

GM 11

Measure Title: Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs, Gubernatorial Nominee, SUZANNE SCHULBERG, for a term to expire 06-30-2021.

Report Title: Policy Advisory Board for Elder Affairs

Description:

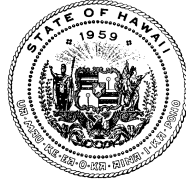
Companion:

Package:

Current Referral: CPH

Introducer(s):

DAVID Y. IGE
GOVERNOR OF HAWAII



TERRI BYERS
DIRECTOR

VIRGINIA PRESSLER, M.D.
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Testimony in SUPPORT
Submitting for consideration and confirmation to the Policy Advisory Board for Elder
Affairs, Gubernatorial Nominee, Suzie Schulberg

COMMITTEE ON COMMERCE, CONSUMER PROTECTION, AND HEALTH
SENATOR ROSALYN H. BAKER

Testimony of Terri Byers
Director, Executive Office on Aging
Attached Agency to the Department of Health

Hearing Date: August 29, 2017

Room Number: 229

- 1 **EOA's Position:** The Executive Office on Aging (EOA) supports the nomination of Ms. Suzie
- 2 Schulberg to the Policy Advisory Board for Elder Affairs (PABEA).
- 3 **Comments:** HRS 349-4 established PABEA to advise the EOA on issues, approaches to solutions,
- 4 development of position statements, advocacy, legislative actions, program development and operations.
- 5 Ms. Suzie Schulberg is currently the Chief Operating Officer at Arcadia and holds a graduate certificate
- 6 in Gerontology, a Master's degree in Business Administration, and a BA in History. Ms. Schulberg
- 7 currently serves on PABEA, the Healthcare Association of Hawaii, and the Hawaii Pacific Gerontological
- 8 Society. With her knowledge and experience, Ms. Schulberg is a tremendous asset in providing guidance
- 9 to the EOA. For these reasons, EOA supports the nomination of Ms. Schulberg.
- 10 Thank you for the opportunity to testify.

Testifier's Name: Gary Simon
Chair
Policy Advisory Board for Elder Affairs (PABEA)

Testimony Is Directed To: Senate Committee on Commerce, Consumer
Protection, and Health

Measure: GM11
Suzanne Schulberg, Gubernatorial Nominee for the
Policy Advisory Board for Elder Affairs.

Date & Time of Hearing: Tuesday, August 29, 2017, 1:30 p. m.

Position: **PABEA strongly supports the nomination and
confirmation of Suzanne Schulberg to the Policy
Advisory Board for Elder Affairs.**

Dear Chair Baker, Vice Chair Tokuda, and Honorable Members of the Senate
Committee on Commerce, Consumer Protection, and Health:

I am Gary Simon, Chair of the Policy Advisory Board for Elder Affairs (PABEA),
which is an appointed board tasked with advising the Executive Office on Aging
(EOA).

I am testifying as an individual who has worked in healthcare for over thirty years,
and I am offering testimony on behalf of PABEA.

My testimony does not represent the views of the EOA but of PABEA.


PABEA wholeheartedly supports the nomination and confirmation of Suzanne
Schulberg to the Policy Advisory Board for Elder Affairs.

Ms. Schulberg is an expert in senior living options, including, but not limited to,
retirement living communities, home health services, adult day care, programs
for seniors, and senior wellness.

As a member of PABEA, Ms. Schulberg has been a strong advocate of policies
and programs which improve the health and welfare of our kupuna who reside in
long term care facilities and homes here in Hawaii.

Ms. Schulberg will continue to contribute greatly to the work of PABEA in its
endeavor to enhance and protect the safety and wellbeing and welfare of our
elders and their families and caregivers.

We urge you to support the nomination and confirmation of Ms. Schulberg to
PABEA, and we thank you for seriously considering her nomination.

