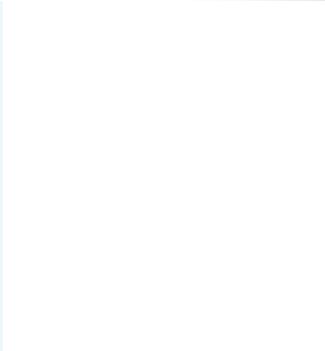




2016–2017  
Sponsorship  
Prospectus





For more than 60 years, individuals and organizations with an interest in the older adult market have looked to ASA as a partner and a resource. ASA's programs attract thousands of professionals who work along the entire spectrum of aging services. We invite you to renew your support and engagement, or to join us for the first time.

**ASA Mission** // ASA is the essential resource to cultivate leadership, advance knowledge, and strengthen the skills of our members and others who work with, and on behalf of, older adults. No other organization in the field of aging represents the diversity of settings and professional disciplines reached by ASA. Our 30,000 members and stakeholders are direct service providers, educators, administrators, policymakers, business people, researchers and students.

Whether your goal is to increase brand awareness among professionals who engage with older adults or to launch a product or service in this market, **ASA is here to support you.**

**Did you know?**

Americans are living *three decades longer* than they did a century ago.

More than 112 million Americans are 50 or older.

1 in 3 Americans is 50-plus.

The number of older adults 50-plus will grow by at least 16 million over the next decade.

Boomers and older Americans own 63% of U.S. financial assets.

**ASA members and stakeholders at a glance**



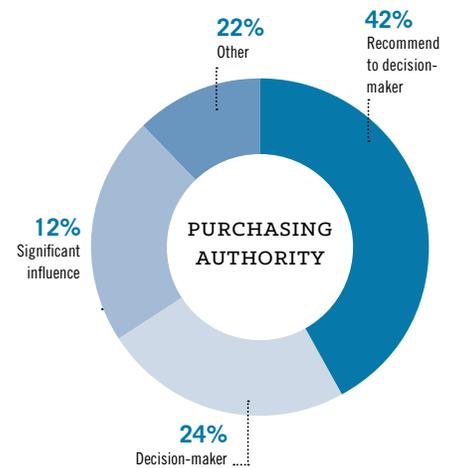
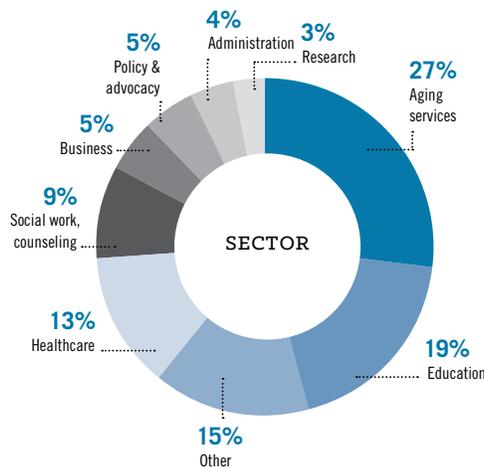
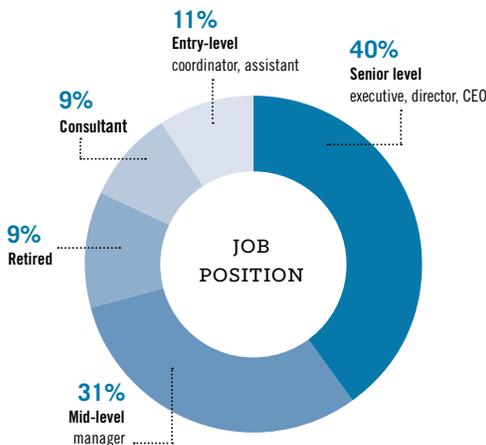
**62%**  
of members have been in the field of aging for ten years or more



**80%**  
are female



**76%**  
hold a master's degree or higher



## Sponsorship Opportunities at a Glance

SPONSORSHIP	COST	DESCRIPTION	PAGE
<b>AiA17 Annual Conference Sessions</b>	\$5,000-\$65,000	From General Sessions held in exclusive, non-competing time slots to workshop tracks and specialty sessions, there are a variety of program sponsorships that will help you reach this influential conference community and have a strong presence at the conference.	<b>4-6</b>
<b>AiA17 Annual Conference Networking Events</b>	\$2,200-\$25,000	ASA offers several opportunities for networking, from coffee breaks to gala receptions. Sponsoring these events provides an avenue to directly engage attendees with your message.	<b>7</b>
<b>AiA17 Annual Conference Promotional Items</b>	\$2,000-\$10,000	From badge holders to bag tags and the conference app, promotional items turn some of the conference's most used resources into thousands of impressions for your organization.	<b>8</b>
<b>ASA Web Seminars</b>	\$1,000-\$45,000	ASA web seminars are an excellent opportunity to reach national audiences of up to 1,000 viewers at a time.	<b>10-12</b>
<b>Generations, ASA's Quarterly Journal</b>	\$15,000-\$22,500 per issue (exclusive sponsorship)	<i>Generations</i> , the quarterly journal of the American Society on Aging, brings together the latest in research, practice, and policy on a key issue in the field of aging. Professionals and libraries keep these issues around and use them as a resource long after the publication date, increasing exposure time for sponsors.	<b>14-16</b>
<b>Aging Today Columns</b>	Six-issue Sponsorship \$10,000-\$15,000	Sponsor a column in ASA's bimonthly news and feature publication, <i>Aging Today</i> , which is read cover-to-cover by thousands of professionals who work with older adults.	<b>17</b>
<b>Learning and Development Scholarships</b>	\$500-\$5,000	With support from our sponsors, ASA has been able to provide financial assistance to those who benefit from our programs but would not otherwise be able to participate. Scholarships are available for the Aging in America conference, ASA's Leadership Institute, and the ASA/USC online gerontology programs.	<b>18-19</b>
<b>New Program Funding Opportunities</b>	\$25,000-\$100,000	ASA continually devises concepts for projects to reflect innovations in the field. Topics range from brain health to cultural competence and promoting age friendliness.	<b>20-21</b>
<b>ASA Leadership Awards</b>	\$7,500-\$50,000	ASA takes pride in recognizing leaders in the field who contribute to the success of ASA and the field at large.	<b>22-23</b>

### Customize your sponsorship!

If you don't see an exact fit for what you're looking for in the following pages, contact us to create a customized sponsorship package.

