



Florida Association of Aging Services Providers e-Newsletter

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Guest Editor: Elizabeth Lugo, President/CEO, The Volen Center

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Message from the President

by John Clark, Council on Aging of West Florida, Inc.

Dear Friends:

The Florida Council on Aging (FCOA) Conference is over, there is a “hint” of Fall in the air—at least in Pensacola—and Florida’s aging network has begun the transition of clients in the Medicaid Waiver and Assisted Living Waiver Programs to Managed Care Organizations (MCOs).

First of all the conference. What can we say, but thank you to all who made it possible; MLD and Associates, without whom it wouldn’t have happened; our sponsors, our presenters, our exhibitors and our attendees. The workshops were wonderful and, as always, provided lots of information that many will be able to replicate in their local communities. The conference was also a great time to renew “old” friendships and make new ones. However, perhaps one of the biggest ad-

vantages of the conference each year is the opportunity to network with our peers. Finding out what works and what doesn’t; learning from others the pitfalls when implementing a new program; and finally sharing your successes, and yes failures, with those who will truly understand what you’re talking about because they are walking, or have walked, in your shoes.

As the saying goes (and I am not sure where this came from, but it is so true), “a burden shared is a burden lifted.”

For those of us who are in the process (or soon will be) of transitioning clients in the Medicaid Waiver and Assisted Living Waiver Programs into MCOs, FASP offered a great intensive session on “lessons learned”

THIS ISSUE
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Volunteerism in Florida
Elizabeth Lugo, Guest Editor

Who doesn't like to be #1? I will admit it.....it feels pretty good. We all enjoy the victories of our favorite sports teams and I have a sign in my office that says, "It's good to be the Queen!" So when I read the most recent [United Health Foundation Senior Report of America's Health Rankings](#) and saw Iowa was ranked #1 in volunteerism of adults 65+, I was thrilled. Yes, I thought to myself, good old Iowa, #1 again.



Then it dawned on me. Having lived in Florida now for 20+ years, I may not qualify as an Iowan anymore....I may just be a Floridian by now. So I checked on Florida's ranking and lost my euphoric attitude when I saw my adopted home state and I were ranked dead last at 50th. So much for being the Queen.

In some ways, it makes sense. Moving from Iowa to Florida was a huge culture shock for me....like night and day. It took me many years to acclimate to the people and the pace of life here. If you ask my husband, he will probably tell you that I still have not made the transition completely. As each new neighbor moves in, I can be found walking down the street with a "covered dish" (as us Iowans call them) to give them a proper welcome to the neighborhood.

My family reminds me as I walk out the door with my Pyrex container firmly in hand, that I risk being mistaken for an intruder, an unwanted solicitor or the crazy woman with food that should immediately be disposed of. But I still take that walk down the street. When I return home, my husband is usually shaking his head and reminding me, "this is not Iowa, Liz."

Well maybe that is just what is wrong with Florida. Maybe Florida needs a little more Iowa in it. Growing up, my parents took me to the local "old age home" and I would play the violin and piano. We would wrap baskets of fresh fruit in colorful clear plastic wrap and deliver them to the local senior center and we would take those famous "covered dishes" each week to an elderly shut-in from the church. You didn't expect honor or glory and no one was asking or making you do it. You just did it; almost as if it was just part of life, like brushing your teeth.

Most Floridians I know brush their teeth, so why don't they volunteer? Maybe we as Floridians need to create a better sense of community so the woman at your front door with a welcome gift of a hot meal is the norm and not the crazy Pyrex lady. Maybe we need to cultivate a sense of responsibility for each other and our communities so the elderly shut-in gets that hot meal delivered even when they are on a waiting list that is a mile long and not expect the government to take care of her. Maybe we as nonprofit executives have to find a way to engage older adults as volunteers that fits their needs for personal fulfillment and availability.

Or maybe we as Floridians just all need to follow a dusty old John Deere tractor down a gravel road at 10 miles per hour at quitting time, with no cell phone service and a beautiful sunset, to give us time to think about what our priorities should be. I clearly don't have the answer, but Iowa does. And my husband is right, this is not Iowa, but it could be.



