

# THE CLAS ACT

## Inside this issue:

- Memoriam
- 2007 CASP Fall Institute
- Outstanding Service Awards
- CASP Recertification Update
- 2007 CASP Faculty
- Highlights from the 2007 Spring Institute
- Important Dates for 2007
- 2006/2007 Advisory Group
- CLAS/CASP/UNT events at the 2007 AAHSA Annual Meeting
- 2007 Sponsorship Recognition

## IN MEMORIAM

**Hiram J. Friedsam, Ph.D.**, Dean and Professor Emeritus at the University of North Texas

Dr. Hiram Johnson Friedsam, a resident of Denton, Texas, died from complications of pancreatic cancer in San Antonio, Texas in the early morning of March 24th with his family at his bedside. He was 87 years of age. Born March 14, 1920 in Brooklyn, New York, Dr. Friedsam grew up in Waco, Texas. He received his bachelor's degree from Baylor University and master's degree from the University of Texas prior to WWII. During the war he served in the Pacific as a First Lieutenant in the United States Marine Corps, participating in the Battle of Solomon Islands and at Guadalcanal Island from 1942 to 1943. He remained in the Marine Corps Reserves and retired as a Major in 1961.

Hiram met his wife, Reva, in New York City shortly after WWII. They were married on June 25, 1947, in Austin, Texas, where he had returned to complete a doctorate at the University of Texas. He joined the faculty of North Texas State Teachers College (now the University of North Texas) in 1948 at the invitation of President A.J. McConnell as an assistant professor of economics. He later became the chairman of the then Department of Economics and Sociology. Dr. Friedsam was instrumental in establishing the Center for Studies in Aging at North Texas, the first gerontology program in Texas and one of the first in the nation. In 1973, after serving as director of the Center, Dr. Friedsam was appointed as the first Dean of the newly established School of Community Service (now the College of Public Affairs and Community Service), a position that he held until his retirement in 1983. Serving as Dean and Professor Emeritus, he maintained an office in the Department of Applied Gerontology (formerly the Center for Studies in Aging), where he continued to write and edit professional publications, serve on local and national advisory boards, and mentor students and faculty up until his death.

Dr. Friedsam was a Fellow of the Gerontological Society of America and of the Association of Gerontology in Higher Education. At various times in his career he served as President of the Southwestern Sociological Society, the Southwestern Social Science Association, the Association for Gerontology in Higher Education, and the Texas Society on Aging.

(Continued on page 2)



## CASP Institute Travels to California to Create Leadership Stars

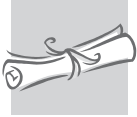
The Coalition for Leadership in Aging Services (CLAS) is collaborating with Aging Services of California to bring you the 2007 Certified Aging Services Professional (CASP) Fall Institute in Glendale, California.

For the third consecutive CASP Institute, a two-session format consisting of four days in Session One and two days in Session Two will be offered instead of the previous single six-day session. The first session is August 20-23 and will cover Core Course I and II; and the second, on October 1-2, will cover Core Course III.

A room block at the beautiful Hilton Los Angeles North/Glendale has been reserved with a special hotel rate of \$149.00 plus taxes. All courses will be presented at the Hilton at 100 West Glenoaks Blvd, Glendale, CA 91202.

(Continued on page 3)





**Department of Applied Gerontology**

Department Programs

**Graduate-Level Specialist Certificate in Aging**

Bachelor's Degree

**Master's Degree Two Majors Available**

- Long-Term Care, Senior Housing and Aging Services (LSHA)

- General Studies in Aging (GSAG)

**Doctoral Degree**

*If you would like information about the academic programs offered through the Department of Applied Gerontology at UNT, please contact the Academic Program Coordinator, Phyllis Eccleston at (940) 565-3449*

(Continued from page 1; In Memoriam)

A delegate to the 1961, 1971, and 1981 White House Conferences on Aging, he served as co-chair of the Training Section at the 1971 conference and as a consultant to the Technical Committee on Education for the 1981 conference. In 1968, he was appointed by President Lyndon Johnson to serve on his Presidential Task Force on Older Americans.

In 1968, he was appointed by President Lyndon Johnson to serve on his Presidential Task Force on Older Americans. The author or co-author of more than fifty publications, he also served a term as Editor-in-Chief of *The Gerontologist*, a journal published by the Gerontological Society of America.

Dr. Friedsam's activities in the field of aging also included terms as chairman of the Citizens Advisory Council for the Texas Department on Aging and membership in the Advisory Council of the North Central Texas Council of Governments Area Agency on Aging. In the Denton area, he advised on the origins of several aging services programs and facilities, including the Service Program for Aging Needs (SPAN), the Retired Senior Volunteer Program (RSVP), Denton Good Samaritan Village, and Fairhaven Retirement Home, where he also served as a board member.

