a member demonstrating continued excellence in training and education in the field of aging.

Ms. Caravasna is President of Gloria Caravasna Consulting with major clients including the San Francisco-based Institute on Aging where she developed their professional education programs, AARP Washington, DC where she consults with their offices of Diversity & Inclusion as well as Workforce Issues, and CogniFit Mind Fitness Solutions be adapted in Israel.

She is a founding member and former Board Chair of the National Alliance for Caregiving. She also serves as Board Chair of the Board of The Jessie F. Richardson Foundation. and on the boards of American Bone Health, Older Adults Care Management (OACM) and the California Council of Gerontology & Geriatrics (CCGG). She is an Advisor to SmartGems Alliance and a Judge for the AARP Best Employers for Workers Over 50 Program. Caravasna was a Delegate for the last four White House Conferences on Aging. GloriaCaravasna@AARP.org

Alvaro Fernandez, MA, MBA: is co-founder and CEO of SharpBrains, the leading market research and advisory services firm covering the growing cognitive fitness market. SharpBrains mission is to provide individuals, companies and institutions with independent, high-quality, research-based, information and guidance to navigate the growing cognitive and brain fitness market.

Fernandez is a member of the Global Agenda Councils initiative run by the World Economic Forum, and recently wrote the acclaimed article "Brain Health Business Group: How Research and Demand for the American Society on Aging, Oftentimes quoted by The New York Times, CNN, Reuters, and Associated Press, Fernandez began his career at McKinsey & Company and led the launch and turnaround of several publishing and education companies in the US and Europe, including Bertelsmann On Line, Doemt, Inc, and Edusoft, a unit of Houghton Mifflin. Alvaro has an MBA and MA in Education from Stanford University, and enjoys teaching The Science of Brain Health and Brain Fitness at SFU and UC-Berkeley Other Lifelong Learning Institute. alvaro@sharpbrains.com Visit www.sharpbrains.com

Robert (Bob) N. Jackson, EdD, is State Director of AARP’s North Carolina State Office in Raleigh and has worked with AARP since 1989. Prior to becoming the State Director in November 1993, Jackson was Senior Program Specialist with AARP’s Health Advocacy Services in Washington, DC, where he coordinated AARP’s Medicare/Medicaid Assistance Program, a national 4000+ volunteer, 41-state Medicare/Medicaid and insurance counseling program. He specializes in Medicare and Medicaid eligibility and benefits, claims and appeals procedures, comparing private supplemental and long term care insurance options, including managed care.

Jackson has taught at Guilford College and North Carolina A&T University and has written many articles, pamphlets, product guides, and training manuals on consumer rights, Medicare, medicaid insurance, managed care and long term care insurance. Jackson has a Master and Doctorate in Adult Education from North Carolina State University with an emphasis in Gerontology. RobertNJackson@AARP.org Visit www.aarp.org and http://www.aarp.org/stateoffi.
Aging Workforce Research at the UNC Institute on Aging

At the UNC Institute on Aging, our research focuses on aging workforce topics that will affect the current and future workplace:

- work experiences
- careers
- recruitment
- retirement
- caregiving

Resources we offer include:

- research programs on human resource management issues of an aging workforce
- labor force forecasting
- research programs in long-term care and continuing care retirement communities
- workplace research and consulting

For further information contact Peter Stein, Ph.D., Research Scientist and Assistant Director for Aging Workforce Initiatives

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720 Martin Luther King Jr. Blvd, CB #1030
Chapel Hill, NC 27599-1030
phone: (919)966-5444
fax: (919)966-051C
email: ioa@unc.edu
www.aging.unc.edu

Speakers and Panelists continued …

Cathy Lynch, MBA, is Director, Employer Engagement, The Center on Aging and Work where she works in partnership with decision-makers at the workplace to ensure that their vision, needs, and experiences are evident throughout all phases of the Center’s research initiatives. Lynch leads the Center’s core business advisory committee, SENIOR Advisors (Slain Employer Network Informing Organizational Response) and the Center’s new Employer Learning Circle.

