I am truly honored to represent you as president for the upcoming year. For over 30 years, GSA has served me well, so I now pledge to serve the GSA to the best of my ability. Together with an outstanding Executive Committee, Program Committee, and the dedicated GSA staff, we will be working diligently on several important issues for our vibrant organization — with a major focus on continuing to improve communication, particularly interdisciplinary communication.

As the first challenge, we are moving forward rapidly to plan our 2011 Annual Scientific Meeting, taking place in Boston, MA, from November 18 to 22. This venue has previously attracted some of our largest attendances. In Boston, we are in the midst of outstanding academic and medical centers, several with internationally recognized programs in gerontology; therefore, the meeting will be drawing from a large, local pool of talent. To assist in this effort, I have asked Dr. Simin Meydani, director of the USDA/Tufts University Human Nutrition Research Center on Aging, to serve as Chair of the Local Arrangements Committee; however, I will be calling on other GSA members to serve on this committee.

In addition to our promising venue, I am also excited about the theme selected for our meeting, “Lifestyle → Lifespan.” This selection was meant to provide a big tent under which to organize interesting and relevant sessions, but the intent also is to bring attention to an issue with profound implications for aging societies across the globe. As a biologist, I follow research dedicated to identifying genetic factors that influence late-life health and longevity; however, genes take a back seat to the forces currently driving aging — specifically, lifestyle factors. When we consider recent research reinforcing the view that prenatal behaviors, such as maternal stress and diet, can influence the course of aging through actions on genes, gerontologists can now

Without Social Security, research indicates that about half of women age 65 and older would be living in poverty. With the program in place, the poverty rate for women falls to 12 percent. These facts — paired with recommended future courses of action — are presented in the latest installment of the Public Policy & Aging Research Brief series from GSA’s public policy branch, the National Academy on an Aging Society.

The new publication, “For Millions of Older Women, Social Security Is a Lifeline,” was funded by grant support from The Retirement Research Foundation and represents a current synthesis of knowledge about Social Security’s long-term impact on women’s financial security.

“Older women — especially those who are not married — rely heavily on Social Security, as this research brief makes clear,” said GSA Public Policy Committee Chair Sara Rix, PhD. “Relatively modest changes to restore

Continued on page 4

Brief Clarifies Social Security’s Value for Women

Continued on page 6
Advocates Unite To Press for Increased NIA Funding

By James Appleby, RPh, MPH
jappleby@geron.org

Anyone with a stake in the future of federally supported aging research has kept a close eye on the downward trend in the percentage of National Institute on Aging (NIA) research project proposals that receive funding. GSA, too, is closely monitoring the situation and taking steps to advocate for increases in research funding on behalf of its members.

The NIA’s overall payline — the percentile rank up to which an agency intends to fund the majority of, if not all, the grant applications it receives — dropped to an all-time low of eight percent in fiscal year (FY) 2010. At a recent meeting of the NIA’s National Advisory Council on Aging, former GSA President Arlan Richardson, PhD, initiated a successful motion to evaluate the effects of the current payline and to identify strategies for raising it to that of the other major NIH institutes. Since that time, there have been a number of developments worth noting.

In late October, NIA Director Richard Hodes, MD, sent an open letter to the research community. “We at NIA recognize and empathize with the struggle that our constrained funding creates for the research community,” he stated. “It is vital that we do everything we can to sustain the momentum of investigator-generated research in this successful and vibrant field.”

Hodes himself personally met with GSA’s Council, the Society’s governing body, during the 2010 Annual Scientific Meeting in New Orleans. He responded to questions from the Society’s volunteer leaders and, in doing so, demonstrated his in-depth understanding of every nuance of the situation and the implications for the future of the field.

NIA is taking some steps to offset the low success rate for grant applications. It has begun to make competitive awards at amounts that are slightly below the budgets that applicants requested; it has established an expert advisory panel to help to evaluate clinical-trial proposals; and it has made it tougher for scientists to submit grants that request more than $500,000 in annual direct costs. Yet the fact remains that NIA carries a payline much lower than other agencies within the National Institutes of Health (NIH).

GSA also signed onto a letter addressed to NIH Director Francis Collins, MD, PhD, asking him to include $1.4 billion, an increase of $300 million, in the FY 2012 NIA budget. This letter is part of a campaign organized by the Friends of NIA (of which GSA is a member), the Alliance for Aging Research, the Alzheimer’s Foundation of America, and USAAgainstAlzheimer’s.

This coalition — who sent a similar budget request to President Barack Obama — also organized a special meeting with Collins in December 2010, where leaders from numerous organizations were able to send a unified message about the importance of proper funding for aging and Alzheimer’s research. As GSA’s official representative, I stressed the impact of the current low payline on our ability to retain leading scientists in the field and to attract promising new researchers.