Dr. Friedsam received the President's Award and Distinguished Teacher Award from the University of North Texas and was named as an Honorary Alumnus by the UNT Alumni Association. His other awards included a President's Citation from the American Association of Homes and Services for the Aging, the Trailblazer Award from the Texas Joint Conference on Aging, and Distinguished Service Awards from the Southwestern Social Science Association and from the Association for Gerontology in Higher Education. Dr. Friedsam also received the Clark Tibbitts Award for contributions to gerontology education from AGHE.

He is survived by his wife, Reva Sykes Friedsam; his daughter and son-in-law, Karen F. and Tom Duncan, his son and daughter-in-law, S. Carl Friedsam and Charlene; his grandchildren Stephen and Elizabeth Friedsam, his niece, Georgia Hepler (Bert), and his cousin, Sandra Mittica.

Gifts in memory of Dr. Hiram J. Friedsam may be made to Friedsam Graduate Student Professional Development Fund in the Department of Applied Gerontology or the Friedsam Graduate Scholarship in the Department of Sociology. Gifts can also be made to the Friends of UNT Libraries. Make checks payable to the UNT Foundation and mail to the University of North Texas, Division of Advancement, P.O. Box 311250, Denton, TX 76203; or on-line donations may be made at <https://development.unt.edu/givenow/givenow.php>.

**Phyllis Eccleston: 30 Years of Service**

On April 27, 2007, on the 40<sup>th</sup> anniversary of its founding, the Department of Applied Gerontology at the University of North Texas honored Phyllis Eccleston for three decades of extraordinary service to students, faculty, and alumni. Her commitment to our department, dedication to her work, and genuine desire to be of help have been evident to all who have sought her assistance and are important elements in the continuing success of programs in aging at UNT.



(Continued from page 1; 2007 CASP Spring Institute)

Course registration includes core course manuals, faculty handouts, and daily continental breakfast and refreshment break.

#### Fees and registration

	After July 20, 2007	
Both Session 1 and Session 2 (all three courses)	\$1,395.00	\$1,445.00
Individual courses:	\$550.00	\$600.00

*\*Bring a team of 3 or more from the same organization and enroll in all three courses to receive a 10% discount. All registrations must be faxed or mailed together along with the group discount form in order to receive this promotional discount. Please contact the CLAS office for the group discount form that must accompany registration forms.*

Please visit our website for further information: <http://www.unt.edu/aging/clas>.

Early registration discounts the course fees and ensures you a seat before the courses fill up.

Co-Sponsored by



## **Coming Soon... 2007 CASP Recertification Due by December 31, 2007**

CASP and CASP Fellow credentials exemplify a commitment to excellence in the provision of retirement housing and aging services. By establishing a common foundation of cutting-edge knowledge among aging service professionals, the program raises standards of practice across the nation. The time and energy that you have invested in earning this nationally recognized credential links you and your facility to this exemplary effort.

If you graduated in an odd-numbered year (2005, 2003, 2001, etc.), you should receive a 2007 recertification application in **September**. Graduates are required to complete a Recertification Application, including a record of 22 hours of continuing education units (CEUs), and submit it with a \$145 recertification fee by **December 31, 2007**. To make the recertification process even easier, we will post the 2007 recertification forms on our website by September 2007.

Please visit our website at: <http://www.unt.edu/aging/clas>



#### CLAS Team

##### **Richard Lusky, Ph.D.**

Department of Applied  
Gerontology Chair

##### **Stephen Proctor, M.S.**

CLAS Advisory Group Chair

##### **Kim Mathis, M.S.**

CLAS Director of  
Operations  
CLAS Act Editor

##### **Heather Ancheta, M.A.**

Program Specialist  
Editorial Assistant

##### **Phyllis Eccleston, M.A.**

CLAS Act  
Consulting Editor

##### **Hiram Friedsam, Ph.D.**

CLAS Act  
Honorary Editor-in-Chief  
2002-2006

#### CLAS Office

##### Mailing Address:

University of North Texas  
CLAS Office-Applied Gerontology  
P.O. Box 310919  
Denton, Texas  
76203-0919

##### Physical Address:

University of North Texas  
CLAS Office-Applied Gerontology  
410 Avenue C  
Chilton Hall, Room 359C  
Denton, TX 76201

##### Phone:

(940) 565-2733

##### Fax:

(940) 369-7271

##### Email:

clas@unt.edu

##### Web Address:

[www.unt.edu/aging/clas](http://www.unt.edu/aging/clas)

