GSA’s Annual Scientific Meeting program schedule again is featuring a day-long Aging Means Business forum, where top-ranked academic experts on economics, gerontology, and consumer behavior will engage in dialogue with national and local business leaders.

This year’s event in New Orleans, LA, will focus on aging-in-place technology, home modification, and housing. Its sponsors are AARP, the Massachusetts Institute of Technology AgeLab, and the MetLife Mature Market Institute.

The keynote address will be delivered by 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.

“We know that gerontologists recognize the significance of technology’s role in the lives of an aging population,” Orlov said. “The market for aging-in-place technologies will reach $20 billion within the next ten years, enabling technologies that will help boomers and seniors remain in their homes of choice — securely connected to their families, caregivers and professionals.”

Continued on page 10
Meeting’s Dialogue May Spur Move to Accreditation
By James Appleby, RPh, MPH
jappleby@geron.org

In about two months, a great deal of attention will be paid to GSA’s 65th Anniversary when members gather for the Annual Scientific Meeting in New Orleans. This will be a terrific opportunity to reflect on the hard work that resulted in gerontology becoming a recognized field of study. But as the world faces an unprecedented growth in its senior population, we also should consider what must be done to ensure the successful training of future generations of gerontologists.

GSA’s educational branch, the Association for Gerontology in Higher Education (AGHE), is taking the lead in this regard — specifically, by investigating the value of academic program accreditation. In fact, the New Orleans meeting will feature a symposium on this topic, “A Roadmap for Accreditation in Gerontology/Geriatrics,” scheduled for 4 p.m. on Monday, November 22.

Accreditation recently has been in the spotlight for many in the field due to a thought-provoking speech by Frank Whittington, PhD, at the 2010 AGHE Annual Meeting and Educational Leadership Conference. One of his main themes was that accreditation should be considered as a way to invigorate both AGHE and academic gerontology programs.

He noted that in other fields such as nursing, social work, public health, and health administration, accreditation has strengthened not only the programs themselves, but also the entities that oversee the process. The text of his speech can be found at www.aghe.org.

Frank will chair the upcoming symposium along with David Burdick, PhD, chair of the AGHE Program Development Committee, and Anabel Pelham, PhD, who serves on both the Program Development Committee and the newly established AGHE Ad Hoc Committee on Accreditation.

Even as we prepare for an increase in the number of older people in coming years, many gerontology programs face economic hardship. Anabel will propose that the lack of recognized national accreditation has had an adverse affect not only on these programs, but also their graduates, the public, and the discipline as a whole.

Former AGHE President Marilyn Gugliucci, PhD, also will participate in the symposium by reporting the progress of the Ad Hoc Committee on Accreditation, for which she serves as chair. Additionally, Judith Howe, PhD, chair of the AGHE Faculty Development Committee, and Robert Maiden, PhD, are slated to discuss how professions such as social work and psychology have addressed accreditation concerns. Rene van Rijsselt, PhD, will bring an international perspective, while former GSA and AGHE President Carroll Estes, PhD, will analyze academic program accreditation from a macro-political economy perspective.

Obviously AGHE is the most appropriate entity to set recognized standards for gerontology programs. The arguments both for and against taking on this role will be set forth at the November symposium, making it an influential session that should not be missed by anyone concerned with the future of gerontology in academia.

I am very interested to hear members’ input on the value of accreditation in advance of our upcoming meeting. Is even further action required? Looking beyond institutions of higher education, the general public increasingly will demand assurances that aging-related services are being provided by qualified individuals, particularly in the clinical and service arenas. Has the time come for GSA also to revisit the concept of developing a certification process for individual gerontologists? Please share your thoughts with me at jappleby@geron.org.

Sincerely,

James Appleby
In Memoriam

Juanita Kreps, PhD, a former chair of GSA’s Behavioral and Social Sciences Section (in 1971) and the first female U.S. secretary of commerce (from 1977 to 1979), passed away on July 5 at age 89. Earlier in her career, she taught economics at Denison University from 1945 to 1950, at Hofstra College from 1952 to 1954, and at Queens College in New York from 1954 to 1955. She joined the faculty of Duke University in 1955, and in 1972, became the school’s James B. Duke Professor of Economics, the first woman to hold that prestigious chair. In 1973, she was named vice president at Duke. She additionally was the first woman to be named a director of the New York Stock Exchange and served as a director of many of the country’s best-known corporations, including J. C. Penney, R. J. Reynolds, Citicorp, and AT&T.

Patricia Gregory-Lynch, MD, an assistant professor of physical medicine and rehabilitation at the University of North Carolina at Chapel Hill, died at age 45 on June 13. She previously was an assistant professor at the Johns Hopkins University School of Medicine from 1996 to 2005. From 1990 to 1995, Gregory-Lynch was a resident at the Long Island Jewish Medical Center, and from 1994 to 1996, she was a rehabilitation research fellow at Johns Hopkins.

Members in the News

• GSA President PeggYe Dilworth-Anderson, PhD, and Gary Kennedy, MD, were quoted in the July 14 issue of USA Today following their recent presentations at the Alzheimer’s Association International Conference on Alzheimer’s Disease. Kennedy discussed how Alzheimer’s caregivers of different ethnic backgrounds may deal with the death of a patient, while Dilworth-Anderson spoke about ethnic Alzheimer’s caregivers of different ethnic backgrounds may deal with the death of a patient, while Dilworth-Anderson spoke about ethnic caregivers’ use of available social support services.
• The July 19 issue of The Boston Globe featured an article on former Association for Gerontology in Higher Education President Marilyn Gugliucci’s Learning by Living program. She discussed the benefits of this initiative, which places medical students in nursing homes to allow them to experience life from a resident’s perspective.
• Thomas Perls, MD, MPH, and Nir Barzilai, MD, recently were quoted in an article on the CNN website on the subject of longevity. They spoke of a study that Perls co-authored in the journal Science that examined the genetic factors of people who reached age 100.

Member Spotlight

GSA’s website features monthly Q&A sessions with distinguished members. The current spotlight shines on: Christine Himes, 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: Ann M. Kolanowski
The recipient, who became eligible after referring new member Cherie A. Soprano, 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/ColleagueConnection.htm

Hayflick Receives Lifetime BRSA Membership
Former GSA President Leonard Hayflick, PhD, has been named an honorary life member of the British Society for Research on Ageing (BRSA). This distinction is reserved for those who have contributed in the very highest degree to the field of gerontology. Only five such awards have been made in the history of the BSRA; the society’s constitution limits honorary membership to a maximum of ten individuals at any one time. Hayflick will be recognized at the 61st meeting of the BRSA in July 2011.