Continued from Page 1 - President Message

from Planning and Service Area (PSA) 7 which “went live” on August 1st. A special thanks to Marsha Lorenz, CEO of Seniors First in Orlando, Randy Hunt, CEO of the Senior Resource Alliance (AAA/ADRC in PSA 7) and Robert Beck, President of PinPoint Results who were the organizers for the intensive session. It was an excellent opportunity to learn from the “boots on the ground” about what worked well and what could have been improved. It also afforded attendees an opportunity to ask those burning questions that might not have been previously clarified through webinars and other training.

Many questions revolved around information provided to clients who will be affected by the transfer and, of course, billing questions which are very critical to Lead Agencies and other vendors. The transition in PSA 7 went as well as could be expected, thanks in large part to the efforts of the Lead Agencies, such as Seniors First. Many Lead Agencies, facing staff shortages after losing case managers to the MCOs and facing other budget cuts, such as Sequestration, have stepped up to the plate and, in my opinion, are going above and beyond what one would normally expect of any agency or company facing such challenges. But frankly, this is what we all expect of providers and Lead Agencies. It summarizes what I have said before about the aging network in Florida; never has so much been done for so many with so little.



The Minotty Eye Foundation Aging Services Providers Award

Congratulations to Paulette Kozlowski of Council on Aging of St. Johns County on her recent selection as the Minotty Eye Foundation Aging Services Providers Best Direct Service Employee of the Year.

This distinction is bestowed to those who have:

- demonstrated added value to the service they deliver to benefit elders,
- gone above and beyond job requirements to provide customer service and ensure customer satisfaction,
- developed community resources and support to the services being provided and demonstrated a high level of personal or organizational commitment to excellence.

Susan Johnson, Council on Aging of St. Johns County, says of Paulette Koslowski: “Paulette Kozlowski is the manager of the COA Sunshine Center Therapeutic Adult Day Health Center. In her work with Alzheimer’s patients and their families and caregivers, Paulette discovered an urgent and growing need for access to community resources that went beyond the realm of supervised care for the Alzheimer/dementia patient.



John Clark (left), Paulette Kozlowski (center),
Dr. Paul Minotty (right)

Together with Michelle Sanchez she developed and implemented a program to address these additional needs; a program that coordinates access to the wide array of community services, one that offers assistance in navigating the service provider network and one that strengthens and expands the caregiver support system in our St. Johns County community. Because of the insights, visions and dedication of these two extraordinary women, the choices and available resources for those dealing with memory challenges have blossomed. What began as adult day care became a complete continuum of care and support for those concerned about everything from very early memory loss to those dealing with the day-to-day complexities of the late stages of Alzheimer’s Disease.”

Ms. Kozlowski accepted this honor from Dr. Paul Minotty, which included \$500.00 for herself and \$500.00 for her Agency, Council on Aging of St. Johns County, Tuesday, August 13th at the 2013 Florida Conference on Aging in Orlando.

BABY BOOMERS MAKING THEIR OWN RULES

In 2011, the first Baby Boomers turned 65. Not quite ready to retire quietly, they are changing the way society does retirement. From employment to travel, the Baby Boomer generation continues to do things by their own rules.

EMPLOYMENT

The Great Recession threw everyone for a loop. While most attention has been on younger generations, the Baby Boomer generation was also adversely affected.

In 2010, the % of those still working in the 65-69 age bracket was **32%, up from 18% in 1985.**

71% plan to work in retirement.

24% plan to alternate between work and leisure.

40% plan to work until death.

39% will work part-time.

BUSINESS

Many who retired or lost their jobs switched to being entrepreneurs or independent workers.

53% of entrepreneurs or independent workers are female.

According to an MBO Partners' report, out of the total independent workforce,

30% are Baby Boomers.

From 1996-2010, Baby Boomers started new businesses at a record pace, up to

23% in 2010 from 14% in 1996.

Baby Boomers age 45 to 54 (where the majority of Baby Boomers are), also saw an increase in new businesses. In 2010, these younger Boomers made up 25% of new entrepreneurs.

LEISURE

Consumer Spending

Baby Boomers, also known as the "Me Generation," are known to be connoisseurs of the finer things in life. They purchase the latest and greatest of new technology as well as other items that provide a great service to their life.

Baby boomers spend nearly **\$230 billion** a year in consumer packaged goods.