## 2007 CASP Spring Institute Faculty

### Cheryl Camuso

Vice-President of Marketing  
ARAMARK Senior Living Services  
Philadelphia, PA

### Daniel J. Cinelli

Managing Principal  
Perkins Eastman  
Chicago, IL

### Jeffrey Davis

CFO  
Presbyterian Homes, Inc  
Camp Hill, PA

### Kenneth T. Durand

CEO/President  
C.C. Young Retirement Community  
Dallas, TX

### Mary Jane Fitts

Senior Living Specialist  
GlynnDevins Advertising, Inc.  
Overland Park, KS

### Lori A. Gerhard

Director of the Center for Policy  
and Program Development  
U.S. Administration on Aging  
Harrisburg, PA

### Elaine Green

Dean  
School of Continuing and Profes-  
sional Studies  
Chestnut Hill College  
Philadelphia, PA

### Stephen Jeffrey

Director  
Ziegler Capital Markets Group  
Chicago, IL

### Chad Kunze

Principal  
LarsonAllen  
St. Louis, MO

### Liz Landingham

Vice-President of Operations  
ARAMARK Senior Living Services  
Philadelphia, PA

## The 2007 CASP Spring Institute

Regardless of wind, rain, snow, or a nor'easter, the CASP Institute will prevail! In conjunction with Pennsylvania Association for Non-Profit Senior Services (PANPHA) the Coalition for Leadership in Aging Services (CLAS) conducted its CASP Spring Institute in Philadelphia, Pennsylvania, April 16-19 and May 15-16 at the beautiful Simpson House. As CASP candidates and faculty traveled against the unusual spring nor'easter, their dedication and commitment to the field of aging were more evident than ever.

On April 16 and 17, candidates were immersed in Core Course I: Administering the Retirement Housing Community. Faculty spoke on topics such as housing management and governance, human resources, marketing, legal issues, and fair housing in aging services. April 18 and 19 brought Core Course II: Management and the Aging Resident. In this course topics included biological, psychological, and social aspects of aging and hospitality and guest services.

With beautiful weather, candidates returned on May 15 and 16 for Core Course III: Managing the Financial and Physical Environments. As candidates reunited with new and old friends, information on the budgeting process, financing the development of a long-term care facility, asset management, and dining management was disseminated.

Not only did candidates enjoy a wonderful classroom experience, but they also had the opportunity to network with one another during the daily lunches, welcome, and networking dinner. On the first night of the Institute, CLAS sponsored a Philly-themed welcome dinner featuring Philadelphia delicacies such as pasta and Philly cheese steak. During Session 2 of the CASP Institute, candidates embarked on a trip to remember, as ARAMARK generously sponsored a tour of their distribution center, hors d'oeuvres, and a Tuscan-themed dinner.

As candidates left the 2007 CASP Spring Institute, they were determined to incorporate new ideas into their facility; maintain contact with new colleagues and friends; and perhaps, go on a diet.....



Pictured above: The Simpson House



Pictured above left: Candidates collaborate on case studies during the CASP Spring Institute. Left to r: Jerry Guess, Laurie Hemler, Liz Bartelme, and Timothy Berry; Pictured above: Left to r: Kim Mathis, Laurie Hemler, Rosemary Horstman; Pictured left: Candidates present their group activity on technology. Left to r: Eric Krull, Lisa Stanton, Rosemary Horstman, Ann Laurence, Susan Schmader, Adrian Farmer, Everette Harrison

(Continued on page 5)

IMPORTANT DATES FOR 2007

- June 18-20 International Association of Homes and Services for the Aging (IAHSA) International Conference in St. Julian's, Malta
- July 20 Last day to receive Hilton special discount rate for Session 1 of the CASP Fall Institute (Glendale, CA)
- August 3 Last day to cancel registration for CASP 2007 Fall Institute Session 1
- August 6 CASP 2007 Fall Institute hotel deadline for Session 1
- August 20-23 CASP 2007 Fall Institute Session 1 (Glendale, CA)  
Core Course I: August 20-21  
Core Course II: August 22-23
- September 1 2007 CASP Graduation contracts due to the CLAS office
- September CASP recertification notices mailed to odd-numbered year graduates
- September 14 Last day to cancel registration for CASP 2007 Fall Institute Session 2
- September 17 Last day to receive Hilton special discount rate for Session 2 of the CASP Fall Institute (Glendale, CA)
- October 1-2 CASP 2007 Fall Institute Session 2 (Glendale, CA)  
Core Course III: October 1-2
- October 21-24 AAHSA's 2007 Annual Meeting and Exposition in Orlando, FL
 

<b>October 21</b>	<b>CLAS Pre-Conference Session</b>
<b>October 21-24</b>	<b>CASP Lounge Open</b>
<b>October 21</b>	<b>CASP Graduation Ceremony and Alumni Dinner</b>
<b>October 23</b>	<b>UNT/CLAS/CASP Reception</b>
<b>TBA</b>	<b>CASP Fellow Workshop</b>

*(for further details see pages 6 & 7)*
- December 31 CASP recertification due for odd-numbered year graduates
- Each Month Candidates who are at the end of their 3-year time limit for completing certification will have until the last day of the month in which they were accepted into candidacy to complete their certification requirements.