GSA will continue to do everything it can to advocate for increases in NIA grant funding. As a member, you can play a vital role by lending your support to the effort, too. As Congress engages in budget deliberations, constituents must let legislators know that increases for the NIH must at least keep pace with the rate of inflation — and that additional support for the NIA is needed to address the funding crisis in aging research. Look for further calls to action from GSA in early 2011 as we launch an online advocacy center that will enable your voice to be heard more easily.

Sincerely,

James
**New Publications by Members**

- “Assisted Living Administration & Management: Effective Practices and Model Programs in Elder Care,” by Darlene Yee-Melichar, Andrea Renwanz Boyle, and Cristina Flores. Published by Springer Publishing Company.

Please note that GSA’s journal, The Gerontologist, welcomes submissions for its Book Review section. Recently published books may be sent for consideration to Frank J. Whittington, PhD, Book Review Editor, Dean’s Office, College of Health & Human Services, George Mason University, 4400 University Drive, MS 2G7, Fairfax, VA 22030. If you are interested in becoming a reviewer for this section, please send an e-mail and a copy of your C.V. to fwhittin@gmu.edu.

**Members in the News**

- The research presented at GSA’s 2010 Annual Scientific Meeting generated a great deal of coverage in media outlets around the world. Visit www.geron.org/press for links to the stories that have been published. These reports have featured quotes from many members, including GSA Fellow Steven Austad, PhD; ESPO Secretary Candace Brown, MAG, MED; GSA Fellow Laura Carstensen, PhD; GSA Fellow Yung-Ping Chen, PhD; Former GSA President Peggye Dilworth-Anderson, PhD; James Firman, EdD; Esme Fuller-Thomson, PhD; Daniela Jopp, PhD; GSA Fellow Peter Lichtenberg, PhD; GSA Fellow Jay Magaziner, PhD; GSA Fellow Ada C. Mui, PhD; Greg O’Neill, PhD; GSA Fellow Margaret Perkinson, PhD; LaDora Thompson, PhD; and GSA Fellow Steven Wallace, PhD.
- GSA Fellow and former AGHE President Marilyn Gugliucci, PhD, was featured on a nationally syndicated CBS Evening News segment in late November. The piece focused on her Learning by Living project, which gives geriatrics students the experience of being a nursing home resident. A story on this program ran in the September 2008 issue of Gerontology News.
- On November 30, 2010, Nicole S. MacFarland, LCSW-R, CASAC, and Crystal Dea Moore, PhD, were interviewed on WAMC/Northeast Public Radio to discuss the topic of seniors and alcohol use.

**Member Spotlight**

GSAs website features monthly Q&A sessions with distinguished members. The current spotlight shines on: **Anne D. Basting, PhD**

Visit www.geron.org/Membership/member-spotlight to ask questions and read previous interviews.

**Colleague Connection**

This month’s $25 amazon.com gift certificate winner: **Janice L. Penrod**

The recipient, who became eligible after referring new member Erin A. Kitt-Lewis, was randomly selected using randomizer.org. For more details on the Colleague Connection promotion, which includes a chance to win free lodging at the annual meeting, visit www.geron.org/connection

**Fulmer Earns Nursing Leadership Distinction**

Former GSA President Terry Fulmer, PhD, RN, FAAN, was honored by the American Academy of Nursing and the John A. Hartford Foundation as the 2010 Nurse Leader in Aging at the Building Academic Geriatric Nursing Capacity Leadership Conference on November 17, 2010, in New Orleans. This award, established in 2007, acknowledges the critical importance of gerontological nursing in meeting the health and health care needs of the U.S. population. Each year, nominations are open to both academy fellows and non-fellows who hold or have retired from positions of leadership in gerontological nursing, including health care, research, education, politics, and public service. Fulmer is the The Eline Perkins McGriff Professor and dean of the College of Nursing at New York University. As a champion for care of older adults, Fulmer has served on the Institutes of Medicine (IOM) Committee on the Future Health Care Workforce for Older Americans, and was recently elected to the IOM Committee on an Oral Health Initiative. She has approximately 146 publications and has overseen the adoption of geriatric nursing programs in numerous institutions, both nationally and internationally.

**Fredriksen-Goldsen Deliveres Address at Social Work Meeting**

On October 15, 2010, GSA Fellow Karen Fredriksen-Goldsen, PhD, served as the Ger-Ed program track kick-off speaker at the Annual Program Meeting of the Council on Social Work Education. The theme was “Enhancing and Sustaining Innovative Services for LGBT Elders.” Fredriksen-Goldsen, an associate professor and director of the Institute for Multigenerational Health at the School of Social Work at the University of Washington, has conducted research and published extensively on aging and caregiving, with an emphasis on care in marginalized communities.

