



# Resource Center on Aging University of California Berkeley

## New Resources on Aging

A Biweekly Email Newsletter from

*Cal*

The University of California at Berkeley

Resource Center on Aging

February 29, 2008

For a comprehensive edition of this newsletter see

<http://ist-socrates.berkeley.edu/~aging/ResourcesinAging.html>

the Monday after you receive this email.

*Continued thanks to all for your generosity and support.*

Let us know if you have made a donation and would like to be included on

our **Donation Page on our WEB site** at:

<http://ist-socrates.berkeley.edu/~aging/donation.html>

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## EDITOR'S NOTES

Remember, If you would like to **post an event in the newsletter**, **please** email it **at least 3 weeks in advance** of the event to allow our readers time to plan. **The next newsletter will be published on March 14.**

If you would like to use the **UC Berkeley Resource Center on Aging library**, please email Desi Owens at: <mailto:desiowens@berkeley.edu> or phone Desi at 510-643-6427. The library database can be seen at: <http://ist-socrates.berkeley.edu/~aging/library.html> Click on the sentence: *Click here to connect to the Resource Center on Aging Library online database.*

All Internet links in this newsletter have been checked. Please allow sufficient time for links to load, **especially pdf (Portable Document Format) documents**. . To view a pdf document, you will need the **Adobe® Acrobat® Reader** available **free** from Adobe at:

[http://www.adobe.com/products/acrobat/readstep2\\_allversions.html](http://www.adobe.com/products/acrobat/readstep2_allversions.html)

**On a personal note:**

I'll be on the NPR show *Wait Wait Don't Tell Me*, this Saturday, March 1st where I mention AGING and the Center! Check your local NPR ([npr.org](http://npr.org)) station for the time *Wait Wait* airs in your area, or catch it on line at:

<http://www.npr.org/programs/waitwait/>

**NEW ON THE WEB****Aging in the Media**

(Continued thanks to readers who forward media tips!)



Coming in April! **Young At Heart.** See trailer at: <http://www.foxsearchlight.com/youngatheart/>

**China Promises to Develop Better Support Services for Homecare for the Elderly.** See: <http://www.medindia.com/news/China-Promises-to-Develop-Better-Support-Services-for-Homecare-for-the-Elderly-33334-1.htm> (warning: there are tons of ads in this article; interesting none the less.)

Ed Kashi & Julie Winokur are proud to announce the online publication of a new multimedia film, **Living With Herbie**, produced by Talking Eyes Media in conjunction with AARP. This is the followup to their award winning film, The Sandwich Generation, and takes a look one year later at the challenges, stresses and joys of caring for a parent, raising children and having a two income household. Copyright 2008. Talking Eyes Media. All rights reserved. For more information contact: Ed Kashi Studio, 110 Montclair Avenue, Montclair, New Jersey 07042, tel/ 973-746-9096, fax/ 973-746-9612, cell/ 917-558-6655, <mailto:ed@edkashi.com>, <http://www.edkashi.com> (**Editor's Note:** This is a moving, honest look at the joys and vicissitudes of caregiving, dd.) See: [http://assets.aarp.org/external\\_sites/caregiving/multimedia/LifeWithHerbie.html](http://assets.aarp.org/external_sites/caregiving/multimedia/LifeWithHerbie.html)

## Consumer Sites

In November 2007 the Leadership Council of Aging Organizations (LCAO) contacted the campaigns of all the Republican and Democratic presidential candidates, asking the **candidates to respond to a set of questions on critical aging issues facing the nation.** Responses of two of the three candidates who replied, Barack Obama and Hillary Clinton can be read at: [http://www.lcao.org/survey\\_answers.htm](http://www.lcao.org/survey_answers.htm)

America's 50 best hospitals 2008 released by HealthGrades  
*Analysis of patient outcomes at US hospitals from 1999 to 2006 identifies top performers.* HealthGrades **Second Annual America's 50 Best Hospitals Report**, February 2008

See:

[http://www.eurekaalert.org/images/release\\_graphics/pdf/Americas50BestHospitals2008Report\\_Embargoed.pdf](http://www.eurekaalert.org/images/release_graphics/pdf/Americas50BestHospitals2008Report_Embargoed.pdf)

For other "bests" (nursing homes etc.) See the Health Grades WEB site at:  
<http://www.healthgrades.com/>

The U.S. Department of Labor today released a new **online resource that makes it easier for Americans to prepare for a financially secure retirement.** A series of interactive worksheets were developed as a companion to a 2006 publication entitled "Taking the Mystery Out of Retirement Planning." Using the worksheets, individuals who are 10 to 15 years from retirement can calculate their income and savings as well as their projected expenses in retirement. The worksheets are available online at <http://www.dol.gov/ebsa/publications/nearretirement.html>.

