Earle Brown Heritage Center
MGS Session Locations
(Ask MGS volunteers for assistance)
Welcome to the 2017 MGS Conference!

MGS 2017 Learning Objectives
(pre-approved for 5 CEUs by MN Board of Social Work and BENHA, self-submit by others)

From the content presented at this conference, learners will be able to:

1. Review the intersections between older adults and business, as customers, consumers and workers.
2. Understand the economic role of those aged 50+ and the purchasing power of this cohort today.
3. Discuss economic and societal forces helping define the aging population as an economic asset.
4. Learn the concepts of design thinking and ways it’s utilized to drive innovation in today’s economy.
5. Explore the similarities and differences between business and human services ethics in practice.

MGS Mission
To bridge the gap in Minnesota between research and practice in the field of aging, with special emphasis on developing and supporting tomorrow’s leaders.

The Minnesota Gerontological Society (MGS), established in 1976, is an eclectic group of social service professionals, health care providers, research scientists, policy analysts, program administrators, educators, students, retirees, consultants, attorneys, and others. Our common interest is aging.

As a volunteer organization, MGS relies heavily on the personal commitment of many individuals and organizations who believe in the MGS mission. MGS expresses gratitude to all sponsors, partner organizations, individual members and volunteers.

Board of Directors of Minnesota Gerontological Society

Charissa Eaton, Winona State University, MGS President
Lori Vrolson, Central MN Council on Aging, MGS President Elect
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Sue Humphers-Ginther, Minnesota State University Moorhead, Past Co-President

Penda Kane, Geneva Suites
Emily Kerling, Northfield Retirement Community
Janelle Meyers, Ecumen
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Catherine Sullivan, St. Catherine University
Adam Suomala, LeadingAge Minnesota
Laura Waldvogel, PREPARE/ENRICH
Breanna Wheeler, River Bend Nature Center
Pam Zimmerman, Vital Health Links
# MGS 41st Annual Conference

## The Business of Aging: Exploring Partnerships Possibilities & Priorities

April 28, 2017 - Earle Brown Heritage Center, Brooklyn Center, MN

### Schedule

#### 7:00 – 8:00 a.m.
Registration, Coffee, Networking

#### 8:00 – 8:15 a.m.
**Welcome, About MGS**  
*Carriage Hall A*

**Emily Kerling, MGS Conference Chair**

#### 8:15 – 9:15 a.m.
**Morning Keynote: “The Longevity Economy”**  
*Carriage Hall A*

**Jody Holtzman, Senior Vice President, Market Innovation, AARP**

#### 9:15 – 9:30 a.m.
Break

#### 9:30 – 10:45 a.m.
Concurrent Sessions

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| Applying Design Thinking in Health Care  
Lisa Edstrom, MBA – 3M Health Care Academy Leader | Directing the Force – About MN’s Workforce  
Kari Benson, MPA – Exec. Dir., MN Board on Aging, DHS  
Connie Ireland – Exec. Dir., Governor’s Development Workforce Council | Business & Human Service Ethics  
Charissa Eaton, PhD – MGS President, Winona State Univ.  
Greg Eaton, ACA – Vice Pres., Director of Insurance, AgStar | Business Intersections with Aging  
LaRhae Knatterud, MAPA – Director of Aging Transformation, DHS Aging Services | MGS Network in Action  
A dynamic team of community leaders |

**Location:** Garden City  
**Location:** Harvest C  
**Location:** Captains  
**Location:** Harvest A  
**Location:** Tack A downstairs

#### 10:45 – 11:15 a.m.
Break

#### 10:45 – 4:00 p.m.
Exhibit Hall Open  
*Carriage Hall B*

#### 11:15 – 12:30 p.m.
Concurrent Sessions

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| Tipping Point on Telemedicine  
John Goodman – President and CEO, A-Vu Media | Workforce Forces  
Chris Farrell – Senior Economics Contributor, Marketplace  
Mary Jo Schiffsky – Founder, GenSync | Elder Law Panel  
Marit Peterson – MN Elder Justice Center  
Laurie Hanson – Atty.  
Ron Elwood – Mid MN Legal Aid | Creating Home – Evolution of Aging Environments  
Susan Farr – V.P., Ebenezer Mgt. Services  
Kurt Apfelbacher, Senior Vice President, Dougherty & Co. | Unleashing Your Entrepreneurial Spirit  
Joel Theisen – Pres/CEO, Lifesprk  
Jennifer Anderson – Pres/CEO, Mirabelle Management Co. |

