

Of Interest

Inside

5 Minutes With...	3
Adult Day News	4
Assisted Living/ALFA News	8
CAHSA Calendar	10
CAHSA Next	9
Classifieds	8
Did You Know?	6
Executive Update	2
Get Out There!	3
Housing News	5
Of Interest	1
Insights on Leadership	6
Nursing Home News	5
People & Places	9
QF Corner	4
Resources	7

Statement from AAHSA President and CEO Larry Minnix on the Proposed FY2008 Budget

In his State of the Union address, President Bush discussed how “commitments of conscience” reflect fundamental and enduring American ideals. Yet, the fiscal 2008 budget proposal that President Bush submitted to Congress today calls for substantial cuts in programs that serve older Americans, a concept counter to the commitments of conscience on which this country is based. The proposed budget would freeze Medicare reimbursement for home health care and cut the inflation update that other health care providers, including nursing homes, would otherwise receive. Funding for Section 202 senior housing would be reduced from \$726 million in 2006 to \$575 million in 2008, undermining seniors’ opportunities to have a place to call home. The budget would also cut Older Americans Act nutrition programs and eliminate preventive health services and Alzheimer’s disease demonstration grants. We call on Congress to preserve and expand the programs that help ensure services people need, when they need them, in the place they call home. That’s a commitment of conscience our country must make.

(Source: <http://www.aahsa.org/newsroom/default.asp>)

IRS Releases “Good Governance” Suggestions

A preliminary draft of possible good governance practices for charitable organizations was recently posted for the public. The informal draft reflects various ideas advanced by others both within and outside the exempt sector who have studied nonprofit governance. Because good governance practices may promote compliance with tax law, the IRS will continue to review recent self-regulation proposals advanced by others. The guidelines suggest that organizations adopt a mission statement and code of ethics; require board members to eliminate conflicts of interest when holding a board position; enhance financial auditing protocols; control compensation decisions; and streamline document retention and availability to the public. The guidance is still being assessed and should be finalized by the end of 2007. A copy of the discussion draft is available at http://www.irs.gov/pub/irs-tege/good_governance_practices.pdf.

Healthcare Worker Survey

According to a Careerbuilder.com survey, 17% of healthcare workers are dissatisfied with their job, and 21% plan to leave their current positions in the next year. Of those surveyed, 57% said better pay and/or career advancement opportunities would be the primary factors driving them to leave. Other key findings of the survey include the following:

- 36% were dissatisfied with their pay and 26% did not receive a raise in 2006
 - 87% did not receive a promotion in the last year and 23% said they felt overlooked
 - 31% were dissatisfied with overall career advancement opportunities
 - 29% said training and development options at their current employers is insufficient
- To view the full press release on the survey and methodology, visit <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?id=pr348&sd=1/24/2007&ed=12/31/2007>.

CAHSA is the
Colorado affiliate of



American Association of Homes
and Services for the Aging



Assisted Living
Federation of America

We had our first board meeting of 2007 in late February. Under the leadership of President Russ DenBraber (Christian Living Communities) we are off to a great start. Russ announced areas of focus during his tenure as president shortly after his election. He coined the acronym "LEAP," which stands for Leadership, Events, Advocacy and Priorities, as the framework for organizing our efforts. I'd like to share with you the updates we received at that Board meeting.

Leadership. This includes two distinct initiatives. The first is the CAHSA Next Initiative which has been active for more than a year and continues to grow. The CAHSA Mentor Program was launched late last year and we continue to seek members to serve as mentors as well as members who wish to be mentored. CAHSA member Cindy Hogan (Total Longterm Care) is our "Champion," working with the CAHSA Next Planning Committee to coordinate their efforts and plan future events.

The second leadership initiative is the newly named Leadership Development Committee. Formerly the Nominating Committee, this group is reinventing the work of nominations, leadership development, succession planning and board education. In the past the Nominating Committee met strictly for the purpose of filling vacancies on the board. A task force has been charged with developing a year-round work plan and agenda for the expanded focus. Under the leadership of past president John Zabawa (Seniors' Resource Center) this group plans to offer their final recommendations to the board at the annual retreat in June.

