

THE PIONEER NEWS

FALL 2006

BERNIE MYERSON SCHOLARSHIP FUND SUPPORTS GRADUATE PROGRAM IN GERONTOLOGY



Bernie Myerson

THE BERNIE MYERSON SCHOLARSHIP FUND was established in 2003 as a tribute to the former president and chief executive officer of Loews theatres, who extensively involved himself in charities and philanthropic activities throughout his life. Since its conception, the Bernie Myerson Scholarship Fund has proudly administered scholarship awards to the School of Social Work at California State University, Long Beach, along with the School of Social Work at the California State University, Los Angeles.

We are very pleased to announce that beginning this fall, the graduate program in gerontology at California State University, San Francisco (CSUSF) will receive a Bernie Myerson Scholarship award in the amount of \$10,000 for the 2006–2007 academic year. This will provide five \$1,000 Bernie Myerson Scholarships for each semester.

The graduate program in gerontology at CSUSF was founded in 1986, and over the course of its 20-year history has proved to be an innovative leader in both the study and practice of gerontology. The program has been a pioneer in academic program development, course work, life learning and applied research. The program has also served as a model for graduate programs around the state and the nation.

CSUSF's program offers in-depth knowledge and advanced training

necessary to meet the needs of an aging population. Most clients served by the WRMPPF are 65 years of age and older, and this population will continue to grow. In providing effective and appropriate services to our clients, it is essential that we have grounded research and resources in the field of gerontology available to the WRMPPF.

Recently, Veronica Rosenblatt, MA, MS, director of social services for the WRMPPF, visited CSUSF's campus, where she met with Anabel O. Pelham, Ph.D., director and professor in the gerontology program(s), along with Don Taylor, Ed.D., dean of the College of Health and Human Services. Both Ms. Pelham and Mr. Taylor were thrilled that CSUSF was chosen as the recipient of the Bernie Myerson Scholarship Fund. The WRMPPF looks forward to a growing relationship with CSUSF.

The Bernie Myerson Scholarship Fund was created with an initial gift from his wife Muriel, in hopes of establishing a scholarship that would carry Bernie's name in perpetuity. Individuals are encouraged to continue making donations to the Scholarship Fund as we keep Bernie's passion for helping others alive for generations to come.

For more information on how you can make a donation, please call Todd Vradenburg at (888) 994-3863.



Don Taylor, Veronica Rosenblatt and Anabel O. Pelham

WRMPPF RELEASES INTERACTIVE HISTORICAL CD



The Will Rogers Motion Picture Pioneers Foundation commissioned award-winning digital publisher and marketer Serious to produce a special, historical CD-postcard mailer for members.

"We are delighted to be able to champion our important membership program with this engaging direct-mail piece," said Todd Vradenburg, executive director of the WRMPPF. "Drawing from materials from our extensive archives, the CD Cardz (Win/Mac) are able to demonstrate the wealth of great work that the Will Rogers Institute has done over the years, via trailers, editorial, celebrity public service announcements and an interactive historic timeline. This way we hope that current members will feel connected to the foundation that they hold close to their hearts and be motivated to continue to support its efforts."

Once taken out of their postcard packaging, the cards will auto-run in computer CD-Rom trays, giving the user an inclusive overview of the foundation since its formation in 1936. "Serious is delighted that the WRMPPF looked to the innovative option of the Cardz. We hope that card users will feel not only entertained and informed," explained Peter Ellul, chief operating officer of Serious, "but for those wishing to renew their membership, they also provide a fast-track solution to the official online membership services area." **To receive an interactive WRMPPF CD, please call (888) 994-3863.**

Thank you to all WRMPPF members who renewed their memberships! If you have questions concerning your membership or would like to renew or join, please visit our Web site at www.wrpionners.org or call Carol Wickham at (888) 994-3863, ext. 2363.