**2007 CASP Spring Institute Faculty**

- Daniel C. Look**  
President  
Dining Management Resources, Inc.  
Marietta, GA
- Richard A. Lusky, Ph.D.**  
Chair  
Department of Applied Gerontology  
University of North Texas  
Denton, TX
- Marvin Mashner**  
President/CEO  
ACTS Retirement-Life Communities, Inc.  
Ambler, PA
- Rod McAllister**  
Director of Human Resources  
Bethany Village Retirement Center  
Mechanicsburg, PA
- Cindy Nisson**  
President/CEO  
Health Resources Alliance Oak Brook, IL
- Susan B. Peña**  
Vice-President  
Greystone Communities, Inc.  
Irving, TX
- Stephen E. Proctor**  
CEO/President  
Presbyterian Homes, Inc.  
Camp Hill, PA
- Daniel Sternthal**  
Associate Attorney  
Davis & Wilkerson, P.C.  
Austin, TX
- Jeffery A. Vrieze, CPA**  
Principal  
LarsonAllen Health Care Group  
Minneapolis, MN
- John H. zumBrunnen**  
President  
zumBrunnen, Inc.  
Atlanta, GA

**Richard Lusky: 16 Years of Service**

On April 27, 2007, on the 40<sup>th</sup> anniversary of its founding, the Department of Applied Gerontology at the University of North Texas honored Richard Lusky for 16 years of service and commitment to the Department of Applied Gerontology through teaching, research, and service.



**2006/2007****CLAS Advisory Group**

**Daniel J. Cinelli**, Principal  
Perkins Eastman  
Chicago, IL

**Jeffrey Davis**, CFO  
Presbyterian Homes, Inc.  
Camp Hill, PA

**Kenneth T. Durand (Past Chair)**,  
President/CEO  
C.C. Young Retirement  
Community  
Dallas, TX

**Mary Jane Fitts**, Senior  
Living Specialist  
GlynnDevins Advertising  
and Marketing  
Overland Park, KS

**Susan Ganson**, Resource  
Specialist, Aging Services  
CARF-CCAC  
Washington, DC

**Peter Kress**, Vice President/  
CIO  
ACTS Retirement-Life  
Communities, Inc.  
Ambler, PA

**Jill M. Krueger**, President/  
CEO  
Health Resources Alliance  
Oak Brook, IL

**Sandra MacWilliam**, Presi-  
dent  
Unity Health System  
Rochester, NY

**Stephen Proctor (Chair)**,  
President/CEO  
Presbyterian Homes, Inc.  
Camp Hill, PA

**Richard J. Scanlon**,  
Managing Director  
Ziegler Capital Markets  
Group - Senior Living  
Finance

(Continued on page 7)



**2007 GRADUATION DINNER AND CEREMONY**  
**SUNDAY, OCTOBER 21, 2007**



**PEABODY HOTEL, ORLANDO, FLORIDA**

ROOM ASSIGNMENT WILL BE LISTED IN THE ONSITE ANNUAL MEETING

**Important Details**

- Graduation contracts for 2007 graduates are due in the CLAS office by **September 1, 2007**. If you have not received the form, you can download it from the CLAS website or call the CLAS Office.
- All 2007 graduates attend this event free of charge. Family, friends, and colleagues are welcome and encouraged to join us in the celebration. Guest tickets can be purchased through the AAHSA Annual Meeting Registration Form located on the AAHSA website at [www.AAHSA.org](http://www.AAHSA.org) or through the CLAS Office. Please make sure to register for this event so we can have an accurate count of how many graduates and guests will be attending.
- It is not too late to join the 2007 CASP graduating class. Please contact the CLAS office if you have questions about how you can complete your graduation requirements before the 2007 Graduation Ceremony.

**CLAS / CASP EVENTS AT THE**  
**2007 AAHSA ANNUAL MEETING**  
**ORLANDO, FLORIDA**

Sunday, October 21, 8:00 a.m. – 12:00 p.m.