Events. This year's events include our Annual Convention and Exhibition in Vail on May 17-18 (the registration brochure is attached to this issue), our Golf Tournament scheduled for August 30th at Thorn Creek Golf Tournament (more details coming soon!), our Fall Technology Conference, and our December Annual Membership Meeting. I hope you will plan to participate at each of these events. They offer a great opportunity to meet other members.

Advocacy. Our efforts continue year-round when it comes to advocacy on your behalf. While the legislative session dominates our time during the first few months of the year, we remain focused on our public policy mission which guides us as we influence practices, policies, and regulations, in addition to legislative initiatives. This month several CAHSA members will be participating in "hill visits" in conjunction with AAHSA's Spring Conference. We have meetings with Senator Salazar, Senator Allard and Representative DeGette and their staff and look forward to educating them on federal issues which impact you.

Priorities. By now everyone is aware of the Quality First initiative. This year our QF efforts are being led by John Torres (Golden West Senior Residence) and he will be presiding at our Third Annual Quality First Awards Luncheon at the upcoming convention. This is also a good time to mention a new initiative underway - our "Transformations Task Force." Under the leadership of Sherry Friesen (Fort Collins Good Samaritan Village), this group is reviewing our member services, education and public policies, and will make recommendations to the Board on strategies we may consider to assist our members in their transformational journey.

I hope you found this update informative. As always, if you have questions about our programs and services, please call.


Laura Landwirth
Executive Director

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A Business Partner

As a member of CAHSA for years, what is Morrison's strength and are there any new services or programs the company is offering CAHSA members?

Morrison has provided dining service management to all levels of senior care for nearly 50 years. Providing service and nutrition programs and systems is the cornerstone of our success. Our innovative, culture-driven enhancements have been very well received by long-term and new clients alike.

Morrison regularly meets with our partners to explore their critical business issues. We utilize the vast resources of our parent company, The Compass Group, to deliver options and solutions outside of daily dining service operations. Some of the newest programs at Morrison include complete department associate transitions, housekeeping and laundry outsourcing as a bundled service with dining service, Greenhouse expertise, award-winning wellness programs, and layout and design services unparalleled in the marketplace.

What differentiates Morrison from the other food service management companies?

Morrison holds the proud position of being CAHSA's preferred provider. Based on this relationship and years of success, the company has the vast market share of business in the state. This follows through in the region as well, where Morrison partners with 93 percent of the senior living communities that choose to take advantage of the outsourcing concept.

How would a CAHSA member learn more about Morrison and the services the company provides?

The best way to learn about Morrison is to visit our booth at the annual CAHSA show or for immediate follow up, you can contact Chad Bellville at chadbellville@iammorrison.com or by phone at 248-760-1411.

Get out there!

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

Tips for Gaining Exposure

Using a Holiday to Show Care for Community

Holidays are usually festive and active times at senior housing and aging service organizations. This creates an opportunity for you to put your best foot forward to impress visitors and the community and show the good going on at your organization.

Almost every newspaper, local newscast, and radio show will include coverage of holiday-related celebrations and events. Capitalize on these media coverage opportunities by telling the media about your holiday events in advance.

In February, residents at Heritage Club of Aurora, an assisted living community, celebrated Valentine's Day by creating Valentine's cards for children undergoing treatments at Children's Hospital in Denver. The residents created beautiful hand-made cards with colored paper, stickers, and doilies for the children. The Valentine's cards served a dual purpose; they helped brighten the day of ailing children and created a fun and entertaining activity for residents. After the Valentine's cards were completed, they were stuffed into a large basket along with some teddy bears. Then several residents and staff personally dropped the basket at Children's Hospital.

Heritage Club of Aurora's effort is a great example of holiday-related outreach worthy of media coverage. Heritage Club took photos of their drop-off at Children's Hospital and submitted the photos to local newspapers. Often smaller community newspapers will accept photo submissions from community members, if your event is news-worthy.

You too can show the caring nature of your community around a holiday. If your community has planned a party, school group

performance, community service, or other event tied to a holiday, try to get media coverage for your organization's efforts by telling them what you are up to. The media is very interested in "feel-good" holiday stories, and your location may give them the right angle and opportunity. And to boot, residents love being the center of attention and seeing their photo in the newspaper or a clip on the nightly news.



