

Newsletter

20th Anniversary Celebration ICON Awards Announced!



JANE FONDA
ICON Award Recipient



JASON ALEXANDER
Host



JAMES COLLINS
*Art Linkletter Lifetime
Achievement Award Recipient*



DR. BRADLEY STRAATSMAN
*Distinguished Scholar
in Science & Medicine*

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The Center on Aging is proud to present our 20th Anniversary Celebration and Annual ICON Awards Gala, which will be held on Saturday, June 4th, 2011 at the luxurious



JENNIFER LOPEZ
Presenter

International Ballroom at the Beverly Hilton. This year's honorees include the legendary Academy Award winner, actress, philanthropist, and author Jane Fonda. Receiving the Art Linkletter Lifetime Achievement Award will be Founding Chairman and CEO of Sizzler International Mr. James Collins. The recipient of the Distinguished Scholar in Science & Medicine Award is Founding Director of the Jules Stein Eye Institute at UCLA, Dr. Bradley Straatsma.

Our host for the evening is Tony-Award winner Jason Alexander. This year's event is a night of entertainment designed to delight and inspire all who attend, produced by award-winning executive producer Scott Mauro. There will be a number of surprises throughout the evening, including the formal unveiling of the Center on Aging's new name—the UCLA Longevity Center. We hope you will come and celebrate our emerald anniversary while we honor these incredible ICONs. For tickets and more information please contact Levy, Pazanti & Associates at (310)-201-5033 or email at Lauran@lpae-vents.com. We hope to see you there!

From the Director



We have reached a tremendous milestone at UCLA. This year, the Center on Aging will celebrate its twentieth anniversary. I came to the Center 15 years ago when I was appointed Director, and over the course of those years, I have been both inspired and humbled by our accomplishments. The Center has not only made significant contributions to advancing the science and technology of healthy aging, but it has provided a home for many older adults to come to and expand their knowledge and share their wisdom.

Thanks to founding Director Dr. David Solomon's tremendous energy and vision, we have been able to recruit inspirational leaders over the years, including people like Art Linkletter, Drs. James Birren and Fernando Torres-Gil. The support from our community volunteers and academic scholars has helped us to achieve many of our goals in Southern California and across the nation.

Over the past two decades, the Center has funded numerous pilot research projects that have drawn new talent and scholarship to the field of aging,

conducted dozens of research conferences focused on aging science and technology, and created one of the first gerontology minors for undergraduates in the country. We have reached out to the community through our senior resource directories, newsletters and articles, memory training classes, senior scholars program, and popular educational meetings and seminars. Our programs reach beyond Southern California to across the U.S. and to Asia. None of this work could have happened without the tireless generosity of our donors and volunteers.

It is not difficult to see why this year's ICON Awards will be unlike any other – not only because it's our emerald anniversary, but because this year's event will truly celebrate successful aging. Along with a night of entertainment, we will refocus on our theme of helping people of all ages to live better longer. This year's anniversary celebration and ICON awards will take place on Saturday evening, June 4th, at the Beverly Hilton Hotel. I invite you to join us as we enjoy a night to remember, honoring the Academy Award winning legend, Jane Fonda as our celebrity ICON, Dr.

Bradley Straatsma as our Distinguished Scholar in Science and Medicine Awardee, and business leader and philanthropist James Collins as our (newly named) Art Linkletter Lifetime Achievement Award recipient. Our host for the evening will be the talented Tony Award winner Jason Alexander, and to commemorate this anniversary event, we will unveil our new name – The UCLA Longevity Center.

The new UCLA Longevity Center will harness the legacy that was once the UCLA Center on Aging and help inspire a renewed commitment toward promoting a universal awareness of not just healthy aging, but healthy living. We hope that you will join us for this extraordinary event on June 4th, for it promises to be a night that you will never forget.



DR. GARY SMALL
Director, UCLA Center on Aging

New Director of Development



"I'm very excited to celebrate the Center's twentieth anniversary this summer at the ICON event. It's an honor to be able to work with the gracious donors and volunteers who help make the Center's programs possible."