**Location:** Harvest C  
**Location:** Harvest A  
**Location:** Tack B downstairs  
**Location:** Garden City  
**Location:** Captains
MGS 41st Annual Conference – Agenda continued

12:30 p.m. Robert L. Kane Memorial Luncheon Carriage Hall A

1:00 – 1:40 p.m. MGS Program – Introduction of Conference Committee & MGS Board
Charissa Eaton, MGS President

Remembering Robert L. Kane
Robert L. and Rosalie A. Kane Scholarship Fund
Gayle Kvenvold, President/CEO, LeadingAge MN

Student Scholarship Award Presentations
In honor of Gerald Bloedow and Elva Walker Spillane

Dutch Kastenbaum Award – MGS Gerontologist of the Year

1:40 – 2:15 p.m. Poster Sessions Harvest Foyer
Exhibit Hall Carriage Hall B

2:15 – 3:30 p.m. Afternoon General Session Carriage Hall A
“The Economic Realities of Our Time”
Chris Farrell, Senior Economics Contributor, Marketplace

3:30 – 4:00 p.m. Executive Reception – Exhibit Hall Carriage Hall B
Prize Drawings (Must be present to win)

Instructions for Accessing the Conference App:
Click on link: https://guidebook.com/guide/87249/
or
1. Download the Guidebook App from Apple, Google or Amazon App Store
2. Sign-up
3. Search for “The Business of Aging”

Instructions for Accessing Session Handouts:
1. Connect to Wi-Fi for Earle Brown; password = Airfield1918
2. mngero.org
3. “Conferences and Webinars” tab
4. “2017 Conference Handouts”; password = mgs2017

Instructions for Entering Social Media Raffle:
1. Like MGS on Facebook; Follow MGS on Twitter
2. Post and/or Tweet using #mgsconf2017

Conference Evaluation & 5 CEU Certificate of Attendance
Share your feedback and suggestions for next year’s program using the on-line evaluation at:
mngero.org, “Conferences and Webinars” tab, 2017 Conference Evaluation & CEU, password = mgs2017
The CEUs are pre-approved by the Minnesota BOSW and BENHA. Others are self-submit.
“The Longevity Economy”

**Jody Holtzman, Senior Vice President, Market Innovation, AARP**

The Longevity Economy, “the sum of all economic activity serving the needs of Americans over 50,” is responsible for at least $7.6 trillion in economic activity every year. Overall, it accounts for nearly 90 million jobs and more than $4.5 trillion in wages and salaries. This far-reaching influence generates significant business opportunities. More than ever, people 50-plus are choosing to stay in the workforce longer, many of them launching second careers or starting new businesses. To keep up with this shift, employers must meet the needs of a multigenerational workforce.

**SESSIONS • 9:30 a.m. - 10:45 p.m.**

**A1 – Applying Design Thinking in Health Care** - (Garden City)

*Lisa Edstrom, 3M Health Care Academy Leader*

Design thinking is a creative problem-solving approach in which the mindset and methods of designers is applied to develop innovative products and business models. Design thinking is the interplay between “analytical mastery and intuitive originality”. This fuels growth and innovation within organizations in competitive markets. At 3M, design thinking is a rigorous, proven and repeatable approach to new product design. Explore the concepts of design thinking and how it is utilized to drive innovation.

**B1 – Directing the Force – About Minnesota’s Workforce** - (Harvest C)

*Kari Benson, MPA, Executive Director, Minnesota Board on Aging, Department of Human Services (DHS)*

*Connie Ireland, Executive Director, Minnesota’s Governor’s Workforce Development Council, Dept. of Employment and Economic Development (DEED)*

DEED and DHS oversee, manage and staff the jobs, providers and services impacting aging services in MN. Kari Benson’s perspective on the work being done by the MN Board on Aging and DHS’s Aging and Adult Services is current and at the heart of aging services in MN. The Governor’s Workforce Development Council has a responsibility to advise the Governor on Minnesota’s workforce system. Connie Ireland will discuss employer-led industry sector partnerships focused on better understanding of the skills that employers need and connecting skilled workers to those opportunities.