You can work as your own journalist, as Heritage Club did, and submit articles and photos after the event, or you can notify the media prior to the event. To notify the media of the event, a simple media advisory will do. To create a one-page advisory, include the who, what, when, where, and why of the event. Call, email or fax your local media outlet and tell them about the event a few days prior. Make sure you give them contact information for someone who is readily available to answer questions. If no one from the media comes to your event, don't be discouraged. While letting the media know about your event does not ensure coverage, it does not take much time and can yield positive results.

So, good luck and start thinking about how to get the media to cover your St. Patrick's Day celebration.

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 introduces Michele Holleran, PhD, the first chairperson of Leadership AAHSA—a development program for emergent aging services leaders across the United States. Holleran also serves on the AAHSA Quality First task force. Dr. Holleran speaks extensively on the subject of Quality First, trust and leadership at AAHSA fall conferences and to state affiliates. She will be presenting the Preconference program at CAHSA's 2007 convention as well as offering a breakout session on Public Trust and Quality First.



John Torres
Chair, Quality First

The public by and large does not trust aging services providers and nursing homes in general. According to a survey conducted in 2005 by the Henry J. Kaiser Family Foundation, nursing homes ranked below drug companies in the share of adults who say they are doing a good job serving health care consumers.

"This pervasive lack of trust is affecting the morale of our workforce. There is little pride in serving elders within our communities, and yet it is among the most noble of professions. To become employers of choice, aging services providers must collectively band together to tell their stories to the media, our legislators, and our local communities so that our workforce will once again be proud of their profession. Having pride in one's job is a key indicator of satisfaction. We will not attract and keep the best workers without pride, which is a by-product of public trust," said Dr. Holleran.

Quality First is a proponent for creating the desired change in consumer trust of aging services. The more organizations that sign the Quality First covenant, the better off the industry is as a whole. Dr. Holleran explained, "The Quality First covenant tells the powers that be that we are serious about quality as a field. It is also reassures employees and residents that the organization they are affiliated with makes quality a priority."

Organizations can create programs and services that relate to the Quality First principles by starting with the self-study questionnaire and administering the questionnaire to a variety of stakeholders, not just board members and administrators. Once there is a good sense of where the organization could use improvement, self-directed task teams can be formed to address those issues for improvement.

"For example, an organization might discover that its volunteer participation is weak, and might go about developing strategies and tactics to recruit more volunteers from the community. Or they may find that there is a demand for new services from residents, and need to assess those needs and develop an action plan for creating services which meet resident needs," said Dr. Holleran.

From Dr. Holleran's point of view, there should be no obstacles. Every organization can and should start somewhere. "Quality is a goal toward which every organization should be striving," she says.

The keys to successful Quality First implementation are using the AAHSA materials provided on the Quality First website. An organization that signs the covenant should use these tools to take incremental steps toward improvement. "Finding a zealot within the organization who cares deeply about Quality First" is also an important step, in her view. As the Quality First team moves forward, the zealot should provide resources as the staff require them.

To keep enthusiasm high, find a devotee, make sure the CEO and management team discuss Quality First consistently, set quality metrics, measure them consistently and regularly communicate progress. Quality First represents an opportunity for all CAHSA members to ensure their organization is working within a framework of quality and gaining the public's trust—it's an opportunity we should all capitalize on.

For additional information about how your organization can become a partner in QF, contact Karen Simmering at Karen@cahsa.org or 303-837-8834.

Adult Day News

NADSA Public Policy Institute

March 19 – 20, 2007
Marriott Wardman Park Hotel
Washington, DC

NADSA has developed a comprehensive education program to provide adult day services providers with the latest information on current policy issues affecting the field and visits with key legislators and policy makers. Don't miss the opportunity to learn about securing VA funding, discuss legislative issues that impact your operations and increase your understanding of how to implement a state advocacy agenda. For more information, visit the event site at <http://fasc2007.experient-inc.com/?alt=url&url=/expoexchange/usercontent.asp%3FID%3D117%26EventKey%3D1>.