Museums/Virtual Tours

65% of all art and history museum patrons are over the age of 50.

51% of Boomers aged 40-49 have taken virtual tours.

They account for **49%** of total sales.

Boomers aged 50 and over spend **\$7 billion** a year shopping online.

Baby Boomer Statistics: Not Riding into the Sunset -

Many Still Like the Working Life; A New Chapter for the Baby Boom

As young adults, Baby Boomers changed the face of college campuses. Later, they helped bring American workplaces into the era of high technology and casual dress codes. Today, the generation is changing what it means to retire..

For many boomers, work is a way of life, and in their minds, there's no reason to stop just because they've reached age 65. Modern technology makes balancing work and leisure far easier than it was 20 years ago; they can fire off a few emails from the beach or the grandkids' soccer game and head into the office only when face-time is a real necessity.

Many employers are thrilled to carve out special arrangements for their older workers, perhaps keeping them on part-time so their younger colleagues can benefit from their experience and knowledge of the business. Employees who can't set up that kind of arrangement may still be able to work out a schedule that fits their lives, working as a consultant or freelancer in the field they know and love.

Then again, some older workers may be looking for a change – or have had to move on because of age discrimination or cutbacks. With kids out of the house and a mortgage paid off, some may find it's a perfect time to pursue that dream they put aside years ago, such as opening a bakery or writing children's books.

Even those who quit working entirely may choose to volunteer for local organizations or go back to school. Some organizations, like Encore.org, are solely devoted to helping boomers find a new path helping others.

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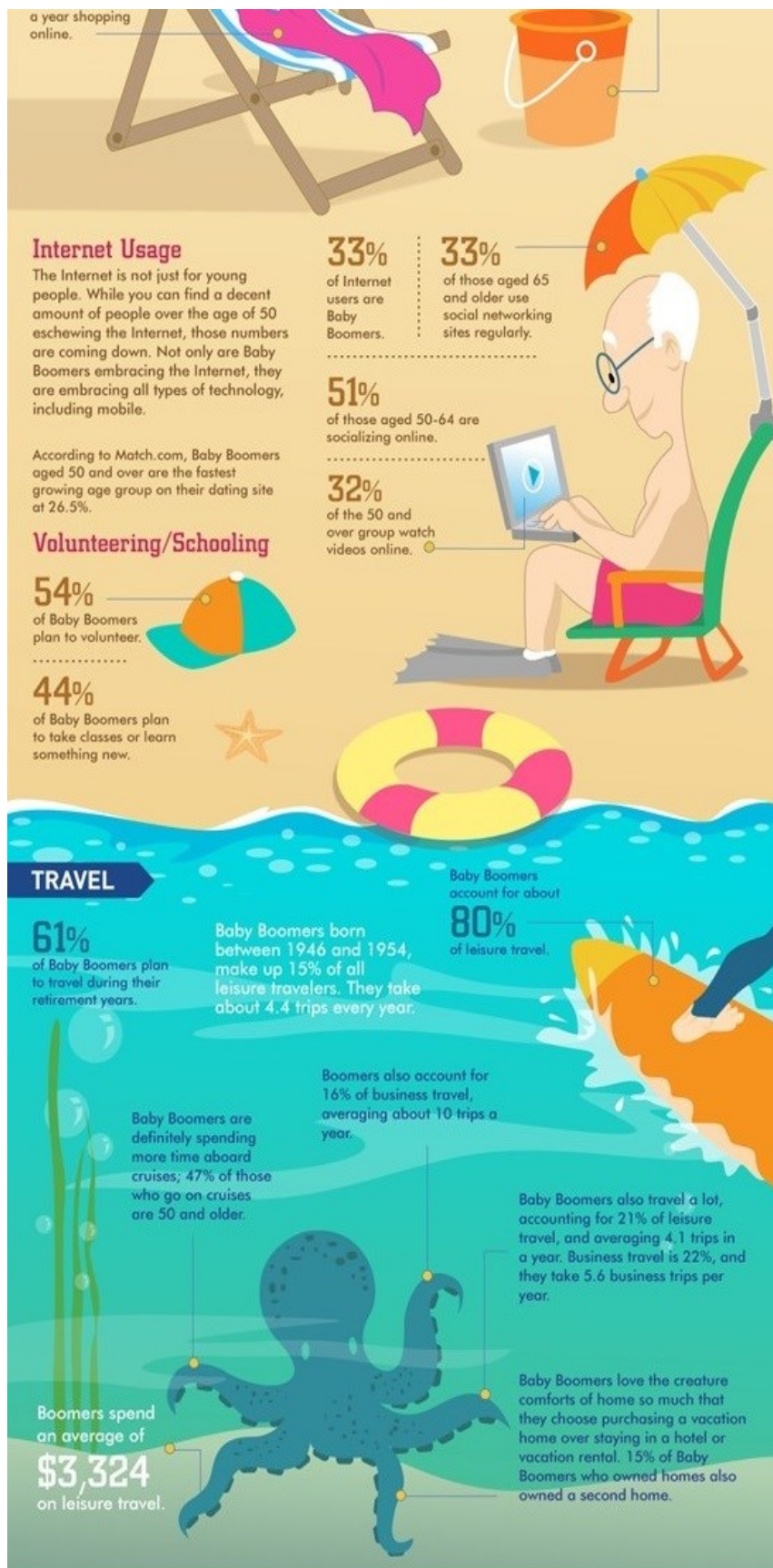
Women in this age group are in a particularly interesting position. The feminists and businesswomen of the boomer generation didn't just change the gender balance of workplaces in the 1970s and 1980s—they changed the definition of a career, one that is fluid and flexible. Many women spent years in a profession, stayed home with children for months or years, and went back to work part time, or at a different company, or in an entirely different field.

