

CAHSA News



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CAHSA is the
Colorado affiliate of



CAHSA's 40th Anniversary Celebration

CAHSA's 2008 Convention and Exhibition is almost here. This is a very special year for CAHSA, since as you've probably heard, we're celebrating our 40th anniversary. That means that CAHSA began in the 1960s, and we're placing special emphasis on that decade.

The conference will start with something we don't normally do: a general session with breakfast to kick off the celebration, including "Then and Now" pictures of us and our members (start sending us pictures of your facilities and yourselves in the '60s—don't be shy about your past!) followed by a special birthday party in the exhibit hall later that day, complete with a '60s costume contest. We'll have some very special prizes for those people brave enough to drag out their '60s clothes or come as their favorite '60s celebrity. We are looking forward to this celebration as a time when we can all honor our past and look toward to the future.

Don't miss our preconference program with Kelly Wyngarden from Mountain States Employers Council who will discuss succession planning (it's not just for nonprofits!) and of course, you'll want to attend Thursday's luncheon to help us recognize this year's Quality First Award winners. We had some very special entries this year and we're very proud of everyone who submitted a nomination.

So get out your go-go boots and bell bottoms, grow out those sideburns, put on a peace sign and come help us to celebrate 40 years of CAHSA!

Of Interest

Senior Centers Work to Increase Appeal

According to a *New York Times* article, cities like Chicago and New York are adding on-site cafes, yoga and fitness classes, Spanish classes, and other offerings to attract seniors to neighborhood centers that are losing their luster. A handful of studies show that those younger than 65 say they are too busy to use senior centers. But the main reason for staying away is the stigma associated with aging. Senior centers are starting to offer the same engaging services and amenities that many senior and assisted living communities do to attract visitors. To read the full article go to: <http://www.nytimes.com/2008/03/25/us/25cafe.html>.

Number of Geriatricians Decline as Population Ages

Until recently, the number of geriatricians in the United States was growing. However, recent figures show the number of practicing geriatricians in the United States — about 7,000 — is falling critically behind needed levels.

While the U.S. population age 55 and older is growing rapidly, according to a 2005 census report, the number of medical school graduates going into geriatrics has been slowing. According to one estimate, the nation's teaching hospitals are producing one or two geriatricians for every nine cardiologists or orthopedic surgeons. Low reimbursements and the allure of higher-paying specialties have been largely responsible. Then, too, the prospect of working long hours treating severely ill patients in their homes or at a hospital or nursing facility can be a turnoff, some physicians say. "These are hard patients to treat because they're usually burdened with multiple complex disorders like Alzheimer's, dementia and congestive heart failure, and are often at the end of life," says Pittsburg geriatrician Judith Black. Geriatrics isn't sexy, Black says, "but it can be extremely rewarding." The rewards, geriatricians say, come from caring for a vulnerable, often misunderstood patient population and the strong relationships geriatricians develop with their families. To read the full story originally published in the *Washington Post*, visit: <http://www.washingtonpost.com/wp-dyn/content/article/2008/03/10/AR2008031001655.html>.

We're past the half-way point in the Legislative Session and headed down the home stretch. Our primary efforts this year have included advocating for increased funding for the Older Coloradans Act and cost of living increases for Community Long Term Care providers. In addition, we have successfully negotiated amendments to the ALR licensure fee bill, the Home Care Agency licensure bill and the Nursing Home reimbursement bill. We support all three of these bills as a result. The priority bills are still working their way through the process and we will know more on the budget issues after the Long Bill is passed, which should be early this month. We will continue to monitor bills and advocate on your behalf until the very last hour of the session in May! We will also continue to publish *Capitol Focus* throughout the session as appropriate. As always, you are welcome to call us with questions.

