



## **Business Acumen Presenter's Bios**

**Dr. William Lane** is the CEO of William Lane Associates, a gerontological and management consulting firm now located in Homer, NY. Dr. Lane holds a PhD from Kansas State University and is an Associate Professor Emeritus of Sociology from SUNY Cortland. At Cortland, he directed the Social Gerontology Program for 25 years and served as the founding Director of the Center for Aging and Human Services. He served as President of both the State Society on Aging of New York (SSA) and the national President of Sigma Phi Omega (the Honor Society in Gerontology), as well as the Treasurer of the Association for Gerontology in Higher Education (AGHE). In 1996, he received the Walter M. Beattie Award for Outstanding Service from SSA, as well as the 2005 Mildred Seltzer Award for Distinguished Service from AGHE. He has published numerous papers and book chapters and has made presentations at state-wide, national and international conferences in the US, Canada, the UK and India.

Dr. Lane has a long academic interest in business acumen as it relates to aging programs and services. This interest carried over into teaching, research and consulting work. He taught courses in community development and planning as well as the development of aging services. He has worked with NYSOFA on business acumen issues, including the development of guidelines for AAAs to offer private pay service options as well as research into the development of cost sharing options. In the fall of 2015 he was part of the AANY/NYSOFA Professional Development training series on business acumen. Bill presented on both person-centered planning and revenue enhancement options for AAAs and community-based organizations.

In terms of grant writing, as a graduate student Dr. Lane began writing grants to support his own research. During his tenure at SUNY Cortland he worked on the writing a number of grants, both large and small, to support his own research as well the activities related to the Aging Center. He was also an active grant reviewer for AoA, NIH and other federal and state agencies. Most recently, he and Carol Hegeman co-authored *Grant Writing for Aging Services and Programs* published in March of this year by TBM Books. For past three years he and Carol have been giving presentations on issues related to grant writing at professional meetings, including ACUU, SSA and LeadingAge national conferences. They will next be presenting at LeadingAge in New Orleans in November, 2017. Bill is very interested in making the connections between business acumen and grant writing techniques as they apply to both AAAs and other CBOs.

**Carol Hegeman** has 30+ years of experience in writing proposals and conducting demonstration and research projects in aging services. Since 2014, she has run Hegeman Consulting, a small consulting firm focusing primarily on grant writing training, grant writing coaching, staff and leadership training in aging services and curriculum training.

She is the co-author of the newly published book *Grant Writing for Aging Services and Programs*. This book is designed for people relatively new to writing grants, but will also be useful to experienced grant writers because of the specific suggestions for writing grants for older people.

Her experience in grant writing for aging services has come from her tenure as Director of Research at the Foundation for Long Term Care (FLTC), an entity affiliated with what is now called LeadingAgeNY. At LeadingAge NY, she received the American Society on Aging's 2008 Gloria Cavanaugh Education & Training Award, which honors an individual who has made a significant contribution to training and education in the field of aging.

The grants she has written and managed include the wide range of aging services and fall into four general categories of civic engagement; staff development; respite; and cultural competence. Five of these grants received state or national awards.

Civic engagement grants include "AmeriCorps in Elder Care Settings," a pioneering project in which baby boomers+ and graduate students provided stipended service to the aging, funded by the Federal CNCS and numerous projects in service learning in elder care, funded by the Federal CNCS and well as several private foundations, Staff development grants include peer mentoring programs for CNAs and charge nurses in long term care settings; "Bathing without a Battle," and "Caring Communication at the End-of Life." Among the funders for these projects was the NYS Department of Health. Other grants include "Culturally Competent Long Term Care," funded by the Commonwealth Fund, various institutional geriatric respite projects and "Child Care in Long Term Care Settings." Funders were foundations.

Ms. Hegeman's publications include (in addition to *Grant Writing for Aging Services and Programs*): *Service Learning in Elder Care: A Handbook* (2002)(co-author) Auburn Press later re-printed by Praeger; ) *Growing Strong Roots: Peer Mentoring of CNAs to Enhance Retention and Care*, (editor and co-author) (FLTC, 2005); *Caring Communication: Cooperative Communication About the End of Life, a Manual for Trainers* (co-editor), Foundation for Long Term Care, 2003; *Partners in Caregiving*, 1997 (co-author), Cornell University and *Geriatric Respite Care: Expanding and Improving Practice*, Foundation for Long Term Care, 1989.

Since she started Hegeman Consulting, she has conducted full or half-day state wide grant writing workshops for Cornell Cooperative Education; LeadingAgeWA ( three times): LeadingAgeMaineNewHampshire, LeadingAgeCT, and LeadingAgeMN. She has been a grant reviewer for national and the NYS Corporation for National and Community Service.