**Labor Department Taps Stone for Committee Position**

GSA Fellow Robyn I. Stone, DrPH, the senior vice president for research at the American Association of Homes and Services for the Aging (AAHSA), has been selected to serve on the U.S. Department of Labor’s Advisory Committee on Apprenticeship (ACA). The 30-person committee is composed of representatives from labor unions, employers, and the general public. The ACA serves to provide recommendations for possible legislation, policy initiatives, and regulations regarding apprenticeships. The committee is expected to develop apprenticeship opportunities for all sectors of the economy, including aging services. Stone is also executive director of AAHSA’s Institute for the Future of Aging Services.

**Article Wins Award for DeVaney, Rutherford**

Professor Emeritus Sharon DeVaney, PhD, and doctoral student Learn Rutherford, MEd, of Purdue University received the Outstanding Journal Article Award for 2009 at the annual conference of the Association of Financial Counseling and Planning Education in Denver on November 19, 2010. The title of their article was “Utilizing the Theory of Planned Behavior to Understand Convenience Use of Credit Cards.” It was published in the Journal of Financial Counseling and Planning, volume 20, issue 2, pages 48 to 63.
More strongly embrace the perspective that their field encompasses the entire lifespan. Our goal is to showcase the measure of control that we have over healthy aging, from the circumstances in which we live and the choices that we exert to control these.

Therefore, as you prepare your abstracts, you can consider a wide range of lifestyle factors that can impact the human healthspan and lifespan, including nutrition, physical and mental exercise, medicine and dietary supplements, education, social engagement, doctor-patient relations, prenatal environment, coping skills, psychological and social stress, mental activity, socioeconomic status, health disparities, access to medical care, geography, architecture, etc. How can these factors be better defined and approached scientifically? How can we manage them to benefit healthy aging?

To help address these questions, I am issuing special invitations for submissions from representatives of longitudinal studies ongoing around the world to educate us on their latest findings regarding the impact of lifestyle on healthy aging and longevity. How strong are particular factors, or combinations of factors, in predicting healthspan and lifespan? Equally important will be to hear from investigators who are conducting lifestyle intervention studies that have proven to affect healthy aging and longevity.

GSA's Biological Sciences Section is already far along in their planning to address the meeting theme. Following the lead of our chair, Holly Brown-Borg, a program focused on nutrition and aging has been planned, including topics on the healthy gut, anorexia, obesity, antioxidant supplements, calorie restriction, brain foods, women's nutrition, and nutrition among long-lived populations. The challenge is to garner interest among other members of other sections to attend these sessions. Similarly I have had productive discussions with the chairs of our other sections and encouraged them to organize sessions that fit our theme and attract participation from all sections of GSA. Related to this charge, special efforts will be directed to construct presidential symposia with strong interdisciplinary representation. In addition to relevant symposia and paper sessions, we will be taking new steps to strengthen our poster sessions to make them a more visible part of the program.

With significant increases in membership and attendance at our most recent annual meeting, GSA is in a strong position to move forward in its 66th year of existence. During my tenure, I look forward to meeting many more of you and learning about your ideas for strengthening our Society to serve its members and the global community dedicated to aging research, education, and practice.
A New Year’s Resolution:
Advocate Early and Often

As a Washington, DC-based policy advisor, I rely on publications such as Congressional Quarterly, CQ Daily, the Bureau of National Affairs Health Care Policy Report, The Huddle, Roll Call, and Politico to help inform my policy and advocacy work. When I need to tell people what I actually do, I turn to Wikipedia, which reminds me that:

“Advocacy by an individual or by an advocacy group normally aims to influence public policy and resource allocation decisions within political, economic, and social systems and institutions; it may be motivated from moral, ethical or faith principles or simply to protect an asset of interest. Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research or poll or the ‘filing of friend of the court briefs.’ Lobbying (often by lobby groups) is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics.”

At GSA’s recent 63rd Annual Scientific Meeting, I heard the word advocacy from many of our colleagues, speakers, researchers, educators, students, and even GSA’s new president, Donald Ingram. It was on the minds of many, and within the definition above, I see why. As surely as the harsh winter wind blows through the nation’s capital and elsewhere this season, the harsh reality of a new political and fiscal era was blowing through our discussions at the annual meeting.

If we are to face these realties guided by our ethical and moral convictions — to ensure that older adults have what they need to lead safe, healthy, productive, economically secure lives — we will need to use advocacy to secure and protect the resources they need during these difficult times.

The definition says it all: it’s about resource allocation. We must publicly speak out to inform the critical decisions regarding programs for older adults, funding for geriatric education, and resources for the National Institute on Aging. If we don’t step forward as advocates, who will?