In this month's issue, we have included a brochure promoting our new and improved 30-hour Assisted Living Owner/Operator course that is required by the Department of Public Health & Environment. A special thanks to Carole Hull, our consultant who has worked tirelessly for us these past three years to get the course developed and approved. For anyone not familiar with this course, for many years CAHSA offered it as a 4-day program with multiple trainers. Due to the logistics, we were limited in the number of times we could offer the course each year. So we approached the Department of Public Health ALR staff to inquire if they would be open to us developing an online format for the 30-hour course requirement. The Department gave us the go-ahead, and now, almost three years later, it is a reality. That may seem like a long time, but CAHSA and the Department were forging a new path and taking great care to establish protocols to assure that the course would be a worthy substitution for 4 days of in-person programming. Our other partner, EasyCEU.com, was a great resource as they have years of experience developing online courses, and they work with many states on state-approved training curriculums. Sharon Brothers, president of EasyCEU.com, and Carole are co-presenting a workshop at our conference next month called, "Yes, Staff Training Can be Easy, Effective, and Affordable." Their presentation will include a sneak preview of our new 30-hour course and show you how online training programs can be a great solution to your staff training needs.

By now, I hope you are aware that our Annual Convention will be held May 15-16 at the Vail Marriott Resort and Spa. That's just over a month away so it's time to make your hotel reservations and complete your registration form. The program is a great value; a pre-conference session on Succession Planning will be held on May 14th and there are two luncheons and twenty workshop sessions spanning two days. One of the special features is our Quality First Awards Luncheon, which is held on Thursday, May 15th. At this luncheon we will recognize the winners of this year's Quality First awards. Video clips will be shown at the luncheon to highlight their programs. New this year we are holding a roundtable workshop after the luncheon so you can meet the winners and learn more about their programs. Several prior year winners will also participate in the roundtable session. It's a great opportunity to hear Best Practices from your peers and perhaps learn how you can apply new ideas within your own organization. Elsewhere in this issue you will find information about the special 40th anniversary activities to be held in conjunction with the conference. We are still seeking sponsors and exhibitors, as well as attendees. Make plans to be there – you will be glad you came!

One final note, which is really a heads up — our 2008 Member Survey will be sent out mid-April. Once again, ServiceTrac will host our survey. You may complete the survey online or "on paper" and fax it back to us. Details will come your way shortly. The board will review the survey results at their June retreat. We adjust our work plan and budget to align with your preferences so please take a few minutes to provide us feedback. Thank you in advance for your input!

Laura Landwirth

Laura Landwirth
Executive Director

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A Business Partner

How long have you been a member of CAHSA?

Shamrock has been a member since February 2008.

Why did you become a member?

Shamrock would like to provide quality food and equipment services to CAHSA members.

We have a specific interest in meeting the needs of health care facilities and have set up a regional program to benefit CAHSA members. Benefits of our regional program include lower food and supply costs, health care specific support, menu programs, food safety classes, and a newsletter with up-to-date information on new products and trends in health care.

What goods or services does your organization provide?

Shamrock Foods Company is a broad-line food service distributor with more than 18,000 products. Shamrock offers health care customers prime vendor pricing, menu programs, health care food shows, health care seminars, and food safety training classes.

How is your organization different or unique from others who provide a similar service/product?

Shamrock takes a personal approach to providing food service distribution to customers. We make decisions based upon customer needs and input. We go the extra mile to ensure customers are supported 100 percent.

How can people learn more about your service/product?

Interested members can access Shamrock's web site at www.shamrockfoods.com or they can contact me at 303-289-3595 x 8354 or Sandra_perryman@shamrockfoods.com.

How did you get into this business?

I started my career as a dietician and food service director in 1999. I worked in long-term care until 2004 and then became a health care coordinator with U.S. Foodservice. I transitioned over to Shamrock Foods in 2006 to re-develop Shamrock's health care program.



Get out there!

Have an idea for a *Get Out There* column?
Contact us at: cahsanews@comcast.net.