Valerie Amador joined UCLA Medical Sciences Development in May 2009 and currently supports the UCLA Center on Aging as its Director of Development, working to increase philanthropic support for the Center. Prior to coming to UCLA, Valerie gained fundraising experience as Regional Development Director for the Hispanic Scholarship Fund in San Diego. Before working in development, she worked in the construction industry for five years in various sales and sales management roles for Dietrich Industries, a steel framing manufacturer. Valerie earned both her Bachelor's degree in Advertising and Master of Arts in International Business from the University of Florida.



The UCLA Memory Maintenance Program provides personalized care from Dr. Gary Small and his team at the Semel Institute for Neuroscience & Human Behavior. This private, individualized assessment and education service helps participants gain knowledge and strategies on how to improve memory and maintain healthy brain function.

Participants meet with experts in aging and geriatric psychiatry at the Semel Institute to develop customized plans for better memory and brain health through:

- *Nutrition
- *Physical Exercise
- *Stress Management
- *Medical Factors
- *Early Detection
- *Mental Stimulation

Memory Maintenance

An exclusive concierge program designed to empower and educate.

Contact

Ms. Colin Shinn
at
(310) 794-4055

or

cshinn@mednet.ucla.edu
for scheduling and pricing.

The program includes multiple private sessions with our team of experts who will review your lifestyle and memory awareness, and provide you with valuable feedback to help you live better longer.

- I. **Comprehensive Evaluation** by UCLA neuropsychologists specializing in brain aging.
- II. **Private Consultation** with world-renowned memory expert, Dr. Gary Small.
- III. **Requisite Tests** to determine brain function and potential.
- IV. **Complimentary Brain Boot Camp** to learn memory enhancing techniques.
- V. **Follow-Up Evaluation** to address any ongoing concerns.



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Timothy J. Noonan

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April 12, 2011

To Our UCLA Center on Aging Community:

This year we celebrate the 20th Anniversary of the UCLA Center on Aging, and we hope you will celebrate with us on June 4th at the Beverly Hilton Hotel, at our annual ICON Awards Gala.

We are delighted to present the 2011 ICON Award to Academy Award winning actress, Jane Fonda. Dr. Bradley Straatsma, Founding Director of the UCLA Jules Stein Eye Institute, will be recognized as this year's Distinguished Scholar in Science & Medicine; and Jim Collins, UCLA philanthropist and former CEO of Sizzler International, will receive the Art Linkletter Lifetime Achievement Award. Performing and guiding us through this very special evening will be our host, the internationally-acclaimed and Tony Award winning star, Jason Alexander.

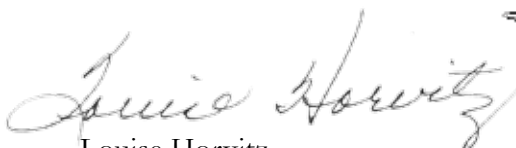
Dr. Gary Small, Director of the UCLA Center on Aging, will be on hand to lead us into our third decade of fulfilling the Center's mission – Living Better Longer through research, education and community service. Proceeds from the Annual ICON event help support the Center's many programs, including research on Alzheimer's and other age-related diseases, Memory Training courses throughout the United States, the Senior Scholars Program for Life-Long Learning, and multiple conferences, publications, and community events to foster healthy and successful aging.

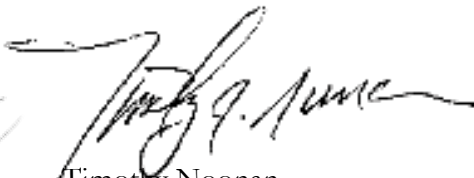
We ask you to please support this important event by completing the enclosed response form. With your participation and that of other close friends of the Center, we can maintain our momentum in helping everybody live better, longer, regardless of their age.

Should you have any questions, please contact Levy, Pazanti & Associates at (310) 201-5033.

We look forward to sharing this wonderful evening with you.