**Join us for our CLAS Pre-Conference– Session 214-P**

**Master's-Level Marketing for CCRCs**

prior to AAHSA Annual Meeting

*(See page 7 of this newsletter for further details)*

October 21-24

**CASP Lounge**

Orange County Convention Center

TBA

**CASP Fellow Workshop– Session 129-A**

***Incorporating Technology into Your Business Plan***

Orange County Convention Center

*(See page 7 of this newsletter for further details)*

Sunday, October 21, 7:00p.m.-9:30 p.m.

**CASP Graduation Ceremony and Alumni Dinner**

Help us celebrate the accomplishments of the 2007 CASP graduates

*(See article above for further details)*

Tuesday, October 23, 6:00 p.m.-7:00 p.m.

**UNT/CLAS/CASP Reception**

Peabody Hotel

## AAHSA Pre-Conference Session (214-P) Masters-Level Marketing for CCRCs

This pre-convention seminar will explore best practices in developing and implementing strategic marketing plans that target high-priority factors such as assessment, product mix, and objective-driven budgeting, while emphasizing performance criteria, making needed adjustments to remain on course, and gaining organization-wide support. Discover how to develop a marketing plan that will maximize your organization's optimum occupancy:

- Examine key performance indicators of a successful marketing plan and understand the importance of consistent measurement of those indicators.
- Hear key concepts to consider when developing a successful marketing plan, including trends in sales management, lead generation, advertising, public relations, and the Internet.
- Participate in an interactive group exercise to help you apply these concepts and best practices to your community's marketing plan.

Faculty: Meredith Boyle, Senior Vice-President of Marketing, Asbury Group, Gaithersburg, MD; Ken Curnes, Vice-President/Director of Planning and Development, Mary Jane Fitts, Senior Living Specialist, and Jim Glynn, Principal, GlynnDevins Advertising & Marketing, Overland Park, KS; Merna Smith, Vice-President of Marketing Services, Greystone Communities, Irving, TX.

To register, please visit the [2007 AAHSA Annual Meeting Registration website](#).

## Incorporating Technology into Your Business Plan CASP Fellow Workshop— Educational Session 129-A

A technology plan is becoming an increasingly important part of the aging service business plan. Technology plays critical roles in supporting workforce collaboration, measuring quality, operational, and financial results; simplifying business and clinical processes, supporting new services and amenities for residents; and creating new business models. This session will exam how to develop technology plans that support and accelerate your organization's business strategy, identify best opportunities for technology impact, and leverage technology disciplines to support your culture change and quality improvement initiatives.

- Consider how to align technology with business and strategic planning to support infrastructure, quality improvement, and service models.
- In particular, explore how technology initiatives can support and accelerate "culture change" programs.
- Evaluate how "pilot" and "demonstration" initiatives can help organizations integrate technology into their strategic thinking.

### Faculty

Peter Kress, Vice-President and CIO, ACTS Retirement-Life Communities, Ambler, PA; Center for Aging Services Technologies (CAST) representative TBA, AAHSA, Washington, DC.

To register, please visit the [2007 AAHSA Annual Meeting Registration website](#).

2006/2007

### CLAS Advisory Group

**Lee Schmucker**, Training Consultant/Instructor  
Center for Management Development  
Wichita, KS

**Lora Ann Slawinski**, Vice-President of Operations  
Franciscan Communities  
Homewood, IL

**William T. Smith**, President/CEO  
Aging in America, Inc.  
Bronx, NY

**Edwin C. Thomas, III**, President/CEO  
Asbury Services, Inc.  
Gaithersburg, MD

**Ann Thompson**, Administrator  
Advent Christian Village  
Dowling Park, FL

**Carl Young**, President  
New York Association of Homes and Services for the Aging (NYAHS)A  
Albany, NY

### Ex-Officio

**Richard A. Lusky**, Chair  
Department of Applied Gerontology  
University of North Texas  
Denton, TX

**Kim Mathis**, CLAS Director of Operations  
University of North Texas  
Denton, TX

**Wendy Green**, Associate Director- Education Development  
AAHSA  
Washington, DC





# A Special Thank-You...

to the 2007 sponsors

## PLATINUM LEVEL SPONSORS



## GOLD LEVEL



## SILVER LEVEL



## BRONZE LEVEL



University of North Texas  
CLAS Office— Applied Gerontology  
P.O. Box 310919  
Denton, Texas 76203-0919  
Phone: (940) 565-2733  
Fax: (940) 369-7271  
Email: clas@unt.edu

Creating Tomorrow's Leaders Today!



Nonprofit Organization  
U.S. POSTAGE  
**PAID**  
Denton, Texas 76201  
Permit 455