PLEASE SAVE THE DATE

THE WILL ROGERS MOTION PICTURE PIONEERS FOUNDATION

is proud to honor

JEFF BLAKE

Vice Chairman, Sony Pictures Entertainment

"PIONEER OF THE YEAR"

February 22, 2007

Hyatt Regency Century Plaza Hotel, Los Angeles
For more information, please call (888) 994-3863.



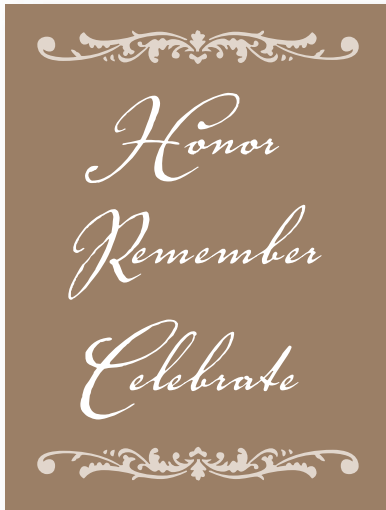
Jeff Blake



Funds raised will benefit the Motion Picture Pioneers Assistance Fund, providing financial assistance to eligible members of the theatrical community (exhibition, distribution and production) since 1938.



TRIBUTES AND MEMORIAL CARDS



HONOR, REMEMBER AND CELEBRATE your loved ones with Will Rogers' Tributes & Memorial Cards. Your generous donation benefits the Will Rogers Institute and the Motion Picture Pioneers Assistance Fund. Contributions assist members of the theatrical community who have fallen on hard times, as well as provide much-needed funds for pulmonary research laboratories and fellowships across the United States.



WILL ROGERS INSTITUTE funds pulmonary research laboratories and fellowships across the United States and provides free health information to thousands of teachers, librarians and individuals across the country.



MOTION PICTURE PIONEERS ASSISTANCE FUND provides assistance to eligible members of the theatrical (exhibition, distribution and production) community.

For Tributes and Memorial Cards ordering information and more, please visit us at www.wrinsitute.org or call toll-free at (888) 994-3863.

Walk On Over to Our ShowEast Health and Fitness Fair

FREE HEALTH SCREENINGS FOR ALL SHOWEAST PARTICIPANTS:

- INSTANT CHOLESTEROL/HDL BREAKDOWN
- BONE DENSITY SCAN
- LUNG FUNCTION
- GLUCOSE TEST
- BODY COMPOSITION ANALYSIS
- RELAXING MASSAGE
- BLOOD PRESSURE SCREENING
- SKIN DAMAGE EVALUATION
- DERMATOLOGY SCREENING

Tuesday, October 24, 12:30PM – 4:30PM

Wednesday, October 25, 1:00PM – 5:00PM | Thursday, October 26, 8:30AM – 11:30PM

Located in the Anaheim Room

OTHER WILL ROGERS HEALTH FAIRS AND NUTRIFIT EVENTS WERE HELD AT SONY, WARNER BROS. AND PARAMOUNT STUDIOS.
Congratulations to Michelle Aguilera, the Sony Health Fair raffle winner!

HEALTHFUL RESOURCES

TODAY'S ASSISTIVE TECHNOLOGY

What is assistive technology? Assistive technology includes canes, walkers, hearing aids, motorized wheelchairs, semi-electric beds and any other product that improves a person's ability to live independently. **Technology for Long Term Care** has a free Web site www.techforltc.org that provides information about hundreds of assistive technology products. To find vendors or prices, visit www.assistivetechnet.net. Our social workers are also available to answer questions and provide referrals or suggestions at (888) 994-3863 ext. 1003.



PROTECT YOURSELF AND YOUR LOVED ONES

Do you have an Advance Medical Directive? Despite the fact that the majority of people who believe having some form of an advance medical directive is a good idea, studies show they have not completed one. Furthermore, less than half of the people studied who stated they wanted their families to make health care decisions for them had not discussed their health care wishes with their families. Regardless of age, an accident or illness could cause a person to be unable to express his or her health care wishes. Protect your health care wishes by completing an advance medical directive. For more information or to receive the free brochure "Advance Medical Directives," call us toll-free at (888) 994-3863, ext. 1003.