The effect has been long-lasting – Baby Boomers are the last generation to remember a time when men were usually the only workers in their house and life-long employer loyalty was common.

For these professionals, retirement may be less the end of a career than just another shift in focus. Of course, not everyone wants to spend their golden years hard at work. When it comes to travel, recreation, and kicking back and enjoying the latest electronic goodies, Baby Boomers have plenty of options.

And, just as they have for decades, marketers are targeting the generation. You'd be hard-pressed to find a cruise operator or RV dealership that isn't thinking about its strategy for selling to the huge new crop of retirees. Moreover, some nonprofit programs focus on offering new experiences to people in this demographic, like [Road Scholar](#), which offers everything from bike tours of Ontario's wineries to barge trips along the Mekong River through Cambodia and Vietnam.

(Graphic Research by Ashyia;
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Editing by Sarah)



Sources:
2013 Merrill Lynch Retirement Study, AARP, 2010 Kauffman Index of Entrepreneurial Activity, MBO Partners The State of Boomer Independents, March 2012, Nielsen & BoomAgers, Reach Advisors, Pew Research Center, Match.com, US Travel Association, Research Institute for Housing America, Hotel & Resort Insider



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Why So Few Baby Boomers Are Volunteering

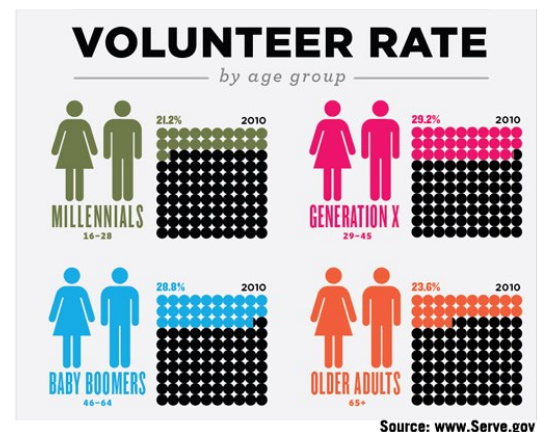
[Click here to view the Forbes Magazine article](#)

Volunteering and Civic Engagement in Florida

Trends and Highlights Overview - Overall, in Florida in 2011:

30.8 volunteer hours per resident.
61.6% do favors for their neighbors.
89.6% eat dinner with their family a few times a week or more.
3.41 million volunteers.
55.3% discuss politics a few times a month or more.
458.7 million hours of service.
\$10.0 billion of service contributed.