## Research & Reports

**BABY BOOMERS CONFUSED ABOUT MEDICARE, ACCORDING TO NAIC SURVEY.** *What Retirees Need to Know About Medicare, Health Insurance Options*, the National Association of Insurance Commissioners (NAIC). See:  
[http://www.naic.org/Releases/2008\\_docs/medicare\\_survey.htm](http://www.naic.org/Releases/2008_docs/medicare_survey.htm)

**Health Spending Projections Through 2017: The Baby-Boom Generation Is Coming To Medicare**, Sean Keehan, Andrea Sisko, Christopher Truffer, Sheila Smith, Cathy Cowan, John Poisal, M. Kent Clemens, National Health Expenditure Accounts Projections Team

## Abstract

The outlook for national health spending calls for continued steady growth. Spending growth is projected to be 6.7 percent in 2007, similar to its rate in 2006. Average annual growth over the projection period is expected to be 6.7 percent. Slower growth in private spending toward the end of the period is expected to be offset by stronger growth in public spending. The health share of gross domestic product (GDP) is expected to increase to 16.3 percent in 2007 and then rise throughout the projection period, reaching 19.5 percent of GDP by 2017. [*Health Affairs* 27, no. 2 (2008): w145-w155 (published online 26 February 2008; 10.1377/hlthaff.27.2.w145)]. See:

<http://content.healthaffairs.org/cgi/content/abstract/hlthaff.27.2.w145>

## From the Urban Institute

- **Work: How Baby Boomers Are Changing It, Author(s):** Richard W. Johnson <http://www.urban.org/url.cfm?ID=901146>
- **Typical Wealth Held by Those at the Verge of Retirement, Author(s):** Gordon Mermin, <http://www.urban.org/url.cfm?ID=411618>

**Profile of Older Workers in Delaware: 2004** - The Census Bureau, in partnership with 31 states, has launched a series of reports on workers 55 and older. Colorado, Wisconsin, New Jersey, Maryland and Kentucky are tentatively scheduled to be released over the next month or two. Internet address <http://www.census.gov/prod/2008pubs/ledow04de.pdf>

## Practice Resources

The [\*Quick Guide to Health Literacy and Older Adults\*](#) is for people who serve older adults on health and aging issues. The guide provides background information on health literacy and strategies and suggestions

for communicating with older adults. Links to many helpful resource materials are included for you to investigate specific topics in greater detail. See:

<http://www.health.gov/communication/literacy/olderadults/literacy.htm> - [p1](#)

In a national assessment of health literacy, only three percent of the older adults surveyed were found to be proficient in health literacy. Persons with limited health literacy have more adverse health outcomes including less frequent use of preventive services, higher hospitalization rates, and more emergency room visits. For older Americans, difficulties with health literacy can complicate already challenging health problems since as many as 80 percent of older Americans have at least one chronic disease.

The U.S. Department of Health and Human Services has released a new **health literacy tool for people who serve older adults**. The Quick Guide to Health Literacy and Older Adults is designed to provide useful strategies and suggestions to professionals who work with older adults to help bridge the communication gap between professionals and older adults.

For more information visit:

<http://www.health.gov/communication/literacy/olderadults/default.htm>

### **Non-Technical Summaries of Aging Research Published in Peer-Reviewed Academic Journals**

The ART (**Aging Research Translator**) website has been designed with community-based practitioners in mind. Community-based practitioners are the largest group of potential users of aging-related research, and the people most likely to apply the aging knowledge-base to the lives of real people. However, the location of research in university libraries and databases makes it difficult to access. Furthermore, the overly technical language of research articles can be an impediment. The ART website, developed by Cornell University researchers, attempts to address these

challenges by posting summaries of aging research literature using non-technical language. See:

<http://www.agingresearchtranslator.com/index.html>

**Crane Library Web Picks of the Week** Continued thanks to Laurie Blanchard for her generosity in letting us duplicate these. If you wish to subscribe to the Web Pick of the Week, go to:

<http://lists.umanitoba.ca/mailman/listinfo/info-ltc>

**Review of Staffing and Care Standards for Long-Term Care Homes, January 2008** <http://www.web.net/~ohc/sharkey.pdf> In consultation with seniors' groups, nurses' organizations, physicians, community coalitions, unions, and members of residents' and families' councils, the Ontario Health Coalition has arrived at a consensus set of key recommendations regarding quality of life and care in long-term care homes.