Warm regards,


Louise Horvitz
ICON Awards Co-Chair


Timothy Noonan
ICON Awards Co-Chair



SPONSORSHIP OPPORTUNITIES

- DIAMOND ICON** \$50,000
Please reserve two tables of ten. Includes Diamond Page and Inside Back Cover of Tribute Journal. Logo recognition at event and on Center website. *The tax-deductible portion is \$48,400.*
- SILVER ICON** \$5,000
Please reserve one table of ten. Includes Silver Page in Tribute Journal. *The tax-deductible portion is \$4,200.*
- PLATINUM ICON** \$25,000
Please reserve two tables of ten. Includes Platinum Page in Tribute Journal. Logo recognition at event and on Center website. *The tax-deductible portion is \$23,400.*
- BRONZE ICON** \$3,000
Please reserve one table of ten. Includes Bronze Page in Tribute Journal. *The tax-deductible portion is \$2,200.*
- GOLD ICON** \$10,000
Please reserve one table of ten. Includes Gold Page in Tribute Journal. *The tax-deductible portion is \$9,200.*
- INDIVIDUAL TICKETS** \$300
Please reserve ____ individual ticket(s). *The tax-deductible portion is \$220.*

TRIBUTE JOURNAL

- FULL PAGE \$1,000
- QUARTER PAGE \$200
- HALF PAGE \$500
- BUSINESS CARD \$75

We encourage you to send all artwork via email to ICON@eventsbyone.com. For tributes requiring assistance, please include your message in an attachment or send via facsimile to (310) 659-5527.

COPY DEADLINE IS MAY 16TH, 2011

Please list my name as

Name _____

Company _____

Address _____

City/State/Zip: _____

Daytime Phone _____

Evening Phone _____

Facsimile _____

Email _____

Please charge \$_____ to my:

- Visa
- Master Card
- Amex
- Discover

Card#

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Expiration Date

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Name on card (please print) _____

Signature (required for credit card payments only)

I/We have enclosed a check in the amount of \$ _____

I/We do not wish to sponsor, but wish to contribute \$ _____

MAKE CHECKS PAYABLE TO:

The UCLA Foundation

Tax I.D.# 95-225-0801

MAIL PAYMENT TO:

UCLA Center on Aging/Annual ICON Award
10945 Le Conte Avenue, Suite 3119
Los Angeles, California 90095-6980

INQUIRIES
LPA EVENTS

Tel: (310) 201-5033 • Lauran@LPAevents.com

Fund #6364 • AC SM132 FY07 Annual ICON Award

Technology and Aging

The 3rd Annual Technology & Aging Conference was held on Friday October 29, 2010 at the Skirball Cultural Center. This year's conference was attended by over 340 participants, and had tremendous positive feedback from all who attended. The conference included key note addresses from Dr. Gary Small, Director of the UCLA Center on Aging, and Dr. Joseph Coughlin, Director of the Massachusetts Institute of Technology AgeLab. Breakout sessions discussed how older adults can use new technologies to live longer and healthier lives. Many enjoyed topics on cutting-edge developments in back pain management and treatment, digestive health, imaging, robotics, brain training, and tele-health.



Interested in Exploring Group Therapy?

**Join UCLA's Geriatric Psychiatry Group Therapy Sessions
Wednesdays at 12PM or 3PM**

**Call (310) 794-4055 for Information
*Physician Referral Required**

UCLA Technology and Aging Conference: Percolator for New Technology

The UCLA Center on Aging has held three Annual Technology and Aging Conferences. The meetings not only bring together academic and industry leaders to explore cutting-edge innovations, but also foster collaboration. Thanks to this annual conference, Dr. Majid Sarrafzadeh, UCLA Professor of Computer Science and Co-Director of the UCLA Wireless Health Institute, and Dr. Gary Small, Director of the UCLA Center on Aging, began conversations about how they might collaborate together to help people live better longer. The more they talked, the more excited they became about the prospects of combining Dr. Sarrafzadeh's expertise with computers and Dr. Small's knowledge of memory and brain training. Their work led to several UCLA patents on new approaches to using computers for brain fitness programs. In partnership with the Herman Group - an entertainment and technology development and production company - they launched the start-up company, BrainFit, which is releasing its first product, Memory Power, in April 2011.

