PrimeTimes

NEWSLETTER OF COASTAL CAROLINA UNIVERSITY’S OFFICE OF LIFESPAN STUDIES

FALL 2008

HALFTIME:
The Journey Continues...

“Leaving Your Lasting Legacy”

By Mark Mitchell, DBA, Chair, Department of Management, Marketing and Law, Coastal Carolina University

Life is a journey. Our families, churches, schools and others sought to give us the skills needed to be successful on our life’s journey. We were taught to work hard, honor our commitments, treat others as we wish to be treated and do the right thing. These lessons have served us well. Often, however, we find (or found) ourselves pondering some interesting questions, such as:

• Why am I so unfulfilled with my success?
• Is there more to life than just my daily routine?
• Does what I do matter?
• What lasting impact will my work leave?

In the last issue of PrimeTimes we introduced you to the Halftime paradigm. To recap, Halftime is a transitional period in our lives when we begin to reflect on our past, assess our present and plan for our future. In principal, the government is supposed to borrow up to $700 billion by issuing new bonds, use the money to purchase failing mortgage-backed securities from banks, resell these securities after the housing market recovers and return the money to taxpayers.

Writing about the state of our economy at this period of uncertainty is a little like writing about the weather next week; nobody really knows what it is going to be like. On Oct. 3, 2008, the House of Representatives passed a massive $700 billion plan to rescue the country’s ailing financial institutions after soundly rejecting an earlier version of the plan the previous week. If you are not sure how this rescue plan is supposed to work or what effects it will have on the economy, you are not alone. Even the plans’ creators, Secretary of the Treasury Henry Paulson and Federal Reserve Chairman Ben Bernanke, do not know how effective the plan will be or how it will be implemented. In principal, the government is supposed to borrow up to $700 billion by issuing new bonds, use the money to purchase failing mortgage-backed securities from banks, resell these securities after the housing market recovers and return the money to taxpayers.

In reality, the rescue plan is fraught with problems and unanswered questions. First, there is little reason to believe that the U.S. government will pay the correct price for mortgage-backed securities. These securities are made up of an assortment of sound and subprime mortgages and even banks have difficulty figuring out how much they are worth. It is not unlikely that the government would overpay for these securities and would, consequently, end up rewarding banks that took too much risk in the past. Even if the government pays a reasonable price for mortgage-backed securities, their value might substantially decline if the economy continues to weaken and the number of foreclosures increases. Furthermore, even if the government makes profit from reselling these securities, there is little reason to believe that the government would pay taxpayers their money back. Historically, the federal government always found ways to squander any surpluses that it generated.

But what is most worrisome about the rescue plan, which is a concern that is scarcely discussed in the media, is how the government will manage to borrow...
$700 billion in a short period of time. The U.S. government has carried a debt since the American Revolutionary War and has never failed to pay its lenders back. Consequently, U.S. Treasury securities are considered a very safe investment, which is why the federal government has been able to borrow money from both Americans and foreigners at low interest rates. However, the federal government has never attempted to borrow such a large sum of money so quickly.

Given the slowdown in the global economy and the dire state of banks around the world, traditionally the largest buyers of government securities, it is questionable whether the government will be able to borrow such a large amount of money without significantly raising interest rates on government bonds. Unfortunately, rising interest rates would worsen the credit crunch. Thus, the rescue plan, which is likely to harm the economy in the long run by raising the national debt and creating excessive amount of government control, may also make things worse in the short run.

The rescue plan will, undoubtedly, help banks by allowing them to get rid of some of their riskier loans and raise a lot of cash. But every rose has its thorns. For financial institutions these thorns might end up being excessive regulations like lower salaries for managers and partial nationalization of the banking system. Our federal government will become the largest financial institution in the world, which is troublesome considering how inefficient the federal government is. But given their dire state, most banks have to accept any deal that the government offers them no matter what the conditions are.