Hinterlong Becomes VCU’s New Social Work Dean
James Hinterlong, PhD, has been named dean and professor of the Virginia Commonwealth University (VCU) School of Social Work, effective July 1. He began his academic career at the Florida State University in the College of Social Work, where he later served as director of the doctoral program, associate dean for research, and director of the Institute for Social Work Research. He also was an affiliate of the Pepper Institute on Aging and Public Policy and co-directed the College of Social Work’s involvement in the Live Oak Geriatric Education Center. His research has focused on productive and civic engagement in later life.

Gift Advances Meuser’s Life Review Efforts
Thomas Meuser, PhD, has received a contribution from a private donor to partner with Project ESTEEM at the St. Louis Chapter of the Alzheimer’s Association to conduct a series of 10 life review interventions for persons with early stage dementia and their family members. The first interview took place on July 29. Student interviewers will be involved in future sessions through a special practicum arrangement. The gift allows Meuser to provide tuition remission for students to participate in a special life review practicum with an emphasis on dementia and narrative. Meuser is the director of the Gerontology Graduate Program at the University of Missouri-St. Louis.

Katz Named Baycrest Vice President
Baycrest, an academic health sciences center focused on successful aging and brain health, has appointed Paul R. Katz, MD, as its new vice president of medical services and chief of staff. He officially started his new role on July 19. Prior to joining Baycrest, Katz was a professor of medicine and chief of the Division of Geriatrics and Aging at the University of Rochester School of Medicine and Dentistry. He was also the medical director of Monroe Community Hospital, associate chief of staff for research at the Canandaigua U.S. Veterans Administration Hospital, and director of the Finger Lakes Geriatric Education Center. Earlier this year, Katz was appointed president of the American Medical Directors Association.
Members of Congress will return to the nation’s capital the second week in September after spending more than a month in their home states and districts. With many of these lawmakers now having a clearer outlook on their re-election prospects, only a few weeks remain to wrap up legislation prior to Election Day. They all face variations of the same challenge, which is proving that they or their political parties did all that they could to right the economy, create jobs, and represent their constituents’ interests. Although next year’s budget and appropriations work is far from complete, I though an update would be in order this month.

Medicaid Spending

Two months ago, the Policy News column left readers hanging on the outcome of requests for additional Medicaid funding to states for Federal Medical Assistance Percentages (FMAP). The FMAP funding had been part of an “extenders bill” that bounced back and forth between the two chambers of Congress earlier in the summer. Parts of the bill were passed, but not the controversial (and pricey) Medicaid funding. On August 5, the Senate passed the additional money for FMAP and the House followed suit on August 10, with House Speaker Nancy Pelosi (D-CA) dramatically calling legislators back from the August recess to vote on the jobs and Medicaid funding bill.

President Barack Obama signed the bill into law the same evening of the House vote to illustrate the importance of the bill. This funding is critical to a majority of state budgets, which had been developed assuming this funding would continue through June 2011. In addition to the $16.1 billion for Medicaid, the law also includes $10 billion for teachers and other state-funded jobs.

The Senate reduced the Medicaid amount from the $24.2 billion in an earlier bill to the current $16.1 billion. Senators Olympia Snowe (R-ME) and Susan Collins (R-ME) provided the Republican votes needed to pass the legislation. “We understand that, as our national and state economies continue to struggle, a further extension of the enhanced FMAP is necessary to help states protect against further job losses as the economy slowly turns around,” they said in a joint statement.

Under the bill, states will receive 3.2 percent in additional FMAP funding from January to March and 1.2 percent increase from April to June. The FMAP funding increase initially was slated to be 6.2 percent. More than in past stimulus efforts, the bill pays for itself through a combination of tax reforms and often painful spending cuts (including food stamps). The Democrats hope these choices will help them with voters in November.

Budget and Appropriations for Aging Programs

For the first time since 1974, the House has not passed a budget resolution. The budget resolution serves as a funding guideline for the appropriations committees. The congressional focus on health care reform this past spring delayed work on the budget, although the Senate Budget Committee did mark up a FY 2011 budget document in April. The Democrats in the House have not been able to agree on spending levels; conservative-leaning Blue Dog Democrats want a two to three percent cut in the budget.

As an alternative, the House passed a budget enforcement resolution (H.R. 1493) on July 1, which will apply to the coming fiscal year only, and will set caps on spending. Democratic leaders say they are waiting for the recommendations of Obama’s debt commission, whose report is due in December, before they can accurately formulate the five- to ten-year blueprint that is customary. If Congress does not pass the appropriations bills by September 30, the last day of the fiscal year, legislators will have to pass a continuing resolution covering all the bills not already passed and signed by the president to keep the government up and running.

Many believe that the question being considered now is whether or not to pass a continuing resolution that extends into next year, leaving the ultimate appropriations decisions to the next Congress. House Appropriations Committee Chairman David Obey (D-WI), who is retiring, may want one last shot at influencing funding levels in November or December before he hands over the power of the purse. If that is the case, we are likely to see Congress spend some time debating appropriations levels after the elections. It remains a possibility, however, that the full House Appropriations Committee may never take up the Labor, Health and Human Services, and Education appropriations bill and that the full Senate will never consider it separately, but only as a package, which would reduce the possibility of amendments on important aging-related programs.

The Senate Appropriations Committee met and passed the Labor, Health and Human Services, and Education appropriations bill on July 30. The House Appropriations Committee has not yet met to vote on its figures, although the Subcommittee on Labor, Health and Human Services, and Education did have a preliminary hearing. Further action is on hold until the House is back in session the week of September 13.

The following table shows the president’s budget request as compared with the funding approved by the Senate Appropriations Committee. The Senate approved greater amounts for some programs, such as congregate and home-delivered meals, the long-term care ombudsman program, and respite care. Unfortunately, the Senate figure for the National Institute on Aging is $1.7 million lower than the president’s request.

Not only is the process moving slowly this year, but the usual political benefits of serving on the appropriations committees seemed to have faded. In fact, four veteran members of the appropriations committees already have been defeated this year, and many are facing attacks for supporting projects even in their own states and districts.
## FY 2011 Appropriations for Aging Programs

(Amounts listed in thousands.)