For more information, contact **Carole Anderson** at 415-974-9632 or [canderson@asaging.org](mailto:canderson@asaging.org), or **Kathleen Lawrence** at 856-302-0893 or [kathleen@afassanoco.com](mailto:kathleen@afassanoco.com)

# Conference



# Aging in America // ASA's Annual Conference

March 20-24, 2017, Chicago, IL

Sponsors of the annual Aging in America Conference gain access to the largest multidisciplinary group of professionals in aging in the nation. Each year nearly 3,000 attendees come together to network, learn, share their expertise and support each other at this five-day event, to be held in Chicago in 2017. Our conference sponsorship programs offer unique opportunities for your organization to network, brand, market and advertise, boosting your visibility. Support from our sponsors makes this conference possible and we will work with you to develop a customized sponsorship package that will meet your needs.

All of the events, activities and items listed in the following pages are available for sponsorship on a first-come, first-served basis.

## Headline Conference Programs

### General Sessions | \$55,000-\$65,000

General Sessions are held in exclusive, non-competing time slots and are open to the full conference community. Past speakers have included Maya Angelou, Arianna Huffington, Kathy Greenlee, Ken Dychtwald, Debbie Reynolds, John Beard, Jo Ann Jenkins, Gail Sheehy, Jimmy Carter and many others. All General Sessions are currently in development. Interested sponsors may have an opportunity to consult on the content. A professionally recorded and edited video, which will be uploaded for viewing on Vimeo, is available for an additional \$10,000.

Monday, March 20 | 4:00-5:00 pm

Tuesday, March 21 | 11:00 am-12:30 pm & 4:30-5:30 pm

Wednesday, March 22 | 11:00 am-Noon

Thursday, March 23 | 11:00 am-Noon & 4:30-5:30 pm

### ASA National Forums & Summits | \$10,000-\$25,000

(Multiple, non-competing sponsors at the \$10,000 level; exclusive sponsorships at the \$25,000 level)

National Forums are designed to provide an in-depth exploration into a single topic, based on issues of ASA's journal, *Generations*. These programs convene leaders and key stakeholders from diverse communities knowledgeable in and passionate about advancing best practices on issues in policy, science, research and practice. Forums typically attract from 100 to 250 attendees.

Topics for the National Forums at the 2017 Aging in America Conference are as follows:

#### National Forum on Family Caregiving

Caregiving for others affects all facets of life. What is the best way to support family caregivers throughout mainstream healthcare and long-term services and supports? This program will highlight federal and state policy efforts to address caregiving, including legal and workplace initiatives, existing legislation and its efficacy, as well as many smaller unique, replicable models for supporting caregivers in a diverse array of situations and cultures.

#### National Forum on LGBT Aging

Along with the increasing diversity of the older adult population, the number of LGBT (lesbian, gay, bisexual and transgender) older adults is growing rapidly, and recent research documents both social and health disparities in these populations. This program will provide a historical and social context for LGBT aging, including changing perspectives in faith communities, as well as pragmatic ways to serve and engage LGBT elders, how to address mental health needs and promote wellness. Attendees will learn about transgender health and service needs, address the global epidemic of aging with HIV/AIDS, and examine caregiving for LGBT elders with Alzheimer's.

**"This was my first time attending the ASA conference, and I already cannot wait for next year! I found so much useful information on a variety of topics in a little amount of time. Phenomenal conference!"**

Nicole Bushman  
HULT CENTER FOR HEALTHY LIVING



### **National Forum: Memo to the President on Aging Policy**

As the new President takes office, this is the time for action on aging issues and an opportunity to champion solutions that appeal to America's seniors and their families. It is also an opportunity to frame a positive message that reinforces the importance of family cohesion and social engagement in successful and healthy aging. This program will look at aging policy as a social and political force, the diversity of America's aging population, confronting affordability and financial vulnerability in old age, and sorting out state and federal responsibilities.

### **National Forum on Aging and Oral Health**

The topic of oral health in older adults is an area of self-care and well-being that is often overlooked, while emphasis is placed on health and well-being in all other areas of the body. It is vital that professionals and clinicians who care for and serve our aging population understand changes that occur in the mouth as people age, and how oral health directly affects health—both physical and emotional—and quality of life. This program will explore myriad aspects of oral health and will discuss ways to improve the oral health of our country's seniors through policy change.

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## **Specialty Sessions at Aging in America**

### **Panel of Pundits Predicts | \$5,000**

Political and policy issues that concern older people will dominate the domestic policy agenda of the incoming Congress. Convened and moderated by ASA Board chair Robert Blancato, a former Executive Director of the White House Conference on Aging and legislative staffer, the Panel of Pundits has been presented annually at ASA's conference for more than two decades, and is one of the best-attended conference sessions.

### **ASA Chairs' Lectures | \$5,000**

ASA Chairs' Lectures offer sponsors a direct connection with recognized leaders in aging. All are presented by well-known experts who are current and former chairs of ASA's Board of Directors.