Nursing Home News

Increased Investment in LTC Properties

Loan volume in skilled nursing in the third quarter of last year rose almost 200 percent year-over-year, according to the National Investment Center for the Seniors Housing & Care Industry. Institutional investors are more interested in investing in the nursing sector compared to a year ago, noted Anthony J. Mullen, NIC research director for NIC. More people want to invest in renovations of existing nursing homes, a trend that is likely to gain pace over the next five years, an NIC release said. To read the full release, visit <http://www.nic.org/press/070130.asp>.

Study Note Variability of Nursing Home Survey Results

According to a study published in the December issue of *The Gerontologist*, two facility survey teams exposed to the same information at the same time reached different conclusions about what they had seen. The two teams agreed, in general, about the number of deficiencies present, but they did not agree about the scope and severity of the deficiencies or about the regulations that had been violated by the deficiencies. Researchers found the facility survey process to be reliable when viewing aggregate results, but stated that it is only “moderately reliable when examining individual citations” and recommended that the survey process be modified to reduce variability. To view an abstract of the article visit <http://gerontologist.gerontologyjournals.org/cgi/content/abstract/46/6/772?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&searchid=1&FIRSTINDEX=0&minscore=5000&resourcetype=HWCIT>.

Nutrients May Help Fight the Flu

A study published in *The Journal of the American Geriatrics Society* suggests that a nutritional supplement containing antioxidants, minerals and other nutrients can improve the immune systems of elderly nursing home residents. The study involved 92 residents age 65 and older, 52 of which were given the experimental supplemental formula while 40 were given a standard nutritional product. After four weeks on the supplements, study participants were immunized against the flu; they then spent another six weeks taking the supplement. By the end of the study, 43 percent of those on the experimental formula had developed antibodies capable of protecting them from the flu as compared to 23 percent of those on the standard formula. Those on the experimental formula also displayed higher production levels of white blood cells specifically targeted to the virus. Researchers concluded that “the nutritional approach of this study demonstrated a collection of improvements that presumably could reduce the risk of infection and improve quality of life.”

Housing News

Reminder — Monthly Electronic Energy Newsletter Available

Did you know HUD has a monthly newsletter devoted to energy issues? It features news and resources to help public housing authorities manage energy and water costs. Visit the web site for more information and access to these newsletters. <http://www.hud.gov/offices/pih/programs/ph/phecc/newsletter/newsletter.cfm>.

Final Guidance on Limited English Proficiency Available

HUD’s final guidance on Limited English Proficiency (LEP) in the Federal Register became effective February 21, 2007. All subsidized housing providers as well as any other entity that accepts federal funding must provide meaningful access to benefits, services and information of benefit to people with limited English proficiency. At a minimum, you are advised to perform the 4-factor self-assessment as described in the initial proposed guidance.

The final guidance can be read in the 96-page document on the Fair Housing and Equal Opportunity (FHEO) website at <http://www.hud.gov/offices/fheo/promotingfh/final-lep-guidance.pdf>. AAHSA recommends reviewing Appendix A and new Appendix B, which detail what the 4-Factor Self-Assessment and Language Assistance Plan are and provide answers to frequently asked questions. These offer a sense of the priority issues for HUD’s Office of Fair Housing, and emphasize the importance of performing the 4-factor self assessment as a first critical step to understanding what LEP assistance measures should be implemented, if any.

Contract Renewal Policy Changes

HUD posted several changes to pages in the Section 8 Renewal Guide. These page changes, including a brief summary, can be found at <http://www.hud.gov/offices/hsg/mfh/exp/guide/s8renewpgchg121206.pdf>.

HUD policy will now require that the “lesser of” test be used every time an exception project’s Section 8 contract is renewed under Option 4. As the revised guidebook reads, this “lesser of” restriction does not apply to annual adjustments within a current contract “subject to annual appropriations,” and HUD staff indicated that they do not expect this policy to apply to contract renewals already in process.

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

Tammy Minuhin, vice president of operations for Brookdale Senior Living—formally Alterra Healthcare Corporation, oversees and provides leadership for 60 assisted living communities throughout Colorado, Texas and Louisiana. This month, we caught up with Minuhin to get her perspective on leadership. Here's what she had to say....