<table>
<thead>
<tr>
<th>Administration on Aging (AoA)</th>
<th>Final FY 2010 Level</th>
<th>President’s Proposed FY 2011 Level</th>
<th>Senate Appropriations Amount</th>
<th>Difference in Proposed vs. Appropriated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Older Americans Act (OAA) Programs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grants to States</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home &amp; Community-Based Supportive Services</td>
<td>368,348</td>
<td>416,348</td>
<td>416,348</td>
<td>0</td>
</tr>
<tr>
<td>Preventive Health Services</td>
<td>21,026</td>
<td>21,026</td>
<td>21,026</td>
<td>0</td>
</tr>
<tr>
<td>Protection of Vulnerable Older Americans: Title VII</td>
<td>21,883</td>
<td>23,290</td>
<td>24,290</td>
<td>+1,000</td>
</tr>
<tr>
<td>Long-Term Care Ombudsman Program</td>
<td>16,827</td>
<td>17,783</td>
<td>18,783</td>
<td>+1,000</td>
</tr>
<tr>
<td>Elder Abuse Prevention</td>
<td>5,056</td>
<td>5,507</td>
<td>5,507</td>
<td>0</td>
</tr>
<tr>
<td>Family Caregivers</td>
<td>154,220</td>
<td>202,220</td>
<td>202,220</td>
<td>0</td>
</tr>
<tr>
<td>Native American Caregivers Support</td>
<td>6,389</td>
<td>8,389</td>
<td>8,389</td>
<td>0</td>
</tr>
<tr>
<td><strong>Subtotal, Caregivers</strong></td>
<td>571,866</td>
<td>671,273</td>
<td>672,273</td>
<td>+1,000</td>
</tr>
<tr>
<td>Congregate Meals</td>
<td>440,783</td>
<td>445,644</td>
<td>463,644</td>
<td>+18,000</td>
</tr>
<tr>
<td>Home Delivered Meals</td>
<td>217,676</td>
<td>220,893</td>
<td>232,893</td>
<td>+12,000</td>
</tr>
<tr>
<td>Nutrition Services Incentive Program</td>
<td>161,015</td>
<td>161,015</td>
<td>161,015</td>
<td>0</td>
</tr>
<tr>
<td><strong>Subtotal, Nutrition</strong></td>
<td>819,474</td>
<td>827,552</td>
<td>857,552</td>
<td>+30,000</td>
</tr>
<tr>
<td><strong>Subtotal, Grants to States</strong></td>
<td>1,391,340</td>
<td>1,498,825</td>
<td>1,529,825</td>
<td>+31,000</td>
</tr>
<tr>
<td>Grants for Native Americans: Title VI</td>
<td>27,708</td>
<td>29,708</td>
<td>29,708</td>
<td>0</td>
</tr>
<tr>
<td>Program Innovations</td>
<td>19,023</td>
<td>13,049</td>
<td>14,669</td>
<td>+1,620</td>
</tr>
<tr>
<td>Civic Engagement</td>
<td>982</td>
<td>N/A</td>
<td>N/A</td>
<td>0</td>
</tr>
<tr>
<td>Aging Network Support Activities</td>
<td>13,694</td>
<td>13,694</td>
<td>13,694</td>
<td>0</td>
</tr>
<tr>
<td>Alzheimer’s Disease Supportive Services Programs</td>
<td>11,464</td>
<td>11,464</td>
<td>11,464</td>
<td>0</td>
</tr>
<tr>
<td>Lifespan Respite Care</td>
<td>2,500</td>
<td>5,000</td>
<td>7,000</td>
<td>+2,000</td>
</tr>
<tr>
<td>Health and Long-Term Care Programs</td>
<td>30,589</td>
<td>30,485</td>
<td>30,485</td>
<td>0</td>
</tr>
<tr>
<td>Program Administration</td>
<td>19,979</td>
<td>22,508</td>
<td>22,508</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total, AoA</strong></td>
<td>1,516,297</td>
<td>1,624,733</td>
<td>1,659,383</td>
<td>+34,620</td>
</tr>
</tbody>
</table>

### Department of Labor OAA Programs

| National Institutes of Health | 31,005,201 | 32,007,237 | 32,007,237 | 0 |
| National Institute on Aging | 1,109,800 | 1,142,337 | 1,140,547 | -1,790 |

### Corporation for National and Community Service

| Senior Corps | 1,149,721 | 1,415,586 | 1,365,586 | -50,000 |

### Health Resources and Services Administration

Geriatric Education Centers, Geriatric Training Programs, and Geriatric Academic and Career Awards

| Health and Long-Term Care Programs | 33,747 | 33,747 | 33,747 | 0 |

### Social Security Administration

| Centers for Medicare and Medicaid Services | 11,446,500 | 12,378,863 | 12,378,863 | 0 |
| State Survey & Certification | 346,900 | 362,000 | 362,000 | 0 |
It is a well-known fact that older Americans represent the most politically engaged group in the U.S. Older Americans have played — and will continue to play — a fundamental role not only in the advancement of many social and economic policies, but in the development of landmark initiatives.

These policies have a dynamic impact on individuals regardless of age, race, and socioeconomic status. Therefore, a collective interest in promoting positive activity around policy development is essential, and begins with stalwart and well-directed advocacy supported by many students and emerging professionals.

Advocacy, when properly focused, is vital to the advancement and improvement of social and public policies aimed at improving the lives of older adults. Engaging in advocacy work can be very rewarding for any ESPO student.

The role of an advocate is to provide information to policymakers, stakeholders, and analysts who then conceptualize the dilemmas of policy issues that affect aging persons. Notably, advocates are important to the development of effective policy and legislative initiatives that enhance the compensation, visibility, and benefits that are provided to an aging population. The passion, emotion, knowledge and information obtained from being involved in the community, organizations, and internships aid all students and emerging professionals in better communicating the public’s opinion. However, advocacy is not strictly limited to issues affecting the aging population.

Advocacy and activism should be familiar concepts to all ESPO members. Considering that America was built and sustained as a result of citizens coming together to advocate for themselves and their country, activism and advocacy should be concepts that we all embrace without hesitation.