Very sincerely
Gary Simon 
Chair
Policy Advisory Board for Elder Affairs
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August 29, 2017

To: Chair, Rosalyn Baker and Members, Senate Committee on Commerce, Consumer Protection and Health

From: Bob Ogawa, President

Re: Nomination of Suzie Schulberg to the Policy Advisory Board for Elder Affairs

I would like to convey my wholehearted support for the confirmation of Ms. Suzie Schulberg to continue serving on the Policy Advisory Board for Elder Affairs (PABEA).

I will not go into any lengthy iteration of Ms. Schulberg's qualifications in this regard and the contributions she has already made as a sitting member of PABEA. They are many and will no doubt be fully and thoroughly described by others.

What I would like to say is that I have known Suzie for some two decades, nearly all of that in my capacity as President of the Hawaii Long Term Care Association. I have been gratified and proud to see her develop from a young lady of unbounded potential to a true and still-rising star in not just the long term care community but the community at-large.

The fact that, before the age of forty, she was the COO/Administrator of 15 Craigside - seeing it through development, construction, opening and ongoing operation – speaks volumes about her possessing expertise and leadership capabilities at levels far beyond her years. That means we will, thankfully, reap the benefit of having her as an invaluable resource and contributor to the well-being our people for a long time to come. She is now the COO of Arcadia Retirement Residence, Craigside's sister facility and the flagship of the Arcadia Family of Companies.

How we provide for Hawaii's kupuna is a measure of the respect and compassion we have for them . . . a reflection of our dignity as a society.

Suzie Schulberg exemplifies that philosophy, that respect, that compassion, that dignity. In having her confirmed as a continuing member of PABEA, the State of Hawaii could not be more well-served. Thank you.

Suzie Schulberg
8/25/17

(1) Why do you want to be a member of the Board?

I've served on PABEA for the last four years and have enjoyed the opportunity. Being a part of the Older Americans Month celebrations has been inspiring. Serving on PABEA's Legislative Committee has helped me continue to grow and develop as a professional working in the senior industry.

(2) What do you perceive are the roles and responsibilities of a member of the Board?

I understand that my role and responsibility as a PABEA board member is to identify issues and alternative approaches to solutions; assist with the development of position statements and papers; participate in advocacy and legislative actions; and advise EOA on program development and operations.

(3) In what ways do you feel that you can help protect the consumer?

By being aware of the issues affecting seniors and work to advocate for applicable bills in the session.

(4) Given your understanding of the roles and responsibilities of a Board member, why do you believe that you are qualified for the position? Please include a brief statement of your skills, expertise and knowledge that would aid you as a member of the Board.

I have been with the Arcadia Family of Companies for 16 years and involved in the changing landscape of senior care in Hawaii. Today, I serve as the Chief Operating Officer of Arcadia. My career with Arcadia correlates to a period of continuous expansion as Arcadia grew from one to seven companies offering quality services to seniors in multiple settings.

Having this experience coupled with serving on PABEA from 2013 – 2017, I think I could continue to be a contributing member of PABEA.

(5) What do you hope to accomplish during your term of service?

Continue to advocate in the legislature for PABEA's advocacy agenda.

(6) Name three qualities that best describe you and how these qualities will benefit the Board.

Experience, compassion and leadership. I have been with the Arcadia Family for 16 years and have a solid understanding of the issues we, as a State, as providers and as seniors, face in the future with respect of older adults.

I strive to incorporate Arcadia's core values in all I do in work and life. The values are to be humble, just, merciful, understanding, gentle, honest peaceful and faithful.

Overtime I have improved by leadership skills by knowing the right questions to ask, the right concerns to address and the right steps to follow to work towards and achieve positive outcomes.

(7) Name a previous experience you've had that will be beneficial as a Board member.

I am a member of HAH, HPGS and the Leading Age Public Policy Congress. I've also served a four year term on PABEA from 2013 – 2017.

I recently became a member of FACE (Faith Action for Community Equity.)

(8) Can you foresee any possible conflicts of interest that could arise during your service on the Board? How would you overcome conflicts of interest?

None at this time.