Tips for Gaining Exposure

Celebrating an Anniversary

As CAHSA celebrates its 40th anniversary, let us consider why anniversaries are the perfect opportunity to promote your organization. An anniversary is an opportunity to reflect on the past, present and future of your company and industry. It is a chance to comment on the changes and explain how you are adapting to the transformations. Also, an anniversary is a perfect opportunity to remind the public about the work your organization is doing to serve seniors.

Here are some ideas to help you get started when planning for your organization's next big anniversary.

- Form an anniversary committee. Start by listing your goals for your anniversary year. The more specific this list, the more successful you will be. Is your main purpose to become more visible in your local community? To attract donations? To increase participation? Who will your main audiences be? Brainstorm ideas around your main goals.
- Hold a contest to choose a special anniversary logo. Use this logo on all your anniversary communications. Put it on mugs, bumper stickers, or other keepsakes to sell or give away. Feature it on your web site.
- Ask other businesses to sponsor your anniversary. Secure a media sponsor to garner public service announcements and other attention. Be sure to add your sponsors' names to your anniversary communications.
- Write a history of your organization. Use it as a basis for articles in your newsletter, local papers, web site and handouts.
- Appoint a photographer to take photos during your anniversary events. Submit the best photo with a caption to the local neighborhood publication and post them on your web site.
- Plan events in keeping with your organization's mission statement. Things like a time capsule, telethon, festival, auction, poster or essay contest, parade, marathon, concert, open house, or costume ball can be exciting ways to celebrate an anniversary.
- Invite people from other organizations to a dinner at which you honor those who have made a difference in your organization or community at large.
- Produce a slide show or video highlighting your organization's accomplishments.
- Collaborate with organizations whose missions are in concert with yours. Plan joint events and leverage resources. Tie into existing programs and events.

No matter what route you choose to celebrate your anniversary, *Get Out There* by letting the public know how you have been working to serve them during your history.

Each month John Torres, chair of CAHSA's Quality First Task Force and Executive Director of Golden West, highlights examples of quality within CAHSA's membership. This month he reviews what other states are doing with the Quality First initiative, to encourage CAHSA members' Quality First creativity.

CAHSA currently sits atop the leader board in percentage of members who have signed the AAHSA Quality First covenant, with 88 percent. However, New Jersey, Arizona, Kansas, South Carolina, and California are right on our heels. With these close rankings, CAHSA members who have not signed the covenant should consider the impact the Quality First commitment could make on their organization. Members who have signed should consider how to keep their organization on course and encourage other members to get on board. Below are projects that other states have undertaken to encourage Quality First among members. The state association has implemented some of these ideas and others are driven by member organizations.



John Torres
Chair, Quality First

California – Sacramento spearheads effort to create QF co-op

Several Sacramento members of the California association sought to support each other in Quality First. The members created a QF co-op and met each month to talk about how QF was working at their organizations, problems or issues they had, solutions other organizations had utilized, and new ways the organizations could implement Quality First.

Tree planting to celebrate Quality First at New York State Capitol

The New York Association (NYAHS) hosted a tree planting and dedication ceremony to commemorate their members' commitment to AAHSA Quality First. The state's lieutenant governor, office of aging director, other policy makers and NYAHS members attended the event.

South Dakota uses good public relations to fight for Medicaid

The Good Samaritan Society of Sioux Falls, SD, participated in a conference call with Senator Tim Johnson to educate him about the funding crisis our field is facing. This call ensured the senator's support for Medicaid funding in the new legislative session.

Michigan highlights Quality First in response to local news

The Holland Home, a nursing home in Michigan, responded to recent abuse allegations at another facility with a letter to the editor highlighting how Quality First helps their organization – and several providers in the Grand Rapids area – provide the quality of life that their clients deserve.

New York uses advertising to emphasize QF

To ensure the New York membership knew about Quality First and understood why they should sign the covenant, the association used creative advertising to illustrate the benefits of the program.

They used the advertising in their membership communications, like their monthly newsletter.



