

are just as likely to use Twitter, Facebook and other social media platforms to execute their insidious scams to steal people's money and identities," says AARP Fraud Watch Network Ambassador Frank Abagnale.

The Network's education campaign includes advertising, online videos and a website (<https://www.aarp.org/SocialScams>). This effort warns consumers about specific social-media scams.

With the shopping (or coupon) scam, fraudsters distribute advertisements for too-good-to-be-true deals on hot items. The real goal is to charge a person's credit card for phony goods or products never received, or to collect information for identity theft.

The genealogy scam capitalizes on the popularity of family history research. Scammers set up a legitimate-looking website and social media account, often mimicking an authentic site but altering a character or two in the name. Visitors are duped into providing credit card information, Social Security numbers and other personal details.

People of all ages may sign up online for the Network's "Watchdog Alert" emails that deliver breaking scam information, or call a free helpline at 877-908-3360 to speak with volunteers trained in fraud counseling.

New health & rehab center opens at Abernethy Laurels

Abernethy Laurels in Newton, North Carolina, welcomed community leaders, residents, families and guests to a ribbon-cutting and grand opening in late August for North Manor, a new health and rehabilitation center on its 120-acre campus. The two-story building provides 48 private resident rooms, all with private bathrooms, on each floor.

North Manor is organized into six households of 16 residents: Two first-



With two-tone brick and white trim among its exterior features, North Manor is designed to blend with the 'architectural vocabulary' of the Abernethy Laurels campus in Newton, North Carolina. Image courtesy of SFCS Architects

floor households are designated for short stay or transitional rehabilitation patients, two second-floor households serve those in need of memory support, and the remaining two households accommodate primarily long-term residents. Each household features two clusters of eight resident rooms surrounded by common living/dining/activity/kitchen areas. The residents' proximity to these common areas encourages interaction, participation and fellowship with their neighbors and with staff, according to Abernethy Laurels' press release. In addition to screened-in porches, ancillary spaces include a therapy gym that opens onto a rehabilitation courtyard, a finishing kitchen, and administrative support spaces.

North Manor is phase one of an extensive USD\$26-million replacement project at the United Church Homes and Services community. Phase two, which began with the demolition of the previous health center—built in the 1970s under the medical model—is now underway. "Today's person-centered approach to long-term care shapes the environment, organizational structure and interpersonal relationships with residents, allowing for focus on resident care, empowerment, privacy and

lifestyle choices," the statement says. The new center will reflect this approach.

Grants awarded to expand creative-aging programs in Minnesota

Minneapolis-based Aroha Philanthropies has awarded more than USD\$230,000 in grants to 15 nonprofits through its initiative to develop successful vitality arts programs throughout Minnesota. The selected organizations form the second cohort of grantees to partner with the foundation in its "Seeding Vitality Arts MN" initiative aimed at expanding opportunities, awareness and impact.

"Vitality arts programs inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging," states the foundation's release. Driving successful programs are "teaching artists whose creative process and understanding of older adults bring joy, connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings."

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In September, Senator Susan Collins (at front) received Generations United's Grandfamilies Champion Award (see 'Moves and more' on this page). Image courtesy of the United States Senate Special Committee on Aging

The 15 grantees and their funded programs include:

- Charter House (Rochester)
- CommonBond Communities (St. Paul)
- Eagan Art House (Eagan)
- Episcopal Homes of Minnesota (St. Paul)
- FilmNorth (St. Paul)
- Franciscan Sisters of Little Falls (St. Francis Music Center) (Little Falls)
- Johnson Memorial Health Services Foundation (Dawson)
- Minneapolis Institute of Art (Minneapolis)
- Minnesota Conservatory for the Arts (Winona)
- Park Square Theatre (St. Paul)
- Pillsbury House + Theatre (Minneapolis)
- Rumriver Art Center (Anoka)
- Textile Center (Minneapolis)
- TU Dance (St. Paul)
- Walker Methodist Foundation (Minneapolis)

The grant awards, which range from \$12,500 to \$25,000, will fund vitality arts programs to run between April 1 and November 30, 2018. 

Moves and more

The San Diego, California-based American Council on Exercise has hired **Shane Kinkennon** to fill the new role of chief strategy officer ... Argentum, headquartered in Alexandria, Virginia, recently welcomed **Angela Kennedy** as vice president of quality and accreditation, a new position for the organization ... Erickson Living appointed **Tracie Bettano** as executive director of Brooksby Village in Peabody, Massachusetts; Erickson also named **Julie Perry** as director of human resources at Devonshire at PGA National in Palm Beach Gardens, Florida, and promoted **Heather Uttenreither** to director of continuing care at Oak Crest in Parkville, Maryland ... ORIX USA, a division of international financial services group ORIX Corporation, has acquired Lancaster Pollard Holdings, LLC, based in Columbus, Ohio, a financial advice and solutions firm specializing in senior living and healthcare ... Senior Lifestyle has announced key appointments to lead its realigned operations and asset management team: **Justin Robins** and **Jim Pusateri** have been named executive vice presidents and co-chief operating officers, and **Paula Adams, RN**, will serve as chief clinical officer; also part of the realignment, **Hollie Kemp**, creator of the company's Embrace program for memory care, has become vice president of resident experience, and **Amaka Aniefuna** has come on board as vice president of operations ... **Debra Gardner Hussey** was recently named chief operating officer for Watercrest Senior Living Group in Vero Beach, Florida; Watercrest also appointed **Theresa Connor** as director of clinical operations and promoted **Manuel Navarro** to director of culinary operations ... Ziegler investment bank in Chicago, Illinois, has financed the expansion of Wake Robin, which operates a life-plan community in Shelbourne, Vermont ... **Sharon Reynolds**, executive director of Five Star Senior Living's The Neighborhood at Somerset (Somerset,

Kentucky), received the 2017 Argentum Senior Living Community Leadership Award ... Creating Results, with offices in Virginia and Rhode Island, recently collected three National Mature Media awards for outstanding marketing communications for a Traditions of America (ToA) direct mail piece, web-based & mobile resources for ToA's new website, and publications for a Lutheran Haven brochure ... Spectrum Retirement Communities, LLC, headquartered in Denver, Colorado, has partnered with technology company HeartLegacy to address resident engagement, family communications, resident legacy preservation, lead generation and digital marketing ... **James Firman**, president and CEO of the National Council on Aging in Arlington, Virginia, is the recipient of the Katie Beckett Award from the National Association of States United for Aging and Disability ... Next Avenue's list of Top 50 Influencers in Aging 2017 includes **Sandy Markwood**, CEO, National Association of Area Agencies on Aging (n4a); **Lori Bitter**, founder and president, The Business of Aging, author of *The Grandparent Economy* and publisher of *Grand* magazine; **Nancy LeMond**, executive vice president, chief advocacy and engagement officer, AARP; and **Laurie Orlov**, founder, Aging in Place Technology Watch; Influencer of the Year was molecular biologist **Elizabeth Blackburn**, Nobel Prize winner in Physiology or Medicine and author of *The Telomere Effect*, which posits that the way people live influences their "health span" ... and, finally, Generations United in Washington, DC, honored US Senators **Susan Collins** (R-Maine) and **Bob Casey** (D-Pennsylvania), respectively chairman and ranking member of the Senate Special Committee on Aging, with its Grandfamilies Champion Award for their commitment to supporting grandparents who are raising their grandchildren.