

Of Interest

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Time to Nominate a Special Senior

The Colorado Commission on Aging is seeking nominations for those wonderful, hardworking, dedicated seniors you know for the Annual Allen Buckingham Senior Leadership Legacy Award. Nomination forms are due Friday, August 10, 2007. CCOA will accept handwritten or electronic nominations. This year's event will be held in Colorado Springs on Friday, September 14, 2007. The location has not yet been determined. To learn more about the award and to get a nomination form, visit: http://www.cdhs.state.co.us/aas/commissiononaging_index.htm. For more information, contact Jamie Malone with Aging & Adult Services, 303-866-2663.

Baby Boomers Complain More About Aging

According to an article by a Scripps-Howard reporter, a wave of baby boomers may be hobbling toward retirement in worse health and with more aches and pains than people born before them. Using data from a federally-funded health and retirement study, researchers compared how people from three different age groups answered a series of questions about overall health, pain and whether they experienced problems doing things ranging from sitting for two hours to pushing a large object. To read the article, go to: <http://www.abqtrib.com/news/2007/jul/05/baby-boomers-have-more-complaints-about-aging-repo/>.

Reverse Mortgage Use on the Rise

According to the U.S. Housing and Urban Development, more seniors than ever before are reaping the benefits of reverse mortgages as they ease into their golden years. New data from HUD reveals that more than 300,000 seniors have used the federally insured Home Equity Conversion Mortgage (HECM) loan program to convert the equity in their home into cash without having to move.

AARP Issues Brief About Critical Role of Family Caregivers

A new AARP Public Policy Institute Issue Brief discusses the financial impact of caregiving on the caregivers themselves as well as the economic value of their contributions to society. It compares the economic value of family caregiving to other benchmarks to underscore the magnitude of these unpaid contributions, presents estimates of productivity losses to U.S. businesses from caregiving, and highlights the critical role that family caregivers play in the nation's long-term care system. To read the brief, visit: http://assets.aarp.org/rgcenter/il/lb82_caregiving.pdf.

Study Maps Demographic Trends for Seniors and Boomers

The Brookings Institution recently released a report, *Mapping the Growth of Older America: Seniors and Boomers in the Early 21st Century* (May 2007), analyzing U.S. Census Bureau data for insights into the changing size, location and characteristics of America's seniors (ages 65+) and pre-seniors (ages 55-64). The study provides interesting findings related to the future market changes related to aging seniors. It identifies the growth rates in a number of smaller metropolitan areas and notes that "there is increasing interest in smaller communities and even the new metropolitan areas, especially those with warmer climates and access to natural amenities like water and mountains." To read the full 28-page report, visit: <http://www3.brookings.edu/views/articles/200705frey.pdf>.

Employers May Cut Health Benefits for Retirees Over 65

A federal appeals court recently decided that the Equal Employment Opportunity Commission (EEOC) may make an exception to the Age Discrimination in Employment Act and allow employers to reduce or terminate retiree health benefits for former employees who reach age 65 and qualify for Medicare. The court agreed with the EEOC that unless this exception is made, many employers would be likely to reduce health benefits for all retirees, including those who don't qualify for Medicare and have no alternative coverage. To view the full release on the ruling, visit: <http://www.eeoc.gov/press/7-6-07.html>.

CAHSA is the
Colorado affiliate of



American Association of Homes
and Services for the Aging



Assisted Living
Federation of America

I hope everyone is having a wonderful summer and taking time to enjoy the season. I hope also that all of our CAHSA golfers are out on the links practicing their swing in preparation for our Eleventh Annual Golf Tournament on August 30th at Thorncreek Golf Course in Thornton. This year's tournament is shaping up to be one of the best ever. (Do I say that every year?) Honestly, we have added new features to this year's tournament to ensure a sell-out and provide additional incentives to practice. Of course, the more "special features" we add to the tournament, the greater our need for volunteers to assist with this fun event! With that in mind, we are seeking both players and volunteers. So, if you're not a player, you can still be involved as a volunteer. CAHSA will provide the food and beverages during your volunteer assignment and we guarantee you will have a good time, whether or not you have a clue about the game of golf.