The rescue plan is supposed to help families and small businesses, not just banks. After banks sell out their bad loans to the government, they will have more funds to lend. Loans are important for small businesses, which rely on them for investment and creating economic recovery. Policymakers are also hoping that more investors will help mend the struggling housing market. Millions of loanable funds will help small businesses, which rely on them for investment and creating economic recovery. Policymakers are also hoping that more investors will help mend the struggling housing market. Small businesses are very important for the economy in the short run, but there is little reason to believe that banks, people or the government will change their irresponsible behavior once the crisis has passed, and it will.

It is difficult to tell how the rescue plan will affect taxpayers. My hope is that even though the rescue plan is poorly structured, the Treasury Department will only have to use a fraction of the $700 billion that Congress allowed it to borrow in order to restore confidence in financial institutions. My fear is that the government will use more than $700 billion to deal with this crisis and it will impose excessive control over financial institutions. The most important lesson that we can learn from the past is not to panic or overreact. Those who overreact to financial crisis are the ones who suffer the most. For instance, investors who are currently selling their money out of the stock market are selling their stocks for absurdly low prices when they should be buying more stocks instead. At times like this we should all remember Franklin D. Roosevelt’s immortal words – “The only thing we have to fear is fear itself.” As long as people do not panic, the economy will correct itself and will grow once more.

Yvoc Wachsman can be reached at yvoc@coastal.edu or 843-349-2683. Yvoc and several colleagues from the Wall College of Business present free workshops on Personal Finance during the spring semester. When they are scheduled, notices will appear in local newspapers, PrimeTimes and the Coastal Carolina University Website at www.coastal.edu.

PT Note: Subsequent to Yvoc’s finishing this article, Congressional leaders began “talking up” a further “stimulus package” of $300 billion, and a new President has been elected. The “Economy” will be a recurring subject in future issues.

But it is unclear whether giving banks more money will improve the situation or worsen it. After all, shouldn’t the government make banks act conservatively instead of giving them more cash so they can make more risky loans? The rescue plan sends the undesirable message to financial institutions that no matter how risky their behavior is the government will always bail them out. Congress promised that it would regulate banks more sensibly in the future, but there is no guarantee that it would do so.

The rescue plan is designed to help financial institutions and thus the economy in the short run, but there is little reason to believe that banks, people or the government will change their irresponsible behavior once the crisis has passed, and it will.

Understanding Our Economic Predicament . . . Continued from page 1

If you have comments or questions about articles in this issue, want to submit a letter to the editor, ask a question or make a comment, or if you would like to suggest appropriate subjects for consideration in future issues of PrimeTimes, the PrimeTimes staff wants to hear from you. If you want to be added to the PrimeTimes mailing list, just call, fax or write to let us know.

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Saturday 2 Neighbor 2 Neighbor Opportunities For Service

Friday is often the day when the phone rings the most with requests for service. It doesn’t happen on Tuesday or Thursday, just when you’re making plans to leave a little early and get a little head start on the weekend. That’s when Ms. Roberts (not her real name) phoned to connect with the world and tell her story. It had been a particular stressful day for her. She had not been able to get to the grocery store or complete all her cleaning tasks at home. It was just an impossible day.

Most of Ms. Roberts’ days are like that. As the only caretaker for a spouse with Alzheimer’s disease she is now very weary and overwhelmed. The joy she once knew has disappeared and she is now imprisoned by her daily caretaker role. Family and friends no longer visit. She comments that she no longer has a social life and asks: “would it be too much to ask for someone to visit the first and third Thursdays of the month so she could play bridge with some friends.” In addition she is finding it difficult to purchase groceries and is asking for help with a ride to the market.

Even the fortunate members of our aging community will eventually experience physical decline and increased need for assistance with daily activities. Friendship circles dwindle with the passage of time and many simply need companionship and emotional support to “age in place” and remain as healthy as possible. Trained volunteers can address many of these concerns and make a difference in the quality of life for many of our vulnerable citizens.

Because of a Neighbor to Neighbor volunteer, Ms. Roberts will have her request met and an opportunity to share with her friends. She and many others in need will have a “Carolina Neighbor” who can provide a variety of non-medical support services including transportation, recreation, pet care, respite care, home visitation, minor home repairs and light housekeeping. All services are available without fees or eligibility requirements.