Tammy Minuhin

How would you define a successful leader?

Someone who leads by example, inspires individuals to strive for their personal best to benefit the company's growth, and focuses, in assisted living in particular, on the well-being of the residents they serve.

What qualities make a good leader?

A good leader is someone who inspires others to share and work for their passion.

How do leaders inspire workers to do their best?

Leaders inspire workers by instilling a passion in caring for seniors and helping workers recognize and embrace the elderly as a revered class who are integral to the fabric of our society.

What accomplishments within your organization define your leadership?

As an executive manager of multiple sites throughout Colorado, my accomplishments are best represented by the ongoing success of each individual associate. Our Colorado management team has over 99 years of industry experience. Such longevity in healthcare has propagated numerous deficiency-free surveys, high customer satisfaction scores, effective cost controls and, most importantly, helped enrich the lives of seniors.

How do leaders prepare for new challenges?

Leaders must realize that change is inevitable and constant. Because our realm of influence has the ability to impact the lives of some of society's most valued—yet vulnerable—members, challenges must be anticipated at all times. Preparing for them, therefore, is an ongoing process of education and communication. As a leader, I must take a step back, reflect on its importance and impact, and assess those who will be most involved with overcoming any challenge.

How can leaders stay fresh, upbeat and continue to lead by example every day?

Leaders can stay fresh and upbeat by, ironically, doing things to honor, respect and uphold the responsibly of impacting the lives of seniors. Taking time to understand individual resident and associate needs and reacting to difficult situations in an exceptionally positive manner are two ways that leaders can stay fresh and upbeat. Leading by example comes from everyday situations that allow us to continually demonstrate passion for serving seniors.

What kinds of skills or competencies are necessary to drive change in an organization serving elders?

Skills needed to drive change in an assisted living community include effective communication, patience and understanding when handling fears and concerns, diligence in method and message, and persistence with follow-through.

What can the industry do to develop strong leaders who can change the aging services field?

Develop more programs that mentor young professionals and allow them to develop career paths within the industry.

From a leadership standpoint, what benefits do you see from being a member of CAHSA?

Stay abreast of regulatory, industry and societal changes. CAHSA offers unparalleled access to information that directly impacts our residents and associates. This allows me to plan and prepare for challenges ahead.

Did You Know?

Flu Stats

The Centers for Disease Control and Prevention estimates that about 226,000 people are hospitalized with influenza and 36,000 people die from it every year in the United States alone. Even a "mild" influenza pandemic is expected to kill 100,000 to 250,000 Americans, and a severe pandemic could kill 2 million.

Caregiver Numbers Continue to Grow

The National Alliance for Caregiving and the AARP estimate that 21 percent of all American adults care for other adults. Seven million Americans take care of someone 55 or older and live at least an hour away, a Pew Center study reports. That number is expected to double within 15 years.

Nurses Most Trusted (again) in 2006

Nurses rank, once again, as most "ethical" in national poll. According to an annual Gallup Poll, nurses represent the nation's most honest and ethical profession for the seventh year in a row. Pharmacists and veterinarians follow nurses' lead as the three most highly rated occupations.

Resources

AAHSA Future of Aging Services Conference—Register Now

What's the best way to make a difference with your policy makers? Find out from Chris Matthews, host of MSNBC's *Hardball with Chris Matthews*, at our Future of Aging Services Conference, **March 19-21, 2007 in Washington, DC**. He'll share his "Inside the Beltway" insights with you as well as the tips you'll need to tell your story on Capitol Hill, in your districts and with your elected officials. But that's not all. You can choose from more than 25 education sessions and a series of technology workshops designed to help you make the most of your work for older adults. Don't miss out! **Read more about the program and register now:** <http://www.aahsa.org/future07>, contact: AAHSA registration at (514) 228-3159 or e-mail aahsa@laser-registration.com.

Golden West's lecture series will continue in March with Associate Professor of Sociology Leslie Irvine from the University of Colorado. She will speak on human-animal relationships on Friday, March 23, at 2:15 p.m. The lecture series is free and open to the public. For more information on upcoming speakers call Anne Ferry at 303-939-0883.