Once again, we have four exciting hole-in-one prizes. How about a one-year lease on a luxury sport car? Or perhaps an all expenses paid trip for two, plus airfare to Las Vegas, a Reno resort, or the PGA Championship? For the third year in a row we will offer the "\$100,000 Shoot-Out" contest prior to the start of the tournament. Golfers may purchase a ticket to be eligible for a chance to shoot a hole-in-one. Four lucky players' names will be drawn for a chance to win \$100,000! The contest will be held at a hole conveniently located by the clubhouse so the "gallery" can watch. In addition, the putting and chipping contests are back, and prizes will be awarded to the top three winners of each of these contests. There may also be other special "challenges" at selected holes on the links just to keep everyone on their toes. We will also have several door prizes, including a two-day "golf getaway" at Cheyenne Mountain Resort in Colorado Springs.

It's not too late to sign up to play, sponsor, and/or volunteer. Contact Karen at the CAHSA office at 303-837-8834, or email to Karen@cahsa.org to get on board.

On a separate note, I hope you have seen the brochure for our Technology Conference, "Imagine the Future of Aging – Let the Revolution Begin," which will be held September 11th. This is our second technology conference and once again Shalom Park has agreed to host the event. We have dynamic speakers and technology demonstrations that will be of interest to every provider of senior housing and aging services. This year we are targeting the programs to management staff, board members and others who are involved in planning the strategic direction of your organization. I encourage you to attend and help "start the revolution."

In the meantime, stay cool this summer and practice that swing!



Laura Landwirth
Executive Director

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A Business Partner

How long have you been a member of CAHSA?

Off and on for about three years.

Why did you become a member?

We work with the long-term care industry and I wanted to find a way to learn more about the industry that I serve.

What goods or services does your organization provide and what would you like members to know about this service/product?

We specialize in risk management, insurance and employee benefits programs for businesses. We have roughly 160 people in Denver, and focus in various industry areas. Our size and specialty areas allow us to have stronger leverage with the insurance marketplace than any competitors and our ownership structure allows us to offer more value-added services to protect company assets and minimize costs.

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

We are independent, employee-owned and we act as consultants as well as brokers. We advise our clients of their exposures and risks while advising on all options rather than simply trying to sell one product or another.

How did you get into this business?

My father and brother both worked in this business—I guess it's in the blood. There are very few jobs that allow you to learn about so many businesses and find ways to bring real value.

How can people learn more about your service/product?

I would be happy to discuss how we can help in person or over the phone. Please feel free to contact me at 303-615-7482 or brad.baumgartner@imacorp.com.



Get out there!

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

Tips for Gaining Exposure

Back to Basics: The Press Release

The press release is communication directed at the media to announce something of news value. Typically, it is mailed, faxed or emailed to assignment editors at newspapers, magazines, radio stations or television stations. If it is well-written and informative, the press release can get your organization the media coverage you desire.

Here are the basics:

- Keep lines 50 to 60 characters long, including punctuation and spaces. This length is easy to read and allows for editing.
- Double-space the entire release.
- If your release is longer than one page, try to end the first page at the end of a paragraph. Type "-MORE-" across the bottom of the first page.
- Mark the end of the release with # # #.

Start your release with a heading, including the name, address and telephone number of your organization and the name of a contact person. Make sure you include the name of a person that will be available to speak after the release has been distributed.

Create an intriguing headline. Many journalists base their decision to read or toss your release based on the headline alone. If your headline can communicate that the release contains valid news for the publication's readership, odds are the journalist will read on.

Ensure that the important information stands out. Press releases are written in an inverted pyramid form with the most important information first, the details following and least significant information last. The who, what, when, where, why and how of your release should be contained in the first two paragraphs. The best way to write a press release is to list all the information you want to include. Then arrange it in order of importance.

Every word counts. Go through your copy and cut out unnecessary words. Use active voice. Say "CEO XX announced" rather than "it was announced by CEO XX." Avoid jargon in your release. Using technical phrases and long words makes your news confusing to the media and the general public. When writing a release, say what you mean. Use short, ordinary words. If you must use a technical term, explain it.