We need to learn from the past. Those programs that have been targets may be under attack again. Friends we have been fortunate to have in the past may or may not be in a position to help us this round. We need to be prepared, preemptive (securing support prior to attacks), and persistent in our work to educate policy makers about the importance of our work and the needs of older adults.

As GSA members, we are well-qualified for the role of advocates. We know how to use data and research and even anecdotes to make effective cases for policies and programs. Some of us already have relationships with members of Congress or their staff. Many more of us need to develop those links. We’ll need to make our cause at the state and local levels, too. Congress needs to learn how program changes will help or hurt their districts and states, communities, and the older adults who live in them. Universities, for example, are extremely important because they employ large numbers and are a political and economic force. We need to remind Congress of this and of the valued roles we play throughout our communities.

What kinds of advocacy are we talking about? Examples include testifying at hearings, writing letters, making phone calls, meeting legislators, spreading the word to community leaders, and coordinating with and participating in coalitions.

This should be personal for all of us. If we don’t work toward improving and protecting programs that benefit older adults, we may face cutbacks, our work could be in jeopardy, and older adults will pay the price in terms of lost research, lost programs, and lost opportunities. The GSA website has advocacy tools already prepared for your use. In the early months of 2011, GSA will launch a legislative action center where members can research legislation, write to their elected representatives, and find local media contacts. Also, Greg O’Neill, director of the National Academy on an Aging Society, and his staff will be happy to further assist you with any questions or ideas concerning advocacy.

As Bob Blancato said in closing his keynote address in New Orleans, “GSA over 65 years has adhered to the principle that truth matters. It matters even more in transitional times. The truth about the importance of Social Security for older adults, the disabled, and children can override those who would shred this social contract and safety net. The truth you bring to policy discussions especially on behalf of the poor and vulnerable can help make better programs target those most in need while promoting better efficiency. You bring truth to a national discussion about transitions across the aging continuum. Your truth helps shape policy directions for older workers and those who want to serve, adding greater value and purpose to life. Continue this important work!”

Advocacy Toolkit

These resources are available on the GSA website at www.geron.org/policy-center/advocacy:

- The Legislative Process
- Glossary of Legislative Terms
- Public Policy and Advocacy: The Basics
- Leadership Structure
- Roles of Congressional Staff
- Key Congressional Committees
- Hill Visit
- Map of the Capitol Complex
- Talking Points
- GSA Fact Sheet

January 2011 • gerontology news • 5
Meet the New ESPO Executive Committee

The new ESPO Executive Committee began their roles at the close of GSA’s 63rd Annual Scientific Meeting. The purpose of this article is to allow readers to learn about them and their dedication to ESPO for the upcoming year.

**Natalie Leland, Chair**
Natalie is a post doctoral fellow at Brown University, specializing in acute care utilization and falls among post-acute care patients. She worked as an occupational therapist in skilled nursing facilities before going back to school to earn a degree in gerontology. She enjoyed working with older adults and helping them to achieve their maximum level of independence. Natalie first became involved with ESPO serving as the Health Sciences Section representative, and later served on the Nominations Committee before becoming chair. Over the past year, the ESPO Executive Committee has developed an organizational handbook and created a Newsletter Task Force and an International Task Force to identify member needs. With that foundation, Natalie hopes to continue to work with the rest of the ESPO Executive Committee to facilitate communication between ESPO members, develop more networking opportunities, and foster professional development.

**Chivon Mingo, Chair-Elect**
Chivon became interested in gerontology as an undergraduate student at Georgia State University. She was a psychology major and worked as a care manager at an assisted living facility. It was through that employment opportunity that she realized her passion for older adults — leading to her decision to minor in gerontology and complete the Undergraduate Gerontology Certificate Program. Chivon currently is a postdoctoral fellow at the University of North Carolina in the Institute on Aging. Her research interests are in health disparities and the use of behavioral interventions as a way to address those disparities. She became involved in ESPO when she joined GSA in 2004. Her goals are to unify ESPO members from across the four GSA sections, increase student and post-doctoral awards, foster networking and mentoring opportunities, and promote leadership development. Moreover, her passion to increase the diversity of ESPO membership has led her to strengthen ties with GSA’s Task Force on Minority Issues in Gerontology.

**Candace Brown, Secretary**
In addition to her role as secretary, Candace leads ESPO’s Gerontology News Newsletter Task Force. She is a first-year doctoral student at Virginia Commonwealth University where she studies health-related science with a discipline in gerontology. Her area of interest is in researching the social and physical outcomes of aging African American athletes, specializing in community adult education of health disparities. Candace’s interest in gerontology began when she volunteered at a nursing home during the summer before starting high school. She subsequently became involved in a summer research program and learned about the dental deterioration of aging persons. Upon joining ESPO, Candace volunteered in various task forces and reviewed papers and posters. As secretary, Candace is eager to expand the scope of the current newsletter with updates from the ESPO interest groups and work with the incoming ESPO officers. She will begin writing the ESPO News section for the February issue of Gerontology News.