[Click here for more information](#)



Volunteering and Civic Life in America

Corporation for
NATIONAL & COMMUNITY SERVICE

Volunteer Rate

state	acronym	1974	1989	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Florida	FL	22.0 %	17.4 %	22.4 %	25.0 %	24.7 %	22.7 %	18.3 %	19.0 %	21.4 %	22.3 %	20.3 %	22.9 %

Number of Volunteers

state	acronym	1974	1989	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Florida	FL	1,324,417	1,724,640	2,885,871	3,238,699	3,339,033	3,170,209	2,622,907	2,764,931	3,107,081	3,252,889	2,987,566	3,412,234

Volunteer Hours per Resident

state	acronym	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Florida	FL	35.0	35.2	34.5	28.3	30.2	29.3	29.7	35.4	29.5	30.8

Total Volunteer Hours

state	acronym	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Florida	FL	451,742,592	455,808,999	467,619,914	395,603,097	432,784,755	425,797,896	431,533,026	516,025,638	434,844,491	458,679,654

Where People Volunteer

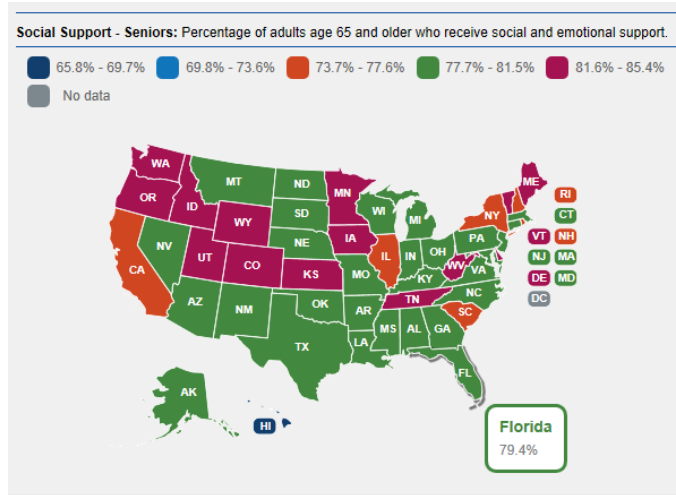
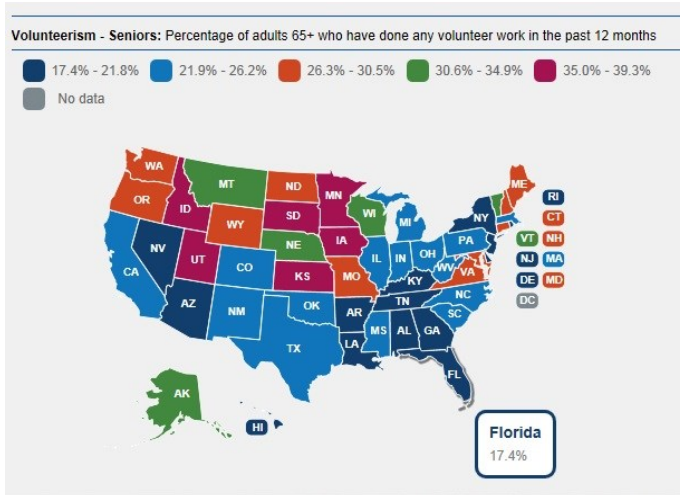
state	acronym	Civic	Educational	Health	Religious	Social Service	Sport / Arts	Other
Florida	FL	5.6 %	24.3 %	10.2 %	35.7 %	13.2 %	3.4 %	4.2 %

All Volunteer Activities

state	acronym	Sports Teams (Coach, etc)	Tutor / Teach	Mentor Youth	Religious (Usher, etc)	Collect / Distr Food	Collect / Distr Clothing	Fundraise	Emerg Resp / Counseling	Office Services	Prof / Management	Music / Art	General Labor	Other
Florida	FL	6.7 %	16.8 %	15.9 %	10.8 %	21.6 %	11.6 %	25.2 %	5.9 %	14.0 %	12.2 %	8.7 %	16.1 %	15.4 %

America's Health Rankings in Florida

<http://www.americashealthrankings.org/Senior/FL>



Local Service Provider (LSP) Workgroup Formed

In the current General Appropriations Act, line 416, it states the following:

The Department of Elder Affairs shall work with the Area Agencies on Aging (AAA) and other stakeholders to convene a workgroup to evaluate and develop a plan related to future procurement for existing local services that expand long-term care alternatives enabling elders to maintain an acceptable quality of life in their own homes and avoid or delay nursing home placement.