BOOKMARK THESE IMPORTANT WEB SITES

The **Family Caregivers Alliance**, founded in 1977, offers a wide array of services and publications on caregiving issues. Visit their Web site at www.caregiver.org or call (800) 445-8106.

A free service provided by the **National Council on Aging** is the BenefitsCheckUp Web site at www.benefitscheckup.org. This Web site assists visitors in locating government programs that can help pay for prescription drugs, health care, utilities and more. A visitor is asked to complete a short confidential questionnaire to identify needs and applicable services.

WE'RE HERE FOR YOU

The Motion Picture Pioneers Assistance Fund (MPPAF) serves members of the theatrical community (exhibition, distribution and production) who are experiencing an illness, injury or life-changing event. Services and qualifications vary by program. All assistance is intended to provide support during a recovery or adjustment period. Treatment of substance abuse is not included.



Inactive Adults Can Reverse Poor Health with Exercise

Researchers at Duke University Medical Center have found that the negative effects from living a sedentary life can be reversed by participating in moderate exercise.

The participants in the study who had shown the most decline from physical inactivity also showed the greatest level of improvement once they embarked on programs of moderate physical exercise, say researchers. Participants in the study did not change their diets, so change was attributed directly to exercise and not to change in food intake.

“The good news is that a small amount of physical activity can make a big difference in reducing risks for developing such conditions as heart disease, stroke or diabetes,” says Duke exercise physiologist Jennifer Robbins. “Our findings demonstrate that while the cost of choosing a sedentary lifestyle can be high, switching to an active way of life can be beneficial at any time.”

“The good news is that a small amount of physical activity can make a big difference...”

For free information on health and exercise, please visit www.wrinsitute.org or call toll-free at (888) 994-3863.

Ask the Social Worker By Megan Olman, MA

Q: How can I encourage my elderly father to see a dentist? He has an upper denture and all of his lower teeth. I don't think his lower teeth have been cleaned in years. He tells me he doesn't need to see a dentist because he can chew just fine, and after all, he only has lower teeth. Don't people who have full or partial dentures still need to see a dentist regularly? Shouldn't he have his mouth checked for cancer and other health conditions by a dentist?

A: Yes, your father needs to see a dentist for regular oral check-ups. Maintaining good oral health is necessary throughout our entire life. In fact, periodontal infections are more common among the elderly. Studies have shown associations between oral infections and systemic diseases, such as diabetes, heart disease and respiratory infections. Strikingly, persons 65 and older are seven times more likely to be diagnosed with oral cancer than younger individuals.

Even if your father no longer has a majority of his natural teeth, he still needs to see his dentist regularly. The dentist will examine his mouth to check for any problems with the gum ridges, the tongue and the joints of the jaw, as well as screen for oral cancer. Adults are more likely to have decay around older fillings, and because many adults grew up without the benefits of fluoride, they may have many more fillings. Decay of the tooth root is also common among older adults. Root decay occurs when the gums recede, exposing the softer root surface, which decays more easily than tooth enamel.

Anxiety over dental treatment is not unusual. Communication between your father and his dentist is an important aspect of a comfortable dental visit. He should be encouraged to share his feelings with his dentist and the staff. For more information, you may want to contact the **American Dental Association** at (312) 440-2500.

Q: My twin sister has been disabled since birth, and after our mother passed away last year, I became her conservator. One of my duties is to count out her medications and put them in pill boxes so her attendants can legally hand her the pills. Last week, her physician decided to change her medication schedule to three times a day: morning, noon and evening. Stopping by her home in the evening has really impacted my life. I am falling behind at work and it's taking a toll on my relationships. People are telling me I should place my sister in a facility before my life goes down the tubes. I love my sister and

we have always been very close. I know she would be willing to move to a facility if it would avoid hurting me, but she is just 36 years old. Do you have any suggestions?