In bringing this new service to the area, Horry County Council on Aging is partnering with Neighbor to Neighbor to provide trained volunteers to respond to the needs of an aging population striving to maintain independence in their own homes. HCOOA is providing office space and other in-kind assistance in support of this developing program.

Neighbor to Neighbor is a very unique, personalized way to serve people who need in-home assistance. A “Carolina Neighbor” will respond to referrals from a variety of sources, including faith communities, hospitals and other organizations. Through a computerized system, care receivers are matched with volunteers to assure prompt, compatible service. Join us in bringing this unique service to the many neighbors of Horry County by becoming a “Carolina Neighbor.” It’s a great way to change lives…both yours and your neighbor’s! Contact Harry Campbell at 843-347-0818, (for information about Neighbor to Neighbor) or e-mail carolinaneighbor@gmail.com.


components into our programs and developed flexible approaches to reimbursement and home care coordination. These programs help our MCO partners manage healthcare costs, while continuing to offer their members a high standard of care. For more information about our products and services, contact Maureen Shalmon or Julie Siik at our local American HomePatient offices in Conway, Myrtle Beach and Pawleys Island. Our toll free number is 1-800-681-9060, or visit our Web site: www.ahom.com.

2 Lifelong Learning Course Information now available online. . . check it out! www.coastal.edu/outreach

BOOKMARK THIS! Senior Services Directory / www.coastal.edu/caar/srservices

We want to hear from you!
AMERICAN HOMEPATIENT
By Karen Ralston, General Manager

Most issues of PRIME TIMES will feature an outstanding local agency, business or organization serving the Grand Strand, to illustrate the range of services available in the area. If you would like to nominate an agency or service facility for this feature – or if you are in an organization that would like to be featured – we would like to hear from you. We will give full consideration to a recommendation. Most of the agencies, businesses or organizations so featured are also listed in the Senior Services Directory at www.coastal.edu/caas/services.

Founded in 1983, American HomePatient is one of the nation’s largest diversified home health care providers, supplying home medical products and services to approximately 280 centers located across the United States. We offer state-of-the-art equipment and therapies to help you continue to breathe, nourish yourself, and move and thrive in the comfort of your home. American HomePatient’s extensive offering includes respiratory therapy; enteral nutrition services, respiratory diagnostic equipment, patient medical equipment and related supplies.

American HomePatient has a team of healthcare professionals and clinicians to deliver quality equipment and proactive care to patients across the country. American HomePatient’s clinical teams consist of highly skilled respiratory therapists, nurses and a dietitian. A full-service respiratory company, American HomePatient provides oxygen equipment and supplies, patient assessment and follow up, and sleep therapy equipment (CPAP and supplies). Patients and their physicians rely on our ACHC-accredited team for excellent service and care.

American HomePatient offers respiratory and nutritional patient assessment programs to assist physicians in early detection of disease states and ongoing management of patient health. In addition, American HomePatient offers customized patient and family training for prescribed therapies and treatments—including comprehensive, easy-to-use patient education materials.

American HomePatient offers comprehensive respiratory products and therapies, in addition to clinical services designed to help patients breathe. We can deliver your aerosolized medications and nebulizers to your front door. AerMeds is a complete unit dose program that provides medications, equipment and patient training. Our AerMedsls service allows physicians to coordinate all of their patient’s medication needs in one call through our ACHC-accredited pharmacy. Patients have convenient ordering and re-ordering, reminder calls to re-order when meds are due, convenient monthly delivery of medication and supplies to their home, commercially premixed medications in unit dose vials, and nebulizer compressors and related supplies. American HomePatient has an on-call pharmacist available for consultation, Emergency support 24 hours, seven days a week, and educational information is included with each order. We offer no-hassle payments, all reimbursement paperwork handled on patient’s behalf, and assignment accepted for Medicare, and most Medicaid and state programs.

For patients on oxygen service, our trained staff prepares a care plan. In addition, we take the time to ensure that patients and caregivers understand their therapies, related equipment and their role in successful outcomes. American HomePatient carefully documents patient-specific information to ensure that each patient receives consistent, quality service. Each American HomePatient center monitors patient evaluation of services, establishes appropriate indicators, tracks compliance, and provides routine maintenance on equipment to ensure a consistently high standard of patient service and care. We are on call and available 24 hours a day, offering a wide variety of patient equipment and service solutions. Consider the staff of American HomePatient as an extension of your doctor’s office.