Lynch brings to her role over a decade of experience in Employer Partnerships and University based research and project management. For the past eleven years, Kathy has worked at the Boston College Center for Work & Family where she led the National Work & Family Roundtable, and created and launched the visionary Boston College Global Workforce Roundtable. She has authored several publications including: "Erecting Families: The Move to Flexible Paid Leave to Attractive Parents"); "Efficient Paternity Leave", "Exceptional Care Giving", and several issues of the Center for Work & Family Balance Sheet Series. Kathy’s leadership and project management skills were also evident in the successful development and launch of the original Work/Life Certificate Program, and the Standards of Excellence in Work/Life Integration Project. Lynch’s previous years in management for the Marriott Corporation’s Management Services Division brings a deep understanding of the complexity of balancing the demands of a fast-paced, high-demand business environment with the personal and family needs of a diverse multi-generational workforce.

For further information, visit: https://agingworkforce.unc.edu/template/index.

Bill Phillips, is Manager of Benefits Administration and Communications, Duke University and Health System, since 2012. He manages the administration, communication, and customer service functions of Duke’s benefit programs. He has an advanced knowledge of defined contribution, defined benefit, health and welfare plans as well as applicable government rules and regulations. Duke offers a variety of family-friendly and cultural benefits that attract, support, and reward the skilled employees that help Duke remain a premier education, research and health care institution.

Previously, Bill worked with PriceWaterhouseCoopers as a Senior Consultant within their Global Human Resources Outsourcing Practice. Prior to this, he worked in a marketing role with Blue Cross and Blue Shield of North Carolina. Bill received his bachelor’s degree in management science from the State University of New York at Geneseo and also completed a study abroad program at Oxford University.

Victor Marshall, PhD, is Director of the UNC Institute on Aging, Professor of Sociology and Adjunct Professor of Health Behavior and Health Education at the University of North Carolina at Chapel Hill. He also directs the Institute’s NIH funded doctoral and post-doctoral training program.

Marshall has held a number of executive positions in the field of aging since receiving his PhD in Sociology from Princeton University, including Director of the Toronto based Institute for Human Development, Vice President of the Canadian Association on Gerontology, Board Member of the Southern Gerontological Society, Executive Committee of the International Association on Gerontology, and Chair of the Fellowship Committee of the Gerontological Society of America. He was Editor of the Canadian Journal on Aging, and currently co-edits the Aldine De Gruyter monograph series on The Life Course and Aging and serves on the editorial boards of Social Forces, Journal of Gerontology: Social Sciences, Journal of Aging and Health, and Aging and Society. As Director of the Canadian Aging Research Network, he developed an extensive research program on the aging of the labor force.

Marshall’s contributions to gerontology have been recognized by his receipt of the Academic Gerontologist Award from the Southern Gerontological Society, the Distinguished Member award from the Canadian Association on Gerontology, the Governor General of Canada’s Queen’s Jubilee Medal, and the Distinguished Mentor Award of the Behavioral and Social Sciences Section of the Gerontological Society of America. Currently, Marshall is the U.S. Team Leader of the Workforce Aging in the New Economy Project (WANE), a multi-national collaboration studying workforce aging and employment trends in the IT (information technology) field. His current research investigates the health consequences of displaced labor force participation of older workers; social and economic impact of retirement on older baby boomers; national comparisons of workforce aging in the Information Technology sector; and enhancing well-being in later life.

For further information contact Peter Stein, Ph.D., Research Scientist and Assistant Director for Aging Workforce Initiatives.

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www.aging.unc.edu

Visit: https://agingworkforce.unc.edu/template/index
Speakers and Panelists continued ...

Deborah Russell is Director of Workforce Issues at AARP, the primary national resource on issues addressing the economic and retirement security of individuals 50+. This includes working with the business community to create employment opportunities that are fair, flexible, and that capitalize on the wealth of knowledge and expertise mature workers bring to today’s workplace.

As Director, Ms. Russell leads a team that focuses on issues affecting individuals 50+ by developing information, programs, technical assistance, and practical research. In addition, she established the Best Employers for Workers Over 50 program which awards companies that demonstrate exemplary policies and practices for the 50+ workplace. Best Employers awardees receive national media attention and are featured annually in AARP’s The Magazine. Ms. Russell has expertise in aging workforce and employment issues and has appeared on national television programs such as CNN, CNBC, Good Morning America, CBS Evening News and Fox News. She is frequently quoted in national and local newspapers. In addition, Ms. Russell sits on the Board of Directors for the American Association of Retired Persons and on the Advisory Board for the American Academy of Retired Persons.