The women’s suffrage movement was an advocacy demonstration that supported the activist efforts of many incredible women such as Susan B. Anthony, Lucy Stone, and Elizabeth Cady Stanton. Another important advocate was Maggie Kuhn, founder of the Gray Panthers and activist for an end to age discrimination, enhanced nursing home rights, and pension reform. She was and is one of the most well-known aging advocates to have lived. Kuhn sought to reframe the way aging was viewed in society.

Further, the United States has seen an increase in student activism, from the Kent State occurrence in 1970 to today’s student advocacy efforts opposing state legislative budget cuts that have affected so many educational institutions in the U.S., and of course, student efforts to end the wars in Iraq and Afghanistan.

What can we learn from these important events in history and these incredible advocates and activists? Standing up for a cause you believe in is more than an individual effort. Advocacy requires all gerontologists to ignite our passion in others by educating and increasing awareness about issues faced by aging individuals and an aging nation.

Older individuals who advocate for their individual rights still need our support. Consider what we could accomplish by enlisting thousands of gerontologists to stand before policymakers and stakeholders to fight for an outcome that would benefit young and old: policies and programs aimed at protecting the well-being of older adults. What are you doing to help advocate for the dynamic field of gerontology?

It is imperative that students and emerging professionals become active in local, state, or national policy initiatives. Collaboration with grassroots organizations, policymakers, stakeholders, or activists in aging advocacy groups is an important networking opportunity that will spearhead the creation of more effective aging policies.

As the next generation of gerontologists, we can ensure that the knowledge we bring to the field from our discipline, and our research endeavors, will help to promote the emergence of proactive policies that will have a positive influence on those who are aging. Given the demographic reality of population aging, the necessity for students to become more active in the development of federal, state and local policy initiatives is clear.

Activism, involvement, and advocacy begins with you. It is time to hit the pavement and demonstrate the knowledge and passion you have for those who are aging.

GSA’s policy institute, the National Academy on an Aging Society, has developed an advocacy toolkit, which can be found online at www.agingsoociety.org. It offers a few tips to get you started:

- Write letters to the editor of your newspaper (or blog) about issues;
- Go to town/city hall meetings;
- Invite your members of Congress to your facility/organization;
- Participate in activities organized by aging advocacy groups;
- Write letters to your state senator, governor, mayor, and legislators.

For the interested reader, Robert Hudson’s “Political Science Perspectives on Aging Policy: A Policy Oriented Curriculum,” available at www.cpr.maxwell.syr.edu/gero_ed/fullcurc.htm, addresses these issues in more detail.

The author would like to thank ESPO Secretary Amanda Matzek, Dr. Leslie Morgan, Dr. Kelly Niles-Yokum, Candace Brown, and Tom Taber for their support during the writing of this article.
Author Thomas Wolfe, who told the world, “You can’t go home again,” might have thought differently had he lived to attend GSA’s Annual Scientific Meeting.

It’s the oldest and largest interdisciplinary gathering devoted solely to the study of aging, and for over six decades, gerontologists have been returning to this conference — their professional home — on a yearly basis. The first Annual Scientific Meeting took place in January 1949 in New York, NY. Never before had a substantial interdisciplinary audience interested in aging gathered as one. There were sessions where biologists sat next to psychologists, and physicians asked questions of social workers.

The meeting’s ongoing success suggests that it fulfills a need not met elsewhere. In 1949, 24 papers were presented to approximately 50 attendees. In the early 21st century, the Society now regularly welcomes an average of 3,500 professionals for a total of 500 combined symposia, papers, and posters.

The Annual Scientific Meeting continues to be the premiere showcase for the presentation of new aging discoveries, the dissemination of educational strategies for teaching aging, and the application of aging research to social policy and practice.

In fact, GSA often has used its conferences to inform American policy decisions on a national scale. In 1976, the opening session consisted of a U.S. Senate Special Committee on Aging hearing where Robert Butler, MD, delineated his priority plans as the first director of the newly created National Institute on Aging.

The most recent meeting-related activity on Capitol Hill took place in 2008, when GSA convened a congressional briefing on the topic of civic engagement. Other regular features include pre-conference workshops, a public policy symposia series, a day-long forum related to business and aging, mentoring events, and awards given for outstanding presentations. Furthermore, GSA hosts a press room, which serves as a base of operations for reporters covering the meeting. Several news briefings are held on-site each year. In 2010, the Society received a grant from the MetLife Foundation to sponsor a journalism fellowship program designed to generate increased media coverage of issues facing older people.

GSA conferences also increasingly offer international appeal. In 2009, 12 percent of attendees traveled from outside the U.S. Of the over 3,100 abstract submissions received in 2010, 21 percent came from abroad, representing 34 other countries.

The meeting’s opening plenary sessions have featured many famous names over the years. U.S. Secretary of Commerce Juanita Kreps, PhD, spoke in 1978; U.S. Assistant Secretary for Health Philip Randolph Lee discussed health care reform in 1993 after a last-minute cancellation by First Lady Hillary Clinton; in 1994, Roy Walford, MD, one of the early researchers on caloric restriction, gave a startling view of the impact of low caloric intake from the Biosphere II experiment; and in 2001, Pulitzer Prize-winning author and historian Studs Terkel explored science, society, and spirituality. The Capitol Steps, a musical troupe specializing in political satire, have opened several meetings held in Washington, DC.

GSA also has provided a venue for other notable personalities seeking intellectual camaraderie. Margaret Mead, PhD, the cultural anthropologist renowned for her studies of adolescence and sexuality, attended the 1972 meeting as she cultivated a personal interest in aging issues. Feminist, activist, and author Betty Friedan’s visits to several meetings in the early 1990s resulted in her book, “The Fountain of Age.”

The location of the Annual Scientific Meeting changes each year, rotating throughout various major cities within the continental U.S. There have been three exceptions; the 1970 and 1981 meetings were held in Toronto, Canada, and the 1972 meeting took place in San Juan, Puerto Rico.

On several occasions, the planned meeting site had to be changed on short notice. Two of the more noteworthy instances involve the city of New Orleans, LA. As GSA prepared for the 1978 conference, some members approached President George L. Maddox, PhD, with concerns that Louisiana had not passed the Equal Rights Amendment. He consulted with Kreps, the aforementioned opening speaker, on the issue. In her soft-spoken and genteel Southern way, Kreps explained that she would be unable to look into her daughters’ eyes if she agreed to speak in a place where women and men were not equal. Maddox and GSA Executive Director Ed Kaskowitz ultimately decided to move the meeting away from New Orleans. In 2005, the aftermath of Hurricane Katrina forced the Society to choose an alternate location once again.

