



ANNUAL REPORT



2017



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About the Georgia Gerontology Society

– Mission –

The Georgia Gerontology Society is a statewide multidisciplinary professional network that educates, serves and advocates for older adults and their families.

– Vision –

By 2020, GGS will be the principal network of educators, professionals and businesses that serve older adults in Georgia.

– About –

Since 1955, GGS has been a tradition for professionals in aging as a membership organization of people with a common interest in the field of aging. GGS is the largest state organization of multidisciplinary professionals in the field of aging.

- Through collaborations, GGS gives voice and guidance to aging issues at the state and federal level.
- By providing quality education and training opportunities, GGS enhances professional and personal development.
- GGS supports students pursuing careers in gerontology through networking, mentoring, and scholarships.

– Board of Directors –

GGS has a Board of Directors which directs the business of the organization. The GGS Board of Directors are elected by the membership and comprises the officers, past president, sections and chapter representatives (if applicable), and members at large.

Members of the Society may form regional chapters and/or special interest sections as needed.



2017: A Year in Review

Strategic Plan Updates

Over the past year, your Board has made great progress in implementing a strategic plan to move GGS forward. The Board continued implementing suggestions from the 2015 and 2016 Action Planning Sessions for Education/Training, Advocacy, Workforce Development, and Membership. As a Society and as a Board, we have continued to work towards our vision of being the principal network of educators, professionals and businesses that serve older adults in Georgia. This year, the Board developed specific objectives for our committees based on the strategic plan.

Education and Training: (By 12/31/2020), participation in the GGS conference, symposia and other programs will be an essential credential for individuals and enterprises serving elders in Georgia.

Objective 1: Increase the number of professionals attending the 2017 conference by 10%.

Update: This was not met. In 2016, we had 177 registrants. In 2017, we had 167.

Objective 2: Increase the diversity of professionals presenting at the 2017 conference by 10%.

Update:

Presenters Type	2016 %	2017 %	Difference
Academia	19%	12%	-7%
Government/Public/Community Agency or Organization	29%	32%	+3%
Non-Profit	29%	17%	-12%
Private Business (For-profit)	20%	24%	+4%
Retired	0%	10%	+10%
Student	3%	5%	+2%

Overall, we increased diversity in the groups we had low representation from in 2016. Perhaps the only indicator of less diversity was more presenters from Government/Public/Community Agency or Organization as this was the largest category of presenters last year and increased from 2016-2017. Next year, we should target specific groups we are interested in hearing from such as students, private business and older adults themselves so that our goals are more easily measurable.

Objective 3: Develop baseline of type of attendees for 2018 goal of increasing diversity of attendees.

Update: Questions were added to the registration to develop a baseline.



Which of these categories do you identify yourself with?

Government/Public/Community Agency or Organization	40%
Non-Profit	33%
Private Business (For-profit)	11%
Student	5%
Academia	5%
Retired	3%
Other	2%

Which of the following best describes the over-arching service area you work in?

Home & Community Based Services	41%
Advocacy/Public Policy	19%
Other	15%
Education/training/workforce development	9%
Health Care Delivery - home or residential setting	5%
Not Applicable (Retired or Not Working)	4%
Health Care Delivery - hospital or office/clinic setting	3%
Housing/Residential Setting	3%
Legal and/or Financial Services	1%
Mental Health	1%

Please tell us what profession you consider yourself?

Health or Human Services Program Manager	19%
Other	18%
Social Worker/LPC/LMFT/Mental Health Counselor	14%
Case Manager/Care Manager	9%
Gerontologist	8%
Marketing/Community Outreach	8%
Public Policy	7%
Patient Advocacy	3%
Wellness/Activity Specialist/Recreation	3%
Caregiver	2%
Nurse (RN, LPN, etc.)	2%
Professor/Educator	2%
Business Owner	1%
OT/PT/Speech Therapist	1%
Rehabilitation Professional	1%
Allied Health Professional	1%



Objective 4: Create a fun, dynamic and engaging learning environment at the conference.