**C1 – Business and Human Service Ethics: As different as Mars and Venus?** - (Captains)

*Charissa Eaton, MSW, PhD, Associate Professor, Social Work Department, Winona State University*

*Greg Eaton, ACA, Vice President, Director of Insurance, AgStar Financial Services*

Professionals in business and human services face ethical dilemmas in their everyday work. However, these professionals often view their own ethical dilemmas to be as different as Mars and Venus. This presentation will provide an overview of business and human service ethics and explore whether business and human service ethics are truly that different. Some ethical dilemmas in aging services will be examined from both business and human service perspectives.

**D1 – Business Intersections with Aging – D1 session sponsor: Consumer Directions** - (Harvest A)

*LaRhae Knatterud, MAPA, Director of Aging Transformation, Minnesota Department of Human Services*

Our society is aging and we are experiencing a permanent shift in the aging of our population. The number of Minnesotans over age 65 is going to double between 2010 and 2030, and the number over age 85 will triple between 2010 and 2050. All our systems and sectors will be affected by this dramatic growth in the number of aging individuals. As a vital part of our economy and our communities, businesses (or the proprietary sector) intersect with aging in thousands of ways. This session will explore these intersections from the perspective of the customer, the aging of the workforce, and businesses as a community partner.

**E1 – The MGS Network in Action: Speed Questions Workshop** - (Tack A downstairs)

Talk with a broad range of aging experts – including current and former MGS Board members, community experts and long-time supporters. In response to surveys completed by participants in past conferences, MGS is offering an exciting opportunity for students, current and potential leaders in the aging field to meet and talk with policy peers. Whether an emerging professional exploring initial career steps in aging or a longtime state leader, this energy-filled session is guaranteed to develop and leverage the MGS network, providing meaningful connections and advice to advance all attendee’s learning journeys!
A2 – Tipping Point on Telemedicine - (Harvest C)  
John Goodman, President and CEO, A-Vu Media  
A-Vu Media is an information technology services company focused on providing highly simplified access to broadband enabled telemedicine, multimedia and communication services. Its mission is to introduce community based telemedicine options on a platform that also expands multimedia and two-way communication choices for seniors, disabled persons and those left behind by the complexity of electronic devices and “too many button” remotes. By enabling healthcare providers and combining access to telemedicine, entertainment and communication services through a simplified remote and a set-top box, A-Vu Media is challenging the complexity of multimedia access and leading the way for its customers to remain independent, yet fully connected to loved ones, care providers and the entertainment content they enjoy.

B2 – Workforce Forces - (Harvest A)  
Chris Farrell, Senior Economics Contributor, Marketplace  
Mary Jo Schifsky, Founder, GenSync  
This session will focus on the interaction between current economic realities in the workforce and the historic four-decade career in America. The traditional dialogue about retirement has shifted—there’s an unprecedented four decades, aged 20-75, working together today. Longevity increases everyone’s accountability for daily choices. The question of “what to be when we grow up” is iterative, the process continuing over decades, providing opportunity and challenge.

Marit Anne Peterson, Program Director, Minnesota Elder Justice Center – Moderator  
Laurie Hanson, Attorney, Long-Reher-Hanson-Price  
Ron Elwood, Legal Services Advocacy Project, Mid-Minnesota Legal Aid  
This session will cover various aspects of elder law. Peterson will review the work of the MN Elder Justice Center’s work to prevent and alleviate abuse, neglect, and financial exploitation of elders and vulnerable adults. Hanson will discuss ways clients can plan for incapacity and choose surrogate decision-makers to ensure the client’s wishes are followed and to minimize risk of exploitation. Elwood will discuss the work of the Legal Services Advocacy Project at the legislature and their work to improve state laws and rules that affect low-income Minnesotans including the elderly and persons with disabilities.

D2 – Creating Home – The Evolution of Environments for Aging - (Garden City)  
Susan Farr, V.P., New Business Development, Ebenezer Management Services  
Kurt Apfelbacher, Senior Vice President, Dougherty & Co. Investments  
Options of how and where one lives, what gets developed and by whom are evolving. This session will explore the evolution of environments (housing) for aging, and discuss some opportunities and possibilities for this market. Future trends and predictions that may shape the future of the senior housing industry will be discussed with an exploration of how other industries and new technologies may change the way future housing for seniors is built.

