



Five Years of Growth

The Fall 2006 semester marks my fifth anniversary as Director of the UNCG Gerontology Program; five years of dramatic growth. The number of students enrolled in our

Master of Science in Gerontology program has tripled. Seven new graduate Gerontology courses were created. A master's-level concentration in Nonprofit Management was developed in collaboration with the Political Science Department. Of special significance, UNCG offers the first Dual Degree MS in Gerontology - MBA program in the country. Our Program is now nationally recognized for its vision, teaching, and research linking the business community with aging. Recognition of the UNCG Gerontology Program's leadership is facilitated by:

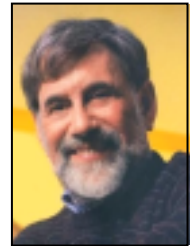
- The UNCG Graduate School's leadership
- Exceptional and committed students, graduates, and staff
- Creative faculty who ask to teach in the program
- Our annual "Aging is Good Business" summit
- Partnership with the American Institute of Financial Gerontology
- Support of Vice Provost Rosemary Wander, Graduate School Dean Jim Petersen, and Business School Dean Jim Weeks
- An active advisory group of regional and local business and community leaders
- Support of regional and national academic leaders on our Advisory Board
- And the involvement of the greater Piedmont community of professionals, business leaders, and citizens who continue to provide support, ideas, internship opportunities, and friendship to the program. A tremendous "thank you" to each of you!

The UNCG Gerontology Program is moving into overdrive with the arrival of Dr. Neal E. Cutler. His national prominence and expertise together with his unique background bridging business, human services, social policy, and aging will add creative resources to our program. **Welcome Dr. Cutler!**

On behalf of the UNCG Gerontology Program faculty, students, and staff, we thank you for five wonderful years and we invite you to be fully involved in the next five years of our growth and accomplishments.
~ Janice Wassel, Ph.D. 336-256-1019 jiwassel@uncg.edu

Cutler Joins UNCG Gerontology

We are pleased to announce the appointment of Dr. Neal E. Cutler to the senior staff of the UNCG Gerontology Program. He will serve as Associate Director of the Gerontology Program, strengthening the interface of gerontology and business.



Dr. Cutler brings over three decades of teaching and research experience focusing on social gerontology and social policy, most recently focusing on interconnections between gerontology and business. He comes to UNCG from Widener University where he held the Boettner/Gregg Chair in Financial Gerontology and taught in both the School of Business Administration and the School of Human Service Professionals. Previously Cutler was at the University of Southern California Andrus Gerontology Center, holding the positions of Chief of the Social Policy Laboratory and Associate Director of the Institute for Advanced Study in Gerontology and Geriatrics, as well as Professor of Political Science and Professor of Gerontology.

Dr. Cutler is also Vice President of the American Institute of Financial Gerontology (AIFG), a partnership with the American Society on Aging and UNCG, that offers applied gerontology education to qualified financial professionals leading to the Registered Financial Gerontologist™ designation. UNCG is now AIFG's national headquarters.

With a foot in both sides of Financial Gerontology, Dr. Cutler is a Fellow of the Employee Benefit Research Institute and of the Gerontological Society of America. He won Fulbright Fellowships to Helsinki University and Glasgow University and served as a Professional Staff Member of the U.S. Senate Special Committee on Aging. The author of four books and over 200 articles, Dr. Cutler is also an enthusiastic teacher. He is director of the Aging and Business Education Initiative (ABEI), supported by the AARP. He is a Fellow of the Association for Gerontology in Higher Education, and earlier this year was elected to their national Executive Committee. Cutler recently was awarded the American Society on Aging 2006 Gloria Cavanaugh Award for Excellence in Training and Education. Join us welcoming Dr. Neal Cutler to our vibrant UNCG Gerontology Program. ~ Dean James Petersen 336-334-5596 jcpeters@uncg.edu

AIFG & UNCG Partnership

As part of our expanding portfolio of business and aging activities, the UNCG Gerontology Program has entered into partnership with the American Institute of Financial Gerontology (AIFG). Now headquartered at UNCG, AIFG offers applied gerontology education to qualified financial service professionals, leading to the Registered Financial Gerontologist (RFG™) designation.

