



**Statement of Interest to serve on the Policy Advisory Board for Elder Affairs
(PABEA)**

Suzie Schulberg
2/21/25

Why do you wish to be a member of PABEA?

I wish to serve on PABEA to collaborate with the board to advise the Director of the Executive Office on Aging in shaping policies that improve the well-being and quality of life for Hawaii's aging population. As the CEO of the Arcadia Family of Companies, I have firsthand experience addressing the needs of seniors and the challenges of senior care. I'm passionate about ensuring that policies reflect the needs of our kupuna and support caregivers in providing compassionate, high-quality care.

What do you perceive are the roles and responsibilities of a member of PABEA?

A member of PABEA is responsible for advising the Director of the Executive Office on Aging on issues affecting Hawaii's elderly population. This includes offering recommendations on healthcare, long-term care, housing, and other areas that impact the aging community. Board members must also collaborate with stakeholders, evaluate existing programs, and propose solutions to emerging challenges, advocating and submitting testimony that ensure the state's policies are responsive to the evolving needs of our kupuna.

Given your understanding of the roles and responsibilities as a member of PABEA, why do you believe that you are qualified for the position?

I believe I am well-qualified for this position due to my extensive experience (25 years) in senior living and leadership. As the CEO of the Arcadia Family of Companies, I have overseen strategic initiatives aimed at improving the lives of kupuna through innovative care models and community engagement. My expertise in elder care, chronic disease prevention, and wellness programs provides me with a unique perspective on the issues that affect seniors in Hawaii. Additionally, my experience in policy implementation and strategic planning will allow me to contribute meaningfully to the Board's work.

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

During my term of service, I hope to advocate for policies that promote aging in place, improve access to healthcare and mental health services for seniors, and support caregivers in their essential roles. I also want to contribute to initiatives that address the growing need for affordable housing and long-term care options for Hawaii's elderly population.

Name three qualities that best describe you and how these qualities will benefit PABEA.

- **Empathy:** I approach every situation with a deep sense of compassion, especially when working with seniors and caregivers. This will help ensure that the Board's recommendations are grounded in a genuine understanding of the needs of those we serve.
- **Strategic Vision:** I am able to see the big picture and develop long-term strategies, which will help the Board make forward-thinking decisions that address both current challenges and future needs.
- **Collaboration:** I value diverse perspectives and believe in the power of working together. This quality will foster open dialogue and teamwork within the Board to achieve our shared goals.

Name a previous experience you've had that will be beneficial as a member.

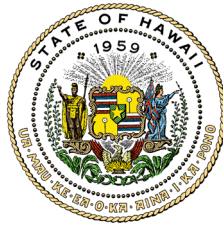
One experience that stands out is leading the Arcadia Family of Companies through the challenges of COVID-19. Managing the care of vulnerable populations during a public health crisis required quick decision-making, strategic planning, and collaboration with state health officials. This experience will be invaluable in addressing the complex issues that arise in senior care, especially in times of crisis or significant change.

Can you foresee any possible conflicts of interest that could arise during your service on the Policy Advisory Board for Elders? How would you overcome conflicts of interest?

As CEO of the Arcadia Family of Companies, there may be instances where decisions or policies discussed by the Board could affect the organization. To address any potential conflicts of interest, I would fully disclose my role and recuse myself from discussions or decisions where there is a direct conflict. I am committed to maintaining transparency and upholding the integrity of the Board's work.

JOSH GREEN, M.D.
GOVERNOR OF HAWAII
KE KIA'ĀINA O KA MOKU'ĀINA 'O HAWAII

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**Testimony in SUPPORT of GM633
Consideration and Confirmation for the Policy Advisory Board for Elder Affairs,
Gubernatorial Nominee Suzie Schulberg, for a term to expire 06-30-2028**

COMMITTEE ON HEALTH AND HUMAN SERVICES
SENATOR JOY A. SAN BUENAVENTURA, CHAIR
SENATOR HENRY J.C. AQUINO, VICE CHAIR

Testimony of Caroline Cadirao
Director, Executive Office on Aging
Attached Agency to the Department of Health

Hearing: Friday, February 28, 2025, 1:00 P.M., Conference Room 225

EOA's Position: EOA supports the nomination of Suzie Schulberg to the Policy Advisory Board for Elder Affairs (PABEA).

Comments: HRS 349-4 established PABEA to advise the Director on issues, approaches to solutions, development of position statements, advocacy, legislative actions, program development and operations. Ms. Schulberg is currently the President and Chief Operating Officer at Arcadia and holds a graduate certificate in Gerontology, a Master's degree in Business Administration, and a BA in History. Arcadia offers an array of senior living options and care options to age in place including home health services, adult day care and day health services.