HHS Provides Web Site Promoting Long Term Care Planning

The clearinghouse Web site is designed to increase public awareness about the risks and costs of long-term care and the potential need for services, and to provide objective information to help people plan for the future. The clearinghouse Web site was designed by HHS' Administration on Aging (AoA), Centers for Medicare & Medicaid Services (CMS) and the Assistant Secretary for Planning and Evaluation (ASPE). For more information about the "Own Your Future" campaign and the National Clearinghouse for Long-Term Care Information, please visit http://www.longtermcare.gov/LTC/Main_Site/index.aspx.

Medicare Expanded Diabetes Coverage

Starting in 2007, Medicare began providing more coverage for services that affect people with diabetes. Medicare increased payments to doctors as well as expanded access to rural and underserved areas, and updated a broad range of preventive services. For more details on these updates to diabetes-related covered services in 2007, go to <http://www.cms.hhs.gov/partnerships/downloads/diabetesupdate.pdf>.

Foundation for Healthy Aging Releases New Tip Sheet - "Cognitive Vitality Tips for Older Adults"

This tip sheet offers advice on how to stay mentally sharp. Among other things, older people should see their health care professionals regularly, get sufficient sleep (it's a myth that older people need less sleep than younger adults), exercise, and eat a diet that's low in saturated fat and includes plenty of fruits and vegetables and two servings of fish rich in omega-3 fatty acids weekly. The tip sheet is available at http://www.healthinaging.org/public_education/cognitive_vitality.pdf.

The Village at St. Catherine will continue its community educational series with **"U.S. Dept of Veterans Affairs: Aid & Assistance Pension Benefit Program."** Learn how to qualify, about service and income requirements, and how this benefit pays for assisted living on Wednesday, March 14, at 1:30 to 2:30 p.m. The Village at St. Catherine is located at 5565 South Yosemite Street in Greenwood Village. Bring your friends and family along to enjoy our delicious refreshments while learning about this important VA benefit! Confirm attendance at 303-327-7340.

The FDA Safety Information and Adverse Event Reporting Program

The FDA informed consumers and healthcare professionals about the possible dangers of buying prescription medications online. Some individuals who ordered Ambien, Xanax, Lexapro, and Ativan over the internet received a product that contained Haloperidol, a powerful anti-psychotic drug. Several consumers experienced difficulty in breathing, muscle spasms and muscle stiffness after ingesting the suspect product and had to seek emergency medical treatment. Haloperidol can cause muscle stiffness, spasms, agitation and sedation. Taking medication that contains an active ingredient other than what is prescribed by qualified healthcare professionals is generally unsafe. The FDA urges consumers to review the FDA website for additional information prior to making purchases of medications over the internet (<http://www.fda.gov/buyonline/>). Read the complete MedWatch 2007 Safety summary, including links to the FDA Press Release regarding this issue at: <http://www.fda.gov/medwatch/safety/2007/safety07.htm#internet>.

Assisted Living/ALFA News

Nominations due for ALFA's 10th Annual Hero Awards

Do you know someone in senior living who has shown extraordinary courage and leadership? Someone who has risen above their daily duties to improve the quality of life for residents? Then nominate them for the 2007 ALFA Hero Awards. The four award categories include Executive Director/Administrator, Staff Member, Caregiver and Volunteer. Award recipients will be honored at ALFA's 2007 Conference & Expo, May 15-17 in Dallas. They will also receive a complimentary conference registration, food and lodging, a plaque of recognition, and a \$250 cash prize. Act today though, nominations are due March 20. The Hero Awards nomination form is available at <http://www.alfa.org/i4a/pages/Index.cfm?pageID=3999>.

Dual Eligibles

In a statement submitted to a Senate Special Aging Committee, the National Center for Assisted Living (NCAL) called for Congress to change the Medicare Part D program by waiving Part D co-payments for dually-eligible seniors (those covered by both Medicare and Medicaid) in home and community-based care settings (HCBS) including assisted living and residential care facilities (AL/RC). The government currently waives co-payments for dual eligibles living in nursing homes.

U.S. Senate Special Committee on Aging

Remember that Colorado's own **U.S. Senator Ken Salazar** (Dem) serves on the committee for the 110th Congress.