New York at the bottom of the list in quality?

Now that's really insane!

If the list of associations participating in Quality First is your only indicator, then it's true. Come on New York, let's get back up there where we belong...

Leading the nation in quality, leading the national association in Quality First!

In New York, we don't think quality is something you happen upon. It is something you *make* happen. We knew that long before the rest of the nation caught on! You are a leader in quality, so prove it. Sign the covenant. Join the partnership. Be counted.

Put New York at the top of the list with the highest percentage of participation among all of the state associations. That means another 120 members need to sign the covenant and join the Quality First partnership.

For information about getting started with Quality First, visit www.nyahsa.org or www.aahsa.org, or contact Peggy Morache at NYAHS, 518-449-2707, e-mail pmorache@nyahsa.org

Adult Day News

Proposal to Present Extended

The National Adult Day Services Association invites you to present at the National Training Conference in San Antonio, Texas, Nov. 7-9, at the St. Anthony near the River Walk. The deadline for submitting a proposal was extended to Friday, April 11. It is a great opportunity to share your insights with colleagues across the country by proposing a presentation to showcase innovative strategies or collaborations for service delivery, healthy interventions and creative activity approaches in programming. To submit your proposal, due April 11, visit: <http://www.nadsa.org>.

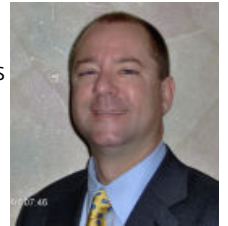
AAHSA Names 2009 Funding Challenges for Adult Day Services

The President's FY2009 budget would cut Social Service Block grants by 29 percent, a \$500 million cut. According to the American Association of Homes and Services for the Aging (AAHSA), Social Service Block grants are a critical source of funding of Adult Day Programs, as are the National Family Caregiver Program and Title III programs, which would receive no funding increases. AAHSA reports that next year more states may be using 1915 (i) waivers to fund home- and community-based care, and adult day services may be included in these waivers. The eight states that are receiving funding for adult day services under their state Medicaid plan are still waiting to see if Congress will allow them to continue. To read more about AAHSA's position on the funding cuts, visit: http://www.aahsa.org/pubs_resources/hcbs_reports/2008/march1.asp.

CAHSA Next

David Smart Speaks on CAHSA Next

David Smart, the president and CEO of Eaton Senior Programs, participated in a focus group several years ago that helped to create the CAHSA Next group. "I had been looking to become more involved with CAHSA and this was an exciting opportunity," said Smart about the idea of a group for young or new to the industry members. We recently spoke to Smart about the Next program and how it has affected his career.



David Smart

How has the program been beneficial to you?

The most beneficial aspect has been the networking and relationship building. I have formed close friendships and valuable business contacts through the program. I also value the educational aspect. The pre-conference session for the CAHSA Annual Conference, which is for anyone to attend, is a great learning opportunity for Nexters. Last year Michele Holleran spoke about Transformational Leadership and this year Kelly Wyngarden, Mountain States Employers Council, will speak on Succession Planning.

If given the opportunity to participate in CAHSA Next again, would you?

Absolutely! My participation in CAHSA Next has been at least partially responsible for becoming a Leadership AAHSA Fellow in 2007 and for my personal career advancement.

How do you think the Next program has prepared you for your current position?

The CAHSA Next program provided numerous opportunities for me to meet and get to know the leaders in aging services in Colorado. Those contacts provided me with valuable advice and great support as I learn and grow in my position. The group of Nexters that I built a relationship with continue to amaze me with their work ethic and dedication. I find them to be a continuing source of inspiration and support.

Did You Know?