She has served as a board member of PABEA several times and is currently the Vice-Chair of the board and is a member of the PABEA Legislative Committee. With her knowledge

and extensive experience in the aging field, Ms. Schulberg is a tremendous asset in providing guidance to the EOA. For these reasons, EOA strongly supports the nomination of Ms. Schulberg.

Thank you for the opportunity to testify.



Testimony to the Senate Committee on Health and Human Services
Friday, February 28, 2025
1:00 p. m.
State Capitol Conference Room 225 and via videoconference

Re: GM 633 Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs, Gubernatorial Nominee, Suzie Schulberg, for a term to expire June 30, 2028.

Dear Chair San Buenaventura, Vice Chair Aquino, and Honorable Members of the Senate Committee on Health and Human Services:

I am Gary Simon, a member of the board of the Hawai'i Family Caregiver Coalition, whose mission is to improve the quality of life of those who give and receive care by increasing community awareness of caregiver issues through continuing advocacy, education, and training. I am testifying as an individual who has worked in healthcare for over thirty-five years, and I am offering testimony on behalf of the Hawai'i Family Caregiver Coalition.

The Hawai'i Family Caregiver Coalition strongly supports the nomination of Suzie Schulberg to the Policy Advisory Board for Elder Affairs.

I have known Ms. Schulberg since 2013. Ms. Schulberg is a tireless leader and an expert on retirement living, aging, elder care and long-term care, family caregivers, and healthcare workforce development. She is zealously committed to improving and expanding services to our kūpuna and their family caregivers. Ms. Schulberg is a powerful and resourceful contributor to PABEA and our aging network. She will continue to contribute her expertise to the development of policies and programs which enhance the active aging and care of our kūpuna here in Hawai'i.

We urge you to support Ms. Schulberg's nomination, and we urge you to recommend her confirmation.

Mahalo nui loa,

A handwritten signature in black ink that reads "Gary Simon".

Gary Simon



Email gsimon@aarp.org



OAHU REGION HAWAII HEALTH SYSTEMS CORPORATION

COMMITTEE ON HEALTH AND HUMAN SERVICES

Senator Joy A. San Buenaventura, Chair

Senator Henry J.C. Aquino, Vice Chair

February 28, 2025, 1:00 PM
Conference Room 225 & Videoconference
Hawaii State Capitol

Derek Akiyoshi
Oahu Region Chief Executive Officer
Hawaii Health Systems Corporation

RE: Testimony in Support

Governor's Message 633

Submitting for consideration and confirmation to the Policy Advisory Board for Elder Affairs,
Gubernatorial Nominee, SUZIE SCHULBERG, for a term to expire 06-30-2028

Chair San Buenaventura, Vice-Chair Aquino and Members of the Committee on Health and Human Services:

I am writing to express my strong support for the confirmation of Suzie Schulberg to the Policy Advisory Board for Elder Affairs. Having had the opportunity to work with Suzie through the Healthcare Association of Hawaii in her senior living leadership roles for 15 years, I am impressed by her critical thinking and dedication to serving the senior citizens of our community. Suzie generously shares her knowledge and has served on the Policy Advisory Board for Elderly Affairs for more than 10 years. Her proactive attitude and commitment to supporting older adults make her an asset to the board.

Suzie possesses the knowledge, leadership abilities, interpersonal skills, and decision-making expertise required for the Board position. Additionally, she deeply cares about the people that work at the Arcadia Family of Companies and is committed to making our community a better place.

Thank you for the opportunity to provide testimony in support of Suzie Schulberg's nomination.

Beverly Ann Gotelli
6286 Opaekaa Road
Kapaa, HI, 96746

Senate Committee on Health and Human Resources
Friday, February 28, 2025
1:00 PM
Conference Room 225 & Videoconference

GM 633 Support

Senator Joy A. San Buenaventura, Chair Senator Henry J.C. Aquino, Vice Chair and members of the Committee:

I'm Beverly Gotelli, writing in strong support of GM 633 the appointment of Suzie Schulberg to the Policy Advisory Board for Elder Affairs. (PABEA)

I've had the opportunity to meet Suzie when I was first appointed to serve on the Policy Advisory Board for Elder Affairs. Suzie comes from the private sector which specializes in senior health care. She is an asset to the Board with the wealth of knowledge she has on Kupuna issues and what they are facing for long term care among other issues.

It is a pleasure to work with her and her compassion for Kupuna in our State.

Thank you for the opportunity to testify in strong support of GM633, the appointment of Suzie Schulberg to the Policy Advisory Board for Elder Affairs.

Beverly Ann Gotelli