Visit www.aarp.org/drussell

Richard Walsh, PhD, Chief Human Resources Officer joined Duke University Health System as Durham Regional Hospital's Chief Human Resources Officer in April 2005. Previously he served as Director of University Effectiveness & People Development with University Hospitals Health System in Cleveland, Director of Human Resources with Johnson & Johnson, and Manager of Organization Development with Honeywell International.

With more than 30 years of experience in human resources management, Dr. Walsh has expertise in change leadership, management development, team building, enhancing employee satisfaction and building successful diversity programs. Dr. Walsh holds a bachelor’s degree in psychology from the University of Iowa, and both a master’s and doctorate degree in psychology from Marquette University. He has served as an Adjunct Professor in the MBA programs at John Carroll University and as a lecturer at New York University and the American Institute of Banking.

Richard received a Diplomate in the Society of Human Resources Management and is a member of the Society of Industrial/Organizational Psychologists and the Human Resources Planning Society.

Visit www.duke.edu/rwalsh

Janice Wassel, PhD, BFIA is Director of The UNCG Gerontology Program and a member of the Department of Sociology faculty. Dr. Wassel holds a dual degree from The Pennsylvania State University in demography and sociology. Wassel is also a Registered Financial Gerontologist and teaches for the American Institute of Financial Gerontology.

Wassel’s gerontology research interests focus on the Senior Sandwich Generation, the Sociology of Finance, how couples and families make decisions about retirement timing, post-retirement employment after forced retirement and financial allocation decisions, cohort studies, pension wealth, the relationship of family caregiving and depression, and family structure and decision-making in caregiving relationships. She is a co-founder of innovative curriculum development activities as a founding member of the North Carolina Gerontology Consortium and a member of the University of North Carolina at Greensboro’s National Institute of Minority Aging Research. Wassel’s gerontology research interests focus on the Senior Sandwich Generation and the Sociology of Finance, how couples and families make decisions about retirement timing, post-retirement employment after forced retirement and financial allocation decisions, cohort studies, pension wealth, the relationship of family caregiving and depression, and family structure and decision-making in caregiving relationships. She is a co-founder of innovative curriculum development activities as a founding member of the North Carolina Gerontology Consortium and a member of the University of North Carolina at Greensboro’s National Institute of Minority Aging Research. Wassel was integrally involved in the creation of the dual degree MBA in Gerontology–MBA and the new Aging and Business Masters Degree concentration at UNCG. She is currently President of Sigma Phi Omega gerontology national honor society and a Fellow of the Association for Gerontology in Higher Education. Visit www.uncg.edu/gerontology

Mark your calendar to attend
Aging is Good Business • April 7, 2010

How do we meet the needs of retiring baby boomers and other adults in the future?

Guided by the nation’s foremost experts in gerontology, UNCG is proud to be the only university to offer the Master of Science in Gerontology/Master of Business Administration dual degree.

Graduates of this dual degree program will be business professionals who are educated on aging issues and ready to face the markets and demands of society’s changing demographics in areas such as marketing, residential options, home care markets, human resource management, and financial providers.

For more information, visit www.uncg.edu/gero or call 336.266.1020.

The UNCG Gerontology Program
SPECIAL TOPICS IN AGING AND BUSINESS SERIES
First Term Summer Session Courses May 20 – June 24, 2009

Two unique courses are offered the first term Summer Session in The UNCG Gerontology Program’s Special Topics in Aging and Business series. Courses are open to UNCG graduate level students (registration begins April 6) and to visiting students via the UNCG Division of Continuing Learning (DCL) (registration begins April 27). For full details call The UNCG Gerontology Program at 336-266-1020.

Special Topics: Aging and Business: The Business Opportunity of Healthy Aging (GRO 676-41)

Examine the current and future impact of the growing aging population on business opportunities. Specific attention is given to anti-aging products and services that extend the healthy lifespan through exercise, nutrition, supplementation and/or other means. A Business Opportunity Analysis will be developed.

Taught by Dr. Cody Sipe. 1.5 credit hours. (CRN 50606)

Special Topics: Aging and Business: Senior Housing Communities (GRO 676-02)

Examine the current and future impact of the growing aging population on business opportunities. Specific attention is given to anti-aging products and services that extend the healthy lifespan through exercise, nutrition, supplementation and/or other means. A Business Opportunity Analysis will be developed.