AND

Objective 5: Increase engagement of students, first time attendees and early career professionals at the 2017 conference. (Baseline data collected from new questions on the conference evaluations)

Update: The following questions were added to the evaluation to develop a baseline for these two objectives.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I made professional connections at the GGS annual meeting that will benefit my work.	64%	33%	3%	0%	0%
The conference sessions were engaging.	65%	29%	6%	0%	0%
The speakers made every effort to engage the audience.	53%	36%	11%	0%	0%
I enjoyed my time at the GGS conference this year.	77%	22%	1%	0%	0%
This conference promoted individual learning in my field of work.	60%	36%	4%	0%	0%
GGS staff and members were welcoming to me during the conference.	81%	19%	0%	0%	0%

Objective 6: Provide evidence-based training through webinars marketed to members and potential members.

Update: The following webinars were provided:

- April 4th - Driving Across the Lifespan
- May 9th - Evidence-Based Programming for Older Adults to Prevent and Manage Falls
- June 13th - Why Loneliness Is A Growing Public Health Issue and What We Can Do About It

Advocacy: (By 12/31/2020), GGS will have clearly defined approaches to and strategies for advocacy at the local, state, and national levels.

Objective 1: By the end of 2017, GGS will increase the number of advocacy alerts to members by 100%.



Update: Fourteen (14) Advocacy Alerts were sent in 2017. In 2016, five (5) were sent so this objective was met.

Objective 2: By the end of 2017, GGS will develop alternate methods to distribute advocacy information to GGS members. i.e. advocacy videos.

Update: Videos were included on social media and the GGS website.

Objective 3: There will be an advocacy workshop provided at the 2017 GGS Annual Conference.

Update: The Georgia Council on Aging (GCOA) had a workshop session and there was a joint planning session with GCOA.

Membership: (By 12/31/2020), membership in GGS will be a valuable credential for individuals who work in the field of aging.

Objective 1: Survey current membership to identify current representation and identify gaps in professional representation of members. Targeted recruitment will begin of identified gaps.

Update: The survey was completed and these questions are now asked as part of the membership application. The following categories are currently being targeted: academia and private sector.

Objective 2: Identify the value of membership and sustainability of fee structure.

Update: Comparison data was collected and reviewed.

Objective 3: Use research to determine new benefits to add to GGS membership.

Update: Information was collected in survey. New benefits have been added including more membership events, mentor program, monthly newsletter, more opportunities for involvement, etc.

Objective 4: Research what other professional organizations offer members/fee structures

Update: Comparison data was collected and reviewed.

Objective 5: Engage existing membership.

Update: More volunteer opportunities with the conference and on committees were introduced to membership. GGS has also had several membership contests.

Objective 6: Improve retention rate by 10% (3 year goal).

Update: In CY 2016, we lost 35% of members from 2015. In CY 2017, we lost 31% of members from 2016.

Objective 7: Increase membership of targeted groups by 10% (3 year goal).



Update: In CY 2016, we had 179 members at the end of the year. In 2017, we had 182 members which is an increase of 1.7% increase. (This counts organizational memberships as 1 in order to match the 2016 method). Data is still being collected in order to compare the increase of targeted groups. The 182 members represent 253 individuals.

Work Force Development: (By 12/31/2020), GGS will partner with educators and providers to increase the number of qualified individuals working in the field of gerontology.

Specific objectives were not developed for Workforce Planning but several activities were completed towards this goal based on activities from the work plan.

- Collaboration of the Georgia Department of Labor, Georgia Gerontology Society, and Georgia DHS Division of Aging Services to develop an Introduction to Aging Careers presentation for the Jobs for Georgia's Graduates program. GGS assisted in the development of the presentation as well as the recruitment of presenters and service sites.
- Videos and articles were produced from student scholarship recipients on why they chose to study aging.
- GGS hosted an intern.
- GGS utilized a mentorship program at the Annual Conference as a platform for developing a more robust mentorship program.
- GGS provided a workshop during the Annual Conference tailored towards students and new to aging professionals on the diversity of careers in the aging field.
- GGS added additional Careers in Gerontology information to the GGS website.

Annual Conference Update

The 2017 Annual Conference was held at Chateau Elan. The theme of the Annual Conference was "Preparing for Our Future: Prevention, Readiness & Wellbeing". Evaluations were overwhelmingly positive with the diversity and quality of presentations and networking opportunities being the highlights. We incorporated aspects of our strategic plan into the conference by including sessions on advocacy and workforce development, opening up volunteer opportunities to the membership, introducing our Jobs for Georgia Graduates program, and introducing a mentorship program. We had 167 attendees.