By offering vital networking opportunities and an unparalleled outlet for the presentation of research, GSA’s Annual Scientific Meeting fosters a sense of community among students and career gerontologists. This was evident in 1994, when attendees delivered a standing ovation for Mildred “Millie” Seltzer, PhD, as she accepted the Donald P. Kent Award shortly before she passed away that year. Despite facing a terminal illness, she told colleagues that she was determined to come home one more time.
Dear Colleagues:

After nearly six years as your treasurer, I’m a little bit in denial about concluding my term in New Orleans this fall. The years between 2004 and 2010 have seen enormous changes in GSA, including a change of executive director for the first time since I joined the Society.

When I last spoke to you at the Annual Scientific Meeting in Atlanta, we expected to end 2009 with a planned deficit of over $600,000, as we anticipated that 2009 would be a “rebuilding year” for GSA. I am happy to report that, thanks to a variety of positive developments, the audited figures for 2009 suggest a deficit that is closer to $250,000. This is largely due to better than budgeted performance of GSA’s investments, and a larger payment than anticipated from Oxford University Press, which reflects strong journal sales. In addition, we had positive results from the Annual Scientific Meeting in terms of both revenue and cost control, and general expense reductions where possible by GSA staff.

For 2010, we presented a budget deficit of $255,000. Right now, it is looking as though that deficit will be under $200,000, but that is very much a moving target, as it depends on end-of-the-year results for publication revenues, income from the New Orleans annual meeting, and membership dues.

GSA’s Financial Picture

These most recent developments have resulted in better-than-anticipated results for our reserves. Figure 1 shows the (unrestricted) reserve balances for GSA starting in 1994 through to 2009. Our balances reached a peak in 2006, at nearly $2.7 million — the result of years of careful budgeting by GSA staff.

In order to bring GSA into the 21st century, however, the GSA Council determined that investments in GSA’s future were necessary, which is why we have intentionally used some reserves in the past three years for such things as investing in our marketing and public policy efforts; replacing our entire computer system and significantly enhancing GSA’s website; and many other initiatives. The result is that GSA is on solid financial ground, still with more than $2 million in its reserves, and is better poised to represent its members going forward.

Figure 2 presents the latest look at our investment in the equities markets, as of the end of July 2010. Through prudent investing, we have weathered a very difficult time for the stock market. Our initial investments of approximately $250,000 in late 2006 are now worth nearly $350,000 (the X’ed line); at the same time, we have continued to invest. The total of our equities investment at the end of July 2010 is just under $650,000.

In order to provide some perspective on our performance, I also include Figure 3, which shows the performance of GSA’s equities in comparison to the Dow Jones Industrial Average (DJIA) and the Standard & Poors (S&P) 500 Index. There has been significant volatility since 2007. You can also see that GSA’s investment performance is in quite good company. We tend to be higher in value when the market is up, which is always good; our performance in down markets is less consistent, but we’re rarely out of the ballpark.

The Financial Future for GSA

It has certainly been my pleasure to be treasurer of GSA for the past six years. Throughout my time, I have tried to make GSA’s finances more understandable to the Executive Committee.
and the Council, and more transparent to the members. I will be
turning over a healthy GSA treasury to Dr. Nancy Kropf in
November. I have total confidence in Nancy’s ability to take over, and
I know she will continue to receive the wonderful support that Chris
Yoder and his staff in the Finance Department provide the Society. I
also leave the treasurer’s post knowing that GSA is in excellent hands
with James Appleby’s leadership.

Finally, one of the biggest perks of being treasurer so long is the
opportunity to work under and get to know GSA presidents.

During my tenure, I always expected to have a high level of respect
for each of them; what I never anticipated was how much I would
enjoy and come to love them. My deepest thanks and affection go
out to Terry Fulmer, the late Charles Longino, Roger McCarter,
Lisa Gwyther, Michelle Saunders, and Peggye Dilworth-Anderson.
It has been a real pleasure working with you all.

As always, I urge members to contact me with any questions or
comments about our finances. You can always reach me at
sreynold@usf.edu or (813) 974-9750.

Figure 2. Total Market Value (Equities)

Figure 3. GSA’s Investment Performance vs.
DJIA and S&P 500: 2007 to 2010
HHS Report Examines Disparities Among Older Adults
A new report, titled “Disparities in Quality Care for Midlife (45-64) Adults Versus Older Adults (65+),” has been released by the U.S. Department of Health and Human Services (HHS). It discusses disparities among those with diabetes who become eligible for Medicare and disparities related to cardiovascular conditions due to diabetes. Policy implications and recommendations for future directions for research are also included. To view the full text of the report, visit aspe.hhs.gov/health/reports/2010/qualcare/index.shtml.

Panel’s Findings Inform Direct Care Workforce Studies
Under a cooperative agreement with the U.S. Administration on Aging (AoA), the Benjamin Rose Institute on Aging recently convened a national panel of experts to discuss strengthening the long-term care workforce, specifically direct-care workers (DCWs) and family caregivers. The panel’s work was organized to address four areas of concern: the supply of DCWs and family caregivers, the retention of these helpers, the readiness or capacity of these helpers to provide care, and the quality of care they provide in terms of outcomes for those in their care. The report, “Strengthening the Direct Care Workforce for Long-Term Services and Supports: Suggested Approaches From a National Panel of Experts,” is now available online at www.benrose.org/KPI/KPIProjectsPanel.cfm.

New Federal Report Shows Volunteerism Spike
Despite difficult economic times, the number of Americans volunteering in their communities jumped by 1.6 million in 2009, the largest increase in six years, according to a report released by the Corporation for National and Community Service. “Volunteering in America” states that 63.4 million Americans volunteered through a formal organization last year, giving more than 8.1 billion hours of volunteer service worth an estimated $169 billion. The complete report can be accessed at www.volunteeringinamerica.gov.

Brief Explores Comparative Effectiveness Research Implementation
A new brief on the Health Reform GPS website summarizes provisions related to comparative effectiveness research (CER) passed in the U.S. The American Recovery and Reinvestment Act (ARRA) appropriated funding totaling $1.1 billion for CER and created a Federal Coordinating Council to make recommendations related to federal CER initiatives. ARRA also directed the U.S. Department of Health and Human Services to contract with the Institute of Medicine to recommend national CER priorities. The full text of the new brief can be viewed at www.healthreformgps.org/resources/comparative-clinical-effectiveness-research.