American HomePatient understands that early identification, ongoing monitoring and improved patient compliance play a critical role in the achievement of favorable outcomes when managing progressive disease states. Through patient assessment, education and follow-up with the treating physician, we incorporate the classical principles of disease intervention into our comprehensive approach to patient care. In order to assist you in the ongoing management of patients at home, we offer the following programs: Respiratory Evaluation and Disease Intervention, Sleep Loss Evaluation and Education Programs, Overnight Pulse Oximetry Screen.

American HomePatient also offers complete reimbursement management, including eligibility and benefit coverage confirmation, medical documentation and third party billing. Our reimbursement staff works closely with customers to assist them in solving simple and complex coverage issues. American HomePatient values relationships with managed care organizations. We provide quality services with well-trained staff to ensure plan beneficiaries will receive the best home care. American HomePatient recognizes that not all patient care needs are routine. Special challenges such as high-cost chronic illnesses demand specialized attention. With this in mind, American HomePatient has incorporated disease management tools to breathe, nourish yourself, and move and thrive in the comfort of your home. American HomePatient’s extensive offering includes respiratory therapy; enteral nutrition services, respiratory diagnostic equipment, patient medical equipment and related supplies.

Like life itself, Halftime is also a journey. Like any successful trip, advanced planning is required. In this issue of PrimeTimes, we’d like to help you plan your journey from success to significance.

What is Your Benefit Plan and Who is the Recipient?
Each of us has time, talents, and treasures. Imagine if we measured the return on our time, talents and treasures according to the benefit to the world around us rather than ourselves. Let’s use a sales analogy to make the point. Let’s assume you are shopping for a hybrid-powered automobile. The best way for your salesperson to present the vehicle to you is to focus on its benefits (such as its hybrid engine) rather than its features. Here’s a new look at our hybrid vehicle:

**Feature of Vehicle**
Engine combines battery and gasoline power to drive the motor.

**Advantage of Feature**
Vehicle offers higher miles per gallon (since the battery power uses no fuel).

**Benefit to Consumer**
Lower cost of operation. Lesser environmental impact.

Your desire is not to combine two methods of power in your vehicle (feature). Rather, your desire is to get higher gas mileage in order to lower your cost of ownership or your environmental impact (benefit). One of Stephen Covey’s Seven Habits of Highly Effective People is to “Begin with an End in Mind.” The Success-to-Significance journey changes your thinking (i.e., your “end in mind”) from a self-orientation to an others-orientation.

Halftime: The Journey Continues... “Leaving Your Lasting Legacy”

Halftime (Bob Buford) – “the opportunity, after some of our life has passed, to evaluate what has taken place during the first half and to choose which new goals and dreams we may want to pursue during the second half of our lives. Halftime is the start of an exciting journey that can take us past success and lead us toward significance.”

**FIRST HALF**
Acquiring the skills and developing the talents to be successful.

**HALFTIME**
Taking stock of your success and planning a life transition to greater-than-you-outcomes.

**SECOND HALF**
Finding ways to use your skills and talents achieving a greater good... from success to significance.

Halftime author Bob Buford suggests an interesting way to discover what is truly significant to you. Using just one phrase or sentence, answer the following question: “What would you like to be remembered for?”

**Identifying Your Competencies**
You may have heard the phrase, “To whom much is given, much is expected.” Let’s take a look at your skill set (i.e., what you’ve been given) before trying to identify your passions (i.e., how you may apply your skills). Ultimately, we want to transition your view from “my skills lead to my success” to “my skills can contribute to lasting significance.”

During the Strategic Planning process, it is common to perform a SWOT analysis (Internal: Strengths, Weakness; External: Opportunities, Threats). Have you done your own personal SWOT analysis lately? Here is a template to guide you.

