



**COMMONWEALTH of VIRGINIA**  
*Department for Aging and Rehabilitative Services*

James Rothrock  
Commissioner

Virginia Division for the Aging  
1610 Forest Avenue, Suite 100  
Henrico, VA 23229  
Phone 800-552-3402

[Click here to go to the Virginia Division for the Aging Home Page](#)

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**August 28, 2012**

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12-253

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**DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES**

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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Tim Catherman

**DATE:** August 23, 2012

**SUBJECT:** Virginia Has a New Senior Medicare Patrol (SMP) Website

By Susan Johnson  
SMP Project Manager  
Virginia Association of Area Agencies on Aging

The Virginia Association of Area Agencies on Aging (V4A) has a new website for the Virginia Senior Medicare Patrol (SMP) program: [www.virginiasmpp.org](http://www.virginiasmpp.org).

Virginia SMP hopes to increase education and public awareness of the Virginia SMP project to beneficiaries and caregivers by providing online information about the SMP program, health care fraud, how to report health care fraud, and resource information and referral links in Virginia. The new website is one of the initiatives developed with SMP expansion funds along with the expanded use of media and advertisements using radio PSAs, ads in hometown newspapers across Virginia, regional bus ads in three larger regions of the state, and billboards in rural areas.

The Virginia SMP released a statewide press release through the Virginia Press Service and the local Area Agencies on Aging to announce the new website. The new website can also be used by current and prospective SMP volunteers and many statewide partners. The new website includes information on:

- The SMP program
- Links and downloads for SMP volunteers
- Information about health care fraud
- Complaint process
- Area Agency on Aging partners
- SMP resources

In the future, we hope to include additional information about statewide SMP happening and events and information and videos from the [www.stopfraud.gov](http://www.stopfraud.gov) website.



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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Kathy Miller

**DATE:** August 28, 2012

**SUBJECT:** Lawful Use of the Title, "Social Worker"

During the 2011 General Assembly session, the legislature passed HB 2037, which places restrictions on the use of the position title, "Social Worker." The law specifies that only individuals with a baccalaureate, master's or doctorate degree in social work from an accredited social work school or program approved by the Council on Social Work Education may use the title "Social Worker." This law will become effective July 1, 2013.

To assess the impact of this change in Virginia Law on the AAAs, VDA is conducting a survey. Please email your answers to the following questions to [kathy.miller@dars.virginia.gov](mailto:kathy.miller@dars.virginia.gov) by September 7, 2012.

Does your agency use the title "social worker" for any of your paid positions?

If so, do the individuals employed in these positions meet the educational criteria mandated by the legislation?

How many of these positions do you employ?

Thank you very much for your responses.



12-255

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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Cecily Slasor

**DATE:** August 28, 2012

**SUBJECT:** Virginia Elder Rights Coalition Program

Gail Thompson, Assistant State Long-term Care Ombudsman asked that we share this program information with you.

The Virginia Elder Rights Coalition will present a free program on the overuse of antipsychotic drugs and the push to reduce long term care drugging rates on September 7, 2012 from 10:30 AM until noon at the Park View Apartments community room at 210 South Pantops Drive, Charlottesville. All are welcome. Please see the attached flier and feel free to share it with others.



12-256

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**MEMORANDUM**

**TO:** Executive Directors  
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**FROM:** James Rothrock

**DATE:** August 28, 2012

**SUBJECT:** Reforms to Government Program (LIFELINE) Providing Affordable Telephone Service for Income-Eligible Consumers

Susan Fisenne of the Federal Communications Commission (FCC) asked that we share this program information with you. Please share this information with your eligible clients and other partners.

As we approach **Lifeline Awareness Week 2012 (September 10 – 14, 2012)** the Federal Communications Commission (FCC) would like to ensure that you and your constituents are informed about recent reforms in the Lifeline Program. On January 31, 2012, the Commission adopted comprehensive reform and modernized the Lifeline program to keep eligible low-income Americans connected to jobs, family and emergency services by eliminating waste, fraud and abuse.

Lifeline is a government benefit program supported by the Universal Service Fund. The Lifeline program is available to eligible low-income consumers in every state, territory, commonwealth, and on Tribal lands. The program provides discounts on ONE monthly telephone service (either wireline or wireless) for eligible low-income consumers. Federal rules prohibit eligible consumers from receiving more than one Lifeline service per household. Households with duplicate Lifeline services must select a single provider or be subject to penalties.

The Lifeline service is a non-transferable benefit. Consumers may be required to certify and provide documentation confirming that the subscriber, or a member of the subscriber's household (including dependants) participates in a qualifying state, federal or Tribal assistance program or meets the income qualifications for Lifeline eligibility. Consumers must have an income that is at or below 135% of the federal [Poverty Guidelines](#)

Information about the Lifeline Program is available at <http://www.fcc.gov/lifeline/outreach>. For information about eligibility, how to apply for Lifeline benefits, or what to do if a household is receiving more than one Lifeline discount, visit the Universal Service Administrative Company (USAC) website at [www.lifelinesupport.org](http://www.lifelinesupport.org). You may also call the FCC at 1-888-225-5322.