Tough Jobs

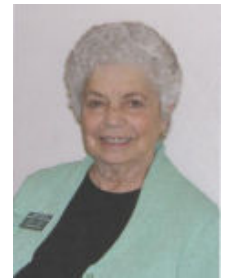
People who tend to the elderly, change diapers and serve up food and drinks have the highest rates of depression among U.S. workers. Overall, 7 percent of full-time workers battled depression in the past year, according to a government report. However, working full-time would appear to be beneficial in preventing depression. The overall rate of depression for full-time workers, 7 percent, compares with the 12.7 percent rate registered by those who are unemployed. To read more on these findings, visit: <http://oas.samhsa.gov/2k7/depression/occupation.cfm>.

It's Good for You

Researchers showed for the first time that a natural antioxidant found in grape skins and red wine can help destroy pancreatic cancer cells by reaching to the cell's core energy source, or mitochondria, and crippling its function. The study is published in the March edition of the journal *Advances in Experimental Medicine and Biology*.

Each month we profile a CAHSA member to learn their Insights on Leadership.

This month we spoke with Ann Lane, the administrator of Kentucky Circle Village in Denver. Kentucky Circle Village is an independent living community with 31 buildings on eight and a half acres in Denver. A part of the Denver landscape since 1959, Kentucky Circle Village is an established neighborhood with a variety of apartment styles and a welcoming atmosphere. As the administrator of a retirement community for independent people over 55, Lane's role is constantly changing. The basic day-to-day operations of the community are her responsibility, but "the most important role I have is to be a patient listener," said Lane.



Ann Lane

How do you problem solve with your staff?

I have a lot of experience with a small staff. Listening to each other's ideas and suggestions is vital to having a good working relationship. Incorporating staff suggestions into the working plan of the group can inspire staff to look for solutions to their everyday problems.

What accomplishments at your facility define your leadership era?

I became the administrator in 1987. Since that time, the community has completed several major renovation projects. The renovations have allowed us to accommodate a larger group of seniors looking for different housing than the seniors of 1959. Working with the board of directors, maintenance staff, architects, construction crews, plumbers and electricians, we were able to increase the number of apartments, yet maintain the feeling of the original complex, which is quiet and intimate. My definition of "leadership era" is a time of change that looks at embellishing rather than abolishing; adapting to the changing needs of the 55-plus population rather than creating unnecessary change.

What kind of leadership style do you employ?

I hope my leadership style comes off as laid back. I hire people for their knowledge and skill to do a job. I let them do that job, but they know that I am here for them when needed.

How do leaders prepare for new challenges?

New challenges require leaders to evaluate new ideas and methods continually, then measure the new ideas and methods against the current plans.

What advice do you have for newcomers and future leaders in the industry?

Complacency can be a hazard and can have a serious effect on the future of your company. Any good leader should eliminate "we have always done it this way" from their vocabulary.

Housing News

HUD Updates Operating Cost Adjustment Factor (OCAF) Rent Adjustment Worksheet (HUD-9625)

HUD reports that there was a minor technical glitch in the Excel version of the OCAF Rent Adjustment Worksheet (form HUD-9625) that was recently posted on HUD's web site. HUD has fixed this problem and the corrected form has been posted at <http://www.hud.gov/offices/adm/hudclips/forms/hud9a.cfm#group4>. The updated worksheet is dated 10/2007.

Service Coordinator Funds from HUD Still Delayed

The American Association of Homes and Services for the Aging (AAHSA) reported that HUD will still take several weeks, perhaps a month, before Service Coordinator grantees receive extension funds. In addition, when renewals are processed, amounts may not be as much as provided in prior years, suggesting that the full 12-month service coordinator funding may no longer be possible. A new notice on service coordinator contract renewals is expected shortly which will detail funding expectations, and service coordinator grant extensions/renewals will not be issued until the FY08 extension notice is completed. In the meantime, HUD suggests that field staff should help grantees find monies to tide them over until they get grant funds, using Section 8 funds or funds from residual receipts or reserve for replacement.