The four-day six-seminar RFG program includes required core courses on such topics as the basic processes of aging, legal-ethical aspects of working with older clients, and financing longevity. Elective courses include family aspects of aging and finance, long-term care solutions, marketing to older consumers, the changing face of Medicare, and the aging network.

AIFG teaches gerontology, not finance. Its mission is to add applied gerontology education and understanding to what experienced professionals already know about financial planning. The RFG program accepts only

students who already have a financial background – a finance or business degree, certification or designation, or substantial finance-related experience.

A three-year-old enterprise whose organizational partner is the American Society on Aging, AIFG has graduated about 150 Registered Financial Gerontologists, including financial planners, accountants, elder-law attorneys, bankers, insurance counselors, and geriatric care managers.

In mid-2006 the AIFG-chartered Israeli Institute of Financial Gerontology held its first class of 25 RFG students. A Japanese institute is being negotiated.

AIFG also offers a three-course “Foundations of Financial Gerontology” program for gerontologists who want a solid introduction to the basics of financial gerontology. The program includes three AIFG core courses. It does not require a comprehensive examination and does not lead to a professional designation.

The second annual UNCG offering of both the RFG and the Foundations programs will be held in the UNCG Elliott University Center, January 24-27, 2007. Complete details about courses, faculty, tuition, and local arrangements can be found at www.aifg.org.

Aging is Good Business: The Silver Industries Model

Nearly 150 professionals, government officials, faculty and students attended UNCG's first “**Aging is Good Business: Introducing the Silver Industries**” summit in April 2006. The annual summit's goal is to bring together business professionals and academicians to provide competitive information for creating and adapting projects and services for aging consumers and their families.

The **Silver Industries model**, introduced by Dr. Neal E. Cutler, capitalizes on opportunities raised by our aging society - whether companies create and produce goods and services for older people, market and sell to them, or all of the above. It's easy to appreciate the significance of product innovations, such as cars designed with features helpful to older drivers. What becomes increasingly obvious is the value of businesses highly attuned to the

changing financial or health needs of older people living longer and more active lives.

Keynote speaker NC Lt. Governor Beverly Perdue praised the UNCG Gerontology Program's vision and leadership linking business with an aging society. Steve Mason, AARP Inc. Senior Vice President and Chief Marketing Officer, shared how marketers can target the boomers. Jodi Olshevski, Corporate Gerontologist for The Hartford in Hartford, CT discussed opportunities to create market niches for an aging society. A complete listing of the 2006 program is available at <http://www.uncg.edu/gro/agingisgoodbusinessprogram.html>

Aging is Good Business: Residential Choices and the Boomer's Coming of Age

Join us Wednesday, April 11, 2007 from 8:30 a.m. – 3:00 p.m. for the UNCG Gerontology Program and the Bryan School of Business and Economics' 2nd annual summit "Aging is Good Business: Residential Choices and the Boomer's Coming of Age".

The 2007 summit provides information about residential options available for the older adult. Kicking off the summit is Matt Thornhill of The Boomer Project providing research-based marketing knowledge targeting older adults.

<http://www.boomerproject.com/index.html>. The luncheon speaker, Dr. Lois A. Vitt, Founding Director of the Institute for Socio-Financial Studies, will prepare attendees to understand real estate market needs to adjust for aging boomers.

<http://www.isfs.org/about.html>. Rounding out the program, speakers will address residential adaptations, modifications, furnishings, and alternative residential environments. Complete information for the 2007 summit's registration, sponsorship, exhibiting, and advertising opportunities is available at www.uncg.edu/gro/agingisgoodbusiness.html.

Space is limited, so register early for our 2nd summit!

UNCG Hosts SGS Annual Meeting

The UNCG Gerontology Program co-sponsors the 2007 Southern Gerontological Society (SGS) annual meeting in Greensboro April 11-14, 2007.

The theme, *Improving Elders' Lives: A Collaborative Enterprise* includes five program tracks:

- *Communities Responding to an Aging Society*
- *Aging Means Business*
- *Public Policy and Social Justice*
- *Serving Elders in Rural Environments*
- *Sustaining Gerontology through Education.*



Ann Johnson, a longtime activist and untiring advocate for aging issues, opens the meeting by challenging us to learn, work and serve the needs of older adults.