**Julie Brown, Technology Chair**
Julie is in the second year of a doctoral program at the University of Kentucky, where she specializes in elder gaming. She previously spent time at an assisted living facility setting up the Nintendo Wii gaming system for older adults. The meaningful interactions she had with the residents during these gaming times encouraged her to go back to school. Julie became involved with ESPO after a meeting with the technology chair at her first GSA conference. It is her goal to make ESPO more visible to new GSA student members and to create a greater sense of community within ESPO.

The ESPO Executive Committee encourages members to contact them with questions about how to become involved further with the organization during the upcoming year. Visit the GSA website at www.geron.org/Students for further information.

**Continued from page 1 - Brief Clarifies Social Security’s Value for Women**

For Millions of Older Women, Social Security Is a Lifeline

The latest information available free to members at www.geron.org/bookstore.

The brief is the third and final component of a grant partnership between GSA and the Retirement Research Foundation. The first was a pre-conference workshop, “Women’s Health and Retirement Security: How Far We Have Come and Where We Need To Go,” organized by GSA at its 2008 Annual Scientific Meeting. The second was a special issue of The National Academy on an Aging Society’s quarterly Public Policy & Aging Report (Volume 19, Number 2), which reported findings from the pre-conference workshop.

“For Millions of Older Women, Social Security Is a Lifeline” is available free to members at www.geron.org/bookstore.
Emerald Stewart, a native of Houston, TX, joined the GSA staff as the meetings and education coordinator in October 2010. She originally moved to the Washington, DC, area, to attend Howard University, where she received a Bachelor's Degree in communications. She later received a meetings and event management certificate from The George Washington University.

Stewart most recently worked as a public affairs coordinator with CTIA-The Wireless Association. She previously interned with Perfect Planning, a special event management company. She belongs to the International Special Events Society and the Association of Meeting Professionals. Additionally, Stewart is a member of the Washington Redskins Cheerleaders squad.

At GSA, she has a vital role in the planning, management, and execution of GSAs Annual Scientific Meeting and AGHE’s Annual Meeting and Leadership Conference. In this capacity, Stewart assists in the abstract submission, review, and scheduling process for both meetings. She works with speakers to secure all required documentation for CEU accreditation to ensure GSA's compliance with the accrediting body. Furthermore, she manages on-site functions in regards to registration, session signs, staff training, staff office information, food and beverage needs, and room set-up confirmations.

Wisconsin Data Users Eligible for Grants

The Center for Demography of Health and Aging at the University of Wisconsin-Madison will award two to three pilot grants to investigators using the Wisconsin Longitudinal Study (WLS) data for scholarly research. The WLS provides an opportunity to study the life course, careers, retirement, intergenerational transfers and relationships, family functioning, physical and mental health and well-being, morbidity and mortality, and gene-environment interactions from late adolescence to the retirement years. More information about the WLS and the pilot grant program, including questionnaires, codebooks, and public data may be found at www.ssc.wisc.edu/wlsresearch/pilot. Grant applications must be received by May 27, 2011.

Student Civic Engagement Receives Support from Service Award Program

The Students in Service Award program is a national search for inspirational college students who are positively impacting social and environmental challenges facing communities. The awards share stories of college student service leaders with a national audience, inspiring communities to deepen their support of student civic engagement. The awards include scholarships and grants to three benefactors: College students are eligible for a $5,000 academic service scholarship and two runners-up each will receive $2,500 scholarships; Grants of $2,500 will go to the college or university service-learning center of each of the three finalists for the purpose of supporting their civic engagement programs for students; and $2,500 grants will go to each of the three nonprofit partners sponsoring the winning service projects to support their vital community work. Nominations are due January 28, 2011. Visit www.serviceawards.org for complete information.

Annual Hartford Deadlines Approaching

The Hartford Doctoral Fellows Program and Faculty Scholars Program, which GSA administers, are accepting applications for the next rounds of funding until February 1. Both programs are components of the nationwide Geriatric Social Work Initiative. The Faculty Scholars Program addresses the lack of adequately trained social work practitioners to meet the social and health care needs of today and tomorrow’s rapidly increasing aging population, and fosters an intellectually stimulating, mutually supportive network of colleagues involved in research and teaching in geriatric social work. The Doctoral Fellows Program provides students with substantial financial support and professional development, prepares fellows for tenure-track faculty positions at major universities, and offers the opportunity to become leaders in an elite network of scholars. For more information, visit www.gswi.org.