Working In partnership with the Canadian Health Coalition, The Ontario Health Coalition is a network of more than 400 grassroots community organizations representing virtually all areas of Ontario.

Among the concerns raised by the Coalition in this document are daily care for residents, accountability for levels of care provided by operators, nursing and personal support care levels, and workloads. The document identifies priority recommendations to improve care standards and outcomes in LTC homes.

### **Not Mad Not Bad!**

A guide to dementia and behaviours that challenge for staff working in various care settings, 2004.

[http://213.121.207.229/upload/not\\_mad\\_or\\_bad.pdf](http://213.121.207.229/upload/not_mad_or_bad.pdf) This guide was created by a collaborative group of senior nurses undertaking the Accelerated Leadership Programme for Modern Matrons working in Older People Services. (London, England)

The aim is to guide nursing and care staff in the care of people with dementia and coping with the behaviours that patients can present with in care settings.

The guide consists of an introductory section on dementia; reasons for challenging behaviour; behaviour checklist; management of specific behaviours (wandering and aggression), and includes resources for inservice and discussion.

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## **NEW PUBLICATIONS**

**The Born To Age Senior Care Directories, 2008** are now available for Contra Costa, Solano, Napa, Marin and Sonoma Counties. These directories provide comprehensive listings on business, agencies and services for seniors, family members and caregivers in each county. They also list rates and qualifications on home care agencies, articles on making decisions and provide surveys on cremation and funeral services. The directories can be delivered to your office as a resource giveaway, or singly ordered by contacting Yvonne Baginski, 707-226-7127, or <mailto:borntoage@hotmail.com>. Listings are also available online at <http://www.borntoage.com>. The Alameda County Directory will be available after March 30.

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**NEW AT THE CENTER LIBRARY**(The Center Library Database can be searched on line at: <http://ist-socrates.berkeley.edu/~aging/library.html>)

**Dementia Caregivers Share Their Stories: A Support Group In A Book** (2005) by Lynda A. Markut and Anatole Crane, Vanderbilt University Press

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**Gay and Lesbian Aging: Research and Future Directions (2004),**  
Gilbert Herdt and Brian de Vries, editors, Springer Publishing Company

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## CALENDAR OF EVENTS

**Note:** Except for UC Berkeley, the following are **all newly submitted events**. For a comprehensive calendar see *Resources on Aging* on our WEB site at:

<http://ist-socrates.berkeley.edu/~aging/ResourcesinAging.html> The **Gerontological Society of America** maintains a national/international calendar at: <http://www.geron.org/calendar.htm>.

### UC Berkeley

The University of California, Berkeley Center for the Advanced Study of Aging Services is Co-Sponsoring with the Institute on Aging the following series of professional education programs on the "**Secrets of the Aging Mind.**"

All programs will be held at The Event Center, Saint Mary's Cathedral, 1111 Gough Street, San Francisco.

Please mark your calendars for the upcoming dates, and watch for more information!

**March 13, 2008, 8:30 am - 4:30 pm** RECOGNIZING AND RESPONDING TO CLUTTER ADDICTION AND COMPULSIVE HOARDING IN OLDER ADULTS

**May 15, 2008, 8:30 am - 4:30 pm** BRAIN HEALTH ACROSS THE LIFESPAN

\*For specific details on each program please visit:

<http://education.IOAging.org> or to register visit:

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[http://education.ioaging.org/sign\\_up.html](http://education.ioaging.org/sign_up.html) For information: Call Danna Moore at (415) 750-4180 x227

## BAY AREA

### Series:

#### **Playing on the Tightrope of Time: Aging Well**

A Monthly Series of Lectures and Discussions, February-June 2008

A Presentation of the Osher Lifelong Learning Institute, San Francisco State University, and the Aging Explorers at OLLI

Note: discussions are facilitated and are intended to open up a space where participants can talk about problems of aging and ways of dealing with or adapting to them.