Advocacy Updates

The Advocacy Committee continued its long standing partnership with the Georgia Council on Aging and CO-AGE to support the 2017 priorities. GGS sent out advocacy alerts to assist Co-Age in recruiting advocates to reach out to legislators on timely issues. Through the hard work of CO-AGE, GGS, and other partners, we saw many successes during the 2017 legislative session.

Georgia's older adults gained more than \$13 million in new funds for increased services and protections. The Governor added \$4.2 million to reduce waiting lists for in-home care, \$750,000 for senior meal programs and a \$250,000 for a meals provider rate increase. An additional \$766,000 was added by the Governor for additional Adult Protective Service workers who investigate abuse of older adults and adults with disabilities. The House and Senate added over



\$2 million to increase the salaries of nursing home surveyors and over \$100,000 to add a designated prosecutor for abuse of older adults and adults with disabilities. Another \$1 million was added to the Medicaid home care program for Alzheimer's patients and \$4.12 million was added to create the Georgia Alzheimer's Project.

In addition to increased funding, we saw the passing of several important bills. House Bill 154 will improve access to oral health care for residents of nursing homes and other safety-net settings. The Family Care Act will allow employees with accrued sick leave to use up to five days to care for a parent, grandparent, or grandchild. House Bill 221 spells out the boundaries, expectation and duties for those granted power of attorney.

GGS also increased its role in Advocacy by co-presenting an issue for consideration to CO-AGE for the 2018 Legislative Session. While the increased rate for Adult Day Health Centers was not selected, GGS was happy to recruit legislative suggestions from our members and will continue to do so in the future.

Additional Updates

- GGS was invited to participate in Georgia's Older Adults Cabinet, a committee working to enhance the state's capacity to serve older adults. The Older Adults Cabinet seeks to identify ways for Georgia to improve the well-being of its older residents by bringing together state agency heads whose work supports older Georgians, as well as stakeholders in the business, philanthropic and education communities. Co-chaired by First Lady Sandra Deal and Georgia Department of Human Services (DHS) Commissioner Robyn A. Crittenden, the Cabinet examines and assesses issues impacting older Georgians such as: healthcare, nutrition, transportation, housing, safety, abuse, neglect and exploitation, well-being, workforce development and economic security.
- GGS entered into a contract with the Georgia Department of Human Services to provide logistical support for the Georgia Dementia Summit, coordinate grants to address challenges in providing training to direct care workers on dementia, and support additional Georgia Alzheimer's and Related Dementias (GARD) activities.
- In addition to the conference and webinars mentioned above, GGS also partnered with LeadingAge Georgia and the Georgia Institute of Technology for the 2017 Technology & Aging Summit. The Summit featured information on the latest in technology innovations for older adults and adults with disabilities.
- GGS developed new marketing materials including a new brochure, tablecloth, banners and t-shirts.



STATEMENT OF OPERATIONS	
<i>For Year Ended December 31, 2017</i>	
INCOME	
Annual Conference	\$65,893.72
Memberships	\$11,905.75
DHS Contract Activities*	\$9,290.00
Scholarship Fund**	\$2,733.72
Committees	\$1,538.44
Other Income	\$728.67
TOTAL INCOME:	\$92,090.30
EXPENSES	
Annual Conference	\$40,311.12
Payroll	\$18,049.00
Committees	\$11,498.94
Administrative	\$8,844.60
DHS Contract Activities	\$1,202.92
Scholarship Fund Payments	\$1,146.93
Other Expenses	\$1,377.00
TOTAL EXPENSES:	\$82,430.51
THE COMMUNITY FOUNDATION***	
Starting Balance:	\$297,052.64
Ending Balance:	\$333,152.22

* These funds will include monies from registration and sponsorship of the Georgia Dementia Summit as well as contract payments. These funds will be carried over into 2018 to continue the objectives of the grant with DHS.

**Funds in excess of the Scholarship Fund Payments can only be used for future Scholarship winner activities.

***The Community Foundation is used exclusively for Student Scholarships. The Scholarship Fund is used for the registration and travels costs for Scholarship winners to attend the Annual Conference.