Of Interest

Continued from page 1

Bill to Assist Dual-Eligible Low Income Seniors

For several years, the Assisted Living Federation of America (ALFA) has been working on an initiative to eliminate the prescription drug expense paid by poor seniors living in assisted living communities. Introduced on March 13, U.S. House. Reps. Lloyd Doggett (D- Texas) and Lincoln Diaz-Balart (R-FL) and 12 other House members are sponsoring H.R. 5604, the Medicare Part D Home and Community Services Copayment Equity Act of 2008. This bipartisan effort seeks to correct an apparent oversight in the Medicare Part D Prescription Drug Program by exempting drug co-payments for residents in assisted living and other home- and community-based settings who qualify for both Medicare and Medicaid. The measure treats these "dual-eligible" recipients the same as Medicaid recipients in nursing homes. To follow the bill or read more visit: <http://www.govtrack.us/users/events.xpd?monitors=misc:activebills>.

Harvard Study Highlights Disparities in Life Expectancy

Life expectancy is higher for better-educated males, compared with other demographic groups, a new Harvard study reveals. Researchers examined educational disparities in mortality and life expectancy among non-Hispanic blacks and whites in the 1980s and '90s. With the exception of black males, all recent gains in life expectancy at age twenty-five have occurred among better-educated groups, raising educational differentials in life expectancy by 30 percent. Differential trends in smoking-related diseases explain at least 20 percent of this trend. The study, "The Gap Gets Bigger: Changes in Mortality and Life Expectancy, by Education, 1981-2000," is available in the *Health Affairs*' March/April edition.

Group LTC Insurance Sales Increased in 2007

According to research conducted by the American Association for Long-Term Care Insurance and published in the organization's *2008 Sourcebook*, almost 10,000 employer groups offer some form of employer-sponsored long-term care insurance with more than two million Americans insured by these plans. The study revealed that in 2007, the majority of buyers were under 55 years of age. Four of the nation's largest group long-term care insurers paid a cumulative \$172.1 million in claims during 2007, a 16.9 percent increase over their benefit payments the prior year, according to the study. To read more about the Sourcebook and its findings, visit: http://www.aaltci.org/subpages/media_room/story_pages/media030208.html.

Nursing Home News

Diabetes Presents Growing Problem for Nursing Homes

Nursing homes are seeing an increase in the number of residents with diabetes. According to a new report from the Institute for the Future of Aging Services (IFAS), one out of every four residents over the age of 65 is diagnosed with the disease. Researchers analyzed the 2004 National Nursing Home Survey, which includes data representing 1.32 million nursing home residents over age 65. This report also examined the association between diabetes and ethnicity, activities of daily living, source of admission, payment sources, length of stay (LOS), pressure ulcers, emergency department visits, and medication usage.

People afflicted with the disease are at a greater risk for developing other conditions that can affect their quality of life and care needs, according to researchers. Among the examples shown in the report, diabetics are more likely to take more medication and arrive at a nursing home with pre-existing circulatory problems. Diabetics are also 56 percent more likely to have a pressure ulcer upon admittance. IFAS is the applied research arm of the American Association of Homes and Services for the Aging. To view the report visit: http://www.futureofaging.org/news_events/news/dm_nursing_homes.asp.

FDA Warns About Risks of Denture Cleansers

FDA notified dental healthcare professionals and patients of the risk of serious allergic reactions in users of denture cleansers. These adverse events, including abdominal pain, vomiting, seizures, hypotension and difficulty breathing, have occurred both when the product has been used properly as well as from improper use. These events can occur soon after first use or after years of use. FDA believes that the ingredient responsible for these reactions is persulfate, a known allergen. The FDA is recommending that all manufacturers of denture cleansers modify their labeling to include warning information that the product contains persulfates and recommends improving the directions for use on their labeling in order to reduce misuse. See the MedWatch 2008 safety summary at: <http://www.fda.gov/medwatch/safety/2008/safety08.htm#Denture>.