The Department of Elder Affairs shall submit the plan to the Governor, the President of the Senate, and the Speaker of the House of Representatives no later than November 1, 2013.

The Department of Elders Affairs is working with FASP and the AAAs to appoint representatives from PSA's with the largest amount of Local Service Provider (LSP) funds.

Long-Term Care Ombudsman Program

James Croteau has been named the Interim Florida Ombudsman.

The Long-Term Care Ombudsman Program (1-888-831-0404) advocates on behalf of residents of long-term care facilities through a statewide system of 17 district councils of volunteer ombudsmen.

Ombudsmen identify, investigate and resolve complaints made by or on behalf of residents of nursing homes, assisted living facilities and adult family care homes.



Visit the Florida Long-Term Care Ombudsman Program website at Ombudsman.myflorida.com.

[Click here to learn about the State Long-Term Care Ombudsman Council.](#) [Click here to learn about volunteer opportunities](#) to help improve the lives of Floridians by advocating on behalf of those who live in long-term care settings such as nursing homes, assisted living facilities and adult family care homes.

Meals Match Challenge Huge Success in Response to Lemerand Challenge Grant

Contact Persons:

Doug Beach, CEO, COA, 386-253-5700 ext. 233, dbeach@coaiaa.org

Cathy Coates, Marketing Director, COA, 386-253-4700 ext. 250,
ccoates@coaiaa.org



VOLUSIA COUNTY, FL – Council on Aging announced today results of the Meals Match Challenge conducted over the past two months in response to a challenge from philanthropist L. Gale Lemerand.

“We are extremely excited to announce that we met the Lemerand challenge grant of \$100,000 and actually to date have collected \$185,434.83 in funds to support Council on Aging meal programs,” said Doug Beach, CEO of Council on Aging (COA). “And we still have some outstanding pledges to collect.”

“We have been absolutely overwhelmed by the support from community friends and partners in Volusia County,” added Beach. “This has really been a grass roots effort of support from over 600 individual donors to help COA match the challenge grant given to us by Gale Lemerand.”

Lemerand pledged to match all donations raised for COA meal programs in June and July dollar for dollar, up to \$100,000. Lemerand’s pledge came after he attended the Glenn and Connie Ritchey Community Service Award Dinner in May honoring Betty Jane and the late Bill France, Jr.

“We have to thank Glenn and Connie Ritchey and Betty Jane France for getting things started. And thanks to Gale Lemerand’s commitment, the awareness level of senior hunger in Volusia County was raised even further,” remarked Beach. “We would not have been able to continue the levels at which COA has served meals to seniors in Volusia County without these individuals.”

Federal budget cuts had forced COA to make reductions in the number of meals served to Volusia County clients. Thanks to the successful Glenn and Connie Ritchey Community Service Award event, COA Living Gifts Foundation was able to make a contribution to keep all current Meals on Wheels clients on the program. Federal cuts also forced COA to close seven dining sites one day a week, displacing 300 seniors for lunch.

In direct response to funds raised through the Meals Match Challenge, COA has reopened its seven dining sites, serving a hot noon time meal for seniors five days a week again. Challenge funds will also allow COA to develop a plan to reduce the wait list for meals that has continued to grow due to federal cuts.

COA is an independent, not-for-profit organization providing services, information and support to Volusia County seniors for over 45 years.

Upcoming Events



September 2013

September 22-25, 2013: Orange Beach, AL. *Southeastern Association of Area Agencies on Aging Conference*. Visit <http://www.se4a.org/> for more information.

September 26-27, 2013: Miami, FL, *VISN 8 MHS GRECC MAGEC Suicide Prevention in Older Veterans at the Miami VA Medical Center*. For more information contact MAGEC at magec@med.miami.edu or call 305-355-9123.

November 2013

November 8, 2013: Chicago, IL. *International Conference on Aging & Society*. Visit <http://Agingandsociety.com/> for more information.



Aging Crisis On The Horizon

The nation's 85-and-older population is projected to swell from 5.5 million in 2010 to 6.6 million in 2020, a 19 percent increase in one decade. This trend has caught the attention of those who study the elderly and is a source of concern for those who worry about who will care for the very old as they age and become dependent on others.