GGS Awards

The Georgia Gerontology Society annually acknowledges the outstanding achievements of individuals in the field of Gerontology through the presentations of awards during its annual meeting and conference. The Georgia Gerontology Society established an early tradition of recognizing significant achievement and contributions to the field of aging. Since 1966, the Annual Meeting and Conference has included an Awards Ceremony as a particular highlight. During the first years, awards were given in a variety of categories - Individual, Professional, Distinguished Service, and area of service. With the passage of time, the number and type of awards have become more established. Several awards have been named for individuals who have been significant to the Georgia Gerontology Society and to gerontology in the state of Georgia - John Tyler Mauldin, Elsie Alvis, Louis Newmark, Robert P. Wray, Marietta Suhart, Dan Hickman, David Levine, and most recently, Kay Hind.

The **Elsie Alvis Award** (Formally the Professional Award) is given to the outstanding professional in gerontology with a minimum of 15 years of service. The Award was first given in 1970 as a Professional Award and was named in honor of Elsie Alvis in 1980. This designation honors an early GGS member who received the Individual Award in 1966, the first year Awards were made. She served as the Director of the Governor's Commission on Aging, later the State Commission on Aging, beginning in 1960. She served well past the age of 70 and directed statewide study to develop Georgia's Story of Her Aging, published as the official Georgia report to the 1961 White House Conference on Aging.

2017 Recipient: Pat King, DHS Division of Aging Services

The **John Tyler Mauldin Award** is given to an older individual in Georgia who exemplifies a positive role model of outstanding Achievement in the field of Aging. First given to Dr. Mauldin in 1967 as the First Annual Outstanding Achievement Award, it was named for the first recipient the next year. Dr. Mauldin, a prominent Atlanta surgeon and also an early GGS activist, was appointed in 1959 to Chair the newly established Governor's Commission on Aging, later the State Commission. He directed the planning of Georgia's participation in the 1961 White House Conference on Aging.

2017 Recipient: Celeste Garrett, Active Life Center

The **Louis Newmark Award** is presented to an individual providing at least 10 years of service to aging, with particular attention to the Georgia Gerontology Society. The Award was first given in 1982 to Louis Newmark, the Society's first President, in recognition for his nearly three decades of service to gerontology in Georgia and to the Society. Louis Newmark also won several GGS Awards for his social service and service to the Society and was the Society's historian for the first three decades of its existence. He was also a founder of the Georgia Conference on Social Welfare.

2017 Recipient: Scott Courson, Southern Georgia Area Regional Commission

The **Marietta Suhart Award**, established in 1993 shortly after Marietta's death, is given to the individual with demonstrated ability to educate para-professionals, professionals and other persons working with older adults; proven leadership and vision in gerontology by development/expansion of educational programs and services; and recognized ability to touch as



well as to teach learners. A long-time GGS Board member, hardworking committee member, and enthusiastic educator who fit the description of the Award established in her name, Marietta Suhart was the Gerontology Specialist with the University of Georgia Continuing Education program.

2017 Recipient: Dionne Lovett, Coastal Regional Commission

The **Dan Hickman Award** is presented to the person who has shown excellence in the profession of Care/Case Management and who exhibits leadership in the profession by providing exceptional direct services, training fellow Care Managers, and/ or advocating for improvements in care management. The Award was established in 1998 and first presented in 1999 in memory of Dan, who was the Community Care Services Program Manager with the Georgia Division of Aging Services. He helped to define case management as a profession in Georgia, and he exhibited great spirit, zest, and integrity in support of the profession.

2017 Recipient: Thom Snyder, DHS Division of Aging Services

The **David L. Levine Legislative Award**, established in 1993 as the Legislative Award, is given to the legislator who has sponsored or co-sponsored legislation that would improve the quality of life for older adults; has consistently supported aging issues; and has been willing to listen to the concerns of Georgia's elderly. This award has now been named to honor Dr. David L. Levine, who devoted his adult life advocating for those who could not advocate for themselves.

2017 Recipient: Representative Chuck Efstraction R - Dacula (District 104)

Kay Hind was presented with the inaugural Change Agent Award which will henceforth be called the **Kay Hind Change Agent Award**. The Kay Hind Change Agent Award will be awarded to an individual who is a driving force in creating change that improves the lives of older adults in Georgia. Kay Hind provided 49 years of exemplary service to Georgia's aging population. Her vision, persistence, patience, expertise, advocacy, and collaborations cemented the foundation for change in southwest Georgia and beyond.