Document Details Older Americans’ Earning Trends
Using the latest available data from the U.S. Census Bureau’s March 2009 Current Population Survey, the Employee Benefit Research Institute has released a report, “Income of the Elderly Population Age 65 and Over, 2008,” which reviews the income of older Americans and how their earnings have changed over time. The report looks at the median income levels of older adults across varying demographic groups, including the extent to which older Americans depend on Social Security as an essential resource. The report is available for download at www.ebri.org/pdf/notespdf/EBRI_Notes_06-June10.Inc-Eld.pdf.

Continued from page 1 - Growing Senior Market Drives Latest Business Forum

This is the second time GSA has convened such a forum, which debuted at last year’s meeting in Atlanta, GA. It is organized to combine the talent and expertise found at the Society’s conference with industry leaders focused on America’s senior population. People over age 50 currently control 70 percent of wealth in the U.S., which highlights the enormous opportunity for businesses to cater to this demographic segment.

The forum will be moderated by Harry R. “Rick” Moody, PhD, director of academic affairs at AARP, and Sandra Timmerman, EdD, director of the MetLife Mature Market Institute.

Other confirmed presenters include Gary Moulton, PhD, product manager for Microsoft’s Trustworthy Computing Group; GSA Fellow Joseph Coughlin, PhD, founder and director of the Massachusetts Institute of Technology AgeLab; Mary Furlong, EdD, president and CEO of the strategic communications firm Mary Furlong & Associates; GSA Fellow Jon Pynoos, PhD, the UPS Foundation Professor of Gerontology, Policy, and Planning at the University of Southern California; and Lori Bitter, MA, president of the integrated communications firm Continuum Crew.

“Every dissonance of aging is a market opportunity,” said Furlong, who authored “Turning Silver into Gold: How to Profit in the New Boomer Marketplace.” At the forum, she will lead a session titled, “12 Steps To Take Your Business Idea in Aging to Market.”

This year will feature the premiere of the Aging Means Business Student Ad Contest. A panel of judges led by Bitter will rate student-designed ads based on their ability to capture the 50+ audience according to principles of advertising and consumer research.

The forum is scheduled to begin at 8:30 a.m. on Monday, November 22. Registration, which includes breakfast and lunch, is $79 for individuals already registered for GSA’s Annual Scientific Meeting. (The standalone cost for those not attending the meeting is $149.) Online registration is currently available at www.geron.org/2010; on-site registration will be available between Friday, November 19, and Monday, November 22.

For more information, visit www.geron.org/agingmeansbusiness. News and updates also are available via Twitter at www.twitter.com/AgingMeansBiz.
Videos Reveal NIH Grant Review Process
The National Institutes of Health’s (NIH) Center for Scientific Review (CSR) has released a new video, “Peer Review Revealed,” to show new applicants and others how the NIH assesses over 80,000 grant applications each year to help find those with the most merit. With the majority of the NIH’s $31 billion budget supporting grants to researchers, these assessments help ensure that investments lead to significant advances in science and health. The CSR also has released a companion video, “NIH Tips for Applicants.” In this video, the reviewers and NIH staff members featured in the “NIH Peer Review Revealed” video provide advice to new applicants. Both the “NIH Tips for Applicants’ and the “NIH Peer Review Revealed” videos can be viewed and downloaded via the CSR website at www.csr.nih.gov/video/video.asp. Both videos incorporate many of the recent enhancements to the NIH peer review and grants systems. They replace a similar CSR video that has been viewed by thousands online and used by hundreds of research institutions across the country and abroad to train and educate new and established researchers.

NIA Seeks To Support Regional Aging Studies
The National Institute on Aging (NIA) is soliciting grant applications from institutions that propose to advance knowledge on the reasons behind the divergent trends that have been observed in health and longevity at older ages, both across industrialized/high-life-expectancy nations and across geographical areas in the U.S. Applications proposing secondary analysis, new data collection, calibration of measures across studies, development of innovative survey measures, and linkages to administrative sources are encouraged. The NIA intends to commit $7,500,000 in total costs over the project period and anticipates that between three and five awards will be made for FY 2011. Applications are due on October 14. For further information, visit grants.nih.gov/grants/guide/rfa-files/RFA-AG-11-004.html.

NIA Earmarks Funds for Alzheimer’s Centers
The National Institute on Aging (NIA) invites applications from research institutions across the country and abroad to train and educate new and established researchers.

States Eligible for Monies To Improve Transitions
The Center for Technology and Aging (CTA) is partnering with the U.S. Centers for Medicaid & Medicare Services (CMS) and the U.S. Administration on Aging (AoA) to improve post-acute care transitions and reduce hospital readmissions. Through the new Technologies for Improving Post-Acute Care Transitions grant program, the CTA is soliciting letters of intent from states that are interested in expanding the use of technologies that improve transitions of care from hospital to home and other settings. Total funding available for this grant program is $500,000. Up to six grants will be awarded. The 12-month projects are expected to commence in January 2011. The funds are intended for older adults or persons with disabilities participating in, or who could benefit from, evidence-based care transitions. The CTA will fund community-based initiatives that are led by Aging and Disabilities Resource Centers in selected states. The CTA application for states will be released by September 30 and full proposals will be due October 15. Complete details are available at www.techandaging.org.

Continued from page 1 -
and the American Geriatrics Society, will focus on comparative effectiveness research and oncology. They will have three specific aims: to educate health care providers and allied professionals on the issues of comparative effectiveness research in an older cancer population; to demonstrate the importance that health status plays in survival and cancer treatment; and to engage a broad audience to identify key areas of focus for future comparative effectiveness research in oncology-related topics.

The Agency for Healthcare Research and Quality funds also will be used to produce program materials and create webinars based on the research presentations.

“The intersection of comparative effectiveness research in both geriatrics and oncology has not been explored adequately. These special sessions will allow us to create new opportunities to inform health care providers and their patients,” Harootyan said.

The Biological Science sessions, with support from four organizations, will explore a broader array of topics, including stress, aging, and disease; DNA damage in aging and cancer; endocrine functions in lifespan and disease; exercise as an aging intervention; TOR signaling in cancer, neurodegeneration, and longevity; aging as a target for disease intervention; and human longevity genes.

Harootyan said these sessions’ primary focus will be on the translation of the biology of aging into meaningful approaches to improve human health. The National Institute on Aging also has agreed to contribute funding for next year’s Biological Sciences programming.

