Wednesday • April 14, 2010
8:30 a.m. - 3:30 p.m.
Cone Ballroom
Elliott University Center • UNCG

Sponsors
AARP/NC
Boom! Magazine
Booth, Harrington, & Johns of NC, PLLC
North Carolina Entrepreneurship Center
The Gerontology Program, UNCG
The Graduate School, UNCG
Well-Spring Retirement Community

Exhibitors
AARP/NC
Booth, Harrington, & Johns of NC, PLLC
Senior Resources of Guilford
The Gerontology Program, UNCG
The Graduate School, UNCG
Well-Spring Retirement Community

Advertisers
AARP/NC
Booth, Harrington, & Johns of NC, PLLC
Gerontological Society of America
Institute on Aging at UNC-Chapel Hill
North Carolina Entrepreneurship Center
Southern Gerontological Society
The Gerontology Program, UNCG
The Graduate School, UNCG
Well-Spring Retirement Community
The New Aging Enterprise

Plan to attend the
32nd Annual Meeting
Southern Gerontological Society
April 14-17, 2011

Presentation categories include:
Exploring Silver Industries · Social Economic Entrepreneurship
Best Practices · Health Care Reform
Strategies to Assess and Support The New Aging Enterprise

Raleigh Marriott City Center
500 Fayetteville Street  ●  Raleigh, NC 27601
Hotel Phone: 919.833.1120  Hotel Fax: 919.833.8912

Presentations submissions are accepted on-line at www.southerngerontologicalsociety.org by October 1, 2010.
Southern Gerontological Society · 239-541-2011 · LGage4SGS@aol.com
Aging is Good Business: Opportunities for Entrepreneurs

Pick up registration packets
Visit exhibits &
Enjoy continental breakfast
8:30 - 9:00 a.m.

- Welcome and Introductions!  9:00 - 9:15 a.m.
  Janice I. Wassel, PhD, Director, The UNCG Gerontology Program and Co-Director, MS in Gerontology – MBA Dual Degree Program
  James C. Petersen, PhD, Dean, The Graduate School, UNCG

- Free Agent Aging: Reinventing Ourselves in the Second Half of Life  9:15 - 10:00 a.m.
  H. R. Rick Moody, PhD, Director, Academic Affairs, AARP, Washington, DC, moderator/provocateur of the Morning Plenary Session.

- Entrepreneurship Opportunities  10:00 - 10:45 a.m.
  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, UNCG

Mid-morning break and visit exhibits 10:45 – 11:00 a.m.

- The Surprising Prevalence of Later-Life Entrepreneurship  11:00 - 11:45 a.m.
  Edward G. Rogoff, MBA, PhD, Professor of Management, Baruch College, The City University of New York; and Co-Author of The Second Chance Revolution: Becoming Your Own Boss After 50

- The New Entrepreneurial Models of Aging  11:45 a.m. – 12:30 p.m.
  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

Buffet luncheon sponsored by Well-Spring & visit exhibits 12:30 – 1:30 p.m.

- Round table discussions  1:30 - 2:45 p.m.
  Guest speakers, faculty from the UNCG Bryan School of Business & Economics, the North Carolina Entrepreneurship Center, entrepreneurs, and experts on aging, will engage discussions of all participants’ entrepreneurial aspirations and provide supportive feedback.

- Highlights of round table discussions and closing remarks  2:45 - 3:30 p.m.
  Rick Moody and Jan Wassel will facilitate highlights of round table discussions, followed by closing remarks.

PREregistered attendees using the Oakland Avenue parking deck receive a FREE parking exit pass in their registration packet.
Sponsors, exhibitors, and advertisers using the Walker Avenue parking deck receive a FREE parking exit pass in their registration packet.
Otherwise parking is $1/hour or $6/day when exiting UNCG parking decks.
Speakers and Panelists

David L. Carroll received his B.A. Magna Cum Laude from Harvard University and worked for an M.A. in archaeology at Columbia University. Since then he has written and produced 15 network TV programs including a series of three one-man shows for PBS, and the EMMY Award winning adaptation of All Quiet on the Western Front for the Hallmark Hall of Fame. Mr. Carroll has written more than 30 published books.

As consultant for ECC films at the University of Medicine and Dentistry in Newark, and for IEC films in New York City, Mr. Carroll has written a number of health-related videos, as well as pharmaceutical company seminars, business reports and special events.

