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Castle Country Assisted Living, Inc.

221 Cantril Street

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CCAL executive director earns Certified Senior Advisor designation
New resource for Castle Rock area seniors and their families

CASTLE ROCK, Colo.—Barbara Dice, CSA, executive director of Castle Country Assisted Living, recently completed a comprehensive course through the Society of Certified Senior Advisors and earned the designation of Certified Senior Advisor (CSA). As a CSA, Dice will participate in continuing education that emphasizes ethical selling and business practices and volunteer service specific to seniors.

“The health, financial and social needs of seniors are different and more complicated than those of any other age group. The Society of Certified Senior Advisors keeps professionals from a variety of fields abreast of all these issues by providing education, training support and communication resources to those of us dedicated to serving seniors,” said Dice.

Castle Country Assisted Living, Inc. is a 501(c) (3) nonprofit, serving seniors in Douglas County since 1989. Castle Country Assisted Living operates three assisted living communities, Cantril House at 221 Cantril St. in Castle Rock, Valley House at 255 S. Valley Drive in Castle Rock, and Victorian House at 19600 Victorian Drive in Parker. The first organization of its kind in Douglas County, Castle Country Assisted Living is committed to providing compassionate care and supportive assisted living communities for seniors, including those with limited incomes. Barbara Dice has been Castle Country’s executive director since 2006.

The Society of Certified Senior Advisors is an international organization that has trained more than 20,000 professionals to meet the changing needs of the growing senior population.

Dice decided to pursue the CSA designation to continue her education in aging services, to be a better resource for the Castle Rock community and to be more prepared for the ‘silver tsunami.’ The impending growth explosion of the senior population is one of the most important demographic developments of the 21st century. Two-thirds of the people who have lived past the age of 65 are alive today. In the United States alone, seniors (age 65 and older) number 35 million and will continue to increase, leading an unprecedented shift in the age of the population. By 2030, the U.S. Bureau of Census predicts there will be about 70 million people who are 65 and older – one in five Americans will be seniors.

The demographic shift requires an educated response in how professionals work with seniors and the challenges and opportunities they face. Dice said, “With more people living longer, we are already beginning to see change in how seniors function in our society, from retirees who choose to start a second or third career, to various forms of alternative senior house and new approaches to diet, exercise and overall health care for seniors.”

About Castle Country Assisted Living (www.castlecountryassistedliving.org)

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