<http://www.aging.unc.edu/news/2004/MoreAboutAnn.doc>. Dr. Greg O'Neill of the National Academy on an

Aging Society speaks on important links between the business community and civic engagement in an aging American population.

<http://www.agingociety.org/agingociety/index.html>

Dr. Harry (Rick) Moody, Director of the AARP Office of Academic Affairs, will discuss late life entrepreneurship and the aging enterprise in an aging society.

Answer the call for SGS presentations/papers at <http://www.wfu.edu/gerontology/sgs>. Those who attend, sponsor, exhibit, or advertise at **both** the SGS annual meeting and the "Aging is Good Business" pre-conference summit (**both at UNCG**) are eligible for a 10% rebate on summit fees after the summit. For details see www.uncg.edu/gro/agingisgoodbusiness.html

State Responds to Aging Boomers

Mr. Dennis Streets, Director of the North Carolina Division of Aging and Adult Services, was guest lecturer for the UNCG Gerontology Program September 18, 2006. The audience of students, faculty and business professionals learned North Carolina's response to the growing number of older adults and aging "boomers".

Streets brought to our attention vast business opportunities following the Boomers' aging and resources that new retirees bring to the state. North Carolina has an additional challenge many states do not have – our high proportion of rural older adults and the challenges of providing services to rural communities. A copy of his presentation is available at

www.uncg.edu/gro. We appreciate Dennis Streets presentation for the UNCG Gerontology Program autumn lecture, as well as his service to citizens of North Carolina. ~ Joshua Wall, UNCG Dual Degree M.S. in Gerontology-MBA student. jnwall@uncg.edu



2006 Summer Internships

Two UNCG Gerontology Masters students gained invaluable experience in paid summer internships.

Erin King, M.S. worked as Research Intern at the Institute for the Future of Aging Services (IFAS), Washington DC, the applied research institute of the American Association of Homes and Services for the Aging (AAHSA). Erin shares her experiences here.

“My internship was sponsored by the National Academy of Social Insurance (NASI) as one of 5 Somers Aging and Long Term Care Research Interns to work on policy projects. Project examples include: conducting participant interviews for the Lutheran Wellspring Alliance of the Carolinas; identifying focus group themes and aging-in-place trends for a Denver affordable housing project; and assisting in the analysis of pre and post test scores for the Geriatric Education Master Mentor program for Registered Nurses in Kansas City. I also reviewed grant reports for the Better Job Better Care program, attended the grantee meeting in Boston, and authored an article published in *futureAge*, AAHSA’s membership magazine, and the *Better Jobs Better Care* Newsletter. “

“NASI interns attend several educational sessions throughout the summer hosted by prominent names in the field of social insurance. Examples are the Medicare Academy hosted by the Kaiser Family Foundation, The Future of Social Insurance with John Rother, Director of Legislation and Public Policy at AARP, and The History of Social Security with Larry DeWitt, historian at the Social Security Administration. Somers Research Interns also enjoyed a day-trip to Pennswood Retirement Community in PA with the wonderful opportunity to meet Dr. Anne Somers, founder and namesake of our internship. Another highlight was meeting Barbara Frank, co-founder of the National Citizens Coalition for Nursing Home Reform. “

“This summer internship was a once in a lifetime opportunity, opening many doors. Newfound interests led me to the NC Division of Aging and Adult Services where I am now the Social Research Associate. Lessons learned in Washington will ultimately make a difference in NC services for our growing aging populations.” For more information about NASI or IFAS, please visit www.nasi.org and www.futureofaging.org ~ Erin King, M.S. erin.king@ncmail.net

Jennifer Purrington reports that her 2006 summer internship was “nothing less than amazing!” working in the Corporate Gerontology Department of The Hartford in Southington, CT with “some of the most dedicated and active people I have met, constantly working to find a niche in every branch of the corporation.”

“I worked on many different projects from writing articles and researching to creating a new training program for The Hartford’s call center. Major projects included revamping display boards used in a training course and creating an older driver-training module. The Hartford’s team-oriented atmosphere emphasizes brainstorming, recognizing new project opportunities, searching for solutions, constantly thinking ahead of the business world; constant innovation. Observing how gerontology and business can be closely intertwined in a corporate environment is enlightening. The Hartford enjoys a tremendous advantage over other companies with their Gerontology Department and constant focus on employee and customer satisfaction. I remain grateful for this summer internship opportunity working with such a phenomenal, progressive organization.” ~ Jenn Purrington, jpurrington20@hotmail.com

Wanted: Family Caregivers!