"I am thrilled to be working with Dr. Sarrafzadeh," Dr. Small said. "He brings tremendous insight and experience on how we can translate useful memory techniques and brain games to different computer platforms. The Herman Group brings their proven entertainment skills and their exciting interactive technology to help elevate the learning experience. This year Baby Boomers are beginning to turn 65 so we have millions of people who are beginning to notice their forgetful moments. Many of them are becoming computer-savvy and can use this new program to improve their everyday memory skills and have fun doing it."

Memory Power will be available as a memory stick that can be downloaded on any standard computer. It is an interactive program that teaches healthy-brain lifestyle strategies and mental exercises designed to improve memory and other cognitive skills and encourage brain-healthy lifestyle habits.



The new technology has over 100 minutes of original content with numerous presentations, interview segments, physical exercises, and questions to assess how well people are doing as they progress with their training. Memory Power also allows people to compete against themselves to improve their overall memory ability, tallied as their M-score, which encompasses not just neuropsychological test performance, but also skills contributing to the most common everyday age-related memory challenges like recalling people's names, generating words at the tip of the tongue, and misplacing common objects.

"This unique and novel interactive program rewards accuracy, consistency, conviction, and determination of responses," Dr. Sarrafzadeh said. "It also scores each task, tracks personal progress, and provides instant feedback to help motivate improvement through increased effort and focus. I believe that this will be an innovative approach to make memory training and healthy longevity lifestyles accessible to a large number of individuals."

The Center on Aging staff and Board of Directors will begin planning the next technology and aging conference, which will provide the public with the latest in new technologies to improve quality of life as we age. For more information about the new Memory Power program, call the UCLA Longevity Center at (310) 267-1AGE(1243).



Senior Scholars Expand Knowledge

UCLA Center on Aging provides opportunity for individuals to audit undergraduate courses

Bob Ross moved to California for his family, but chose Westwood for the university. Over his past four years at UCLA, he has rarely missed a lecture, yet he's never taken a test or turned in an essay.

Now retired, the Penn State alumnus takes courses with undergraduates through Senior Scholars, a program offered by the UCLA Center on Aging.

Ross, 66, has always been motivated. He graduated with a degree in business administration and then worked as a retail executive in New York City, which left little time for liberal arts courses outside his major or for anything more than an occasional trip to the theater.

"I wanted, in retirement, to play as hard as I worked," he said. "So now I play here (at UCLA)."

Each quarter, Ross said, he reads the course catalog cover to cover and has taken 25 classes so far, on subjects ranging from Chinese history to the American motion picture.

Senior Scholars aims to keep older adults mentally engaged, which improves the quality of their lives, said Gary Small, director of the Center on Aging. The program is also meant to give undergraduates a multigenerational perspective and to open UCLA to seniors in the community, he said.

Older adults learn differently and can enjoy their classes now that they're not worrying about earning a degree, Small added.

For a small fee, the center helps about 100 seniors enroll as auditors each quarter, mostly in liberal arts or humanities courses, said Stephanie Frank, administrative specialist for the center.



In order for the scholars to audit a class, the center must get professor approval, she said, adding that they do not allow seniors to take labs and language courses.

"It's an emerging community that hasn't quite gone viral. It's a jewel here at UCLA that is rapidly growing," Small said.

Art Lambert, 82, discovered his love of philosophy at UCLA as an honorary alumnus. After he graduated from Syracuse University, Lambert taught mapmaking for two years during the Korean War and then worked as an engineer. He started taking extension classes at UCLA in 1957, and began exploring the humanities courses he never took in college.

Without the pressure of tests, Lambert said he sifts through the information and makes his own conclusions about the material that interests him, rather than learning everything the professor teaches.

Political science professor Deborah Larson said the events covered in her courses, such as the Vietnam War, are part of the Senior Scholars' personal history, while the history is more abstract to undergraduates who did not live through it. Because they experienced events from the outside, the auditors are interested in learning why things turned out the way they did, she said.