Federal Grants To Bolster Independent Living Technologies

A new funding opportunity from the National Institutes of Health calls for applications for research, development, and evaluation of systems that monitor health, inform clinical decisions, or deliver therapies in a real-time and minimally obtrusive way. These are technologies that enable monitoring of personal motion, vital signs, and physiological measures in a manner that minimizes disruption to an individual's daily routine and at all times protects their privacy, dignity and comfort. This funding opportunity expires September 19, 2013. Upcoming funding round deadlines are January 19, 2011, and May 19, 2011. See grants.nih.gov/grants/guide/pa-files/PAR-11-020.html for further information.
High Attendance
Approximately 3,500 people made their way to New Orleans, LA, for GSA’s 63rd Annual Scientific Meeting. The program featured more than 500 sessions during the five-day event at the Hilton New Orleans Riverside. A total of 84 organizations occupied booths in the Exhibit Hall.

Among the most popular presentations were the Presidential Symposia, which showcased the meeting’s theme, “Transitions of Care Across the Aging Continuum.” Sessions in the Public Policy Series, which ran for its third year, also were widely attended.

Unique Sessions
Aging policy expert Robert Blancato, MPA, delivered the keynote address during the President’s Opening Plenary Session. Following a video message by U.S. Assistant Secretary for Aging Kathy Greenlee, JD, Blancato discussed how economics and politics will continue to play a role in how America plans and cares for an increasingly aging society.

For the second year in a row, GSA organized a day-long Aging Means Business Forum at the Annual Scientific Meeting. A recap of the forum, including the winning entries in the first student ad contest, can be seen on page 10 of this newsletter.

The celebration of the Society’s 65th anniversary reached its peak on the evening of Monday, November 22nd. At a gala event that night, GSA welcomed Grammy Award winners Irvin Mayfield and the New Orleans Jazz Orchestra.

On the final day of the meeting, a group of attendees traveled to nearby St. Bernard’s Parish to assist in the renovation of a hurricane-damaged home. This was undertaken as part of the third annual Gerontologists Giving Back Service Event.

Looking Ahead
The Call for Abstracts for the 2011 Annual Scientific Meeting — taking place from November 18 to 22 — is now available on GSA’s website at www.geron.org/abstracts. The theme for this conference will be “Lifestyle → Lifespan.” All abstract submissions must be received by March 15.
Strong Media Presence

GSA issued press passes to 31 reporters in New Orleans, including representatives from USAToday, the Chicago Tribune, The Philadelphia Inquirer, the Minneapolis Star Tribune, the San Jose Mercury News, and the AARP Bulletin.

Among these press attendees were 15 participants in the first MetLife Foundation Journalists in Aging Fellows Program, which GSA organized in conjunction with New America Media using funding provided by the MetLife Foundation. These 15 — chosen after a competitive application process — attended an educational pre-conference workshop on Friday, November 19, where GSA member experts shared facts and figures about the latest trends in gerontology. The fellows additionally covered numerous topics at the meeting and in the coming months will produce longer stories on major issues facing older people. Half of the participants in the program represented media outlets with ethnic minority audiences.

Press Briefings

The Society also partnered with some of its prominent members and other authorities on aging to conduct a series of daily press briefings at the meeting. The first briefing focused on Social Security and was designed to address some of the myths and realities related to its future. The second briefing welcomed select speakers from the following day’s Aging Means Business Forum, allowing them to cover key issues on the forum’s agenda in an interactive format. The last briefing welcomed staff representatives of the Senate Special Committee on Aging, who were at the meeting for a panel discussion on aging items in the congressional spotlight.

GSA in the News

The most widely distributed story to come out of the meeting focused on a presentation by Esme Fuller-Thomson, PhD, of the University of Toronto. Her research found that children who experienced a parental divorce were over twice as likely to suffer a stroke at some point in their lives.

Visit www.geron.org/press for links to news articles that resulted from sessions at the meeting. This page will be updated continuously as participants in the MetLife Foundation Journalists in Aging Fellows Program submit their stories in early 2011.
With the first of the baby boomers hitting age 65, a new component of GSA’s Aging Means Business forum — the Aging Means Business Student Ad Contest — has begun to recruit the next generation of marketing experts who will cater to the older demographic segment.

This competition, which received over 40 entries, was sponsored by the New Orleans Metropolitan Convention and Visitors Bureau. The winners were announced at GSA’s second Aging Means Business forum during GSA’s 2010 Annual Scientific Meeting in New Orleans.

Students were tasked with designing an ad targeted at adults age 50 and over — who outspend all other age groups on travel expenses — that promoted New Orleans tourism.

“The judging criteria was appeal and accessibility to the target audience,” said Helen Foster, principal and lead strategist at the marketing consultancy Foster Strategy, who served as a contest judge. “We were looking for creativity and originality, and we certainly saw some of both. We were also looking for clarity in communicating the message and demonstration of knowledge about New Orleans tourism.”