Assisted Living Residents Benefit from Outdoor Time - But is Yours Optimal?

While even a short time outdoors can improve mood, hormone balance, sleep patterns and increase physical activity for seniors, Dr. Susan Rodiek, associate director for the Center for Health Systems & Design at Texas A&M University, reports that usable outdoor space is typically underutilized in senior housing communities because it fails to meet residents' expectations for accessibility, comfort and aesthetics.

The study findings, *A Missing Link: Can Enhanced Outdoor Space Improve Seniors Housing?* included focus groups, written surveys and photo-based surveys. Rodiek's research found that while some residents' concerns about using outdoor space could take time to address—such as improving the aesthetics of the space itself—other concerns were relatively easy to fix. For example, some seniors cited the need for places to sit and rest. Others noted that doors to the outside were difficult to negotiate, which in many cases can be easily fixed. The results suggest that senior communities and their residents could benefit if better attention was paid to the design of outside spaces. To view the press release, visit <http://www.nic.org/press/2006/061219.asp>.

Classifieds

Bethesda Adult Communities is currently accepting resumes for **Executive Director** at ViewPointe, a 98-bed independent and 22-bed assisted living community. ViewPointe is located in Colorado Springs with breathtaking views of Pikes Peak and the City of Colorado Springs and is currently 100% occupied with a waiting list. Position requires proven leadership and management skills in a healthcare environment including strong financial management, communication, marketing, interpersonal, and team building skills. Qualified applicants should possess a Bachelor's level college education or equivalent experience of a minimum of two years in a long-term care setting and must be a licensed Nursing Home or Assisted Living Administrator as required by state licensure regulations. Resumes may be emailed to dperkins@ba.org or mailed to: Donna Perkins, Executive Director of Human Resources, Bethesda Ministries, 15475 Gleneagle Drive, Colorado Springs, CO 80921.

Christian Living Communities is seeking a **Marketing Specialist - Part-time position** (24 hours per week) to serve as a representative of Christian Living Communities and marketer to the greater referral community to maintain and develop relationships with individuals and organizations, gaining new referrals and increasing awareness of our communities and services. Advanced experience, particularly in sales and marketing strongly preferred; knowledge of the senior services industry preferred, but not required. Excellent customer service skills, a passion for serving seniors, detail-oriented, and proficient in written and verbal skills. Proficiency in Microsoft Word, Excel and Outlook. Powerpoint preferred, but not required. Must have a Colorado driver's license in good standing, reliable automobile and current automobile insurance policy providing adequate limits of liability. Apply online at www.christianlivingcommunities.org.

Chief Executive Officer: A 250 resident/200 employee faith-based retirement community in the Plains States seeks a new CEO. Candidates should have strong financial acumen, broad operational experience, a commitment to staff development, and a deep values-based leadership style. Minimum candidate requirements are: Bachelor's degree, 5 years senior management experience in older adult services, Nursing Home Administrator license, and board experience. Send inquiries to Caryn Howell, MHS Alliance, 234 S. Main St., Suite I, Goshen, IN 46526, fax: 574-534-3254 or e-mail carynhowell@msn.com.

CAHSA Next Mentoring: Building CAHSA's Future

Teresa Neal, director of the Chambers Center for Total Longterm Care, is a mentor in the CAHSA Next Mentoring Program. Here's what she had to say about mentoring:

Why did you decide to get involved with the mentoring program?

Cindy Hogan, my supervisor at the time, recommended my involvement.

What type of activities or advice have you offered?

I listened to determine what assistance my mentee could use. I shared with her a worksheet on career and personal development. I recommended several books on subjects she voiced interest in, and we brainstormed ideas for use in her company.

How has the mentoring been beneficial to you?

I enjoy preparing for and meeting with my mentee, and find it to be very rewarding.

Has the mentoring been a time strain on your schedule?

Being a mentor is indeed a "strain" on my schedule - all worthwhile things are. However, whether or not one makes time for the valuable is

the demarcation between happiness and despair. Often, the difference between success and failure is the difference between time invested and time miss-spent.

What have you learned from your mentee?

I have learned that while enthusiasm is no substitute for experience, it is the ticket to meaningful experiences.