Once you have drafted your release, let it sit. Return with a clear mind later and edit it again. This way you can see the rough spots and mistakes more clearly. Check for accuracy before you send the release and have a colleague review it for clarity also.

Editors of newspapers and magazines are inundated with press releases on a daily basis, so how do you make yours stand out? Get Out There by ensuring your releases are error free, clear and concise.

Each month John Torres, chair of CAHSA's Quality First Task Force, highlights examples of quality within CAHSA's membership. This month, Good Samaritan Society Fort Collins Village's Character First program is highlighted.

Good Samaritan Society Fort Collins Village offers 58 Medicare-certified skilled nursing beds, 35 independent living apartments, 28 assisted living apartments and two independent living duplexes. Fort Collins Village strives to bring the highest quality of care to its residents. In May, Good Samaritan Society Fort Collins Village received a 2007 CAHSA Quality First award in the category of *HR Development* for its "Character First" program. The award honored the effort of Fort Collins Village to put character and Quality First.

Human resources development describes the approach many organizations use to ensure the effective and efficient use of human talents to accomplish organizational goals. The ability to attract, retain and develop both front line and management staff, along with the ability to foster and maintain a healthy workplace culture, are core elements of an effective human resources development program. Quality First includes a commitment to investing in staff by offering training, competitive wages and benefits, and a supportive workplace environment. It is also a commitment to maximizing support for volunteers. Fort Collins Village's Character First campaign supports human resource development by creating a supportive workplace environment through recognition of positive character traits in staff.

To create efficient and effective staff, Good Samaritan Society Fort Collins Village looked into an organization called Character First which facilitates nurturing positive character in staff. Unable to secure local support from the organization, Fort Collins Village's first efforts at Character First fell short. But when the City of Fort Collins decided to begin "Character Fort Collins" city-wide, Fort Collins Village was one of the first organizations on board.

After attending informational and training sessions, Fort Collins Village began emphasizing character among its employees by introducing a new character quality each month and recognizing outstanding performance in staff. Qualities such as boldness, flexibility and diligence are recognized. A video highlighting the quality for the month is shown to the department leaders. From there, each department leader takes the character quality to their staff members, who also watch the video. Staff members can read about the character quality through the monthly newsletter. With the staff aware of the monthly character quality and given examples on how others have personified the trait, employees are encouraged to recognize each other's efforts in these areas.

Staff members are recognized for their efforts with certificates and through their evaluations and anniversary celebrations. Recently, Roger Alms, Fort Collins Village's bus driver, was recognized for displaying "availability over self-centeredness" for taking six hours of his personal time to drive and accompany a resident to a special occasion, his grandson's wedding. Roger's actions exemplify the effort. When employees put the residents first, they create a caring and supportive environment.

"The movement builds on itself. When an employee sees another displaying a positive character trait, they are encouraged to follow their lead," explained Sherry Friesen, administrator of Fort Collins Village. Through the simple idea of explaining good character traits and recognizing the efforts of staff to achieve these traits, Fort Collins Village has seen positive results, including improved job performance, increased employee morale and more positive interpersonal relationships among staff.

Good job, Good Samaritan Society Fort Collins Village, for emphasizing character. This effort creates an atmosphere where people want to work and do their best. Thus, Character First at The Fort Collins Village puts Quality First.

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



John Torres
Chair, Quality First

Nursing Home News

American Association of Homes and Services for the Aging Call to Action on Revisit Fees

The Senate Appropriations Committee approved the continuation of the user fee for nursing home revisits as part of the Labor/Health and Human Services spending bill for 2008. On June 29, CMS issued its Proposed Regulations to implement the user fee in the remainder of fiscal 2007. According to its proposed fee schedule, CMS is planning to charge nursing homes \$112/hour for any time needed to confirm compliance. This means the fee would be imposed not only for actual on-site verification visits; the fee also would apply to telephone and paper reviews, along with preparation and travel times. AAHSA urges you to take action. For more information or assistance with taking action, visit: <http://capwiz.com/aaahsa/issues/alert/?alertid=9934436&PROCESS=Take+Action>.