Senior Services Executive Director Sarah Stroh said there are about 23,000 seniors in Marion County who live alone. "You can see the tsunami coming, and I don't know if we have enough life preservers," she said. "It can be extremely frustrating for us. We can see such a need, and we can see the need coming down the pike."

[Click here for full article](#)

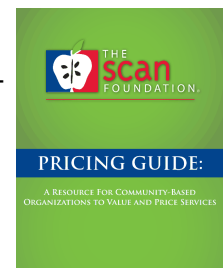
[Source: [Ocala Star-Banner](#)]



The Scan Foundation Pricing Guide

A Resource for Community-Based Organizations to Value and Price Services

Community-based organizations (CBOs) play an important role in providing care and services to older adults and individuals with disabilities. Changes in payment and delivery systems, such as demonstrations for those eligible for Medicare and Medicaid, managed long-term services and supports (LTSS), and Accountable Care Organizations, provide the opportunity for CBOs to contractually partner with health care organizations. The Foundation has developed a [pricing guide](#) to help CBOs value and price their services to prepare for these partnerships.



The Foundation will host a [webinar](#) on September 18th to introduce this new tool and discuss how organizations can incorporate it into their business model.

The Foundation also invites you to join them for a related [webinar](#) on September 19th that will help community-based organizations use data to better understand and target populations as they engage in contractual partnerships with the health care sector.

FASP is on Facebook - Are You?



Do you or does your organization have a Facebook or Twitter account?
We would love to “like” “Friend” and/or “follow” you too.

FASP - Florida Association of Aging Services Providers Facebook page

<http://www.facebook.com/home.php?#!/pages/FASP-Florida-Association-of-Aging-Services-Providers/186392068069967>

FASP - Florida Association of Aging Services Providers Twitter

<http://twitter.com/FLAgingServProv>



DOEA - Florida Department of Elder Affairs Facebook page

<http://www.facebook.com/pages/Florida-Department-of-Elder-Affairs/128604923878650?sk=wall>

FCOA - Florida Council on Aging Facebook page

<http://www.facebook.com/home.php?#!/pages/Florida-Council-on-Aging/74320166787>

FCOA - Florida Council on Aging Twitter

<http://twitter.com/#!/FCOA1>



www.aarp.org



www.master-host.net.org



www.uhc.com



www.seniorresourceassociation.org



www.Osceola-coa.com



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www.talgov.com/seniors/seniorshome.aspx



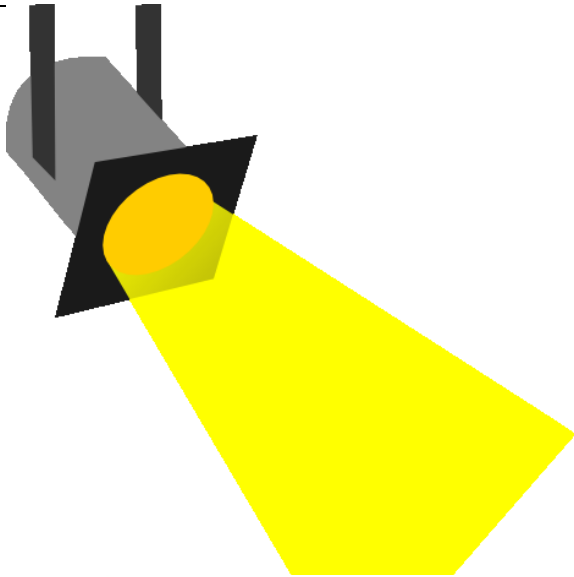
www.newvisioneyecenter.com



www.floridaseniorcenters.org

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The intent of the FASP Newsletter is to keep you informed about program updates and information relating to aging services providers. If you have any comments about the newsletter, suggestions on ways to improve it and/or items you would like included, please contact FASP by e-mail at moreinfo@fasp.net or by phone at (850) 222-3524.

The mission of FASP is to support and advocate for public and non-profit organizations engaged in the provision of community-based services to Florida's elders to improve their quality of life.

Mark your calendars now!

*The 2014 Florida Conference on Aging
will be held
August 4-6, 2014
at the
Bonaventure, Weston, FL*