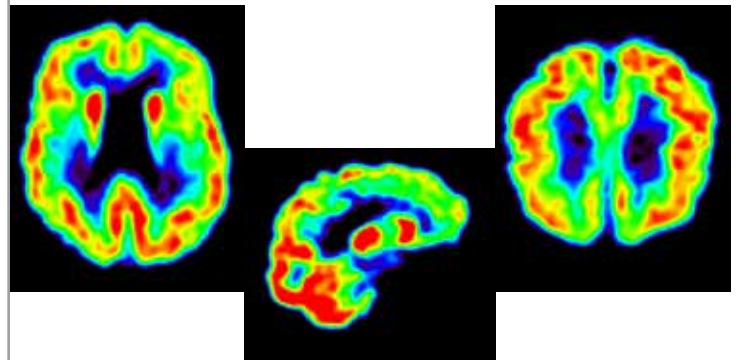
Both Ross and Lambert said they don't often participate in lecture because they are guests in the students' class. Lambert said he occasionally asks questions if he feels they are relevant, but only after students have the opportunity to do so.

"There's a balancing act there as an auditor. I try to stay out of the way of the professor-student relationship. They've got work to do, and the students have to learn," Lambert said.

However, students often take notice of their older classmates and extend invitations to study groups. Ross said he enjoys chatting with the undergraduates sitting near him prior to class, and said former classmates often recognize him on campus and say hello.

"(The Senior Scholars) show undergraduates that ... learning doesn't stop when you get a degree. It's worthwhile to learn a subject even if you don't get a job from it, just to enrich your life," Larson said.

By *SAMANTHA SCHAEFER*
Courtesy **The Daily Bruin**
Published January 4, 2011
Photo By *Dana Wall*



The UCLA Aging and Memory Research Center (AMRC) conducts cutting-edge studies on a variety of explorative treatments and diagnostic tools related to age-related memory loss. Focused on the early detection of Alzheimer's disease and related dementias, the AMRC aims to find ways to diagnose signs of early memory impairment in hopes of inhibiting the progression of degenerative illnesses.

The Biomarker Detection Program represents the core of the AMRC. This program seeks to use innovative brain imaging techniques combined with clinical assessments in an effort to capture a clear and comprehensive image of the brain and determine how it relates to health and disease as we age. Participants enrolled in this program benefit from PET and MRI scans that may help clarify the source of memory complaints.

The AMRC also seeks to develop state-of-the-art prevention treatments for Alzheimer's disease and related dementias. Current clinical trials include the use of both pomegranate extract and Curcumin supplements. These respective projects aim to discover alternative nutritional treatments that may help prevent memory loss and slow the course of brain aging.

The AMRC recruits persons with and without memory complaints aged 45 to 90 years. All of our research projects offer compensation to volunteers for their participation. For more information, please call us at (310) 206-7392, or (310)825-0545. Your participation will help advance early detection techniques and alternative treatments for age-related memory impairment and Alzheimer's disease.



Donors

July 2010 - March 2011

A special thank you to Nancy and Larry Levitt for their generous financial contribution to the Tech & Aging Conference.

Director's Circle Level (\$2,000 and above)

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Tributes

July 2010 - March 2011

Happy Anniversary to Dr. & Mrs. Small

Dorothy Leeb

Happy Anniversary to Mr. & Mrs. Richman

Edward & Eileen Kramer

Happy Anniversary to Mr. & Mrs. Tuberman

Dr. & Mrs. Max Small

Happy Birthday to Susan Saltzburg

Carol Stein

Happy Birthday to Lona Cohen

Dr. & Mrs. Max Small

Speedy Recovery to Susan Saltzburg

Joel Saltzburg

In Memory of Ruben Tellez

Kathleen Hashiguchi
Margaret Tellez
Paul Malamphy

In Memory of Ruth Bardack

Mr. & Mrs. Joel Saltzburg

In Memory of Sophie Shapiro

The Gelber Family

In Memory of Stuart Shoenburg

Dr. & Mrs. Robert Gandin

In Memory of Al Exley

Dorothy Leeb

Tributes

July 2010 - March 2011

In Memory of Dell Scott

Dr. & Mrs. Max Small

In Memory of Doris Swarzman

Kathy & Andy Gordon

In Memory of Fred Waingrow

Dr. Ernestine Elster, Ph.D.