### **ASA Constituent Group Programs | \$5,000**

These programs combine sessions on targeted topics, and are organized and presented by the leadership of ASA's Constituent Groups. These groups were designed to bring together professionals who share specific interests, affinities and work settings and provide focused, in-depth information and connections with professionals who face similar issues. Constituent Group programs represent a great opportunity to target specific markets in each area of interest. Choose from among these groups and contact us for specifics on content: Business Forum on Aging; Forum on Religion, Spirituality and Aging; Healthcare and Aging Network; Lifetime Education and Renewal Network; LGBT Aging Issues Network; Network on Multicultural Aging; Mental Health and Aging Network; Network on Environments, Services and Technologies.

### **Focus Groups/Listening Sessions | \$5,000**

*(Food and A/V available at additional cost)*

Partner with ASA to create a quiet, invitation-only setting to make a presentation and receive objective responses and observations that will help improve your product or service. ASA will confirm all logistics and will work with your company to create a customized invitation sent to a list of up to 25 preselected conference attendees.

### **Highlighted Sessions | \$5,000**

If you don't see a program here that meets your needs, we will work with you to develop a highlighted session on a topic of your choice. These programs are specially promoted in the conference program book and in electronic communications prior to the event.

**"The information presented in general sessions and breakout sessions was AMAZING. I have so many resources to review and I came back to work feeling inspired and excited to share my information with my team."**

Lacey Knowles  
AREA AGENCY ON AGING REGION ONE

## Networking Events and Receptions

ASA offers several opportunities for networking, from coffee breaks to gala receptions. Put your brand in front of professionals as they enjoy these highly attended events.

### **Exhibit Hall Grand Opening Reception** | \$25,000 (exclusive) & \$5,000 (partial)

More than 95% of conference attendees visit the Exhibit Hall. The Grand Opening Reception on Tuesday, March 21 from 5:30 to 7:00 pm celebrates the opening of the Exhibit Hall and immediately follows the day's afternoon General Session. Your company will be recognized at the entrance to the Exhibit Hall and in the conference program. The sponsorship also includes a prime booth location in the hall and your company logo displayed at all reception food stations.

### **Exhibit Hall Coffee Break** | \$3,500

A coffee break is available on Wednesday, March 22 from 8:00 to 9:00 am. Your sponsorship will be publicized in the conference program book, on signs at coffee stations and at the Exhibit Hall entrance.

### **First-Time Attendee and Emerging Professionals Orientation** | \$2,000

This is your opportunity to welcome conference newcomers and professionals new to the field of aging. Sponsors will be invited to address guests and give away promotional materials. Your company's logo will also be displayed at the event.

### **Constituent Group Receptions** | \$5,000

Support our Constituent Groups as they gather for evening networking receptions. Each Constituent Group is comprised of professionals who share specific interests, affinities and work settings, and they are an excellent avenue to target individuals in a particular area of interest. Choose from the following Constituent Groups: Business Forum on Aging; Forum on Religion, Spirituality and Aging; Healthcare and Aging Network; LGBT Aging Issues Network; Lifetime Education and Renewal Network; Mental Health and Aging Network; Network on Multicultural Aging; Network on Environments, Services and Technologies.

### **ASA Leadership Reception** | \$20,000 (exclusive) & \$5,000 (partial)

ASA's leadership and sponsors are invited to come and mingle with ASA's influential leaders (ASA Board members, participants in our Leadership Institute, Conference Co-chairs, Committee members, and other VIPs).

### **Final Night Reception** | \$20,000 (exclusive) & \$5,000 (partial)

AiA17 offers many opportunities for networking, and the evening reception on the final night, Thursday, March 23, is one that no one wants to miss. Attendees gather for an evening with hors d'oeuvres, an open bar, delightful conversation, music, dancing and a fun surprise or two. Sponsor logo will be featured on keepsake photos taken at the event.

**"This was my first time attending and I absolutely loved it. I plan to tell other colleagues in aging about the conference and try to get them to attend. It really is a great time and a great opportunity to meet new people and learn so many new things!"**

Jorge Olvera  
PK MANAGEMENT



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## Promotional & Specialty Items

Promotional items turn some of the conference's most used resources into thousands of impressions for your organization.

### **Conference App** | \$5,500

ASA's conference app is used by the majority of attendees and referred to multiple times throughout the conference. Your company logo will be featured on the splash screen, which is the first screen users see when launching the app. Our app sponsors are also invited to provide an organizational description and message to attendees, which is included as a dedicated content pane within the app, with links to additional information and resources.

### **Registration Badge Holders** | \$6,000

Your corporate name and logo will be printed on the front of the badge holder used by every attendee at the conference and will extend your company's visibility at the AiA17 conference. Badges are required for access to conference sessions and the exhibit hall.

### **Conference Bag Tags** | \$5,500

Brightly colored luggage tags can help attendees identify their conference bags while at the conference and can be used after the conference for many years. Your company logo will be placed on 3,000+ luggage tags and distributed to all attendees.

### **Attendee Charging Lockers** | \$5,000

Attendees will know their electronic devices will be safe and secure when using this charging locker. They can simply plug in their device, lock the door and walk away. Each locker has its own universal charging cord. The charging locker will be located in the Exhibit Hall and moved to another highly visible area at the Hyatt when the Exhibit Hall is closed.

### **Exhibit Hall Aisle Floor Sign** | \$2,000 per set

Attendees rely on aisle signs to navigate the Exhibit Hall. Place your corporate or product logo prominently on aisle floor graphics located at the front and rear of every aisle throughout the Exhibit Hall.

### **Hotel Key Cards** | \$10,000 (exclusive)

Provide a special welcome to AiA17 attendees by putting your message directly in their hands with a custom keycard as they check into the Hyatt.