CMS Survey and Certification Letter: Initial Surveys of RHCs and SNFs

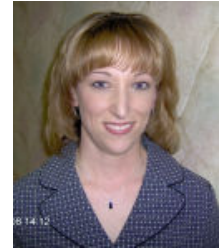
Congressional approval on part of the increase for Medicare S&C functions requested in the President's FY 2008 budget, combined with the Centers for Medicare & Medicaid Services (CMS) Administrator's effort to remedy the remaining shortfall, enabled CMS to make some adjustments in the priority status for RHCs and for SNFs. This letter amends the previous CMS Survey and Certification Letter on Initial Surveys that was issued in Nov. 2007. The exception process as outlined in the Nov. 2007 letter remains unchanged.

People & Places

Golden West welcomed 39 residents to its new independent living community this month. A grand opening celebration for the new **Flatirons Terrace at Golden West** will be held Thursday, Apr. 10.

MacKenzie House is under contract to purchase 36 acres just south of Sky Ridge Medical Center for a \$150 million continuing care retirement community project of approximately 300 residential units in five product types, including for-sale homes for independent/active adults older than age 55. MacKenzie Place will deliver what the developer calls a “five-star fun” lifestyle. Residential living options will include a variety of independent living, assisted living and memory care apartments, as well as for-sale cottage homes with a full range of programs, concierge services and lifestyle amenities. An announcement about the new property was published in *The Villager*.

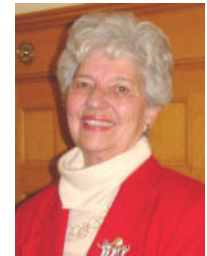
Eaton Senior Programs (ESP) is proud to announce that **Diana Delgado** has been named chief operating officer to their leadership team. Delgado will join ESP on April 1, after working with **Total Longterm Care, Inc.** and **Golden West**. She is a graduate of the University of Northern Colorado and is currently pursuing a masters of science in health services administration at Regis University.



Diana Delgado

Stephy Martinez-Anderson, the activity director at **Mountain Vista Retirement Community**, has been appointed to the Board of Directors for **Rainbow Bridge**.

Shamrock Foods is hosting a Marketing Extravaganza “Focus On The Future” on April 3 at The Wildlife Experience from 8 a.m. to 4 p.m. This event will provide attendees with a closer look at the products and services that Shamrock has to offer. For more information or to R.S.V.P., please contact Sandra Perryman at sandra_perryman@shamrockfoods.com or 303-289-3595 x 8354.



Kathleen Stapleton

Long-time **Seniors’ Resource Center** volunteer and board member **Kathleen Stapleton** was elected to serve as the 2008 chairman of the Seniors’ Resource Center Board of Directors. An announcement about the election was published in the March 19 issue of *The Denver Post*.

Classifieds

The Department of Public Health and Environment, Health Facilities and Emergency Medical Services Division (HFEMSD) is looking for a **Health Facilities Section Chief (General Professional VII)**. Position Number: 2539 Class Code: H6G7XX. Go to <http://www.gssa.state.co.us/> for more information and to apply. Posting date: March 28, 2008. Closing date: April 18, 2008.

Immediate opportunity for Executive Director – **Sterling House at the Orchard, 215 Shupe Circle, Loveland, CO 80537**. This charming community is located just 50 miles north of Metro Denver. Apply online via our web site at www.brookdaleliving.com/jobs or forward your resume to jgoff@brookdaleliving.com.

Western States Regional Sales Director based out of Denver. Century Park is a hospitality-focused senior housing company based in Chattanooga, Tennessee providing services in 44 locations in 20 states. We are dedicated to creating a fulfilling lifestyle for our residents and a rewarding work environment for our associates. We embrace a culture where tradition, service and excellence are celebrated. Learn more at <http://www.centurypa.com/>. If you are looking for a new avenue to invest your sales talent while enjoying the reward of teaching others, contact Debra Prange, Regional Director of Operations, at dprange@centurypa.com or 303-815-7527.