E2 – Unleashing Your Entrepreneurial Spirit for Aging - (Captains)  
Joel Theisen, President & CEO, Lifesprk  
Jennifer Anderson, President & CEO, Mirabelle Management Company  
In the coming years, business leaders will be called to offer a new vision for the products and services needed by an aging society. From emerging technologies to innovations in how we train caregivers and provide services, prime opportunities lie ahead. To shift our thinking about how we can approach this changing marketplace with a more entrepreneurial spirit, this session is uniquely designed to both inspire you and prepare you through the real-life insights of two executives running award-winning, Minnesota-based businesses changing the way people age.
LUNCHEON • 12:30 p.m. - 1:40 p.m.

Robert L. Kane Memorial Luncheon

The luncheon is dedicated to the life and work of Robert L. Kane, MD. The Robert L and Rosalie A. Kane Scholarship Fund will be formally announced. MGS will recognize the 2017 Gerontologist of the Year Award Winner and present four scholarships to Minnesota higher education students.

Sponsor: LeadingAge™ Minnesota

AFTERNOON KEYNOTE • 2:15 p.m. - 3:30 p.m.

“Economics of Aging – Business and Personal”
Chris Farrell, Senior Economics Contributor, Marketplace

Chris Farrell shares his perspective on what he calls “unretirement”: The grassroots, social movement rethinking and reimagining the second half of life. The idea that retirement means saying goodbye to colleagues for the last time and embracing full-time leisure is fading fast. A series of broad, mutually reinforcing changes in the economy and society are making an aging population more of an economic asset than before. Boomers are better educated and healthier than previous generations. If society taps into the abilities and knowledge of those boomers who can and want to work, employers will benefit, society will be richer, living standards will be higher, and the financing problems of Social Security and healthcare easier to solve.

Sponsor: Care Providers of Minnesota

EXECUTIVE RECEPTION • 3:30 p.m. - 4:00 p.m.

Executive Reception and Raffle
Everyone is invited to attend the reception, which provides an opportunity to meet the exhibitors and to network with colleagues, students, professors and presenters from across Minnesota. All participants receive one free beverage ticket. Multiple prize drawings for all who play Exhibitor Bingo (Must be present to win).

Sponsor: The Waters
Dutch Kastenbaum Outstanding Gerontologist Award
The Minnesota Gerontological Society established the Outstanding Gerontologist Award in 1984 to recognize individuals who have contributed to the lives of older persons throughout Minnesota. In 1998 the award was renamed the Dutch Kastenbaum Award to honor Abraham “Dutch” Kastenbaum, a champion in beginning service programs for older people. Award recipients have made significant contributions to the field of aging through practice, research, or academics.

MGS Announces the Robert L. and Rosalie A. Kane Scholarship Fund
The Minnesota Gerontological Society created this new scholarship fund in March 2017 after learning about Bob Kane’s death on March 6. Robert L. Kane, MD, was the Minnesota Chair of Aging and Long-Term Care at the University of Minnesota’s School of Public Health where he was a professor for more than thirty years. He was a distinguished researcher, prolific author, and dedicated advocate for better management of chronic illnesses and improved delivery of long-term care. Rosalie A. Kane, Ph.D., is a professor in the Division of Health Services Research and Policy, School of Public Health, University of Minnesota. She also teaches in the School of Social Work and the Center for Biomedical Ethics at UMN, and is a Director with the UMN National Long-Term Care Resource Center.

Gerald Bloedow Scholarship
In 1994, MGS established the Bloedow Scholarship fund to honor the lifelong contributions of Gerald Bloedow to the field of aging. The fund provides financial assistance to undergraduate and graduate students to further their education in gerontology. Gerald Bloedow was Director of the Minnesota Board on Aging from 1966 until 1994. Prior to this he directed many community organization projects for the Governor’s Citizen Council on Aging. Gerald was a founding member of MGS in 1976.

Elva Walker Spillane Scholarship
MGS created the Elva Walker Spillane Scholarship fund in 2015. Elva dedicated her life to service and advocacy in the field of aging services. She was a founding member and former President of MGS, founding member and served eight years on the Minnesota Board on Aging, volunteered her leadership on the Boards of the National Council on Aging and AARP, and tirelessly supported many local, state and national organizations. The campaign to fund this scholarship began in 2014.