Taught by Sandra Crawford. 1.5 credit hours. (CRN 50607)
Careers in Aging Week  
April 12-18, 2009  
To help train the many workers needed in the field of aging, colleges and universities have dramatically increased their educational programs in aging. People interested in this diverse field can enter at any educational level and through many disciplines, professions, and clinical areas, such as social work, nursing, counseling, recreation, public policy, long-term care administration, medicine, architecture, psychology, adult education, and rehabilitation therapy.

Is the field of aging a possible career choice for you? Where do professionals in aging work? What do they do? What educational programs are available? To learn more, visit www.CareersInAging.com.

Thanking the UNCG Gerontology Program for valuable contributions to our community.

Ellen Taylor Atkins  
Long Term Care Planner  
2010-D New Garden Rd. • Greensboro, NC 27410  
Main: (336) 544-6806 • Cell: (336) 706-0281 • Fax: (336)544-6810


AIFG American Institute of Financial Gerontology
places for sustained living

the challenge: to design a 1200 square foot residence in a retirement community that utilizes sustainable design principles

the participants: undergraduate and graduate interior design or interior architecture students throughout the US

the dates: the competition brief will be sent in May 2009 and electronic entries are due December 1, 2009

the prizes: $5,000 for first prize
$2,500 for second prize
$1,000 for third prize,
and three honorable mention prizes at $500 each

the sponsors: Twin Lakes Retirement Communities
Passman Family Holdings LLC
Center on Aging, Motion Picture & Television Fund

the winners! will be announced at our April 7, 2010 Aging is Good Business summit!

The UNCG Gerontology Program is pleased to announce its second student design competition, places for sustained living. The purpose of the competition series is to spur innovative thinking about environments for the aging and to increase interest in gerontological factors in design within the next generation of designers. The design for residences for older adults will undergo a revolution in the coming years. Increasing life spans, evolving life records, and a global emphasis on sustainability will influence housing forms profoundly. Size, form, environmental compatibility, energy consumption, and integrated technologies will exert great effects on design efforts. Meet design competition winners at our April 7, 2010 Aging is Good Business summit!

The UNCG Gerontology Program

The UNCG Gerontology Program performs applied research and investigates interdisciplinary connections in the fields of business, aging, and education. We combine research and teaching interests of the university with economic development opportunities in the region and nation. UNCG is one of the few academic institutions nationally recognized for active pursuit of the connections among business, aging research and education!

Offering Five Unique Degrees!

- **Dual Degree Master of Science in Gerontology - MBA.** Requires 57 credit hours of course work. In cooperation with the Bryan School of Business and Economics, the UNCG Gerontology Program is home to the country’s first Dual Degree MS Gerontology-MBA Program. Our current research program focuses on the gerontology-business relationships within the context of 21st century patterns of demographic change and family dynamics.

- **New! Master of Science in Gerontology with an Aging and Business Concentration.** Requires 43 hours of course work with a 6 hour thesis option. Graduates of the aging and business concentration are prepared to integrate the critical issues of aging and business across a wide-range of settings including health and wellness programming, older adult housing and retirement communities, product development and marketing, policy and program development, and financial gerontology.

- **Master of Science in Gerontology with Nonprofit Management Certificate.** Requires 48 hours of course work with a 6 hour thesis option. Focuses on applied research and practice that investigates the interdisciplinary connections among aging and the growing demand for trained professionals in public service within local, state and federal agencies.

- **Master of Science in Gerontology.** Requires 37 hours of course work and internships/research experiences with a thesis and non-thesis option. Focuses on the practice of applied gerontology in such settings as aging, network agencies, policy and planning organizations, health care agencies, and consumer associations.

- **Post-Baccalaureate Certificate in Gerontology.** Requires 16 credit hours of course work. Students may combine a Post-Baccalaureate Certificate in gerontology with another degree through consultation with the Director of the Gerontology Program and the department of interest.

Visit [www.uncg.edu/gro](http://www.uncg.edu/gro) for details!

The UNCG Gerontology Research Network (GRN) links over 40 UNCG faculty working cooperatively to advance studies of aging.