<table>
<thead>
<tr>
<th>PERSONAL STRENGTHS (SKILLS AND ABILITIES)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Ability / High Satisfaction</td>
</tr>
<tr>
<td>Low Ability / High Satisfaction</td>
</tr>
</tbody>
</table>

Ideally, you have a large number of High Ability / High Satisfaction entries. We want to channel your Second Half efforts to fully utilize these unique skills for a greater-than-you good in the future.

**Identifying Your Passions**
Most of us don’t simply want to be remembered; rather, we want to be remembered for something significant. Halftime author Bob Buford suggests an interesting way to discover what is truly significant to you. Using just one phrase or sentence, answer the following question: “What would you like to be remembered for?”

**Personal SWOT Analysis**

<table>
<thead>
<tr>
<th>PERSONAL SWOT ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL STRENGTHS</td>
</tr>
<tr>
<td>PERSONAL WEAKNESS</td>
</tr>
</tbody>
</table>

**PERSONAL WEAKNESS**

| Low Ability / High Satisfaction | Low Ability / High Satisfaction |

Let’s focus on your strengths. These are your unique skills. Let’s put them to maximum use. Now, you likely don’t get equal satisfaction from utilizing each skill/ability you possess. So, map your skills/abilities on the 2x2 matrix below:

<table>
<thead>
<tr>
<th>Feature of Vehicle</th>
<th>Advantage of Feature</th>
<th>Benefit to Consumer</th>
</tr>
</thead>
</table>
Did you know that more than 44 million Americans are caregivers? Caregiving is formally defined as caring for an adult, at least 18 years of age, who lives in the community and needs assistance. Roughly, more than 23 percent of American adults serve as unpaid caregivers. Most caregivers (83 percent) are related to the care recipient and the majority are women, although men are increasingly becoming engaged in this role. American women spend, on average, 3.5 years of their adult years caring, for others; 17 years caring for children and 18 years caring for elderly parents. More than half of all caregivers are between 18 and 49 years of age, with the average age being 46.

Caregivers provide an important economic role in our society. Almost 80 percent of long-term care for our nation’s elderly is provided at home by family and friends. These care contributions equate to more than $257 billion per year. According to the 2004 Caregiving in the United States Survey, caregivers generally help with the following tasks: transportation, grocery shopping, housework, managing finances, preparing meals, helping with medication and managing services. Caregivers also help with personal care, assisting with tasks such as helping the patient get in and out of bed, aiding with dressing, bathing and other personal care. Despite the time consuming nature of these tasks, most caregivers work either full-time (68 percent) or part-time (11 percent) jobs.

The time and emotional energy involved in caregiving can be exhausting, so it is important to remember that it is perfectly acceptable and imperative for caregivers to ask for help. In fact, in recent years respites for caregivers has garnered interest. Researchers have found that rest or relief provided to caregivers promotes general health, relieves stress and improves well-being. The problem is that caregivers often think that it is selfish to schedule time for themselves. These perceptions should be challenged because it has been found that breaks actually improve caregiving ability. Remember caregivers that rest, relief and/or time away are all critical to protect health.

Caregivers often report feeling socially isolated. More than 3/4 of caregivers say that isolation is the major source of stress and despair. They may feel that others do not understand what they are going through. Some caregivers seek help from similar situations, or seek support groups that may help to serve as stress reducers; therefore, caregivers should try to build a support system so they can have others who can help fill their needs with positive care and words. Friends provide an important “safety net” and can be a source of love, nurturing and care.

Caregiving can be a way to show love and give assistance to those family members and friends we care so dearly about. Yet, it is easy to get so focused on the health of care recipients that caregivers lose sight of their own personal health. Watching others struggle with health problems often leads caregivers to neglect their own health needs. Encourage caregivers to go for usual medical check ups, exercise, eat right, and be diligent in taking medications. Participation in religious or spiritual activities, recreational activities or other stress-reducing activities are also very beneficial and are health promoting.

In conclusion, caregiving is a task that we are often unprepared to do. It is a difficult, yet rewarding role. If you are a caregiver or have a friend or family member involved in caregiving, take the time to learn more about the caregiving role. Millions of Americans are caring for family and friends they love. Caregivers are not alone.