////////////////////////////////////  
For more information on these  
and other specialty items,  
contact **Kathleen Lawrence**  
at 856-302-0893 or  
[kathleen@afassanoco.com](mailto:kathleen@afassanoco.com)

# Aging in America Conference Sponsorship Benefits

## COMMUNICATIONS AND PUBLICATIONS

	<b>Titanium</b> \$55,000-\$65,000	<b>Platinum</b> \$30,000-\$54,999	<b>Gold</b> \$10,000-\$29,999	<b>Bronze</b> \$5,000-\$9,999	<b>Friend</b> \$2,000-\$4,999
Logo published in official conference program book	■	■	■	■	■
Logo/link on conference home page	PRIORITY PLACEMENT	■	■	■	■
Acknowledged as a sponsor in social media broadcasts using Twitter, Facebook and LinkedIn	■	■	■	■	■
Logo/company name published in conference announcement (distributed to 40,000)	PRIORITY PLACEMENT	■	■	■	
Color ad in conference program book	FULL PAGE*	FULL PAGE*	HALF PAGE	QUARTER PAGE	
Logo/link included in conference email campaigns	PRIORITY PLACEMENT	■	■		

## VISIBILITY DURING AGING IN AMERICA

Screen projection loop of logo before and after general sessions	■	■	■	■	■
Logo displayed in conference registration area	■	■	■	■	■
Exhibit space	2 PREMIUM BOOTHS	2 PREMIUM BOOTHS	1 PREMIUM BOOTH		
Logo displayed at entrance to exhibit hall	■	■			
Complimentary registration for key media or communications personnel that you designate	2 PASSES	1 PASS			
Opportunity to consult on general session content	■				
Logo displayed during general session	■				
Promotional insert in conference tote bag	■	■			
Logo on conference tote bag	■				
Logo displayed thousands of times to promote sponsored general session during sign-on for hotel internet	■				

## ADDITIONAL BENEFITS

Complimentary ASA membership	■	■	■	■	■
Company listing in May-June issue of <i>Aging Today</i>	■	■	■	■	■
Invitation to exclusive VIP events	■	■	■	■	■
Full conference passes for your staff, customers, press and/or other guests	UP TO 12 REGISTRATIONS	UP TO 8 REGISTRATIONS	UP TO 4 REGISTRATIONS	UP TO 2 REGISTRATIONS	
One-time use of Aging in America attendee list**	■	■	■		

\* Titanium and Platinum Sponsors also have an exclusive opportunity for premium advertising in the conference program book

\*\* Direct mail only; sent through authorized mail house

A close-up photograph of a person's hands typing on a laptop keyboard. The laptop screen is dark and displays the text 'Web Seminars' in large, white, sans-serif font. The background is blurred, showing what appears to be an indoor setting with a window and some greenery. The overall color palette is warm, with a prominent red/orange tint in the lower-left corner.

# Web Seminars

# ASA Web Seminars // Online educational training and tools for professionals

ASA web seminars are an excellent opportunity to reach national audiences of up to 1,000 viewers at a time. Additionally, the content is archived for later viewing by those unable to participate in the live event. Each 60-minute web seminar features a chat function between presenter, moderator and the audience, as well as a polling tool to garner audience opinion or impressions. The web seminars are promoted in advance multiple times to ASA's 30,000 members and stakeholders. Sponsorships are available for one web seminar or for a series of events.

## ASA Web Seminar Sponsor Packages

**Platinum** | \$30,000-\$45,000

**Gold** | \$7,500-\$15,000

Both Platinum and Gold sponsorships offer a series of web seminars, with complimentary CEUs available to each participant. In addition to the ability to capture multiple unique and repeat audiences, these sponsorships provide an opportunity to build the brand of the series and highlight the sponsor. Platinum sponsorship offers a series of up to six web seminars over the course of six to 12 months. Gold sponsorship offers a series of three web seminars over the course of three to six months.

**Bronze** | \$1,000-\$2,500

Bronze sponsorship offers one web seminar. CEUs are included only at the \$2,500 level.

### Web Seminar Sponsorship Benefits

	Platinum \$30,000-\$45,000	Gold \$7,500-\$15,000	Bronze \$1,000-\$2,500
Logo displayed on the slides of each live and recorded event	■	■	■
Follow-up communication with registrants who did not attend that includes a link to recorded version	■	■	■
Logo/link included in email campaigns promoting the event (distributed to 10,000+)	■	■	■
Complimentary CEUs for participants	includes: link to claim CEUs; satisfaction survey; link to sponsor's home page; link to series page on ASA website; and invitation to next event in the series	includes: link to claim CEUs; satisfaction survey; link to sponsor's home page; link to series page on ASA website; and invitation to next event in the series	includes: link to claim CEUs (\$2500 level only); satisfaction survey; and link to sponsor's home page
Verbal acknowledgement of sponsor before and after each live and recorded event	■	■	■
Dedicated page on the ASA website for the series	■	■	

**“Home Instead Senior Care was excited to partner with the American Society on Aging to start the Family Caregiver Support Webinar Series. Home Instead continues to partner with ASA in this capacity, not only because of the great participation in the web series, but also because of the exceptional support received from ASA. The partnership with ASA creates another opportunity for Home Instead to stand out as a leader in the aging industry.”**

Lakelyn Hogan  
HOME INSTEAD SENIOR CARE®

////////////////////////////////////  
For more information contact  
**Steve Moore** at 415-974-9628  
or [smoore@asaging.org](mailto:smoore@asaging.org)

## ASA Web Seminar Custom Events

### Content Collaboration | \$30,000-\$45,000

*Series of six web seminars with CEUs*

Partners will work with ASA staff to develop a customized web seminar series using informative, non-promotional material that is visually appealing and suitable for the web seminar format. A series of six events is the minimum for this type of collaboration, which potentially reaches an audience of 6,000 or more over the course of the six-program series. ASA will develop announcement and marketing materials to distribute to our members and stakeholders and conduct each event using its accomplished production team.

