



COMMONWEALTH OF VIRGINIA
DEPARTMENT FOR AGING AND REHABILITATIVE SERVICES

JAMES A. ROTHROCK
Commissioner

DIVISION FOR THE AGING
1610 Forest Avenue, Suite 100
Henrico, VA 23229

Office (804) 662-9333
Toll free (800) 552-3402
TTY users dial 711
Fax (804) 662-9354

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November is Alzheimer's Disease Awareness Month

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November is National Family Caregivers Month



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MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Tim Catherman

DATE: November 6, 2012

SUBJECT: CMS Issues PACE Marketing Guidelines

In October 2012, CMS Issued PACE Marketing Guidelines. The guidance reflects its CMS interpretation of the marketing requirements and related provisions of the Program of All-Inclusive Care for the Elderly (PACE): <http://www.medicaid.gov/Medicaid-CHIP-Program-Information/By-Topics/Long-Term-Services-and-Support/Integrating-Care/Program-of-All-Inclusive-Care-for-the-Elderly-PACE/Downloads/PACE-Marketing-Guidelines.pdf>



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MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Ellen Nau, Program Coordinator

DATE: November 6, 2012

SUBJECT: Intergenerational Community Award Opportunity

Generations United is looking for the best intergenerational communities in the United States. Programs and services in the community should have an emphasis on connecting generations and providing maximum quality of life for all ages. MetLife Foundation and Generations United are sponsoring the awards program. The application deadline is November 30, 2012. More information about the award and the application is available at:

<http://www.gu.org/OURWORK/Programs/BestIntergenerationalCommunities.aspx>

Past award winners include Virginia's Planning District 10 in 2012!

Leah Bradley at Generations United can be contacted for further information on this award. lbradley@gu.org



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MEMORANDUM

TO: Executive Directors
 Area Agencies on Aging

AND: Nutrition Directors

FROM: Elaine Smith, Program Coordinator

DATE: November 6, 2012

SUBJECT: Nutrition Director Videoconference

Thanks to your initiative in scheduling your sites, the videoconference for AAA nutrition directors on Thursday, November 29 at 1:30 – 3:30 p.m. is nearly finalized well before the November 8 deadline.

We have reached the maximum number of videoconference sites for optimal transmission. If you have not scheduled a site and would still like to participate, you must contact a neighboring AAA to see if there is room at the location they have reserved. Another option is to come to Richmond and participate in the VDA conference room.

Following are the locations scheduled and the AAA contact persons.

Videoconference Location	AAA contact
VDA conference room 1610 Forest Ave, Henrico (Richmond)	Elaine Smith 804-662-9319 elaine.smith@dars.virginia.gov
Central VA HD 1900 Thomson Dr, Lynchburg	RoseAnn Richards 434-385-9070 ext 120 rarichards@cvaaa.com
Mountain Empire Older Citizens Big Stone Gap	Debbie Sanders 276-523-4202 dsanders@meoc.org
Arlington HD 2100 Washington Blvd, Arlington	Terri Lynch 703-228-1733 TLynch@arlingtonva.us

Charlottesville HD 1138 Rosehill Dr, Charlottesville	Emily Daidone 434-817-5249 or 434-964-6536 (cell) EDaidone@jabacares.org
South Hill DOT 1013 West Atlantic St, South Hill	Ellen Young 434-447-7661 ext 34 eyoung@lcaaa.org
District Three Senior Services Marion	Libby Davis 276-783-8157 Ldavis@smyth.net
Fairfax Human Services Building Fairfax Government Center	Sharon Lynn 703-324-5411 Sharon.lynn@fairfaxcounty.gov
Madison Health Department 410 N Main St, Madison	Ray Parks 540-825-3100 ext 3331 rparks@rrcsb.org
New River Radford HD 212 Third Ave, Radford	Jennifer Viers 540-994-2630 or 540-440-6038 jviers@nrvaooa.org
Accomack County HD 23191 Front St, Accomac	Alvin Bailey 757-442-9652 Abailey3011@verizon.net
Peninsula HD 416 J. Clyde Morris Blvd, Newport News	Gerald Patsel 757-873-0541 commsrvsdir@paainc.org
Portsmouth HD 1701 High Street, 1st Floor, Portsmouth	Trish Whitley 757-222-4545 or Cell: 757-449-5376 pwhitley@ssseva.org
Shenandoah County HD North Main Street, Woodstock	Mary Ann Gardner 540-635-7141 ext. 204 maryann.gardner@shenandoahaaa.com
Western Piedmont HD Martinsville/Henry County	Anne Smith 276-632-6442 asmith@southernaaa.org

We will also be recording the conference for future playback.

Please let me know if you have any questions or need help in coordinating a location with another AAA.