Seniors Housing Sector Stays Strong in 2007 First Quarter

The long-term care industry enjoyed another robust quarter to start the year, according to the National Investment Center for the Seniors Housing & Care Industry. Loan volume, a key indicator, skyrocketed to \$2.28 billion in the first quarter of 2007, a 172% increase compared to the first quarter of 2006. First-quarter volume was just slightly higher compared to the fourth quarter of 2006. To read the full news release, visit: <http://www.nic.org/press/070703.asp>.

CAHSA Next

A group of nearly 30 CAHSA Nexters met at Total Longterm Care's (TLC) Capitol Center recently to learn from TLC CEO Maureen Hewitt, tour the community and network. The event began with tours of the community led by TLC employees. Nexters could see the various services offered to TLC participants firsthand, including therapy rooms, in-house medical care and adult day services. After the tours, Nexters gathered in one of the adult day rooms to network and hear Hewitt speak.

Hewitt's talk chronicled her career. Starting out in Michigan, Hewitt knew "If I stayed in a shell [by staying in Michigan], I wasn't going to learn anything." So she focused her career on learning and moved to Washington, D.C., where she met three great mentors, including U.S. Senator Elizabeth Dole, and acquired a certain skill set from each.

Hewitt continued her "journey to learn" by getting education in the business of acquisitions, yet found that once she had "fixed" a business, it was sold. Told by one colleague that she was "too nice for the for-profit world," Hewitt eventually made the transition to the non-profit sector. She continued her learning by asking questions when she didn't know something and asking her bosses and mentors to teach her. This lesson, to question when you do not know, was one important message Hewitt impressed upon the Nexters. "Learning from your mentors and bosses by seeking the skill sets they have, and you do not, is important," she said.

Hewitt closed her speech with a list of skill sets that led her to where she is today, including taking classes, having passion, finding good mentors, asking questions and finding balance. The CAHSA Next event closed with networking among the attendees, food, and drinks.



Did You Know?

Alzheimer's Disease in Colorado

According to a recent article in the *Denver Post*, 64,000 Coloradans suffer from Alzheimer's disease, with a projection for that number to grow to approximately 140,000 by 2050.

CDC Reports the Number of Uninsured up 2 Million

The number of adults without health insurance increased by two million between 2005 and 2006 according to a new report from the U.S. Centers for Disease Control and Prevention (CDC). Nearly all those who are now without coverage were in the non-elderly population, due largely to the cutbacks in employer coverage and the increasing price of private insurance. The number of uninsured is now 43.6 million, 36.5 million of whom are between the ages of 18 and 64.

More Proof of Mental Fitness Benefits

Researchers at Rush Memory and Aging Project in Chicago recently reported that frequent participation in activities that involve mental processes was associated with a 50% reduction in the risk of Alzheimer's disease. For the study, researchers studied more than 700 elderly people with an average age of 80 for up to five years. According to researchers, the following activities kept the participants mentally active: visiting a library or museum; reading newspapers, books or magazines; attending a concert, play or musical; and writing a letter. In addition, these activities seemed to help reduce participants' risk of developing Alzheimer's and protect against mild impairments, researchers said. The study is published in the June 27 issue of *Neurology*. To read more about the study, go to: <http://www.rush.edu/webapps/MEDREL/servlet/NewsRelease?id=904>.

Nursing Instructor Shortage

The number of applicants denied admission to nursing schools has increased six-fold since 2002 because of a lack of instructors, according to a report released this week by Pricewaterhouse Coopers' Health Research Institute. The report also predicts that by 2010, the number of RNs in the United States will begin to decrease; the first time this has happened in decades.

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

Elisabeth Borden is principal of The Highland Group, a research and consulting firm that specializes in senior housing and care communities. Borden also serves as a CAHSA board member. This month, we caught up with Borden to get her insights on leadership.

What would you consider important leadership qualities and characteristics?

I believe listening to customers and employees, modeling a commitment to excellent customer service, focusing on outcomes rather than procedures, allowing employees to develop to their full individual potential, having kindness and keeping a sense of humor are important leadership qualities.

How can good leaders develop or maintain these qualities?