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Federal Government Makes Financial Commitment to Geriatrics Training Programs
The U.S. Department of Health and Human Services has announced that it will issue $159.1 million in grants to health care workforce training programs at dozens of universities and institutions across the country. These funds build on the multimillion dollar investments made under the Patient Protection and Affordable Care Act and American Recovery and Reinvestment Act to strengthen the primary care workforce. The grants will target nursing workforce development programs, interdisciplinary geriatric education and training programs, and centers of excellence programs for underrepresented minority students. Visit www.hhs.gov/news/press/2010pres/08/20100805a.html for a detailed explanation of how the funds will be distributed.

University of Michigan To Lead New NIH Disparities Network
The National Institutes of Health (NIH) has launched a multidisciplinary network of experts who will explore new approaches to understanding the origins of health disparities among population groups. Using state-of-the-science conceptual and computational models, the Network on Inequality, Complexity, and Health's (NICH) goal is to identify important areas where interventions or policy changes could have the greatest impact in eliminating health disparities. The NIH’s Office of Behavioral and Social Sciences Research has contracted with the University of Michigan’s School of Public Health to establish the network. Comprised of scientists with expertise across disciplines, including economics, biology, ecology, computer science, education, sociology, mathematics, and epidemiology, NICH will be the first network to apply systems science approaches to the study of health inequities. NICH will produce reports and publications, including possible books or special journal issues, on the collaborative work of network members and other experts. Publications will focus on breaking new ground by illustrating, explaining, promoting, and translating the application of complex systems approaches to critical health disparities areas that require interdisciplinary development.

New Grant Bolsters Falls Education in St. Louis
Saint Louis University will receive more than $2.1 million for the next five years from the U.S. Health Resources and Services Administration (HRSA) to fund educational programs about falls and other topics of interest to health care professionals who work with the elderly. This grant marks the university’s 20th year of continuous funding from HRSA, which operates within the U.S. Department of Health and Human Services. In addition to creating educational programs for health professionals that focus on falls, the school will use the grant funds to create a certificate in gerontology for working health professionals who care for older adults.

Western Michigan To Launch Gerontology Center
Western Michigan University’s trustees have voted to establish a new center to train future health care workers to address the needs of the growing population of older adults. The goal of the planned Center for Gerontology is to advance the university’s longstanding research, education, and service in the field. The center, with the support from the university and community, is expected to serve as a catalyst for health-related research in aging and will actively pursue external funding. It will also provide educational programs and service learning activities for professionals, older adults, and their families.

Meet the Staff
M. Angela Baker
M. Angela Baker, MA, a native of Harrisburg, PA, joined the staff in July 2008 as the Director of GSA’s educational unit, the Association of Gerontology in Higher Education (AGHE). She holds a master’s degree in administration (health care focus) from the University of Maryland and a bachelor’s degree in psychology from West Chester University. Baker has worked in association management for 20 years. She most recently worked for the AARP Foundation, where she led grant programs assisting survivors of Hurricanes Katrina and Rita.

Baker’s primary responsibility is to direct the day-to-day operations of AGHE. She serves as the staff liaison to AGHE’s governing bodies; provides financial oversight of the AGHE’s budget; and directs activities related to member service, fundraising, and the planning and execution of the AGHE’s Annual Meeting and Educational Leadership Conference. Additionally, she represents AGHE and the interests of gerontological and geriatrics education among other organizations and institutions.
It's Retirement Age on the Rise

The Agence France-Presse news agency has reported that Italy will soon raise its retirement age. Under a measure recently enacted, citizens’ retirement ages will increase gradually beginning in 2015. Italy's national pensions institute, INPS, estimated that by 2050, the country's workers will be retiring more than three years later than under the current system. Italy’s pension system currently allows for two options to retire: men in the private sector and both male and female civil servants can currently retire at age 65, while women in the private sector can retire at age 60. By 2050, these ages will rise to 68 years and four months and 63 years and five months, respectively, according to the INPS. Anyone who has paid into the system for 35 years can currently retire at age 62, a figure that will rise to age 65 and four months. Those who work more than 40 years will be able to retire regardless of their age.

Japan Scrutinizes Super-Centenarian List After Recent Fraud

Businessweek has reported that the Japanese government is looking to track down pension recipients aged 110 and older to confirm that they are still alive, after the person thought to be Tokyo's oldest man was found to have been dead for thirty years. In 2007, the government came under fire after the Ministry of Welfare lost millions of files related to the nationalized pension system, stirring concern that citizens might not receive payments they were due. Now, officials suspect that families of deceased pensioners may attempt to collect benefits after the intended recipient has died.

Falls Plague Older Chinese Adults

Falls are the most common injury for both urban and rural elderly in China, responsible for more than two-thirds of all injuries in people age 65 and older, according to a new study conducted by researchers from China and the Johns Hopkins Bloomberg School of Public Health’s Center for Injury Research and Policy. This is the first study to uncover the leading causes of non-fatal injuries among older adults in China, who make up nine percent of the total population. The report was published in the journal Injury Prevention. The authors also examined the most common places of injury occurrence and the influence of marital status on injury. More than 70 percent of all injuries occurred in the home or in the street, with public buildings being the third most common place of injury for rural residents. Marital status was found to be a significant predictor of sustaining an injury; specifically, the divorced and widowed had 4.6 and 2.2 times the risk of injury, respectively, as elderly who were single. The researchers analyzed data from the 2008 National Health Services Survey of China, conducted once every five years to help the government understand the need for and supply of health services. The survey is administered through face-to-face interviews with representatives from over 56,000 households.

CLASS Act Analysis Reveals America’s Long-Term Care Future

The Community Living Assistance Services and Supports (CLASS) Act — a largely overlooked component of the 2010 Patient Protection and Affordable Care Act — has the potential to transform long-term care financing in the U.S. from a welfare-based to an insurance-based system, according to the latest issue of Public Policy & Aging Report (PPAR).

With funding from The SCAN Foundation, this installment of PPAR features seven articles that recount the origins of the CLASS Act, analyze the legislation’s key provisions, and explore potential hurdles of implementation.

“We consider this issue of PPAR to represent the best of what the publication has to offer,” said PPAR Editor Robert Hudson, PhD, chair of the Department of Social Policy at the Boston University School of Social Work. “It is timely, informed, and cutting edge. It goes beyond the headlines and delivers detailed accounts of the emergence of the CLASS Act to a broad audience of policy and academic leaders.”