The program agenda will be forwarded closer to the time of the videoconference.
Thank you for your participation.



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MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Ellen M. Nau, Program Coordinator

DATE: November 6, 2012

SUBJECT: Update on the Virginia Caregiver Coalition Meeting

Celebrate National Family Caregiver Month with the Virginia Caregiver Coalition!

The Power of Integrating Arts into Caregiving

The Coalition's November 15, 2012, 9:30 AM meeting will feature Sharon Celsor-Hughes presenting on the Alzheimer's Association *Arts Fusion Program*. Miss Celsor-Hughes is employed by the Central and Western Virginia Chapter of the Alzheimer's Association. As a docent coordinator for the University of Virginia Art Museum, she became aware of the power of art as a vehicle for engaging those with a diagnosis of Alzheimer's, as well as, for children diagnosed with autism.

The Virginia Association of Museums *Voice* magazine featured an article on the Arts Fusion Program and Ms. Celsor-Hughes was a presenter at the Virginia Association of Museums 2012 Conference and has been invited to speak at the Association's 2013 Conference. Ms. Celsor-Hughes has a master's degree in Folk Studies, is certified in museum management by the Virginia Association of Museums, and in non-profit management through Duke University. Most her working career has been spent in the museum education field.

This program will be available at the Virginia Department for the Aging Conference Room and a variety of video conference locations throughout the state. Sites include:

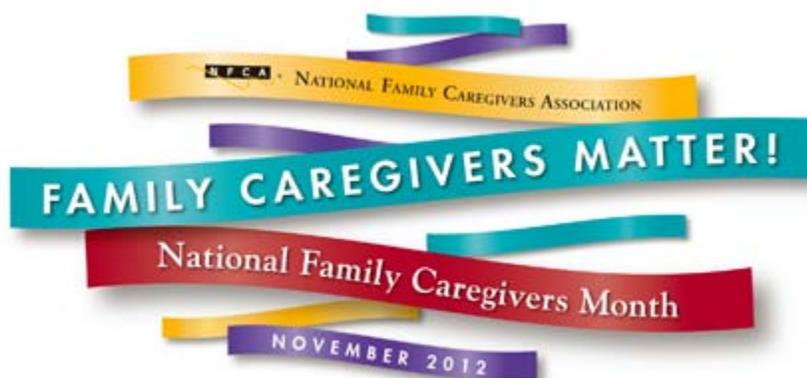
Mountain Empire Older Citizens, Inc., Appalachian Area Agency on Aging, District Three Senior Services, Blue Ridge Independent Living Center, Charlottesville Health Department,

Fairfax County Area Agency on Aging, Peninsula Health Department, James Madison University, Norfolk Health Department, disAbility Resource Center, Fredericksburg and Madison Health Department.

Participants and caregivers should confirm their attendance by contacting the program coordinator of the various sites:

Annie Marrs	Charlottesville HD	amarrs@alz.org	434-973-6122 ext.105
Lynnette Scott	Madison HD	Lscott@rrcsb.org	540-825-3100, ext. 3464
Lucy Gerland	Fairfax County AAA	lucy.gerland@fairfaxcounty.gov	703-324-5425
Kathleen Pantaleo	JMU	pantalka@jmu.org	540-568-668
Sharon Brandau	Peninsula Newport News HD	swdirector@paainc.org	757-873-0541
Julia Trivett Dillon	MEOC	jtrivett@meoc.org	276-523-4208
Carol Raines	AASC	craines@aasc.org	276-964-4915
Sissy Frye	District 3 SS	sfrye@smyth.net	276-783-8158
Pat Holland	disAbility Resource Center	pholland@raaa16.org	540-371-3375.
Ann Gause	Norfolk HD	agause@ssseva.org	757-461-9481 X 206
Christian Thomas	Blue Ridge Independent Learning Center	casemgt@loaa.org	540-345-0451

To attend at the VDA Conference Room and for further information, contact Ellen Nau at 804-662-9340 or ellen.nau@vda.virginia.gov





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MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: James A. Rothrock

DATE: November 6, 2012

SUBJECT: Virginia State Parks Honor Veterans with Free Parking and
Special Programs



Commonwealth of Virginia

Office of Governor Bob McDonnell

**Virginia State Parks Honor Veterans with Free
Parking and Special Programs**

RICHMOND – Governor McDonnell today announced that Virginia State Parks will continue the tradition of honoring veterans by waiving parking and admission fees for all visitors on Veterans Day, Sunday, Nov. 11. Special programs will also be offered in all 35 Virginia State Parks, managed by the Virginia Department of Conservation and Recreation.