**March 5** 12-1:30 *Being Alone, Being with Others* Lecture: "Our Friends, Our Selves"-Brian de Vries, Ph.D., Professor of Gerontology, San Francisco State University 2:15-4 Discussion

**12** 12-2 Discussion The changing nature of our relations to ourselves and to others as we age. Focus on changes to our self-image and sense of identity, on corresponding changes in our relations with others, including elderly parents, adult children, partners and friends, and on our efforts to find or create a supportive community.

**27** 12:30-1:30 Join us at Stacey's Bookstore, 581 Market St. to hear Irvin Yalom discuss his new book, "Staring at the Sun: Overcoming the Terror of Death."

**April 2** 12-1:30 *New Concepts in Dementia and Healthy Aging* Bruce Miller, M.D., Director, Memory and Aging Center, University of California, San Francisco. Prevention, evaluation, diagnosis, and treatment of Alzheimer's and related diseases. 2:15-4 Discussion of lecture and related issues

**9** 12-2 Presentation and discussion on depression and aging; the potential roles of caring communities.

**May 7** 12-1:30 *Aging, Loss, and Fear of Dying*, Peggy Flynn, M.A., Director of The Caregiving Zone, a nonprofit organization, and author of *The Caregiving Zone* 2:15-4 Discussion of lecture and related issues

**14** 12-2 Discussion of lecture and related issues

**June 4** 12-1:30 *So Much to Do, So Many Ways to Be* Panel presentation on the many paths open to us-active engagement in the world, including advocacy and the political; finding and creating community; developing our own creativity; and spirituality. 2:15-4 Presentations/discussion of issues

**11** 12-2 Presentations/discussion of issues

**18** 12-2 End of series celebration

All lectures and discussions are held at OLLI, 835 Market St., 6th floor. Check the bulletin board for the room number. While the lectures and discussions are free, participants are encouraged to join OLLI. For more information <mailto:judygoddess@sbcglobal.net>

## Thursday, March 6

### Panel on Modern Aging

The definition of “old” just isn't the same as it used to be. Medical advancements, improved nutrition, and the ability to create lives based on our passions and talents have changed how we age, what being older means, and how it looks. Join us for an interactive workshop about these themes and more with 3 social workers, Laura Kleinman, Hope Levy and Amy Gorman. Portions of the film, "Still Kicking," by Greg Young, will be shown.

Thursday, March 6 4:00-5:30 pm 2333 Buchanan, Enright Room  
Community Health Resource Center, 2100 Webster St., San Francisco.  
For information call: 415-923-4155.

**March 12 - 13, 2008****Foundation Funding Research: Strategies for Finding and Evaluating Prospects**

in San Francisco, CA on March 12 - 13, 2008

See:

[http://foundationcenter.org/marketplace/catalog/product\\_training.jhtml?id=prod1700013](http://foundationcenter.org/marketplace/catalog/product_training.jhtml?id=prod1700013) or for details, call (800) 424-9836.

Foundation Center, 312 Sutter Street, Suite 606, San Francisco, CA

**Friday March 14th****How to Plan Simple, Healthy Meals for Seniors**

Seminar and Lunch

Friday March 14th, 10:30 AM Presentations, Noon Lunch

Learn about nutritional needs of seniors; why nutrition requirements change as we age; how to help aging parents eat well; how to plan and prepare simple meals that taste and look good; what resources are available for seniors and their family caregivers.

Presenter: Nora Norback, MPH, RD, CDE

Nutritionist from Kaiser Permanente

Special Guests: A Full Plate and Safeway.com

Mercy Retirement & Care Center

3431 Foothill Blvd., Oakland

For more information and to RSVP: (510) 534-8547, ext. 630

**Saturday, March 15 and Sunday, March 16, 2008****World Premiere of "Chicken Sunday" - the Musical!**

EVENT: "Chicken Sunday" - Patricia Polacco's colorful book comes to life in this world premiere musical. Experience the joyful and inspired story of neighbors from different cultures and generations who connect through the power of fried chicken and Ukrainian eggs. Meet the characters after the show, collect autographs and take pictures at the 17th annual old fashioned ice cream social presented by Stagebridge Theatre

Company. Adapted and directed by Josiah Polhemus with music by Daniel Savio. There will be an egg painting demonstration.