If given the opportunity to participate in this program again, would you?

I would absolutely participate in a formal mentoring program again, and I'd recommend the experience to all learners who would be leaders.

How do you think the mentoring program helps CAHSA?

Any organization can benefit from the intentional, directed growth of its members. By instituting a formal mentorship program, CAHSA is demonstrating that the instruction and role modeling elders offer is of specific use to younger people. What better lesson for an organization of aging services professionals to offer society?

People & Places

Eaton Senior Programs announced the retirement of **Dean Painter** as president and CEO after serving the organization for 35 years. As Pastor of West Alameda Community Baptist Church, the sponsor for the development of Eaton Terrace Residences and Eaton Terrace II Assisted Living in Lakewood, Rev. Painter directed the development of the Eaton Terrace campus, beginning with acquisition of its initial site adjacent to the Church in 1972. Painter served on the Board of Directors of CAHSA and AAHSA. At CAHSA, he served as president and was the recipient of its "Tower of Strength" Award. At AAHSA, he served two terms as Treasurer and four years as chair of its Assisted Living Committee. We wish Dean Painter the best in his next pursuits.

Senior living and real estate entrepreneurs Bill Shorten, Tom Stanley and Dale Zulauf have formed a new senior lifestyle company, **Cascade Living Group**. Cascade Living Group will acquire, develop and operate high-quality senior housing communities that will provide a broad range of senior living options. Those options include active retirement, independent and assisted living, as well as integrated free-standing Alzheimer's assisted living environments. Cascade's focus will be in the western United States.

In February, **Golden West** hosted filmmaker Eric Saperston. Saperston spoke to a large crowd at the community about his movie, *The Journey*, and the importance of intergenerational relationships. A story about the event was featured in *YourHub*, a supplement to the *Denver Post* and *Rocky Mountain News*.

In the February edition of *CAHSA Connecting*, **Total Longterm Care's** 2007 calendar was highlighted. This calendar was so well received by the community that it caught the attention of US Senator Ken Salazar. TLC sent Senator Salazar, a long-time advocate for veterans' rights, a calendar and pursued his attendance at a reception honoring the heroes and patriots of Total Longterm Care. TLC's persistence paid off. The Senator met the veterans and spoke about current legislation addressing poor access to healthcare for veterans living in rural communities. The event was covered by *Channel 2 News* and the *Denver Post*. For more information on the calendar project, reference your Feb. *CAHSA Connecting* or contact Meaghan McCoy at Total Longterm Care, 303-869-4664.

An article about The Memory Café at **Christian Living Communities'** The Johnson Center appeared on the front page of the *Denver Post* on Feb. 16. The Memory Café allows those suffering from Alzheimer's a place of refuge where patients relive moments from their past without the worries of committing embarrassing social gaffes.

Senior's Resource Center named Shelly Dewitt, an executive with Land Title Guarantee Co., to its Board of Directors. An announcement for her new role as a board member appeared in the *Denver Post*.

A story about **Holly Creek's** groundbreaking for its second phase was featured in *The Villager* on Feb.1. The story also included three photos from the event. Construction for the community is scheduled to be complete in July 2008.

Total Longterm Care recently had several changes in leadership. **Sheri Filak-Taylor** was named Associate Vice President of PACE Operations. Filak-Taylor has been with TLC since 2003 serving as Center Director at the Chambers site in Aurora and most recently as the Director of the Cody Centers in Lakewood. **Don Backstrom** will now lead the Cody Center team as Center Director. Don has served as an outstanding leader to the Pinnacle Center in Thornton. **Kathy Dilger**, longtime CAHSA member and Board secretary, has been hired to direct Total Longterm Care's Pinnacle Center.

The CAHSA Calendar

Mar. 12 **Quality First Awards Committee**
3:00 p.m.
Seniors' Resource Center, Denver

Apr. 4 **Leadership Development Committee**
2:00 - 4:00 p.m.
Seniors' Resource Center, Denver

Apr. 5 **CAHSA Next Bowling Party**
4:00 - 6:00 p.m.
Splitz Bowling Alley
Westminster



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



January 2007 CAHSA Next Event