Over the past several years he has worked as consultant for DW Turner Public Relations in Albuquerque, New Mexico, writing PR and advertising copy. His most recent book, There’s Always a Way (Wiley, 2009), is written with Home Shopping Network personality and entrepreneur, Tony Little. Carroll specializes in self-help, health related books, and consumer-oriented education.

Harry R. (Rick) Moody, PhD, is currently Director of Academic Affairs for AARP. Dr. Moody is the author of over 100 scholarly articles and book chapters, as well as a number of books including: Abundance of Life: Human Development Policies for an Aging Society (Columbia University Press, 1988); Ethics in an Aging Society (Johns Hopkins University Press, 1992); and Aging: Concepts and Controversies gerontology textbook now in its 3rd edition. His most recent book, The Five Stages of the Soul (Doubleday Anchor Books, 1997) has been translated into seven languages worldwide.

A graduate of Yale and a Ph.D. in philosophy from Columbia University, Dr. Moody taught philosophy at Columbia, Hunter College, New York University, and the University of California at Santa Cruz. He served as National Program Director of the Robert Wood Johnson Foundation’s Faith in Action and was Executive Director of the Brookdale Center at Hunter College. Moody has served as Administrator of Continuing Education Programs for the Citicorp Foundation, Co-Director of the National Aging Policy Center of the National Council on Aging in Washington, DC, and Chairman of the Board of Elderhostel. Moody also serves as Senior Associate with the International Longevity Center-USA and is a Senior Fellow of Civic Ventures. Nationally known for his work with older adult education, Moody is listed with the NextAge Speakers Bureau and speaks extensively around the United States.

Edward G. Rogoff is a Professor in the Department of Management of the Zicklin School of Business at Baruch College, The City University of New York, and Chair of the Department of Management. He received a B.A., M.B.A., M.A. and Ph.D. from Columbia University where he wrote his thesis under the supervision of Nobel Laureate William Vickrey. Dr. Rogoff has served as Academic Director of the Lawrence N. Field Center for Entrepreneurship at Baruch College, teaches, and conducts research in entrepreneurship, particularly relative to minority and later-life issues.


Visit Rogoff’s web page at http://zicklin.baruch.cuny.edu/faculty/profiles/rogoff.html
Speakers and Panelists continued …

Janice Wassel, PhD, RFG, 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 structures and decision-making in caregiving relationships. She is recognized for innovative curriculum development activities as a founding member of the North Carolina Gerontology Consortium and as organizer of a new UNCG Gerontology Research Network of over 40 UNCG faculty within 20 departments pursuing interdisciplinary courses and research affecting aging populations.

Wassel is President of the Southern Gerontological Society, Past President of Sigma Phi Omega gerontology national honor society, and a Fellow of the Association for Gerontology in Higher Education. She was integrally involved in the creation of the dual degree MS in Gerontology–MBA and the new Aging and Business Masters Degree at UNCG. 336-256-1020. jiwassel@uncg.edu Visit www.uncg.edu/gro

Dianne Welsh, SPHR, PhD is Charles A. Hayes Distinguished Professor of Entrepreneurship in the Bryan School of Business and Economics at UNCG. A recognized scholar in international entrepreneurship and franchising; she is co-editor of the first comprehensive volumes on global franchising in emerging and industrialized markets. Welsh is the author of over 100 published manuscripts that have appeared in the Academy of Management Journal, Journal of International Business Studies, Entrepreneurship Theory & Practice, Journal of Business Venturing, Journal of Small Business Management, and others. Current research interests are social entrepreneurship, family business, international franchising, and international entrepreneurship sustainability issues.

She is the Past President for the U.S. Association for Small Business & Entrepreneurship (USASBE) and was a Presidential Appointee to the Board of Visitors for the U.S. Air Force Academy and a member of the Defense Advisory Committee for Women in the Services (DACOWITS). 336-256-8507 dhwelsh@uncg.edu Visit Welsh’s web page at http://www.uncg.edu/bae/people/welsh/index.html
Business Forum:
Aging Means Business

Monday, November 22, 2010
Hilton New Orleans Riverside
New Orleans, LA

www.geron.org/
agingmeansbusiness

Sponsored by
MetLife
Mature Market
INSTITUTE
AARP

Learn business strategies to access the fastest growing consumer segment.