GGG Scholarships

The Georgia Gerontology Society provides scholarship opportunities to outstanding graduate and undergraduate students who are committed to pursuing a career in the field of aging.

Two scholarships are awarded each year. The Robert P. Wray Scholarship of \$2,000 is awarded to one undergraduate student, and the Virginia M. Smyth Scholarship of \$3,000 is awarded to one graduate student to promote students' interest in age-related issues and to promote professional development in gerontology.

ROBERT P. WRAY UNDERGRADUATE SCHOLARSHIP WINNER - NICOLE HAMMETT



Nicole Hammett is working towards her Bachelor's Degree in Social Work from the University of Georgia. She hopes to use her major, her past experiences, and her future career to enhance the lives of elderly adults by treating them with the dignity and respect they deserve, by empowering them to make their own decisions, and by helping them to live an independent, high quality of life for as long as possible through the practice of elder law.

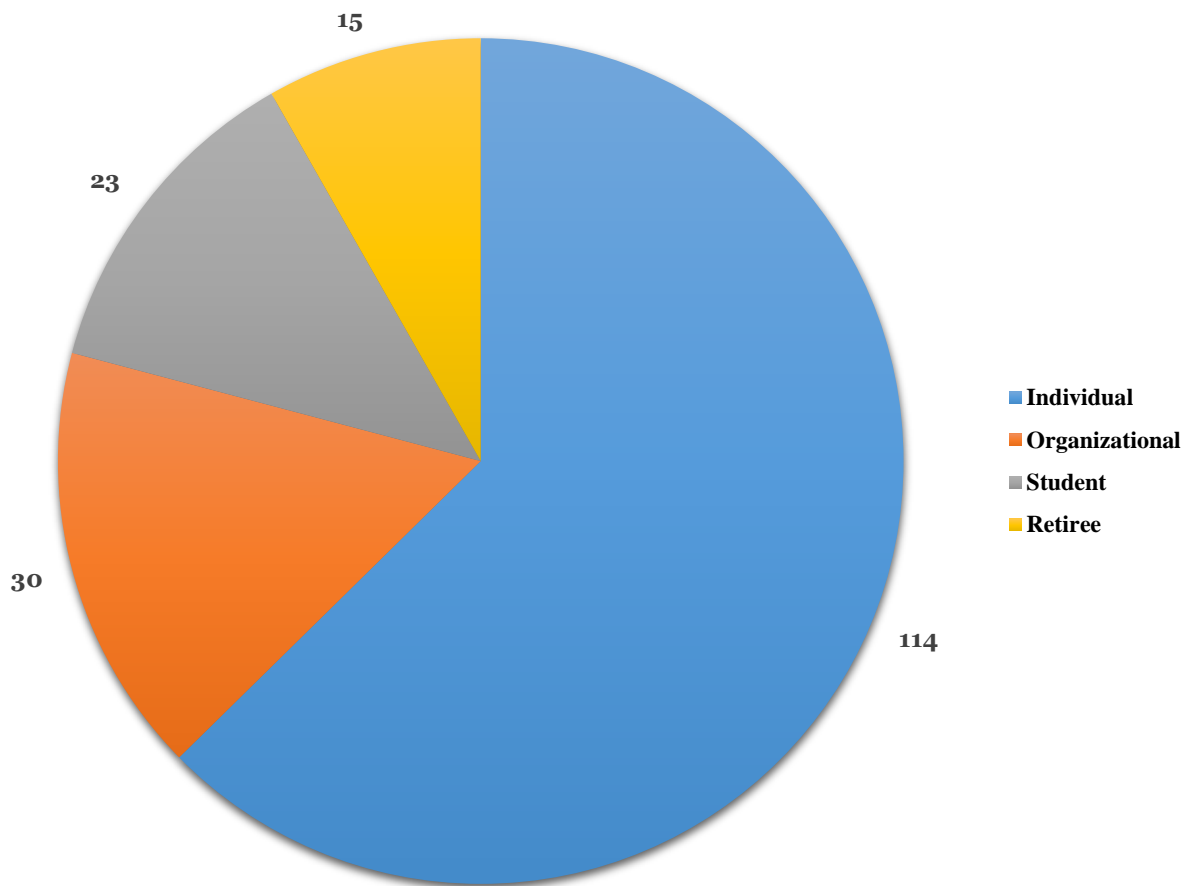
VIRGINIA M. SMYTH SCHOLARSHIP WINNER - TAYLOR KENNEDY



Taylor Kennedy is a first-year graduate student at the University of Georgia pursuing an MSW with a clinical concentration and an MPH with a concentration in gerontology. She is interested in researching and learning more about oncology social work, hospice, and grief counseling as she hopes to have a career in one or more of these specific areas of interest. No matter what area of interest she chooses to pursue within the field of gerontology, she wants to support individuals and families during the moments of grief, shock, anger, denial, and every other emotion and challenge they will face.