Researchers in the UNCG Department of Recreation, Tourism, & Hospitality Management are conducting research designed to understand the lives and experiences of primary *family caregivers*.

Study participants are given a disposable camera to capture aspects of their lives and partake in a short 1:1 interview. Participants must have primary care responsibility for a local adult family member. Interested individuals should contact Dr. Leandra Bedini (336) 334-3260 bedini@uncg.edu or Dr. Nancy Gladwell (336) 334-3261 nancy_gladwell@uncg.edu.

**In memoriam and appreciation
of the adult life enrichment accomplishments of**



Ann Umstead.

Affiliate Accomplishments

Lauren Cohen, M.A., Instructor in the Gerontology Program, has a recent publication, Calleson DC, Sloane PD, and Cohen LW, Effectiveness of mailing "Bathing Without a Battle" to all U.S. nursing homes. *Gerontology and Geriatrics Education* 27(1): 67-79, 2006. The report describes development and distribution of an educational program of techniques to reduce agitation and aggression during bathing of persons with Alzheimer's disease. Distributed to over 15,000 nursing homes, this program's use, short-term outcomes, and long term outcomes continue to be monitored.

~ Lauren Cohen 919-843-8874 lauren_cohen@unc.edu

Anne Drake, M.S. '05, joins the staff of Carolina Meadows in Chapel Hill as Care Coordinator, with administrative responsibilities as well as managing residents. Carolina Meadows is expanding their assisted living facility and adding a memory care unit for high functioning AD and dementia patients. The unit emphasizes the "Green House" model, with which Drake became familiar during research at UNCG.

~ Anne Drake, drake-anne@hotmail.com

Jennifer Etnier, Ph.D., Associate Director in the Department of Exercise and Sport Science, has the following recent aging-related publications.

1. Etnier, J.L., Caselli, R.J., Reiman, E.M., Alexander, G.E., Sibley, B.A., Tessier, D., & McLemore, E.C. (in press, January 2007). Cognitive performance in older women relative to ApoE-e4 genotype and aerobic fitness. *Medicine and Science in Sports and Exercise*.
2. Kjos, V., & Etnier, J.L. (2006). A pilot study of physical and psychological responses to medical qigong as compared to walking. *Journal of Aging and Physical Activity*, 14(3), 241-253.
3. Etnier, J.L., Nowell, P.M., Landers, D.M., & Sibley, B.A. (2006). Aerobic fitness and cognition: A meta-analytic examination of the cardiovascular hypothesis. *Brain Research Reviews*, 52, 119-130.

Etnier was also a co-investigator on an R01 study recently funded by NIH titled: "Neuroanatomical substrates of aging and cognitive decline".

~ Jennifer L. Etnier 336-334-3037 jletnier@uncg.edu

Laurie Kennedy-Malone, Ph.D., Director of the Anp/GNP Program, received the first Excellence in Education Award from the National Conference of Gerontological Nurse Practitioners' (NCGNP) at their annual meeting September 29. Kennedy-Malone presented "Empowering Older Adults to Successfully

Age" this summer at the Oxford Round Table at Harris Manchester College in Oxford, England. ~ Laurie Kennedy-Malone 336-334-5012 laurie_kennedy-malone@uncg.edu

Chris Klinger, Certificate '03; MPA '04, co-authored an economic evaluation presented at the 2006 Annual Conference of the September 2006 Canadian Association for Health Services and Policy Research (CAHSPR) in Vancouver. Lam, K., Chan, K., Furlan, J., Klinger, C., Sandoval, G., & Laporte, A., A Cost-Utility Analysis of Direct Decompressive Surgery for the Treatment of Metastatic Epidural Spinal Cord Compression (MESCC). ~ Chris Klinger cklinger@ebulo.com

John Rife, Ph.D., Professor in the Department of Social Work, has been named a Senior Scholar by the Council on Social Work Education (CSWE). His research focuses on the infusion of gerontology education in BSW and MSW programs nationally. During the spring CSWE annual meeting in Chicago, he presented strategies for assisting older unemployed workers. Rife is completing a book on community services for older persons, to be published by Praeger in 2007. ~ John C. Rife 336-334-4098 jcrife@uncg.edu