### ASA Book Club | \$2,500

The “ASA Book Club” features authors discussing their book and its application to aging and the professionals who serve older adults. This one-hour live web seminar and Q&A session features books on health, finances, Alzheimer’s, spirituality, caregiving, and more. During the one-hour web seminar, 30 minutes will be devoted to the Q&A session to allow the attendees to interact with the author.

### Training Module

*Tailor-designed for the client; individually priced*

When you have an important training to conduct, why try to coordinate the multiple schedules of staff and spend money on travel and accommodations? Let ASA help! We can work with you to develop, schedule and deliver compelling training presentations to small or large groups of employees, no matter where they’re located, from the comfort of their desks. With full conference call capabilities or simple Q&A sessions, ASA can help craft a training web seminar to suit your needs. You can also record your training presentations and deliver them to your audience to watch online at their convenience.

Join previous and current ASA web seminar sponsors, including:





# Welcome

to the 2016 Annual Conference  
of the American Society on Aging

## Exhibit at Aging in America!

As an exhibitor at this premier event, you have the opportunity to make a connection with key influencers and leaders in the field of aging looking to learn about products and services that can help them do their jobs better. Spaces are available on a first-come basis, so make your reservation soon to secure a good position!

March 21-23, 2017

Hyatt Regency Chicago

Contact Kathleen Lawrence at (856) 302-0893 or [kathleen@afassanoco.com](mailto:kathleen@afassanoco.com) to learn more and sign up to exhibit.

or visit

[www.asaging.org/exhibiting](http://www.asaging.org/exhibiting)



# Publications

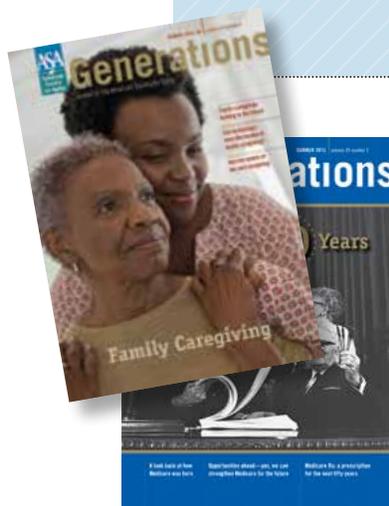
*Back to the Future:  
Reminiscing on the  
21st Century*

*Mapping the  
Future of America's  
Baby Boomers*

*Healthcare for 2050  
and Beyond*

## ASA Publications // *Generations and Aging Today*

*Generations* is the quarterly journal of the American Society on Aging, published in both print and digital formats. Each peer-reviewed, single-topic issue of *Generations* brings together the latest in research, practice, and policy on a key issue in the field of aging. The multidisciplinary readership includes physicians, researchers, policymakers, nurses, therapists, social workers, administrators and numerous other professionals in aging. Each issue has a print run of 6,000, with hundreds of institutional subscribers.



### Generations Sponsorship Benefits

Logo and acknowledgement on the back cover of the sponsored issue

Logo featured on the ASA website

Acknowledgement in blog posts of select articles from the sponsored issue on the ASA website

Advertisement in the sponsored issue

Dedicated page on the ASA website for the series

### Issues Available for Sponsorship

**Generations, Fall 2016** | \$15,000–\$22,500\*

#### Aging and Oral Health

(Guest Editor: Michele Saunders, professor of Medicine, Dentistry and Dental Hygiene, University of Texas Health Science Center)

The topic of oral health in older adults is an area of self-care and well-being that is often overlooked by individuals and healthcare professionals. Though emphasis is placed on health and well-being in administering to all other areas of the body and its physical health, oral health and its importance often gets short shrift. It is vital that professionals and clinicians who care for and serve our aging populations understand changes that occur in the mouth as people age, and how oral health directly affects health—both physical and emotional—and quality of life. This issue of *Generations* will explore myriad aspects of oral health: physical, psychosocial, access to and financing of services, education and training in gero-dentistry, and parameters around oral health in caregiving and long-term care contexts.

\*Sponsors may add a series of three one-hour web seminars based on the *Generations* issue for an additional \$7,500, and may also purchase bulk copies of the issue at an attractively discounted per-copy cost.

**Generations, Winter 2016-17** | \$15,000–\$22,500\*

#### Memo to the President on Aging Policy

(Guest Editor: G. Lawrence Atkins, PhD, President, National Academy of Social Insurance)

As the new President sets out to tackle major policy issues, there is one area of domestic policy that calls out for renewed vision and action—the aging of the American population. This is the right time for action on aging issues and a great opportunity to champion solutions that appeal to the powerful political constituency of America's seniors and their families. It is also an opportunity to frame a

positive message that reinforces core American values of individual responsibility and self-reliance, as well as supporting families and the importance of the family cohesion and social engagement in successful and healthy aging. This issue of *Generations* will take an in-depth look at aging policy as a social and political force, the diversity of America's aging population, confronting affordability and financial vulnerability in old age, sorting out state and federal responsibilities and much more.

**Generations, Spring 2017 | \$15,000-\$22,500\***

**Care at the End of Life**

*(Guest Editors: Bill Novelli, former CEO of AARP and Professor, McDonough School of Business at Georgetown University; and Raca Banerjee, Associate, Heldman Simpson Partners, LLC)*

Over the past few decades, our perceptions regarding end-of-life care have shifted drastically. This *Generations* issue will discuss a paradigm shift in our thinking: focusing care on how goals of life begin to change rather than on a series of clinical conditions and interventions leading to a patient's death. Our understanding of the care continuum is shifting from a series of medical states or conditions transitioning to "terminal" illness to a more integrated approach based on "what matters most" to the individual. These articles will identify both current challenges and future opportunities to reform end-of-life care in America. They will also touch upon a broader discussion of how public opinion, provider discussion and the political dialogue have evolved over time.