The CLASS Act introduces a voluntary, federally administered insurance program designed to provide middle-class Americans the new choice to plan ahead for personal care and supportive service needs in the face of functional impairment. Enrolled individuals no longer will have to be demonstrably poor or spend themselves into poverty to receive long-term care protection.

According to the U.S. Department of Health and Human Services, at least 70 percent of Americans over the age of 65 will need long-term care services at some point in their lives.

“CLASS is about allowing working Americans to take personal responsibility for planning ahead so they can age with dignity and independence,” said Bruce Chernof, MD, president and CEO of The SCAN Foundation. “CLASS enrollees will have the power to choose the services they want in the setting most appropriate to their needs.”

The current issue of PPAR, published by GSA’s policy branch, the National Academy on an Aging Society, is available for purchase at www.agingso ciety.org. The authors include Lisa Shugarman, PhD, of The SCAN Foundation; Joshua Wiener, PhD, of RTI International; Walter Dawson of Oxford University; Barbara Manard, PhD, of the American Association of Homes and Services for the Aging; Anne Tumlinson, MMHS, of Avalere Health; Rhonda Richards of AARP; and Kathryn Roberts, PhD, of Ecumen.
Numerous sessions that demonstrate GSA’s mentoring and networking potential are slated for the 63rd Annual Scientific Meeting in New Orleans. Visit www.geron.org/2010 to view the full program schedule.

New Member Meet and Greet
Saturday, November 20 • 7 to 8 a.m.
GSAs leadership will be on hand to discuss navigating the meeting, various networking opportunities, and how to become involved in the Society.

GSA Fellows Mentor Program
Saturday, November 20 • 7 to 8:30 a.m.
This program was developed to provide an opportunity for GSA’s junior members to connect with established members in a setting that is conducive to mentoring. Twenty mentees will be matched based on their section membership and interests with selected mentors. For more information, please contact J Taylor Harden at taylor_harden@nih.gov.

ESPO Breakfast and Community Meeting
Saturday, November 20 • 8 to 10 a.m.
All ESPO members are invited to learn about ways to become more involved in the organization, meet the executive committee members, and network with colleagues.

ESPO Lounge
Saturday, November 20 to Monday, November 22 • 8 a.m. to 5 p.m.
This will be a place where students and emerging professionals can come to meet peers, learn about new opportunities, help each other navigate through the many scheduled events, and feel a part of the larger conference.

Mentoring Consultancies
Session I: Saturday, November 20 • 2:30 to 4 p.m.
Session II: Monday, November 22 • 7:30 to 9 a.m.
These sessions bring students and junior faculty members together with senior faculty and experienced researchers. The consultancies focus on two areas: research methods and publications. Preregistration is required. Please contact Judie Lieu at jlieu@geron.org for further information.

Task Force on Minority Issues Award Presentation and Reception
Saturday, November 20 • 5 to 6:30 p.m.
All members are invited to this event, which honors the 2010 winner of the Task Force on Minority Issues in Gerontology Outstanding Mentorship Award.

Interest Group Meetings
Saturday, November 20 • 6:30 to 8 p.m. and 8 to 9:30 p.m.
Sunday, November 21 • 6:30 to 8 p.m. and 8 to 9:30 p.m.
These meetings provide excellent networking opportunities and a chance to talk informally with colleagues. Interest groups are formed around a topic or issue that cuts across disciplines and sections of the Society. See the forthcoming Program Book for a full list of groups and meeting times.

GSA Fellows & International Reception
Saturday, November 20 • 6:30 to 8 p.m.
This reception is held annually to honor current and new GSA fellows, as well as international members of the Society.

Emerging Scholar and Professional Organization Wine and Cheese & Fellows Meet the Students
Saturday, November 20 • 7 to 8:30 p.m.
This event is organized in conjunction with the Association for Gerontology in Higher Education and provides an informal setting to network with other ESPO members as well as GSA fellows. The reception is open to ESPO members and GSA fellows only.

Fun Walk & Run
Sunday, November 21 • 6 to 7 a.m. (Fee: $25)
In partnership with the Health Sciences Section (to benefit the Doris Schwartz Gerontological Nursing Research Award), runners, joggers, and walkers of all skill levels are invited to follow a 2.7 mile scenic route by the World Trade Center, the Aquarium of the Americas, the French Quarter, Jackson Square, St. Louis Cathedral, and along the Mississippi River through a park with statues, monuments, and river boats. The first 100 participants to arrive will receive a water bottle!

BSS Fellows/Emerging Scholars Mentoring Workshop
Sunday, November 21 • 8 to 10 a.m.
The goal of this mentoring workshop is to provide an informal, yet structured social setting that affords emerging scholars an opportunity to meet Behavioral and Social Sciences Section fellows and establish professional contacts.

GSA Section Luncheons
Sunday, November 21 • 12 to 1 p.m. (Fee: $10)
All GSA members are invited to attend the luncheon meeting of their section. Each meeting features the section award presentations, activity reports, and recognition of new GSA fellows.

Campus Ambassadors Meeting
Monday, November 22 • 7 to 8 a.m.
Current and prospective GSA campus ambassadors and faculty advisors are invited to attend this meeting to discuss the purpose and potential of this program to connect gerontology students and to promote gerontology on the campus and in the community.
Leadership in Aging Fellowship Program

The goal of the Fellowship is to foster the development of a new generation of leaders in the field of aging by supporting investigators in the developmental stages of their careers.

This award is a two-year grant paid to the sponsoring institution in support of the candidate’s research project.

Applications are now available at www.brookdalefoundation.org
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For the past 65 years, GSA has been committed to providing resources and opportunities for its members. Looking towards the future, GSA is proud to continue supporting its members and providing a home for all gerontologists worldwide.

Celebrating 65 years of excellence, GSA is stronger than ever.

To commemorate the organization’s 65th anniversary, the Give65 Campaign, a landmark fundraising initiative, has been launched. Learn more at www.geron.org/give65.

Help CELEBRATE GSA’s 65th Anniversary by placing a SPECIAL RECOGNITION in the Society’s Commemorative Program to be distributed at the 65th Anniversary Celebration: An Evening with Anna Deavere Smith.

Please visit www.geron.org/commemorative for information or e-mail advertising@geron.org.