WHEN: 3 p.m., Saturday, March 15 and Sunday, March 16, 2008.

WHERE: Arts First Oakland, 2501 Harrison (at 27th St., near Lake Merritt and the 19th St. BART, free parking on site), Oakland.

TICKETS: Tickets are \$12 general, \$5 children, group rates. Tickets online at <http://www.stagebridge.org/> or call (510) 444-4755 for more information.

STAGEBRIDGE THEATRE COMPANY, a non-profit organization, presents the annual adult storytelling concert in downtown Oakland.

Watch the delightful: Stagebridge: An Overview on their WEB site.

### **Saturday, March 15, 2008**

Free Community Event: **Planning and Caring for Aging Loved Ones**

Date: Saturday, March 15, 2008

Time: Registration - 8:30 AM

Event - 9:00 AM to 2:30 PM

Location: Oakland Veterans Building. 200 Grand Avenue, Oakland, CA 94610

#### **WORKSHOPS**

1. Health & Safety Issues
2. Housing Issues, Options & Resources
3. Caregiving, Caretaking & Respite Care
4. Planning, Protection & Accountability
5. The ABC's of Medicare and Long-Term Care

For information <mailto:cindy@feedingseniors.org>

### **March 20th**

RSVP of San Francisco screens a **2006 film starring Peter O'Toole, Jodie Whittaker and Vanessa Redgrave. "Venus"** is a tender exploration of maturing with both dignity and irreverence. This film has been rated R. Introduction and commentary given by Linda Artel,

career/life transition consultant and former programmer at Berkeley's Pacific Film Archive. Screening takes place on Thursday, March 20th, 2008, 1:30 pm at the First Unitarian Universalist Church, 1187 Franklin St., San Francisco. Admission is free but reservations are being taken by telephone to 415.474-7787.

## **April 23**

The 2008 **California Healthy Cities and Communities Annual Conference** will be held April 23, 2008 in Oakland, CA. Registration is now open.

**WHAT:** The 2008 California Healthy Cities and Communities Annual Conference *Place and Health: Making the Connection* featuring keynote Charles Royer, President of the Institute for Community Change.

Tentative interactive panels and spirited roundtable sessions include:

- Fostering Civic Engagement
- Aging in place: communities planning for older adults
- Planning Tools for Improving Community Health
- And much more!

**WHEN:** Pre-conference reception Tuesday evening, April 22 at 5:30 p.m. The conference will be held Wednesday, April 23, 2008.

**WHERE:** Preservation Park in Oakland, California

**COST:** To register, visit <http://www.civicpartnerships.org> or call (916) 646-8680. Registration includes continental breakfast and lunch.

**CONTACT:** Nicole Hara, Program Coordinator, (916) 646 - 8680

**DETAILS:** 2008 marks the 20th anniversary of the California Healthy Cities and Communities program in California. California Healthy Cities and Communities is a program of the Center for Civic Partnerships which is part of the Public Health Institute. For the past 20 years, the Center has provided assistance and support to over 70 cities and communities throughout California to undertake community health improvement initiatives. These communities of various sizes, demographics and civic personalities have been leaders in creating healthier environments. Using

a variety of community-driven strategies, they have curtailed exposure to tobacco, increased opportunities for physical activity and better nutrition, and improved public safety. The California Healthy Cities and Communities Network comes together annually with representatives of like minded communities to be inspired, share their successes and explore breakthrough innovations.

Center for Civic Partnerships, 1851 Heritage Lane, Ste. 250, Sacramento, CA 95815 (916) 646-8680 <http://www.civicpartnerships.org>

## CALIFORNIA

### March 25

Please join the Statewide Adult Protective Services Project for "**The Challenges of Serving the APS Client with Limited Mental Function: Disability Abuse & Advanced Interviewing Techniques**" - a training for APS Social Workers and Partners.

Guest Trainer: Dr. Scott Modell, Professor and Director of the Autism Center for Excellence at California State University, Sacramento.

Date & Time: March 25, 2008 from 9:00am - 3:30pm with registration beginning at 8:30am.

Location: Berger Street Building, 1555 Berger Dr, Building 2, San Jose, CA, 95112

Morning refreshments and a 45-minute working lunch will be served onsite.