Janice I. Wassel, Ph.D., RFG, was an invited speaker for the North American Securities Administrators Association 2006 Annual Public Policy Conference forum held in Washington, DC. The forum's topic "The Baby Boom and Beyond" focused on how changing demographics have altered the way financial products and services are being developed and marketed to older adults and the regulatory challenges these products and services present. Dr. Wassel's recent publications and professional presentations include:

1. Wassel, J. I. "Financial planning and the 'senior sandwich' generation," *Journal of Financial Service Professionals*, Vol. 60, No. 2: p. 22-26, 2006.
2. Wassel, J. I. & N. E. Cutler, "The "Senior Sandwich Generation": Gerontologizing a Key Gerontological Concept", Southern Gerontological Society, Spring 2006.
3. Wassel, J. I. & W. L. Tullar, " Bridging Business and Gerontology Curriculum" Southern Gerontological Society, Spring 2006.
4. Moody, H. R., N. E. Cutler, W. L. Tullar, B. Spiker, H. Dennis, E. Brucker, J. I. Wassel & E. Craig MacBean, "Developing "Aging and Business Case Studies" for Infusing Gerontological Content into Business School Curricula," Association for Gerontology in Higher Education Symposium, Spring 2006.
5. Wassel, J. I. & W. L. Tullar, "Two Programs Divided by a Common Language: Merging Cultures and Integrating Curriculum," Association for Gerontology in Higher Education Workshop, Spring 2006.

Local Sigma Phi Omega Activities

The UNCG Delta Gamma Chapter of Sigma Phi Omega (SPO), the national gerontology honor society, recently elected officers: Burgin Ross, President; Catharine Sutherland, President-Elect; and Margaret Rakestraw, Secretary/Treasurer. Ten new members were inducted in the spring.

Together with the UNCG Gerontology Program, our chapter co-sponsored an AARP Driver Education Safety Program September 18 & 19, 2006. The workshop, attended by 26 older adults, helps older drivers remain safe drivers. In response to high demand for the workshop, a spring AARP Driver Education Safety Program is planned.

The October meeting speaker was Dorian Fredrickson, Ombudsman for the local Area Agency on Aging. A February meeting is planned at the local Abbotswood Retirement Community hosted by Executive Director Greg Woodward. For details in 2007, visit www.uncg.edu/gro/sigma_phi_omega.html
~ Burgin Ross burginross@triad.rr.com 336-760-9947

TimeSlips Facilitator Training

TimeSlips is an innovative and effective storytelling method that celebrates the creativity of people with dementia by encouraging their storytelling capacities. The UNCG Gerontology Program is facilitating a *TimeSlips* storytelling training workshop on Friday, November 17, 2006, in cooperation with the Piedmont Triad Council of Governments Area Agency on Aging in Greensboro. For information about *TimeSlips* training, visit <http://www.uncg.edu/gro/tcncn/calendar.html>

Please share our UNCG Gerontologist newsletter with others in your organization. If you prefer to receive this via e-mail, or to be removed from our mailing list, please e-mail your preferences to Ann Stringfield at acstring@uncg.edu

Thanks to our Advisors!

The UNCG Gerontology Program thanks those who've shared both energy and time advising our Program these past five years.

UNCG Gerontology Program Advisory Board:

Beth Barba, Ph.D., UNCG Nursing Community Practice
Blair Barton-Percival, Piedmont Triad Council of Gov.
Dean Burgess, NW Piedmont Area on Aging
Anne R. Daniel, Medical Insurance Claim Service
Jennifer Etnier, Ph.D., UNCG Exercise & Sport Science
Virginia Hinton, Ph.D., UNCG Communication Sciences & Disorders
Laurie Kennedy-Malone, Ph.D., UNCG Nursing Community Practice
Jane Myers, Ph.D., UNCG Counseling and Educational Development
Olav Rueppell, Ph.D., UNCG Biology
Dr. Sudha Shreeniwas, UNCG Human Dev. and Family Studies
Martha Taylor, Ph.D., UNCG Nutrition
Ellen Whitlock, Senior Resources of Guilford

UNCG Dual Degree MS in Gerontology-MBA Advisory Board:

Steven Bell, CEO, Steven D. Bell & Co.
Neal E. Cutler, UNCG Gerontology Program
Anne R. Daniel, President, Medical Insurance Claim Service
Robert Jackson, Ed. D., State Director, AARP
A. Frank Johns, J.D., Booth Harrington & Johns LLP
Charles F. Longino Jr., Ph.D., Director of Reynolda Gerontology Center, Wake Forest University
Victor W. Marshall, Ph.D., Director of the Institute on Aging, UNC-CH
H. Rick Moody, Ph.D., Director of Academic Affairs, AARP
Robert Newton, President, Moses Cone-Wesley Long Community Health Foundation
Harvey L. Sterns, Ph.D., Director of the Institute for Life-Span Development and Gerontology.



Save the Dates!



- November 17, 2006** *TimeSlips* Facilitator Training. Piedmont Triad Council of Governments, 2216 West Meadowview Road, Suite 201, Greensboro, NC 27407
<http://www.uncg.edu/gro/tcnc/calendar.html>
- November 16-18, 2006** Gerontological Society of America 58th Annual Scientific Meeting. Dallas, TX. "Education and the Gerontological Imagination".
<http://www.agingconference.com>
- January 24-27, 2007** AIFG Winter 2007 educational sessions in preparation for the Registered Financial Gerontologist™ professional designation. UNCG. Elliott University Center. <http://www.aifg.org>
- March 1-4, 2007** Association for Gerontology in Higher Education (AGHE) 33rd Annual Meeting and Educational Leadership Conference. Portland, OR. "Mentorship – the Diad, Triad, and Beyond".
<http://www.aghe.org>
- February 5, 2007** UNCG Gerontology Program Speaker Series. Dr. Neal Cutler. UNCG. Elliott University Center. Claxton room. 6:00-7:30 p.m. Details TBA. <http://www.uncg.edu/gro>
- April 11, 2007** *Aging Is Good Business: Residential Choices and the Boomers Coming of Age*. The 2007 summit (a pre-conference for the SGS Annual Meeting) presents information about **residential options** available for the older adult, with national, professional, and academic leaders envisioning business opportunities. UNCG. Elliott University Center. Cone Ballroom. 8:30 a.m.-3:00 p.m. Space is limited. Early registration discount ends February 1, 2007. Regular registration ends April 1, 2007. Additional summit rebate for those attending both this summit and the following SGS Annual Meeting! For details contact 336-256-1020 or <http://www.uncg.edu/gro/agingisgoodbusiness.html>
- April 11-14, 2007** Southern Gerontological Society 27th Annual Meeting. "Improving Elders Lives: A Collaborative Enterprise". Greensboro, NC.
<http://www.wfu.edu/academics/gerontology/sgs/>
- April 9-13, 2007** Careers in Aging Week. <http://www.careersinaging.com>



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If you prefer to receive this newsletter via email or wish to be removed from our mailing list, email acstring@uncg.edu. Please share this newsletter throughout your organization!

With years a richer life begins. The spirit mellows. Ripe age gives tone to violins, wine, and good fellows.
John Townsend Trowbridge (1827-?) • Three Worlds

We're On The Move!

The Gerontology Program has moved to an interim location in the McIver Building. Contact us at:
The UNCG Gerontology Program
124 McIver Building, UNCG
Greensboro, NC 27402-6170

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Fax 336-256-334-4113

Parking is available at either the Walker Avenue Deck or the McIver Street Deck, equal distance to our offices. We look forward to operating in the heart of the UNCG campus!

Aging is Good Business:

Residential Choices and the Boomers Coming of Age

8:30 a.m. – 3:00 p.m. ▪ Wednesday, April 11, 2007
Cone Ballrooms ▪ Elliott University Center
The University of North Carolina at Greensboro

Early registration ends February 1, 2007

Final registration ends April 1, 2007

Rebate for those who register/support **both** this and the SGS Annual Meeting!

Visit www.uncg.edu/gro/agingisgoodbusiness.html

The UNCG Gerontologist is published irregularly by The UNCG Gerontology Program. Information relevant to the study of aging or of interest to the regional aging network is suitable for inclusion. Contact Ann Stringfield at acstring@uncg.edu or 336-334-4113.