The other members of the judges panel were Lori Bitter, MA, president of the integrated communications firm Continuum Crew, and Tara Letort, director of group public relations and communications at the New Orleans Convention and Visitors Bureau.

First place was awarded to Ophelia Battle, an undergraduate advertising major at Loyola University New Orleans. She received $500 and a waived admission to the forum. The runner-up was Seth Guidry, an undergraduate mass communication major at Louisiana State University. He was awarded $250 and waived admission.

Aging Means Business is designed to combine the talent and expertise found at the GSA’s conference with industry leaders focused on America’s senior population. Staff members from GSA’s public policy branch, the National Academy on an Aging Society, are the chief organizers. In 2011, this day-long session featured presentations by more than 15 leading experts on boomer marketing, gerontology, housing, and aging-in-place technology.

Laurie Orlov, author of “When Your Parents Need Elder Care: Lessons from the Front Lines” and founder of the market research firm Aging in Place Technology Watch, provided the keynote address. Other presenters included Joseph Coughlin, PhD, founder and director of the Massachusetts Institute of Technology AgeLab; Mary Furlong, EdD, president and CEO of Mary Furlong & Associates; and Gary Moulton, product manager in Microsoft’s Trustworthy Computing Group.

The 2010 sponsors included AARP, ActiveAge/Microsoft, Metlife Mature Market Institute, the New Orleans Convention and Visitors Bureau, and the Massachusetts Institute of Technology AgeLab.

Plans are underway to host a third Aging Means Business forum at the Society’s 2011 Annual Scientific Meeting in Boston, MA. News and updates also are available via Twitter at www.twitter.com/AgingMeansBiz.

“You don’t just become an expert in the field of business and aging,” Furlong said. “You become mission-driven. We really believe that we’re here to substantially improve the lives of older people.”
 Rand is pleased to announce the 18th annual RAND Summer Institute (RSI), which will take place in Santa Monica, CA, July 11-14, 2010.

The RSI consists of two conferences addressing critical issues facing our aging population: a Mini-Medical School for Social Scientists (July 12-13) and a workshop on the Demography, Economics and Epidemiology of Aging (July 14-15). The primary aim of the RSI is to expose scholars interested in the study of aging to a wide range of research being conducted in fields beyond their own specialties.

We invite all interested researchers to apply to attend the 2011 RSI. Applicants may apply for fellowship support to pay for registration, travel, and accommodations.

Both the Mini-Med School and the workshop are described more fully at our web site:

http://www.rand.org/labor/aging/rsi/

For additional information, please contact Diana Malouf (malouf@rand.org).

RSI is sponsored by the National Institute on Aging and the Office of Behavioral and Social Sciences Research at the National Institutes of Health. RAND is an Equal Opportunity/Affirmative Action Employer.
2011 SUMMER INSTITUTE ON AGING RESEARCH ANNUAL WORKSHOP

The National Institute on Aging (NIA) announces the annual Summer Institute on Aging Research, a weeklong workshop for investigators new to aging research, focused on current issues, research methodologies and funding opportunities. It is the original and premier short-term training Summer Institute for new investigators in aging research. The program includes consultations on the development of research interests. The 2011 Summer Institute will be held July 9 - 15 in Queenstown, MD. Support is available for travel and living expenses. Applications are due March 4, 2011. To increase the diversity of participants, investigators from racially and ethnically diverse backgrounds are strongly encouraged to apply. The applicant must be a U.S. citizen, non-citizen national or permanent resident.

For additional information and application form contact:

Office of the Director
Office of Special Populations
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Or

See the “News and Events - What’s New” section of the NIA WEB Page
WEB SITE: http://www.nia.nih.gov

National Institute on Aging
National Institutes of Health

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South Koreans Outliving Northern Counterparts
An article from United Press International states that South Koreans are expected to live 11 years longer than their North Korean neighbors. The data from Statistics Korea reports the life expectancy for the average North Korean is 69 years, which is less than it was before the communist country was hit by a famine in the early 1990s. The study found the life expectancy for North Korean men is 64.9 years and the life expectancy for women is 71.7 years. That is 11.3 years and 11.2 years less than for men and women in South Korea. The report said North Korea’s population will peak at 26.5 million in 2037, compared to South Korea’s population, which is expected to peak at 49.3 million in 2018. The study was compiled from data released by the United Nations and Pyongyang.

U.K. Dwellers’ Longevity Necessitates Pension Adjustments
BBC News has reported that life expectancy in England and Wales rose during 2009, according to the British Institute of Actuaries. Men currently aged 65 are now expected to live an extra 0.4 years to 87.5 years, and women of the same age will live another 0.8 years to nearly 90. In 2009, death rates for these people fell by 4.4 percent for men and by 6.2 percent for women. The further increases in longevity will add to the cost of providing pensions in both the public and private sectors. An extra year of life for a retired person typically means a pension scheme must increase its stock of assets by 3 to 4 percent to generate the necessary extra income, according to the BBC report.