**Generations, Summer 2017 | \$15,000-\$22,500\***

**Summer of Love**

*(Guest Editors: W. Andrew Achenbaum holds the Gerson and Sabina David Professor of Global Aging, University of Houston; Erlene Rosowsky, Geropsychologist, William James University)*

San Francisco's Haight-Ashbury district was the epicenter of the Summer of Love, 1967. The community forming in the Haight-Ashbury believed collectively that creating alternative life styles would foment a cultural revolution. Through the events transpiring in 1967, we can trace this generation's life development from adolescence to late life, conjoined with the cultural history that makes this cohort distinctive. This issue of *Generations* will focus on three areas where events associated with the Summer of Love successfully challenged and altered broader U.S. expectations and norms. Ideally, the discussion generated in this issue will undercut ageist stereotypes associated with this cohort and will offer a window into the dynamics of generational identity, generational transformation and generational succession.

**Generations, Fall 2017 | \$15,000-\$22,500\***

**GenXers**

*(Guest Editor TBD)*

Generation X, born between 1965 and 1979, is often described as the overlooked generation. What sets Gen-Xers apart from other generations is a keen awareness of, and a pragmatic attitude toward, their place in the world. More importantly, they have a sense of responsibility for caring for their predecessors and successors. Gen-Xers' pragmatic perspective and entrepreneurial spirit, coupled with their suspicions about large organizations and government, might be the fuel that drives greater innovation. This issue of *Generations* will examine the role of Gen-Xers in the changing demographic, economic, social and political landscape of America, and will discuss an agenda that is inclusive of this group for developing innovative solutions that disrupt the current status quo.

**"We depend on *Generations* to keep us stimulated and thinking beyond what we work with daily."**

Carol Aronson  
SHAWNEE HEALTH SERVICE

## Sponsor a Column in Aging Today!

ASA's bimonthly news and feature publication, *Aging Today*, is read cover-to-cover by thousands of professionals who work with older adults. Have a presence in this publication by sponsoring and contributing content in one of the following areas for six issues (one full year) at a time. (Please note, this is not an advertorial opportunity and sales pitches are not appropriate.)

### Six-issue Sponsorship | \$10,000-\$15,000

(depending upon column length)



#### Disparities in Aging

The "Disparities in Aging" column covers a wide range of topics, from barriers faced by African Americans in oral health to Asian American mental health disparities. Content provides essential evidence-based models of successful programs that spread awareness about and ameliorate disparities. It is highlighted on page 1 and generally placed after the well-read "In Focus" section on a right-facing page.

#### Business and Aging

This column highlights a successful or emerging business either run by an older adult or serving older adults as its customer base. Beyond just reporting on typical business metrics, our editors seek out stories that will inspire others in their business. This column appears on page 5, a right-facing page immediately following the OpEd section.

#### Technology and Aging

This column examines the most effective technologies and applied strategies that work (and don't work) to support elders, their families and their caregivers. It hosts lively discussions by experts on the pros and cons of using technology to solve our issues in aging. The column placement is on the back page of the publication, for maximum exposure.

#### The New/Old Workforce

This column explores the caregiving workforce landscape and seeks to offer solutions for growing that labor pool, and addresses older workers and the issues and challenges they face. This column is placed on page 13, following the well-read "In Focus" section on a right-facing page, and is mentioned on page 1.

#### The Economics of Aging

This column examines trends, outlook and strategies on the economic front, offering new thinking on where we're headed, economically, in the United States, and what we might learn from other countries on how they keep their economies healthy while caring for their elders. This column placement is on page 5, a right-facing page immediately following the OpEd section.

#### The R Word: Retirement

What paths work best when contemplating retirement, and for those who are retiring, what are the latest trends? This column examines all aspects of the retirement path, and is placed on page 13, following the well-read "In Focus" section on a right-facing page, and is mentioned on page 1.

#### Do-It-Yourself Aging

This column covers a wide range of topics related to wellness, and how consumers are, and can be, self-empowered to take charge of their quality of life and well-being in older age. Placement is on page 5, a right-facing page immediately following the OpEd section.

#### The Political Age

This column engages policy and political experts and features interviews and discussions that are forward-thinking and informative, providing an educational look at the most crucial issues around aging in the realms of politics and public policy. This column appears on page 5, a right-facing page immediately following the OpEd section.

#### AgeCare

Today, there are many great organizations working to lighten the caregiving load, and this column will tap into them for new findings, explore policies that speak to the financial and physical impacts of caregiving, touch on workforce issues and showcase literature/memoir and other narrative journalism that makes caregiving come alive on the page. This column placement is on the back page for maximum exposure.

#### Aging and Long-Term Care

Uncertainty surrounds the issue of long-term care and America's elder populations. This column explores current options for the various cohorts within the aging population and what is being done around policy, the reimbursement, financial and social issues of long-term care, as well as the evolution of aging in place. This column is placed on page 5, a right-facing page immediately following the OpEd section.



# Learning & Development Scholarships

## New Funding Opportunities

## Awards

## Learning & Development Scholarships

With support from our sponsors, ASA has been able to provide financial assistance to those who benefit from our educational programs but would not otherwise be able to participate. Scholarships are available for the following programs:

### **Student Scholarship Fund** | \$2,000-\$5,000

The ASA student scholarship fund offers students engaged in full-time study an opportunity to attend the Aging in America Conference. The fund is limited to those who are otherwise unable to attend due to financial constraints. Depending on the amount of sponsorship, scholarship funds can be used to cover conference registration, travel expenses and hotel accommodations, as well as a one-year membership.