Thank You 2017 Conference Committee Members

Emily Kerling, Chair, MGS Conference
Pam Zimmerman, Co-Chair, MGS Conference
Charissa Eaton, Poster Presentations
Lola Amendt, Exhibitors
Jim Tift, Student Scholarships

Tom Hyder, MGS Executive Director
Paulette Sorenson, MGS Conference Coordinator

Ed Nunn
Kris Glaros Hanson
Kathryn Ringham
Mary Jo Schifsky
Adam Suomala
Breanna Wheeler
Program highlights
- Assistantship funding and full tuition waiver available
- Funding to attend national and international conferences
- Small, student-focused program set within a large research university
- Fantastic lab spaces and research resources
- Dedicated faculty focus on your growth as a scholar and as a person
- Students, ideas, and research that are making a difference

Our students do amazing things
Presented at conferences nationally and internationally; Awarded university-wide dissertation fellowships; Published work in high-quality, peer-reviewed journals; Interned for non-profits and conducted outreach work; Successfully secured positions upon graduation.

Career opportunities
Prepare for a career where you can make a difference in academia, working with non-profits, medical/healthcare organizations, advocacy, community, government, or research institutions.

Alternate Endings: Insights into Alternative End of Life Care Options
Rachelle M. Henkel, University of St Thomas and St Catherine University

Exchanging Through Generations: An Amalgamation of Participant’s Responses at Whitney Senior Center
Tina Hieserich, Pramila Basnet, Amanda Clemens, Nisha, Khanal, Bethany Mary, Maggie Paris, Haley Power, Upasana Shrestha, and Phyllis Greenberg, PhD, MPA, St. Cloud State University

Granny Pods: Cost Effectiveness and Health Benefits if “NextDoor Housing” Approach
Alla Lozovan Kazi, MD, MPH, University of Minnesota School of Public Health, Center on Aging

Post-Traumatic Stress Disorder and Dementia in Aging Veterans: A Literature Review
Bethany Mary and Phyllis Greenberg, PhD, MPA, St. Cloud State University

Safe, Accessible Homes: Outcomes and Sustainability of a Community-Academic Partnership
Catherine Sullivan, PhD, OTR, Rebecca Keller, Melody Oaks, Tess Rybar, St Catherine University, and Tony Sjorgen, Rebuilding Together Twin Cities

Stakeholder Views on Quality Priorities for Long-Term Care
Heather Davila, MPA, University of Minnesota
2017 Exhibitors

3M Health Care Academy
us.3mlearning.co.uk

Allina Health Home Care Services
allinahealth.org

Alzheimer’s Association
alz.org/mnnd

Arthur’s Residential Care
arthursresidentialcare.com

Beyond Barriers Minneapolis LLC
beyondbarriers.com

CapTel Outreach
captel.com

Catholic Eldercare
catholiceldercare.org

Compassion Choices of MN
compassandchoices.org/minnesota

Consumer Directions
consumerdirections.info

Covenant Village of Golden Valley
covenantvillageofgoldenvalley.org

Ease
withease.io

Gianna Homes
giannahomes.org

Handi Medical Supply
handimedical.com

Interim Healthcare
interimhealthcare.com

Lutheran Social Service of MN
lssmn.org

Mefford, Knutson & Associates, Inc.
mkaonline.net

Metro Meals on Wheels
meals-on-wheels.com

Minnesota Hospice
Mnhospice.com

Minnesota Rural Health
mnruralhealth.org

Minnesota State University of Moorhead
mnstate.edu/scj

Mom’s Meals Nourish Care
momsmeals.com

North Star Therapy Animals
northstartherapyanimals.org

Parkinson’s Specialty Care
pscmn.com

PsychMD Collaborative Care
psychmds.com

Senior Care Authority
seniorcareauthority.com

St. Cloud State University - School of Health and Human Services
stcloudstate.edu

St. Croix Hospice
stcroixhospice.com

MN State Services for the Blind
mn.gov/deed/job-seekers/blind-visual-impaired

The College of St. Scholastica
css.edu

The Pack Up Artist
thepackupartist.com

The Waters
thewatersseniorliving.com

The Wellstead of Rogers
fivestarseniorliving.com

Training to Serve
trainingtoserve.org

Twin Cities Physicians
twincitiesphysicians.net

Vision Loss Resources
visionlossresources.org
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