In Memory of John Nuckols' Mother

Louise Horvitz, PsyD

In Memory of Lea Roberts' Sister

Roz Livingston

In Memory of Lillian Greenberg

Mr. & Mrs. Joel Saltzburg
Mr. and Mrs. Andy Gordon

In Memory of Maria Del Carmen Hernandez

Mr. & Mrs. Joel Saltzburg

In Memory of Martha Dresher

Sharyn & Bruce Charnas

In Memory of Mary Jane Hudecek

Donna Cashdan

In Memory of Maurice "Moe" Levitt

Nancy and Larry Levitt
Alan Levitt

In Memory of Milton Irazarry

Mr. & Mrs. Joel Saltzburg

In Memory of Phyllis Dorman

Brenda Stone

In Memory of Murray Gribbon

Dr. & Mrs. Max Small

In Memory of Murray Handler

Mr. & Mrs. Joel Saltzburg

In Memory of Stephanie Greitzer

Mr. & Mrs. Joel Saltzburg

Board Tributes

CHET LAPPEN

On December 18, 2010, the UCLA Center on Aging lost a longtime friend and supporter, Chester “Chet” Irwin Lappen, at the age of 91. Chet was a generous man of tremendous integrity, who gave both time and financial support to many community and charitable events. His impressive accomplishments included serving as editor-in-chief of the Harvard Law Review, acting as a special agent in the U.S. Army Counter-Intelligence Corps during World War II, and representing major motion picture studios. He served on the Center on Aging Board for the past decade and will be missed by us all.

JERRY TAMKIN

The Center on Aging mourns the loss of our dear friend and supporter for many years, Dr. S. Jerome Tamkin, who died peacefully at his home in Pacific Palisades on November 29, 2010. Dr. Tamkin achieved great success in many industries in both the public and private sector. As a mechanical and chemical engineer, he helped invent an electronic device to detect dangerous gas, preventing explosions on naval vessels. As an extraordinary philanthropist, he supported countless educational and research institutions including the Center on Aging since 1992. He will be deeply missed.

FRED WAINGROW

Frederick R. Waingrow passed away at home at the age of 92 on December 4, 2010. He was a beloved husband, father, grandfather, and strong supporter of the Center on Aging and its many community projects for nearly two decades. Fred was a man of boundless enthusiasm, immeasurable kindness, and numerous achievements in both the world of publishing and philanthropy. He had a particular interest in our Senior Scholars program. We will all miss his friendship and support.

Honor or remember a loved one by making a tax-deductible gift to the UCLA Center on Aging. Your 100% tax-deductible contribution will support the Center's mission of enhancing and extending productive and healthy life through research and education on aging, while bringing new meaning to the way you observe special occasions. Tributes may be given for any occasion including birthdays, anniversaries, memorials, and graduations. Donations will be acknowledged with a Tribute Card to the person you designate and also will be noted in the UCLA Center on Aging newsletter.

You can submit your tribute in several ways:

1. Via E-mail at CenteronAging@mednet.ucla.edu
2. Via Fax by printing out the tribute form located at www.semel.ucla.edu/aging/support and faxing to 310-794-0681
3. Via Mail by printing out the tribute form located at www.semel.ucla.edu/aging/support and mailing it to the address on the form
4. Via Phone by calling 310-794-0676

Special Thanks:

We wish to thank Linda Shahinian for her countless volunteer hours editing Memory Training program materials.

Calendar of Events

BRAIN BOOT CAMP

An intensive, three-hour course that provides hands-on instruction and evaluation from UCLA neuropsychologists.

Available Dates:

May 17 - June 14 - July 19 - August 23

Cost: \$300 ~ Contact: (310) 794-4055

Memory Training

An innovative four-week course that teaches practical techniques designed to improve memory.

Available Dates:

Wednesdays, May 4 - May 25, 10am - 12pm

Thursdays, July 21 - August 11, 10am - 12pm

Wednesdays, October 19 - November 9, 10am - 12pm

Cost: \$50 ~ Contact: (310) 794-0680

Senior Scholars

A program for older adults who wish to audit UCLA undergraduate courses on campus.

Summer Session A Begins: June 20

Summer Session C Begins: August 1

Fall Quarter Begins: September 19th

Cost: \$150 per class ~ Contact: (310) 794-0679



The UCLA Center on Aging Newsletter

Phone: (310) 267-1AGE(1243)

www.aging.ucla.edu

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