Assisted Living/ALFA News

Assisted Living Services Are Tax Deductible

Residents, family members and others who pay for an individual's care in an assisted living community can, in many cases, file the entire monthly cost of assisted living as a tax-deductible medical expense. Under HIPAA, expenses can be tax deductible if such services are provided pursuant to a plan of care prescribed by a licensed healthcare practitioner and the personal care services are required by a person who is unable to perform at least two activities of daily living, or has severe cognitive impairment and requires supervision to protect self and others from health and safety threats. Providers cannot provide tax advice; rather, they should advise consumers to consult a personal tax advisor, tax preparer, or the IRS for information specific to their needs.

USA Today recently reported that Alzheimer's care provided by assisted living communities is fully tax deductible as a medical expense. Under IRS rules Alzheimer's is categorized as a severe cognitive impairment "which is the threshold for determining if the taxpayer is entitled to a full medical deduction," according to the newspaper. Details are available in two IRS documents: Tax Topic 502 (Medical and Dental Expenses) and Publication 502 (Medical and Dental Expenses PDF). Go to www.irs.gov. (Source: www.ALFA.org)

ALFA Grassroots Advocacy Guide and Tool Kit

The new kit, which is free to ALFA members and \$99 to nonmembers, provides assisted living supporters and activists at the local, state and federal levels with the information and strategies they need to create effective advocacy efforts on behalf of assisted living. The new Tool Kit includes information such as:

- Strategies for effectively organizing meetings
- Tips for developing relevant talking points
- Strategies for engaging family members
- Contact information for legislators

Go to www.alfa.org/ToolKits for details. Members can download the Tool Kit at no charge.

Resources

Ziegler-AAHSA National CFO Workshop

Chief financial officers (CFO) can hear the latest information and get expert advice on financial matters and issues like aging in place, social accountability and equity CCRC models at the Ziegler-AAHSA National CFO Workshop, scheduled April 23-25 at the Hotel Monteleone in New Orleans. The workshop begins with a networking reception/dinner at 6:30 p.m. on Wednesday, April 23, and ends with a workshop wrap-up lunch Friday. The agenda was designed by CFOs for CFOs, and will combine timely topics, experienced and knowledgeable faculty and an opportunity to network with and learn from your colleagues across the nation. To find out more about the agenda, or to register for the workshop, visit: <http://tinyurl.com/376msd>.

Economic Stimulus Package

The President recently signed into law an Economic Stimulus Package that includes tax rebates to individuals and couples below certain income levels. The Internal Revenue Service has requested that aging services providers help inform low-income seniors that even though they may have no income tax liability and may not have filed a tax return for years, they must file a return this year and file an additional one-page form with the IRS in order to get the rebate. They should use Form 1040A, since Social Security income is not reportable on the EZ form. To get more information, go to: <http://www.irs.gov/newsroom/article/0%2C%2Cid%3D179201%2C00.html>.

How to Register with Grants.gov

For detailed instructions on how to apply for Grants.gov and other funding request submission information for the FY 2008 funding round, including information on e-signatures, required identification and systems compatibility issues for online documents, go to: <http://a257.g.akamaitech.net/7/257/2422/01jan20081800/edocket.access.gpo.gov/2008/pdf/E8-4724.pdf>.



Get more information
on these events from
our web site -
www.cahsa.org

The CAHSA Calendar

- Apr. 11** **Leadership Development Committee Meeting**
1:30 p.m.
Seniors Resource Center, Denver
- Apr. 25** **Board of Directors Meeting**
Noon - 3 p.m.
Windcrest, Highlands Ranch
- Apr. 30** **Labor Targets the Healthcare Industry Workshop**
8 a.m. - 12 noon
Covenant Village of Colorado, Westminster



**It's CAHSA's 40th Anniversary
Don't miss the party...**

CAHSA's 2008 Convention is May 15-16, 2008
at the Vail Marriott Mountain Resort and Spa