### **ASA/USC Online Gerontology Program** | \$500 each member participant; \$750 each nonmember participant (includes ASA membership)

ASA has joined forces with the USC Leonard Davis School of Gerontology to offer ASA members an opportunity to learn the fundamental concepts of gerontology as well as practical and theoretical perspectives to provide a broader understanding of older adults and aging. This program is presented in a convenient and flexible online format. Graduates receive a Certificate of Completion from USC as well as continuing education credit.

### **ASA Leadership Institute** | \$1,500 each participant\*

This curriculum is inspired by the philosophy that leaders influence the thinking of others to imagine a better future for aging organizations and the communities they serve. The cornerstone of this program is the onsite intensive learning experience held in conjunction with the Aging in America Conference. It includes lectures by recognized leaders in the field of aging, facilitated dialogues, extensive networking activities and more. The three-month leadership development program is complemented with additional online tools, web seminars, and an individualized assessment with guidance for creating a self-development leadership plan. Program components are carefully designed to prepare participants to be among the next generation of leaders in aging. Graduates of this program are better prepared to enhance their abilities to improve quality of life, health, safety and economic security for older adults, provided in culturally appropriate ways.

*\*Sponsorship support includes tuition and ASA annual membership for each supported participant.*

**"ASA's online gerontology course was a great experience! The content was rich and engaging. This course was a high value investment in my professional development."**

Charlene E. Depner, PhD  
CENTER FOR FAMILIES, CHILDREN  
& THE COURTS



**The Harry and Jeanette  
Weinberg Foundation, Inc.**



# New Funding Opportunities

The American Society on Aging (ASA) is dedicated to creating new programs to meet the evolving needs of professionals who work in aging services, as well as the needs of businesses and organizations that are dedicated to enhancing the quality of life of older adults. The following are programmatic areas where ASA proposes working with foundations and corporations to create innovative new programs to benefit the field of practice. [Call to discuss these opportunities and the investment required.]

## Business Acumen Skills Development

Preparing the field of aging services and supports [AAAs and CBOs] to work in a managed care environment by training professionals in the core competencies required, and by showing new models, best practices, and all the steps in between.

## Aging in Community

Many older adults want to remain in their homes and neighborhoods as they age, close to familiar surroundings, family, friends and healthcare providers. Furthermore, they prefer not to be placed in the alternative institutional environment. ASA's work here focuses on effective models that support this goal, featuring programs that have migrated from research into everyday practice.

## Workforce Development

Expanding the workforce needed to care for, and serve, a rapidly growing aging population. The Institute of Medicine, in its critical report *Retooling for an Aging America: Building the Health Care Workforce*, called for the U.S. healthcare system to improve care for older Americans and to support older adults' families in their care. ASA is responding by identifying and showcasing practical ways to make this objective an effective reality.

## Family Caregiving

Caregiving is an issue that touches almost every life in America. To respond, ASA will train members to train caregivers to implement practiced and effective responses to support family members caring for older adults. This program area would also include training and development in the caregiving focus area of dementia caregiving, built on models that have progressed from research into practice.

## Leadership Development

ASA has a 30-year track record in leadership development, and offered the first intensive program in the country on diversity leadership, starting in the 1980s. ASA has trained more than 500 established and emerging leaders to help cultivate the next generation of leaders in the field of aging. In addition, with ASA's Student and Emerging Professionals Constituency Group, with 500 student members and growing, ASA is a networker and developer of the next generation of professionals. Diversity is the lens through which ASA develops all of its programs. With many nationally recognized leaders who entered the field 40 years ago with the Older Americans Act considering retirement or a change of focus, new leaders are urgently needed to take their places. ASA has an exceptional track record in this area.

## Elder Abuse and Elder Justice

For several decades ASA has been presenting educational programs and publishing articles on elder abuse and elder justice. The pinnacle of this work was the Fall 2012 issue of ASA's quarterly journal, *Generations*, entitled "Elder Abuse and the Elder Justice Movement in America." Following publication of this issue, ASA presented a National Forum on Elder Justice at its Aging in America Conference with content addressing elder abuse in all its guises—from physical to sexual to

## Our Vision

The field of aging is diverse and highly skilled in the issues and opportunities facing older adults. As a result, the quality of life of older adults is enhanced.

////////////////////////////////////  
Contact **Carole Anderson**  
at 415-974-9632 or  
[canderson@asaging.org](mailto:canderson@asaging.org)

financial to neglect. ASA has continued to present educational programs on this critically important topic and plans to continue the work in the frame of its vision statement: The field of aging is diverse and highly skilled in the issues facing older adults. As a result, the quality of life of older adults is enhanced.

### **Brain Health and Healthy Aging**

For more than 20 years ASA's MindAlert Program has provided information and training on the latest findings in cognitive fitness, and disseminates information on current research and innovative programs that help older adults maintain and improve cognitive and mental function in their later years. Through ASA's MindAlert Program, we are able to expand the visibility of brain health through educational programs featuring nationally recognized experts in the field. In addition, ASA presents live and on-demand web seminars on brain health, dementia and Alzheimer's. ASA continues to sponsor the MindAlert Award, recognizing innovative community-based nonprofit programs and research to maintain cognitive fitness in older adults.