Bolivia Lowers Retirement Age, Nationalizes Pensions
In early December 2010, Bolivia’s Congress approved legislation to make Bolivians eligible for full pensions at age 58, according to an article from the Associated Press. The country’s 70,000 miners will get to retire two years earlier. The previous retirement age was 65 for men and 60 for women. Bolivian President Evo Morales had advocated for the pension reform law, which also brings the country’s pension system under state control.

Malawians March Against Pension Bill
Hundreds of workers have marched in the Malawi capital, Lilongwe, against a bill that seeks to set an official retirement age at 55 for women and 60 for men, according to BBC News. If passed, it would become compulsory for workers to have a pension fund. Union officials have said that the fund would not benefit Malawians, who have an average life expectancy of about 50 years. The Malawi Congress of Trade Union urged the government to set pensions to be paid at age 45, or after a set number of years employment at a company. In late November 2010, some 300 workers marched to parliament to hand over a petition demanding changes to the current bill.

Director, Ithaca College Gerontology Institute

Ithaca College invites application for the position of Director of the Gerontology Institute beginning summer 2011. This position provides administrative leadership for the Gerontology Institute, the Aging Studies major and minor, the Longview partnership, and the Linden Center for Creativity and Aging. The chosen candidate will lead the strategic and program planning efforts within the Institute as well as seek continuing funding support for applied research and program/faculty development. The position will also facilitate the integration of gerontological issues into the College’s curriculum and lead the development of academic programs in Gerontology; carry out duties of department chair; supervise faculty and staff; and, provide instructional services in gerontology education. Outreach includes the development of workshops, conferences, and seminars on gerontological issues.

**Required qualifications:** PhD. in gerontology/aging studies or a related field; teaching, research, and administrative experience in aging required. Interested individuals should apply online at www.icjobs.org and attach requested documents. For questions about the online application, please call (607) 274-1207.

**Questions about the position should be directed to the Chair of the Search Committee, Dr. Richard Schissel, schissel@ithaca.edu.**

**Interested applicants may also want to visit our website at www.ithaca.edu/gerontology.**

Ithaca College is committed to building a diverse academic community and encourages members of underrepresented groups to apply. Experience that contributes to the diversity of the college is appreciated.
When it comes to health care, you shouldn’t have to fend for yourself.

Nine out of 10 older Americans suffer from at least one chronic health condition, like diabetes, heart disease, arthritis or Alzheimer’s disease.

Unfortunately, the daunting task of care coordination falls on patients and their families.

It’s hard enough to do this when you’re healthy, and nearly impossible when you are dealing with multiple problems or facing a health crisis.

There is a better way.

The Campaign for Better Care is working hard to ensure health reform is implemented effectively so that our nation’s new health care system focuses on what’s best for patients and their families.

We get it – you’re not on your own. Join us today.

Better coordination means better care.
Editor Nominations

GSA’s Publications Committee is seeking nominations for the following two positions:

Editor, Journal of Gerontology: Medical Sciences

The Journal of Gerontology: Medical Sciences publishes articles representing the full range of medical sciences pertaining to aging. Appropriate areas include, but are not limited to, basic medical science, clinical epidemiology, clinical research, and health services research for professions such as medicine, dentistry, allied health sciences, and nursing.

Editor, Journal of Gerontology: Psychological Sciences

The Journal of Gerontology: Psychological Sciences publishes articles on applied, clinical and counseling, developmental, experimental, and social psychology of aging. Appropriate topics include, but are not limited to, attitudes, cognition, educational gerontology, emotion, health psychology, industrial gerontology, interpersonal relations, neuropsychology, perception, personality, physiological psychology, psychometric tests, and sensation.

The positions will become effective January 1, 2012. The editors make appointments to the journals’ editorial boards and develop policies in accordance with the scope statement prepared by the Publications Committee and approved by Council. The editors work with reviewers and have the final responsibility for the acceptance of articles for their journals using the online platform Manuscript Central. The editorships are voluntary positions. Candidates must be dedicated to developing a premier scientific journal.

Nominations and applications may be made by self or others, but must be accompanied by the candidate’s curriculum vitae and a letter of intent. All nominations and applications must be e-mailed to Judie Lieu at jlieu@geron.org by March 15, 2011.
Call for Abstracts
Deadline: March 15, 2011

The Gerontological Society of America
64th Annual Scientific Meeting
November 18–22, 2011 • Boston, MA

Submit your abstract at www.geron.org/abstracts.