**Please share this information and/or the outreach materials with your constituents.**

Thank you in advance for disseminating information on these important changes in the Lifeline program!

Susan Fisenne  
Consumer Education and Outreach Specialist  
Federal Communications Commission  
Washington, D.C. 20554



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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Tim Catherman

**DATE:** August 23, 2012

**SUBJECT:** Winchester Star Article About Clarke County Active Living Center

Good from Shenandoah AAA about their involvement in the Clarke County Active Living Center

**CLARKE COUNTY PROJECT NEARLY FINISHED**

August 18, 2012

By **VAL VAN METER**

*The Winchester Star*



Work progresses on the new Clarke County Active Living Center and offices for the county Parks and Recreation Department staff in Berryville's Chet Hobert Park. The project is slated for completion in October.

(Photo by Jeff Taylor/The Winchester Star)

**BERRYVILLE** — Like the American pioneers of yesteryear, the Clarke County Active Living Center for seniors is heading west for more space.

The county's Parks and Recreation Department office staff, on the other hand, will move a few hundred feet east.

Both entities will have much more room with the additions now being completed at the county's Recreation Center in Chet Hobert Park.

"We are really excited," said Lisa Cooke, director of the parks department.

The senior citizens are also looking forward to the move into their new digs, said Bonnie Dodson, director of the Active Living Center.

The new space on the northeast side of the Recreation Center has 5,300 square feet, with another 2,303 square feet for offices and storage for the Parks Department on the southwest corner.

The project is scheduled for completion by the end of October.

Forest Shepherd, superintendent of the project for Minghini General Contractors Inc. of Martinsburg, W.Va., said the work is ahead of schedule. But the completion of work such as sidewalks and asphalt paving is dependent on the weather.

Inside, Shepherd said, flooring, doors and cabinets are awaiting installation.

During a Thursday tour of the new Recreation Center wing, Dodson pointed out the expansive kitchen, which has an outside door for deliveries and a large walk-in pantry for food storage. It will allow for the preparation of meals for seniors at the center, as well as ones to be delivered to those who are homebound.

The meeting room, which can be divided in half, seats 150, Dodson said.



*Clarke County senior center director Bonnie Dodson looks over construction progress at the new center.*

When not in use to prepare meals for seniors, the commercial kitchen could allow the Parks Department to offer cooking classes, Cooke said, and the space will be available for wedding receptions, meetings or other community events.

The space also has a room for the nurse serving the facility to use on her visits, something Dodson said is

lacking in the current center.

"This is someplace a little private," she said, "instead of sitting out where everybody can hear."

Cooke said the room can also be used by the Parks Department for after-school activities, and to provide more space for the most popular class offerings.

“Our fitness classes have taken off,” she said. “This will give us a chance to open them up.”

*Clarke County Parks and Recreation Director Lisa Cooke what will be her new office when the expansion of the completed. About 2,300 square feet are being added to building for the Parks Department and an additional square feet of space is being added for the new Active Center.*



*stands in facility is the 5,300 Living*

Cooke said her staff is looking forward to the Recreation Center with the county’s senior and that she and Dodson see intergenerational activities in the future.

sharing citizens

“Seniors have a lot of talent and a lot of knowledge,” Cooke said. “We may be able to offer some programs with them.”

Dodson likes the fact that the Recreation Center’s amenities, such as the fitness room and its facilities — the walking trail and even the swimming pool — will be near the Active Living Center.

“There are a lot of possibilities,” she said.

The \$1,272,200 contract for the work was awarded to Minghini in January.

At the groundbreaking, Roberta Lauder of the Shenandoah Area Agency on Aging — which helped to raise funds for the new structure — said the community donated about \$900,000 of the cost.

The county Board of Supervisors also contributed funds for the project, including the addition of offices for the Parks Department and the repair of a crack in an exterior wall of the Recreation Center.

The county government also paid to install a natural gas line to the center as a new energy source.

The total cost came to \$1,497,318, according to county Finance Director Thomas Judge.

— Contact Val Van Meter at [vvanmeter@winchesterstar.com](mailto:vvanmeter@winchesterstar.com)



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**MEMORANDUM**

**TO:** Executive Directors  
Area Agencies on Aging

**FROM:** Cecily Slasor

**DATE:** August 28, 2012

**SUBJECT:** Article on Older Virginian

Dr. Lynn Reid, Director of the Loudoun County Area Agency on Aging asked us to share this article about an inspirational older Virginian.

**95-Year-Old To Compete In NOVA Senior Olympics**

By [Lindsey Brookbank](#)

Manny Hershkowitz Reflects On A Long Life, What's To Come



**Manny Hershkowitz**

Manny Hershkowitz, of Ashburn, plans to compete in the Northern Virginia Senior Olympics from Sept. 15 to 26 in tennis, golf and Wii bowling against others in the 95 to 99 age range. He also prides himself on being the “oldest ballboy” to participate in a major tennis championship, a feat recorded in the

Guinness World Records. Hershkowitz worked on the court at the U.S. Open at Flushing Meadow, NY, in September 1999 when he was 82 years old.

