

FOR IMMEDIATE RELEASE

Contact: Elaine Carlson
Minnesota Gerontological Society
PO Box 24562
Minneapolis MN 55424-0562
Tel: 952 829 5937, ext 3
Fax: 952 829 5891

Monday, April 5, 2010

Hal Freshley named Minnesota Gerontological Society's 2010 Dutch Kastenbaum Outstanding Gerontologist

Minneapolis/St Paul, MN- The Minnesota Gerontological Society recently announced that Hal Freshley, Planning and Policy Coordinator of the Minnesota Board on Aging, is the 2010 Dutch Kastenbaum Award Winner. Freshley will be honored at the 2010 Minnesota Gerontological Society Conference on Friday, April 30, 2010 at the Earle Brown Heritage Center in Brooklyn Center, MN.

The Minnesota Gerontological Society established the Outstanding Gerontologist Award in 1984 to recognize individuals who have contributed to lives of older persons throughout Minnesota. These contributions can be made to the field of aging through practice, research, or academics. In 1998 the award was renamed the Dutch Kastenbaum Award to honor Abraham "Dutch" Kastenbaum. Kastenbaum was trained as a social worker, and was a champion in beginning service programs for older people. He later became a celebrity with his weekly television show, *Senior Citizen's Forum*, which ran for almost 25 years.

Freshley has had a long and influential career in the field of gerontology. A graduate of Pepperdine University in Psychology and History, Freshley went on to obtain his Ph.D. at the University of Oklahoma, School of Public Health with a focus on aging issues before it was "vogue." Freshley began work at the Metropolitan Council of the Twin Cities as a Senior Planner and ultimately became a Planning Analyst with the Metropolitan Council after 10 years. In 1997, Freshley went to the Minnesota Board on Aging where he is currently serving as the Planning and Policy Coordinator. The Minnesota Board on Aging (MBA) is the gateway to services for Minnesota seniors and their families.

With Freshley's knowledge of aging and human services policy at the federal, state, and local level he has successfully directed aging initiatives in Minnesota including; oversight of the Eldercare Development Partnership Programs as they transitioned into their technical assistance roles with community service providers, the creation of the first Profile of Minnesota's Long-Term Care System, and a three-year Administration on Aging planning grant effort focused on evidence-based health promotion. Freshley's passion for aging has made him a trusted member of the aging network in Minnesota as his colleagues know he always has the best interests of older Minnesotans in mind when

he makes policy and program recommendations. oversight of the Eldercare Development Partnership Programs,

Along with his successful career, Freshley has had many opportunities to serve the community. He is known to many as teacher and mentor. For several years, Hal has co-taught an *Aging and Disability Policy* class at the Humphrey Institute of Public Affairs, University of Minnesota. He has also coordinated a *Multi-Disciplinary Perspectives on Aging* course elsewhere at the University of Minnesota. He often serves as a designated mentor for Humphrey students, a role usually assigned to alumni. Freshley currently serves on the board of directors for Management Assistance Project (MAP) for Non-Profits and has been a part of the Executive Board since 2003. Freshley was part of the original group that founded the Vital Aging Network (VAN) which works to build the capacity of older adults to foster their communities. He was an active participant in its Leadership Group until 2006 and still serves as a VAN volunteer. Freshley is a member of the Minnesota Gerontological Society, the Gerontological Society of America, and the American Society on Aging.

For more information about the Minnesota Gerontological Society or the 2010 Minnesota Gerontological Society's Conference on April 30th visit www.mngero.org.