



**AWARD for BUSINESS ADVANCEMENT OF GERONTOLOGY**

**Purpose, Criteria, & Guidelines**

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**PURPOSE:**

The award for **Business Advancement of Gerontology** was created by the California Council on Gerontology and Geriatrics (CCGG) to recognize businesses that understand and respond to the unique needs of older adults through innovative business practices, including the use of gerontologists in planning and administration. Businesses representing all industries and of any size are eligible for nomination.

**CRITERIA (Applicants must meet at least one of the three):**

**1. Employment of Gerontologists:**

Candidates make a practice of hiring employees who received some gerontological training from accredited certificate programs, and/or graduated with degrees in gerontology from accredited academic institutions, and/or received some gerontological training. They employ gerontologists to enhance their business practices and improve their place in the overall market by ensuring that the needs of older employees and consumers are properly assessed and included in all plans for developing and delivering services and products.

**2. Workplace Training in Gerontology:**

California businesses are already responding to California law (AB 1825), which requires employers to provide supervisors with two hours of mandatory training in sexual harassment prevention every two years. Candidates seek to provide similar education and updates related to gerontology for their employees to enhance business practices and optimize the work environment, as well as to better meet the needs of their clients and/or customers, thereby increasing profit margins. Companies that have incorporated in-house workshops or seminars in gerontology, or support employee attendance of off-site conferences or other gerontological training as part of their regular worksite training meet this criterion.

**3. Accommodation of Older Workers:**

Candidates seek innovative ways to retain older workers and/or assist them in identifying career lattice opportunities within the company or industry, particularly when employees can no longer perform physically demanding tasks. They draw on the experience and knowledge of older workers to improve business practices, and create mentoring pipelines between older workers and new or junior employees to help facilitate professional growth. They actively seek and hire older workers in recognition of their maturity, existing skill sets, and ability to fulfill job requirements.



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**APPLICATION PROCEDURE:**

Each nomination for the award must be made in writing by a member of CCGG on the official nomination form below, and submitted to the individual appointed to receive it. When the nominator and candidate have agreed upon the information to be included in the application, the completed nomination form must be **submitted electronically to the e-mail address shown below**. Hard copies of additional supporting documents that cannot be sent electronically may be mailed to the address shown below. All awards will be presented at the CCGG's Annual Meeting.

**CALENDAR:**

**January/February:** Completed nominations applications due at CCGG.  
**February:** Vote taken by Board of Directors at Winter Board meeting.  
Notification of award made to nominator and candidate.  
**March:** Press packet distributed.  
**April:** Presentation of awards at the Annual Meeting  
Announced in Fall/Winter CCGG newsletter

**ELIGIBILITY TO NOMINATE:**

Members of CCGG in good standing who are currently, or were formerly, working in the fields of gerontology and/or geriatrics in California, and are familiar with the candidate's achievements may submit nominations. Questions on the nomination process should be directed to the individual appointed to receive them.

**PUBLICITY:**

Bestowal of the awards will be publicized through CCGG informational materials, on the website, and in the archives maintained by the organization. Additional publicity contacts will also be requested for the candidate's home institution and other local public affairs offices as appropriate.

**CCGG Award for Corporate Advancement of Gerontology  
NOMINATION FORM**

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Please complete **each shaded block** in the nomination form and submit it electronically to the address shown below. (Text will wrap within each block; no carriage returns are needed.)

**Date:**

**CANDIDATE:**

Full Name of Company

Type of Business

Brief description of older adults who are served by this business

Name of CEO or other person in leadership position

Street Address

City

State

Zip + 4

Telephone

Extension

Fax

E-Mail

**NOMINATOR:**

First Name

Last Name

Academic Degree(s)

Title of present position

Academic institution or professional affiliation

Department

Street Address

City

State

Zip + 4

Telephone

Extension

Fax

E-Mail

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**INFORMATION IN SUPPORT OF CANDIDATE:**

Please submit evidence you believe the candidate has displayed that demonstrates qualities of excellence in 1) employment of gerontologists, 2) workplace training in gerontology, and 3) accommodation of older workers that have significantly contributed to the quality of both the workplace environment and the products or services it provides. *(Text will wrap within each block; no carriage returns are necessary.)*

**Examples of Employment of Gerontologists: (please cite one or more)**

1.
2.
3.
4.
5.
6.

**Examples of Workplace Training in Gerontology: (please cite one or more)**

1.
2.
3.
4.
5.
6.

**Examples of Accommodation of Older Workers: (please cite one or more)**

1.
  2.
  3.
  4.
  5.
-

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6.

**CANDIDATE'S INTENTION TO ACCEPT:**

I verify that the individual I have nominated has agreed to accept the award if the nomination is confirmed by the Board of the California Council on Gerontology and Geriatrics.

Nominator's Name

Date

**Please Submit all Application Materials as Follows:**

*Completed electronic nomination forms:*

*Hard copies of supporting documents that cannot be sent electronically:*

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