6 CEU credits offered to LCSW's & LMFT's. Provider approved by the California BRN to offer 6 Contact Hours

Pre-registration is required. For training brochure/registration form visit <http://www.baa-aps.org/article.php?id=370>

Driving Directions may be found at

<http://www.baa-aps.org/article.php?id=369> For questions, please contact Krista Brown, APS Project Coordinator -Phone:(510)419-3613 or <mailto:kbrown70@sfsu.edu>

## NATIONAL

Upcoming presentations of "**Learning from Women Over 85**" by Amy Gorman

**Tues. March 18** 6:30pm, screening of "Still Kicking" by Greg Young, at the Brattleboro, VT. Women's Film Festival

**Wed. March 19** 2:00pm Brookline Senior Center - 93 Winchester St. - Brookline, MA 02446 - Info: Charlotte Millman (617)730-2770

**Thurs. March 20** 2:00pm Boston Public Library, "Never Too Late" program, 700 Boylston St Info: Steve Dunhouse, 617-536-5400 x 2339

**Thurs. March 20** 7:00p NewArt Center, 61 Washington Park, Newtonville, MA 02460 Info: Kate Wisnioski 617-964-3424

**Sunday March 23** 1:00pm screening of "Still Kicking," by Greg Young, at the Brattleboro, VT. Women's Film Festival

For information about all presentations contact:

Amy Gorman, M.A., M.S.W., author: *Aging Artfully: 12 Profiles of Visual and Performing Women Artists 85-105* <http://www.agingartfully.com>  
510-527-4977 or <mailto:amygorman@sbcglobal.net>

### Monday, March 17, 2008

1:00 pm ET/12:00 pm CT\_11:00 am MT/10:00 am PT\_Length: 60 minutes

LIVE AUDIOCONFERENCE

**Recognizing and Responding to Elder Abuse: It's Not the Same for Every Case** Presented by Dianne Ditmer, PhD, RN, CFN, DABFN, FACFE, SANE. To register:

[http://www.audioeducator.com/industry\\_conference.php?id=818](http://www.audioeducator.com/industry_conference.php?id=818)

### Tuesday, March 18

**Teleconference: From Hospital to Home**

## Care Transitions Teleconference Series: Finding Solutions, Improving Care Coordination

During this one-hour session, Holly Brown^Williams, Director of Policy at Health Research for Action, University of California, Berkeley, will discuss findings from the Hospital to Home Study. This study was conducted to better understand the transitional care needs of seniors and their caregivers before, during, and after discharge. Barriers to safe transitions will be identified as well as effective interventions to improve transitional care.

**Date:** Tuesday, March 18, 2008

**Time:** 11:00 a.m. 12:00 p.m. Pacific

CE Credit: CEU (1 hr)

Cost: No cost

Questions: See <http://www.lumetra.com/events/index.aspx?id=3332> or

Contact Danielle Franklin at (415) 677-2015 or

<mailto:dfranklin@caqio.sdps.org>

WEB conference instructions:

[http://www.lumetra.com/events/index.aspx?id=50&terms=teleconference  
&searchtype=0&fragment=True](http://www.lumetra.com/events/index.aspx?id=50&terms=teleconference&searchtype=0&fragment=True).

### Mar. 26

At the *What's Next Boomer Business Summit*, to be held on Wednesday, Mar. 26 from 8 a.m. - 6 p.m at the Omni Shoreham Hotel, 2500 Calvert Street NW, Washington, D.C., attendees will learn about the latest issues facing the baby boomer market and gain invaluable insights by connecting with a broad spectrum of experts who have unique perspectives on the baby boomer generation.

Among the keynote speakers are Walt Mossberg, Personal Technology columnist, The Wall Street Journal; Vincent R. Reinhart, resident scholar at the American Enterprise Institute; Larry C. Renfro, president and CEO of AARP Services, Inc.; and Gail Sheehy, author of *Sex and the Seasoned*

*Woman and Passages*. Other speakers include Myrna Blyth, founder, *MORE* magazine; Andy Donner, director, Physic Ventures; Bart Johnson, president and CEO, Life Stages Financial, Inc.; Belinda Lang, vice president of Consumer Marketing Strategy, American Express Corporation; Gary Moulton, senior product manager, Accessible Business Unit, Microsoft Corporation; Elisa Camahort Page, co-founder and COO, BlogHer; and Emilio Pardo, chief brand officer, Brand Management, AARP.