“Veterans Day is an important opportunity to honor the legacy of the one-in-eight Virginians who serve or have served in the armed forces. They deserve our eternal thanks for putting themselves in harm's way to protect our freedom,” Governor McDonnell said. “In addition to special programs around the state we are pleased to offer free admission to Virginia's State Parks for all visitors on Nov. 11, in

recognition of the valiant service of our veterans. This is a small gesture of appreciation for the women and men who have given so much to defend our liberty and freedom. I encourage Virginians to visit a state park and discover first-hand our Commonwealth's beauty and wonders.”

- Sailor’s Creek Battlefield Historical State Park in Rice will light 500 luminaries and host guided battlefield walks. The personal accounts of Civil War veterans from the Battle of Staunton River Bridge will be read at Staunton River Battlefield in Randolph. Storytellers will detail military service from the Revolutionary War to the current war against terrorism in a nighttime campfire program at Mason Neck State Park in Lorton.
- Sky Meadows State Park in Delaplane and the Friends of Sky Meadows State Park will host a 5K walk-a-thon to support the Wounded Warrior Project. There will be prizes for the highest pledge amounts. Music by the Carolina Mountain Band and a guest speaker will round out the activities.
- Visitors to Leesylvania State Park in Woodbridge are invited to create a temporary wall of honor by providing a photograph of a friend or family member who served in the military.
- Belle Isle State Park in Lancaster and Pocahontas State Park in Chesterfield will hold workshops to create care packages for patients of McGuire Veterans Affairs Medical Center in Richmond.
- Local VFW posts and American Legion chapters will hold a special Veterans Day flag ceremony at Westmoreland State Park in Montross.
- Re-enactors will honor those who have served, from the Revolutionary War to present day with a passing of historical flags at Wilderness Road State Park in Ewing.
- Flag retirement ceremonies will be held at Caledon in King George, Chippokes Plantation in Surry, Douthat in Millboro, Fairy Stone in Stuart, First Landing in Virginia Beach, Grayson Highlands in Mouth of Wilson, Hungry Mother in Marion, James River in Gladstone, Kiptopeke in Cape Charles, New River Trail in Foster Falls, and Natural Tunnel in Duffield.

For details on these and other planned special events call toll free 1-800-933-PARK (7275) or click [here](#).

Virginia State Parks are open year-round and, with the changing foliage and special programs, fall is fast becoming a popular time to visit.

For more information about Virginia state park activities and amenities or to make reservations for one of more than 1,800 campsites or 300 climate-controlled cabins, call the Virginia State Parks Reservation Center at 800-933-PARK or visit www.virginiastateparks.gov.



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MEMORANDUM

TO: Executive Directors
Area Agencies on Aging

FROM: Tim Catherman

DATE: November 6, 2012

SUBJECT: Recruitment Executive Director – Piedmont Senior Resources AAA

Piedmont Senior Resources Area Agency on Aging (PSRAAA) is seeking a highly skilled and mission driven professional to serve as its next Executive Director. PSRAAA provides a range of services that benefits senior citizens in Southside Virginia. The area includes the counties of Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway and Prince Edward. The Executive Director reports to the agency's Governing Board.

PSRAAA programs in Fiscal Year 2012 include: provision of 19,000 congregate meals; 48,000 home delivered meals and almost 5,000 transportation trips to meal centers; Long Term Care Ombudsman; legal assistance; elder abuse prevention; disease prevention and a social/recreation program.

The Director provides leadership and vision in planning services, coordinating programs in the community, developing new initiatives and fundraising. The Executive Director must work effectively with the Board of Directors, elected officials, local governments, advisory council, advocacy organizations, agency staff, volunteers and older individuals and families receiving services. The position is responsible for the administration, personnel and financial management including the monitoring of programs and subcontractors.

The successful candidate will be expected to possess a Bachelor's degree from an accredited college or university with a major in business or public administration,

gerontology, social work or a closely related field. A Master's degree is preferred. Strong written and oral communication skills and public relations skills are critical. Experience and knowledge of basic principles and professional practices of planning and public administration in providing services. In addition candidates should have a minimum of 5 years progressively responsible administrative or supervisory experience in either a public or private agency. Travel will include visits to service sites and contractors throughout the area and travel to Richmond and other areas of the state as necessary for meetings and conferences. The starting salary is \$60,189.

PSRAAA is an Equal Opportunity Employer. Qualified older persons are encouraged to apply for this position.

Applicants must submit resumes by Noon on Friday, November 30, 2012. Send resumes to: Piedmont Senior Resources Area Agency on Aging, Inc., Post Office Box 398, Burkeville, Virginia 23922.



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MEMORANDUM

TO: Executive Directors
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FROM: Ellen Nau, Program Coordinator

DATE: November 6, 2012

SUBJECT: Caregiving

Special Webcast!