Did you know people over age 50 control 70 percent of wealth in the United States? Companies that are strategically positioned to appeal to this affluent consumer segment — with its own unique needs and values — will experience enormous potential for growth.

This one-day business and aging forum will provide a unique opportunity for top-ranked academic experts on economics, gerontology, and consumer behavior to engage in dialogue with business leaders interested in understanding, attracting, and capitalizing on a growing senior market.

Learn more, visit www.geron.org/agingmeansbusiness.

Aging Workforce Research at the UNC Institute on Aging

Our research focuses on issues that affect the current and future workplace:
- work experiences
- careers
- recruitment
- retention
- retirement
- caregiving

For more information, visit: www.aging.unc.edu
North Carolina Entrepreneurship Center at UNCG

Building on the foundation of campus entrepreneurial growth, The University of North Carolina at Greensboro sets its sights on aiding businesses in the community with the establishment of the North Carolina Entrepreneurship Center. The center, which opened fall 2009, expands connections in the region, state and beyond by helping entrepreneurs start and grow their businesses. The center targets seven areas: creative industries, family business, franchising, health care entrepreneurship, international entrepreneurship, social entrepreneurship and science, technology, and innovation entrepreneurship.

The North Carolina Center for Entrepreneurship is the latest in a series of initiatives at UNCG to inspire and cultivate entrepreneurship, one of the fastest growing subjects in undergraduate education. Over 30 new or revised courses in entrepreneurship have been added to curriculums across campus. This fall, UNCG launched a new cross-disciplinary major in entrepreneurship, and a minor for business and non-business students in 5 courses. A cross-disciplinary post-baccalaureate certificate in entrepreneurship will also be launched.

For more information contact 336-256-8649 or Dr. Dianne Welsh at dhwelsh@uncg.edu

http://entrepreneur.uncg.edu

Special Thanks To
Sigma Phi Omega • Delta Gamma Chapter
members of the national gerontology honor society
for providing volunteers to assist during today’s 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 in the context of 21st century patterns of demographic change and family dynamics.

- **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 43 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. geroresearch.uncg.edu
The UNCG Gerontology Program Students invite you to their Integrative Seminar in Gerontology

Capstone Presentations

Thursday, April 22, 2010
5:30 – 8:30 p.m.
Room 2210 · Moore Humanities & Research Administration Building
1111 Spring Garden Street · UNCG Campus

5:30  Marketing and Advertising to Older Adults: Boomers as Consumers  Brittany Singhas
6:00  Innovative Practice in Long-Term Care: Program of All-Inclusive Care for the Elderly  Christina Shaffer
6:30  Dementia and Spousal Caregivers  Jessica Mroz
7:00  Utilization of Community Services: Theories of Help-Seeking Behavior and Service Use  Amanda May
7:30  The Longevity Puzzle: What Causes Aging and What Can We Do to Slow the Process in Our Own Lives?  Jonathan Law
8:00  Aging Education: Early on and after 55  Gerald O’Donnell

Students in the Integrative Seminar, the capstone course in Gerontology, choose special topics related to their future practice interests. Capstone presentations are a culmination of their extensive literature reviews and observations. Learn more about The UNCG Gerontology Program at www.uncg.edu/gro
PREregistered attendees using the Oakland Avenue parking deck receive a FREE parking exit pass in their registration packet. Sponsors, exhibitors, and advertisers using the Walker Avenue parking deck receive a FREE parking exit pass in their registration packet. Otherwise parking is $1/hour or $6/day when exiting UNCG parking decks.
PREregistered attendees using the Oakland Avenue parking deck receive a FREE parking exit pass in their registration packet.

Sponsors, exhibitors, and advertisers using the Walker Avenue parking deck receive a FREE parking exit pass in their registration packet.

Otherwise parking is $1/hour or $6/day when exiting UNCG parking decks.
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.

According to the U.S. Bureau of Labor Statistics, this year one in three workers will be over the age of 50. AARP encourages employers to prepare themselves for potential labor shortages by recruiting and retaining workers 50+.

Visit our website at aarp.org/employerresourcecenter and use the workforce assessment tool to determine whether your company is prepared for the aging workforce. You can also call AARP North Carolina toll-free at 1-866-389-5650.