As he wakes up each morning, 95-year-old Manny Hershkowitz recites two words: thank you. He is merely happy to be living.

“I realize it is a blessing that I am awake,” he said in a New York accent, but with a serious tone, almost whispering. “To be alive and do what I do, it’s unbelievable.”

His physical appearance is a testament to his age. Like any elderly man, he has a balded head, with patches of white hair strands, wrinkled skin, as well as age spots speckled on his body. However, Hershkowitz doesn’t care about any of that. He is still kicking—very much so.

Hershkowitz plans to compete in the Northern Virginia Senior Olympics from Sept. 15 to 26 in tennis, golf and Wii bowling against others in the 95 to 99 age range. He also prides himself on being the “oldest ballboy” to participate in a major tennis championship, a feat recorded in the Guinness World Records. Hershkowitz worked on the court at the U.S. Open at Flushing Meadow, NY, in September 1999 when he was 82 years old.

“I am a jock,” he said repeatedly, sighing and raising his arms in the air.

### **Staying Physically Active**

Married for 69 years to his wife Ruth, who is 90 years old—the couple lives in the Ashby Ponds retirement community in Ashburn—Hershkowitz has raised three children Stephen, Meryl and Jared.

Originally from Brooklyn, NY, Hershkowitz spent the beginning of his life in his home state, where he worked in the fur market, before he and his wife, who was a school teacher, moved to Virginia to take care of their oldest son’s children, while their parents worked. They have five grandchildren and four great-grandchildren. During that time, Hershkowitz sold furniture at Bloomingdale’s before retiring when he was 68, all while keeping athletics a constant priority.

He has “always” been involved in some type of sport—he has played tennis at area facilities; he was on a softball team with other men over 62; and he even initiated the tennis program at Ashby Ponds. He continues to play golf with his son once a week, and participates in Wii bowling and pool at the retirement community.

Throughout the years, Hershkowitz has competed in two national and five state senior Olympics, picking up a few medals along the way.

“Every state in the Union has Olympics every year, and they have a national senior Olympics every two years,” he explained. “The way you get into the national Olympics is you participate in the state Olympics. If you place first or second in your event you are allowed to represent the state of Virginia in the nationals.”

This is the first time he will compete in the Northern Virginia games.

### **Busting The Negative Senior Stereotype**

As a senior citizen, Hershkowitz is determined to dismantle the stereotype that elderly people aren't as capable as those who are younger than them.

“I dislike Hollywood, what the impression they make of seniors,” he said. “And I was determined to prove to them that seniors could bend down without falling flat on their faces.”

So when he heard about the 1999 Sprint PCS Champions tournament for seniors in Washington, DC, he pitched the idea to tournament officials to have senior ballboys at the matches as well—they apparently liked the idea. Hershkowitz represented the seniors as a ballboy in the tournament. Later that year, he served as a ballboy at the Legg Mason Tennis Classic, before heading to the U.S. Open.

But even then, Hershkowitz felt categorized because of his age. With the help of tennis legend John McEnroe, with whom Hershkowitz said he became quite close, he proved those who doubted him wrong.

“The lady who ran the ballboys only believed what Hollywood said. She didn't want to put me in the main stadium...so she put me in a smaller court,” Hershkowitz recalled.

“So I went over there and complained to John McEnroe during one of his breaks during commercial time, and I was like, ‘John, I am going to be on the court where juniors are playing, with maybe 50 watching.’ And this is what he said on TV: ‘My friend Manny is going to be a ballboy in Court 13. Don't bother looking at the juniors playing, look at Manny. He's the oldest ballboy we've ever had.’”

And to this day, Hershkowitz holds the title of the oldest ballboy in history—a feat that he said still makes him feel amazing.

### **Keeping On**

Aside from competing in the Northern Virginia Senior Olympics, Hershkowitz has every intention to keep playing golf with his son once a week and remain physically active in his community. He's thankful for the time he has left with his loved ones. After all, he recognizes that death is imminent—he's seen it happen firsthand to friends.

While he was playing organized softball, a teammate had a heart problem and ran as little as possible. After the man took his turn at bat, Hershkowitz served as his designated runner, so he wouldn't over exert himself.

"One particular day, he was playing second base in right field. A gentlemen hit a fly ball that was twisting and turning and twisting, going this way and this way," he said, flailing his arms in various directions to imitate the movement of the ball.

"He finally catches it with a great big grin on his face, and he dropped dead. He didn't care; he wanted to run...that is a nice way to go. You don't bother anyone. You don't hurt anyone. You don't annoy anyone."

Perhaps such an experience has made Hershkowitz more humble about his eventual passing away, or maybe it was his previous battle with prostate cancer, in which he came out on top. Either way, he knows death will come for him, and he's ready for when it does.

"I will accept when it happens," he said, slightly lifting his shoulders before releasing them. "And it will be another experience. That is the way I feel grateful for being alive."