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own epitaph today. Are you comfortable with what it currently says? What will you change in the future?

Combining Competencies and Passion...What’s In Your Box?
When you combine your competencies and your passion, you identify the possible greater-than-you purpose for your life. Bob Buford refers to this as the “item in your box.” You should spend your Second Half focusing on those matters related to the item you’ve placed in your box. Further, your proactive placement of something in your box helps you control your focus rather than having a focus thrust upon you. So, what’s in your box?

In the next issue of PrimeTimes, we’ll continue along our Halftime journey and discuss specific ways you can begin to transform your life by taking what’s in your box and working toward a greater good. We want whatever you put in your box to drive your life. Continue exploring, We’ll talk soon... Mark Mitchell can be reached at 843-349-2392 or mmitchell@coastal.edu.

Exercise and Aging... By: Tara Saville, Assistant Director of Campus Recreation, Coordinator of the A.B.L.E. program
Do you feel overwhelmed by all the information regarding nutrition, exercise and healthy living?

The media does a great job at bombarding us with the information on the latest diets, exercise trends and even health risks involved with our behaviors. It can be difficult and intimidating to filter through all the information to decide what we need individually and how we can implement it effectively. Furthermore, as we age, we get harder to change behavior that has been a part of our lives for so long along incorporate behaviors that are new to us. There is one simple yet scientifically proven fact: eating healthy and exercising can help our bodies no matter what our age.

If you are an individual who has never considered an exercise program, I encourage you to try on.

During the last 10 years at Coastal Carolina University, I have been a part of a program that has made an impact on the lives of older adults in this community. It is an impact that goes beyond physical improvements. It has impacted the emotional well-being of the participants as well as provided a social network for them. This program is called A.B.L.E. (A Better Lifestyle Experience) and is hosted by the Department of Campus Recreation at Coastal Carolina University. The A.B.L.E. program is offered to members of the community and targets the exercise component of wellness. But, as I mentioned before, most participants will say the benefits go far beyond just exercise.

More than 15 years ago, the A.B.L.E. program, which targets those aged 50 and older, was developed to both educate the older adult population with exercise and health information and to provide exercises specifically for them. It is designed to provide a variety of classes to meet the needs of this population. As new information and research has evolved, so too has the program. Currently, we offer instructor-led water aerobics classes, total body conditioning classes and yoga classes. In addition, for those who prefer a more individual approach, our weight room is also available two days per week. In the weight room, participants can utilize our wide variety of cardiovascular equipment as well as our strength training equipment, including both machine weights and free weights.

Not only does our program offer the benefits of exercise, but we also like to think of our A.B.L.E. participants as a network of friends. We host events to bring our participants together outside of the pool, aerobics studio and weight room. In the fall and spring sessions we host a breakfast buffet and take a day-trip adventure to a local destination. Some places we have visited include Biltmore Estate in Asheville, NC, Southport, NC, Fort Sumter, Charleston, and plantations in Horry, Georgetown and Charleston counties.

The program is offered fall, spring and summer sessions. In the fall and spring we offer classes Monday through Friday mornings from 7:30 to 8:15 a.m. In the summer months we offer limited classes on Monday, Wednesday and Friday. The cost of the A.B.L.E. program is $45 per session for fall and spring and $35 for the summer session.

If you have an interest in getting moving and finding out what our program is like, we invite you to try a class. All classes are targeted for the age 50 and older crowd. To register for the A.B.L.E. program, you will need doctor’s approval and a completed registration form. For more information or if you’d like to register for our program, please contact the Department of Campus Recreation, 843-349-2802 or e-mail naville@coastal.edu.

Coastal Carolina University Sponsors Many Events Open to the Public

We want to encourage PrimeTimes to take advantage of the many University events. You can stay up-to-date about cultural, athletic and other information or entertainment events by viewing the Cultural Events on the University’s Web site: www.ccoastal.edu/calendar. Many events are free but require tickets and others require purchased admission. For athletic events, go to www.GoCCUSports.com. Here is a small sampling of cultural events for December and January. For more information or details, call the Wheelwright Box Office at 843-349-2502.