2017 GGS Membership



Total Memberships: 182



GGG Board of Directors

Officers Ending 2017:

- President: Jennifer Beamer, Atlanta Regional Commission AAA
- Vice President: Jami Harper, SOWEGA AAA
- Secretary: Lisa Howard, Legacy Link AAA
- Treasurer: Lois Ricci, Educator at Kennesaw State and Clayton State Universities, AARP
- Immediate Past President: Eve Anthony, Athens Community Council on Aging

Board Members Term Ending 2017:

- Arlene Fitts Winfrey, Retired
- Babs Hall, SOWEGA AAA
- Dr. Jennifer Craft Morgan, Georgia State University
- Kay Hind, SOWEGA AAA
- Lisa Howard, Legacy Link AAA
- Michele Kelley, NE Georgia AAA

Board Members Term Ending 2018:

- Carol Rowe-Jones, Gwinnett County Health and Human Services
- Ginny Helms, Alzheimer's Association, GA Chapter
- Jennie Deese, Wesley Woods
- Kim McRae, Have a Good Life
- MaryLea Boatwright Quinn, Alzheimer's Association, GA Chapter
- Melanie McNeil, Georgia State Long-Term Care Ombudsman
- Pat Baker, Gwinnett County Health and Human Services
- Scott Courson, Southern AAA
- Steve Neff, The Neff Group, LLC

Board Members Term Ending 2019:

- Jennifer Beamer, Atlanta Regional Commission AAA
- Kerstin Gerst Emerson, University of Georgia
- Kay Graham, Brenau University
- Jami Harper, SOWEGA Council on Aging
- Elizabeth Head, Department of Public Health
- Dionne Lovett, Coastal Regional Commission AAA
- Dr. Lois Ricci, Educator at Kennesaw State and Clayton State Universities, AARP rep
- Amy Riedesel, Tanner Health System
- Donald Strong, Quality In-Home Care, Inc.
- Ann Williams, Retired, LTCO and GCOA

Executive Director:

- Amanda James



GGG By-Laws Revision

Revisions to the GGS By-Laws were adopted on July 25, 2017. A summary of the changes is included below.

Article III – Section 1. Composition of the Board

- Added: The President shall have the authority to appoint up to two (2) student non-voting members.
- Added: The Board year shall be from October 1st to September 30th.

Article IV – Section 5. Voting

- Changed: one (1) vote TO up to five (5) votes

Article V – Section 4. Duties of Officers

- Added to duties of the President: shall have the discretion to appoint up to two student representatives to the Board for a one year term
- Added the word leaves to the last sentence.

Article VI – Section 1. Executive Committee

- Rewrote Section to read:
The Executive Committee shall be composed of the officers of the Society and the past President. The Past President shall continue to serve until the President leaves office regardless of the term of office.
 - a. The Executive Committee shall act for the Board of Directors between regular meetings of the Board.
 - b. The Executive Committee shall have the power to employ staff to assist in the administrative duties required by the Society.
 1. It shall establish and review the job description of the Executive Director.
 2. It shall have the responsibility of hiring, retaining, and/or removing the Executive Director.
 3. It shall evaluate the Executive Director and shall be responsible for the day-to-day supervision of the Executive Director.

Article VI – Section 2. Standing Committees

- Rewrote b. to read:
Committees as needed to plan an annual conference and the annual meeting. Such committees may include an Annual Conference Committee shall to plan and coordinate an annual conference with assistance of the Annual Meeting Committee and the other committees and an Annual Meeting Committee to plan and coordinate the Annual Meeting of the Society.

Article VI – Section 3. Nominating Committee

- Changed Administrative Director to Executive Director.
- Added: If there is not an Immediate Past President serving on the Board, the President will appoint a chair for the nominating committee from the current board.