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industry news.

■ Medicare and Social Security Are Crucial To Fending Off Poverty For Future Retirees

According to a new study by Marilyn Moon, (Vice President and Director of Health Program at the American Institutes for Research), unless policy changes are made to strengthen Medicare and Social Security, millions of seniors will experience serious declines in their financial and health security. "Low-income seniors often don't have access to private pension plans like 401Ks so they rely on Medicare and Social Security. Medicare and Social Security need to be strongly supported in order for our parents and grandparents to have financial stability."

Furthermore, according to Moon, "Even seniors who have access to retirement plans like 401Ks are at risk when the market changes suddenly - look at the recent housing credit problems." According to Moon and other experts, a health crisis can wipe out even relatively generous savings, and health care burdens are projected to command an ever larger share of the resources for the coming wave of retirees. To read more, go to: <http://www.medicalnewstoday.com/articles/93929.php>

shop talk.

Felicia Wilson LMSW, LNHA

Character Building

Waste no time arguing what a good man should be. Be one. - Marcus Aurelius
Character develops over time. Many think that much of a person's character is formed early in life. However, we do not know exactly how much or how early character develops. But, it is safe to claim that character does not change quickly. A person's observable behavior is an indication of her character. This behavior can be strong or weak, good or bad. A person with strong character shows drive, energy, determination, self-discipline, willpower, and nerve. She sees what she wants and goes after it. She attracts followers. On the other hand, a person with weak character shows none of these traits. She does not know what she wants. Her traits are disorganized, she vacillates and is inconsistent. She will attract no followers.

A strong person can be good or bad. A gang leader is an example of a strong person with a bad character, while an outstanding community leader is one with both strong and good characteristics. An organization needs leaders with both strong and good characteristics, people who will guide them to the future and show that they can be trusted.

trivia time.

When is the older generation expected to burgeon? The first ten correct responses e-mailed to support@patientplacement.com will receive a free gift. Be sure to include your mailing address in the e-mail. Congratulations to: **Bonnie Kohout and Brenda Goodnight**.. They won a free gift for answering the previous trivia question. The answer was: 4.5%.

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fun facts

Did you know that:

- The older population will continue to grow significantly in the future. The older population will burgeon between the years 2010 and 2030 when the "baby boom" generation reaches age 65.
- By 2030, there will be about 70 million older persons, more than twice their number in 1999. People 65+ will represent almost 13% of the population in the year 2000 but are expected to grow to be 20% of the population by 2030.
- Minority populations are projected to represent 25.4% of the elderly population in 2030, up from 16.1% in 1999.
- Between 1999 and 2030, the white** population 65+ is projected to increase by 81% compared with 219% for older minorities, including Hispanics (328%), African-Americans** (131%), American Indians, Eskimos, and Aleuts** (147%), and Asians and Pacific Islanders** (285%).