Registration is available online at

<http://www.boomersummit.eventbrite.com>. For more information on the *What's Next Boomer Business Summit* visit <http://www.boomersummit.com> or <mailto:inquiries@boomersummit.com>.

## September 25

**The 2008 Aging Revolution Summit** is scheduled for September 25, 2008 in Philadelphia, PA and is sponsored by Citizens Bank.

Please check <http://www.theagingrevolution.org/2008summit.html> for details about the agenda, registration, and sponsorship opportunities as they appear.

## INTERNATIONAL

### 14 May 2008

Second Annual Conference

Date: 14 May 2008 Place: Trinity College Dublin

Theme: **Changing Lives in Ageing Societies: Exploring the Relationships between Ageing Research, Policy and Practices** See:

<http://www.socialwork-socialpolicy.tcd.ie/sparc/newsAndEvents/index.php>

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## COMMUNITY RESOURCES/FUNDING INFORMATION

Thornberry ( developers of NDoc® home health software) has launched its “**Caring for Caregivers through Health and Humor**” program and Larry Brennan, barbershopper, ventriloquist and nurse, has taken on the important role of Thornberry's Health and Humor Ambassador (HaHA), reaching out to caregivers.

Larry and Charlie perform free of charge for a lucky agency or hospice recipient, and as part of the Caring for Caregivers through Health and Humor initiative Thornberry pays their travel and expenses.

Each month a winning contest recipient is drawn from those submitted.

To enter see: <http://www.thornberryltd.com/>

The Leavey School of Business, Santa Clara University is now accepting submissions for the **Boomer Business Plan Competition** from entrepreneurs who have a business plan or startup venture that shows significant business potential for the burgeoning 45+/boomer market. Mark your calendar...The **2008 Silicon Valley Boomer Venture Summit and Business Plan Competition**, co-sponsored by the Executive Development Center at Santa Clara University's Leavey School of Business and Mary Furlong & Associates, will be held on June 17, 2008. From early-stage ventures in medical devices to media, fashion to financial services, and more, the **2008 Silicon Valley Boomer Venture Summit & Business Plan Competition** aims to generate the best ideas from the best universities as well as tap into the business expertise and creativity of entrepreneurs globally who are addressing the 45+ market. For complete details on the competition, important dates, rules, and how to enter, go to: <http://www.scuboomerventure.com/competition> Grand prize winners will be selected during the 2008 Silicon Valley Boomer Venture Summit & Business Plan Competition on June 17, 2008.

We hope that you will consider participating in this year's Summit and Competition.

Jan Sola, Ph.D.

Associate Director, Executive Development Center - Leavey School of Business, Santa Clara University, 500 El Camino Real, Santa Clara, CA 95053, <mailto:jsola@scu.edu> or phone 408/554-2344, <http://www.scu.edu/business/edc/>

**Please Note:** Due to anti-spam filters on some e-mail services, many messages are blocked or deleted. **Please add [lists@berkeley.edu](mailto:lists@berkeley.edu)** to your e-mail system's "safe" list of senders to ensure receipt of our messages.

If a colleague has forwarded this newsletter to you, why not get the newsletter directly? Send an e-mail to <mailto:ddriver@berkeley.edu> with "Newsletter Only" in the message's subject field. If you are interested in receiving job postings in the field of aging in California (primarily but not exclusively in the Bay Area) send an e-mail note with "Jobs Only" in the message's subject field. If you would like to receive both the newsletter and job announcements place "Jobs & Newsletter" in the message's subject field.

Postings in this newsletter are for informational purposes only and do not constitute endorsement by the Resource Center on Aging or the University of California. **Please do not contact the UCB Resource Center on Aging about information on these posts. Contact the provider directly. Thank you.**

### Donations

The newsletter and jobs lists are complimentary services of the UC Berkeley Resource Center on Aging. Please consider making a donation to support this work.

Suggested amounts:

\$10 a year for newsletter

\$10 a year for job listings

\$20 a year for both

\$20 per job posting.

\$10 per newsletter posting.

We appreciate all donations, large or small. Thank you (Donation year is January 1 - December 31 or any portion thereof.)

Please mail checks to:

Resource Center on Aging

140 Warren Hall

University of California

Berkeley, CA 94720-7360