Guilt. Resentment. Anger. Grief. As you know, the stress and worry of caring for senior loved ones with dementia or Alzheimer's disease can quickly lead to "[The 7 Deadly Emotions of Caregiving](#)" in family members. On November 15, 8 PM EST, this will be among the topics discussed in a special webcast event "Conversations in Caregiving," organized by [caring.com](#). This webcast features TV/radio personality and caregiving advocate, Leeza Gibbons, Caring.com's senior editor Paula Spencer Scott, and others with experience and expertise in Alzheimer's caregiving. More information (including a link to the registration form): click [here](#).

Monthly publication of NCHPAD - the NATIONAL CENTER on HEALTH, PHYSICAL ACTIVITY, and DISABILITY

Now available at [www.NCHPAD.org](#), this newsletter contains articles on a variety of topics such as nutrition and fitness.

Seasons of Care: Wellness for Caregivers Webinar

This webinar is now scheduled for November 8, 2012 at 2:00 PM EST. To register go to: <https://www3.gotomeeting.com/register/176264510>

The webinar will be conducted by Andrea Sherman, PhD. Dr. Sherman is a gerontologist, public speaker, and choreographer. Founder of Transitional Keys & Seasons of Care, Dr.

Sherman will conduct the webinar with Transitional Keys co-Founder, Marsha Weiner, MA. The webinar will feature a road map to self-care for caregivers.

Funding Opportunity!

[Safety and Health for Older Women Request for Proposals \(RFP\)](#)

From Office on Women's Health (OWH), [U.S. Department of Health and Human Services](#) Funding is available for activities and events that enhance access to information and health care resources that promote the safety and health of older women (i.e., women over 50) in the United States and its affiliated territories. Community-based partnerships and collaborations are strongly encouraged. Activities that educate health professionals on issues related to older women are also strongly encouraged. Proposed activities should focus on ONE of the following three general topic areas: preventive and behavioral health (such as chronic disease self-management, cardiovascular disease and/or heart attack symptoms in women, and oral health in older women); abuse in older adults (including, but not limited to, interpersonal and domestic violence prevention, elder rights protection, and trauma); **or caregiving (including older women's role as caregivers for spouses or parents, and/or as guardians for children/grandchildren).** Projects will be funded up to a maximum amount of \$2,500.

Due date: November 15, 2012 5:00 PM MT

Request for Proposals: http://www.womenshealth.gov/about-us/funding-opportunities/Safety_Health_Older_Women_2013.pdf

Disability.Gov Launches 'What's Your Connection?' Campaign

Campaign to emphasize disability as a universal link; encourage inclusion in all aspects of life

The Disability.gov website has launched "What's Your Connection?" to commemorate the site's 10th anniversary. The initiative emphasizes that disability is a natural part of the human experience and focuses on the integral role people with disabilities play in American society.

Disability.gov is managed by the US Department of Labor's Office of Disability Employment Policy in collaboration with 21 federal agency partners.

People nationwide can participate in the campaign by submitting a captioned photograph or video that answers the question "What's your connection to disability?" Submissions will be accepted through July 31, 2013.

Read more about this campaign at

<http://www.dol.gov/opa/media/press/odep/ODEP20122184.htm#.UJLBRHU712w>

Webinar on *Making the Most of the New NCOA Crossroads*

Attend this free one-hour webinar on how to use the National Council on Aging's (NCOA) newly updated online community, Crossroads. Learn how it can connect you with aging-field professionals nationwide and help you in your job.

See how Crossroads can help you:

- Connect with colleagues.
- Share best practices.
- Find ways to do your job better--and improve the lives of older adults.

Speaker: Donna Childress, administrator for NCOA Crossroads

Date: Thursday, November 15, 2012

Time: 2:00 p.m. - 3:00 p.m. ET

ASA Family Caregiver Support Webinar Series

The Family Caregiver Support Webinar Series, hosted by the American Society on Aging (ASA), is sponsored by Home Instead Senior Care. All are encouraged to participate in this upcoming webinar.

Helping Seniors with Loss and Independence

Ignoring the warning signs that an older adult needs some assistance will likely lead to the kind of dependence that they are trying to avoid.

Date: Wednesday, November 14, 2012

Time: 10:00 a.m. PT / 11:00 a.m. MT / 12:00 p.m. CT / 1:00 p.m. ET [Register Now!](#)

National Alzheimer's Disease Awareness Month

This November, and throughout the year, there are many ways to take action and help raise awareness for Alzheimer's disease. To learn how, visit the Alzheimer's Association's National Alzheimer's Disease Awareness Month webpage at http://www.alz.org/stl/in_my_community_20875.asp