### **Elder Poverty**

About 3.5 million Americans ages 65 and older live in poverty. An additional 2.3 million older Americans are "near poor," with incomes below 125 percent of the poverty line. For these poor and near-poor older adults, life is often a constant struggle to meet basic needs. Today's poverty measures give policymakers and the public a sense of the large and—in today's economy—growing number of poor people. ASA presents more than 15 educational programs a year on this important subject—both in the annual conference format and through web seminars delivered to members' desks. In addition, ASA's quarterly journal, *Generations*, plans for an issue dedicated to this subject. ASA has the membership network and relationships with other organizations addressing elder poverty, and is committed to seeking grant support to expand this important work and take it to scale.

### **Empowering Aging-Friendly Communities Nationwide**

Recognizing the critical and growing need to help communities prepare for an aging population, Age Wave and the American Society on Aging are combining resources, capabilities and decades of experience to launch the Aging Sensitivity Training Program. This program is designed to create positive outcomes by empowering key community workers across the country with the knowledge and skills essential for working and communicating effectively with older adults. Sample program elements may include cutting-edge research about older adults' needs, challenges, and vulnerabilities with ongoing reports and insights based on these national and statewide investigations; a compendium of available local resources and organizations serving older adults; and design and creation of an engaging and actionable in-person and e-learning curriculum that teaches the core skills necessary for supporting older adults' safety and well-being.

### **Cultural Competence Field Book**

*Featuring practical guidelines for working with diverse elder communities*

The older adult population in the United States continues to grow more diverse in culture, language and sexuality. ASA sees diversity through several lenses and strives to ensure that inclusive practices prepare our members with the best tools and resources to serve their communities. With a growing emphasis on community care organizations, we continue to need to understand the diverse experiences of older adults in order to serve them most effectively. Their experiences are shaped by cultural attitudes, family roles and responsibilities, and beliefs about health, disability and sexuality. This field book will provide information for practitioners working in diverse communities by distilling research into innovative, evidence-based practices.

## **Our Mission**

**ASA is the essential resource to cultivate leadership, advance knowledge, and strengthen the skills of our members and others who work with, and on behalf of, older adults.**

# ASA Leadership Awards Programs //

## Recognizing excellence in the field of aging

A key component of ASA's mission is to honor those who make a difference in the lives of the older adults they serve. ASA has recognized an impressive and extensive list of leaders for their dedication to uplifting the field of aging and increasing the visibility of the issues of older adults through public policy, advocacy, training and educational programs.

### ASA Leadership Awards Sponsorship Benefits



Logo and acknowledgement on the e-blast announcing the award to members and stakeholders

Public acknowledgement at the Aging in America Conference General Session where winners are announced

Two (2) registrations to ASA's annual conference each year

Half-page color ad in the program book of the Aging in America annual conference each year

Logo on the Awards page of ASA website

Link to funder website on ASA Awards web page

### Awards Available for Sponsorship

**Excellence in Multicultural Aging Award** | \$15,000 annual contribution  
(*\$13,500 per year with a multi-year commitment*)

Since 2006, the Network on Multicultural Aging (NOMA), a constituent group of the American Society on Aging, has honored 15 programs as winners of the Award for Excellence in Multicultural Aging. These programs have varied in their scope and outcomes, but all delivered on the promise to provide culturally sensitive care and services to older people in a variety of communities.

**Healthcare and Aging Award** | \$50,000 annual contribution  
(*\$45,000 per year with a multi-year commitment*)

The Health and Aging Network (HAN) recognizes innovative organizations and programs that improve the health, quality of life, and healthcare of older adults.

**Mental Health and Aging Award** | \$10,000 annual contribution  
(*\$8,500 per year with a multi-year commitment*)

Since 2003, the Mental Health and Aging Network (MHAN) has honored leaders in the field of mental health as winners of the Mental Health and Aging Award. These leaders come from a variety of backgrounds, but all have been recognized for demonstrated effectiveness in addressing the mental health and dementia care needs of older adults.

**Religion, Spirituality & Aging Award** | \$10,000 annual contribution  
(\$8,500 per year with a multi-year commitment)

The Forum on Religion, Spirituality and Aging (FORSA) honors individuals and programs in the field of religion and spirituality who have given back to their communities and contributed greatly to ASA and the field of aging.

**Graduate Student Research Award** | \$7,500 annual contribution

This annual award honors graduate students and their research projects in the field of aging. The award is given for the best research paper based on a completed project.

**The ASA Hall of Fame Award** | \$10,000 annual contribution

This award is presented to an individual who has, through advocacy and leadership, enhanced the lives of elders, and demonstrated sustained leadership on the national, regional or local level. The award is also designed to recognize the abilities and contributions of people 65 and older to society, and encourage advocacy efforts among older adults.

**Business Forum on Aging Award** | \$50,000 annual contribution  
(\$45,000 per year with a multi-year commitment)

ASA's Business Forum on Aging award recognizes companies for exemplary programs and services that meet the needs of older people and their families. It expands public awareness of the private sector's increasing involvement with older adults and promotes performance models for other companies to emulate.



**2016 award winners, left to right:**  
*Lynn Friss Feinberg, ASA Board Chair; W. June Simmons, ASA's Hall of Fame Award winner; Joanne Handy, ASA Award winner; Rhonda J.V. Montgomery, Gloria Cavanaugh Award for Excellence in Education and Training; Zhenzhen Yu, representing Aging in Community with Mandarin-speaking Seniors, NOMA Award winner; Christine Hennessey, MHAN Award winner; Winnie Chi, Graduate Student Research Award winner; and Michael Adams, ASA Awards Chair.*

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Fulton County Aging and Youth Services Department

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Carole Anderson

## Our Partners and Supporters

ASA has established a reputation for delivering on its promises to sponsor and foundation supporters. Over time, we have developed a remarkable group of companies dedicated to enhancing ASA's effectiveness and impact. We invite you to renew your support of ASA and join this growing group of leading organizations making a difference in the lives of older Americans.



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