A: You are encountering some very common caregiving struggles — balancing your life, while also caring for someone else. You should be commended for your commitment to your sister and your desire to try and find any and all support so that she can continue to stay at home. First, I would suggest that you look into home response systems. A great starting resource is **Technology for Long Term Care**, which you can access at www.techforltc.org. Their website includes a myriad of products that have been developed to increase the safety and efficiency of medication distribution. You may come across equipment you were unaware existed.

Second, I encourage you to look into various personal response systems for medication reminders that can be purchased or rented on a monthly basis. **Health Watch** and **Lifeline** are two companies that offer preprogrammed daily medication reminder announcements. Announcements can be recorded by a familiar voice. **Health Watch** also offers a personal medication system that provides automatic, accurate and monitored physical dispensing of scheduled medications right at home. The system holds up to 60 doses of medication and automatically dispenses them in individual cups at preprogrammed times in accordance with a subscriber's medication schedule. The system is continuously monitored, so if a person forgets to take their medication, caregivers can be notified by telephone automatically. For more information, contact **Health Watch** directly at (800) 226-8100 or online at www.health-watch.com. For more information on **Lifeline** services, call (800) 380-3111 or visit them online at www.lifelinesys.com.

Remember that caregiving is a job, so take time to tend to YOUR needs. Getting the support you need will help to sustain your energies for the long run. Many people find comfort in sharing feelings with others who have first-hand understanding. For more information, contact the **National Alliance for Caregiving** at www.caregiving.org, as well as the **National Family Caregivers Association** at www.thefamilycaregiver.org or at (800) 896-3650. Also, there are lots of resources and technology available to enable the disabled to remain safely at home. You may find the following resources helpful as well: www.familyvillage.wisc.edu, www.aapd-dc.org, and www.axistive.com.

Do you have a question you would like answered or a topic you would like more information about? If so, you should enjoy the question-and-answer section of the *Pioneer News*. Please submit questions to Megan Olman at the Will Rogers Motion Picture Pioneers Foundation, 10045 Riverside Drive, Third Floor, Toluca Lake, CA 91602. You may also e-mail questions to molman@wrinsitute.org or fax questions to (818) 508-0391.

WRMPPF

TRIBUTES AND MEMORIALS

<p>IN MEMORY OF: Florence Gerald Crane William Ferry Larry Hanson Darla Jorgensen</p>	<p>FROM: Bunny Kahn Barbara Morse Steve Gordon Albert Ashbaugh Barbara Coe Rosemary Czechowicz Mary Jane Masinick Janet McCormick Elenore Stayko William Kartoizian George Buza Donald Calder Lauren Clark Matt Fugina James Mears Andrea Watt</p>	<p>IN MEMORY OF: Mollie Lamm Joseph McCarthy Herb Mendelsohn Sebe Miller Douglas Caldwell Nelson Virginia Newman Harold Novick Irvin J. Olson Sol Shurpin Steve Sitko</p>	<p>FROM: Leonard Raboy Nick Manoy Herbert Fischer Fred Mound Margery Kimbrough Carol Wickham Rita Berman Clark Woods Marvin Tabman Michael Earegood</p>	<p>IN HONOR OF: Ed Chesky Fred & June Newman Travis Reid Jerome Schlakman</p>	<p>FROM: Sy & Charlotte Frank Carol Wickham Fred Mound Sy & Charlotte Frank</p>	<p>PASSED AWAY: Len Coleman Carl Ferrazza Robert Gale Herbert Golden Dean Goodman Norman Gross Mark Sheridan</p>
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REMEMBER A SPECIAL COLLEAGUE OR FRIEND...

To learn more about the Tributes and Memorials Program, please visit
www.wrpioneers.org, or call Carol Wickham toll-free at
 (888) 994-3863, ext. 2363.

CONTACT US:

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