Good leaders need to model desired behaviors, commit to doing the very best for the customer, and deliver beyond expectations. Admitting mistakes and fixing them quickly helps maintain the ability to lead. Another way leaders develop and maintain leadership qualities is by making themselves and all other resources available. A leader can allow employees to develop their full potential by seeing the personal strengths and interests of each employee and flexing job descriptions so the organization can benefit from those strengths.

What is the most difficult part of being a leader and how do good leaders overcome that?

I think the most difficult thing about being a leader is letting others see imperfections. Leaders are often afraid they will lose the respect of their co-workers if they cannot handle everything masterfully all the time. Good leaders need to recognize their weaknesses and let others excel at those tasks. Good leaders should acknowledge times when they are not able to lead as effectively because of work or personal problems, and let others help them get the job done.

What role does communication play in effective leadership?

I like a fast and lean approach to communication. This means more communication as issues and questions emerge, solving potential problems more quickly with one-on-one communication. Using this fast and lean method eliminates long staff meetings and allows for a meaningful exchange.

Senior housing and care is evolving quickly. Is it important for leaders to stay flexible in the midst of these changes?

Based on a large volume of industry research and local experience, our customers' preferences are changing rapidly. A new generation of housing and service alternatives has arrived on the scene. If we stay the way we were, we will see our customer base gradually and seriously erode. They will not come just because we build it or just because we are a not-for-profit anymore.



Elisabeth Borden

Adult Day News

CAHSA Facilitates Review of Adult Day Regulations

Adult day members of CAHSA have formed a task force to review the Colorado adult day regulations. These regulations have not been updated in ten years and some of the terminology and processes are no longer relevant. The task force has completed an initial review and the next step will be to invite State Health Department surveyors to meet with them to discuss feedback on proposed changes. If you are interested in reviewing the "working draft" and/or would like to participate on the task force, please contact CAHSA consultant Carole Hull at 720/323-3220 or carolehull@comcast.net.

Classifieds

Christian Living Communities (CLC), a leader in senior residential and health care services, is seeking professional candidates for the following positions within our Communities: **Unit Manager**, RN for the Johnson Center and University Hills, **Assistant Director of Nursing** for University Hills, and **Executive Director**, CCRC for Holly Creek. For additional information on these positions, please visit our website at www.christianlivingcommunities.org or contact Kelly Denning, recruitment specialist, at 720-266-5636.

Center Director, Cody Center - The center director is responsible for seeing that all center departments function as a PACE model team. The center director provides leadership and coordination of the various departments within the center, assists with program development and oversees the center budget. Qualifications are: Bachelors Degree required, with a Master's Degree preferred, 5-8 years in health care experience and 3 years of management experience. Please contact Paula Keene at Total Longterm Care, 303-869-4664.

Assisted Living/ALFA News

Hospice Toolkit Available from ALFA

Many assisted living providers are forming relationships with hospice providers or launching hospice programs to enable residents to remain "at home." This three-part toolkit is designed for assisted living communities, hospice providers and families to provide the best possible end-of-life care for assisted living residents. The kit is free for ALFA members or \$59 for nonmembers. To read more about the kit, visit: <http://www.alfa.org/i4a/pages/Index.cfm?pageID=4261>.

Call to Advocacy for Dual Eligibles

ALFA is organizing direct advocacy efforts for assisted living providers who care for dual eligible (Medicare and Medicaid) residents who participate in the Medicare Part D Prescription Drug Program. The initiative will involve meetings in Washington, DC, with members of Congress and/or their staff members and advocacy for exempting assisted living residents from the program's co-payments. For more information, visit the site at: <http://www.alfa.org/i4a/pages/Index.cfm?pageID=4260>.

Resources

Email Updates Available from the Centers for Medicare & Medicaid Services

CMS will offer a new email update service that delivers the latest updates on Medicare and Medicaid related topics throughout the site including Medicare coverage updates, Medicare guidance to providers, press releases, prescription drug coverage, nursing home quality, Medicare publications, claims forms, and much more. With a subscription profile, you automatically receive notices when information is updated rather than having to frequently visit the website for changes. This is a free service provided by CMS. Your email address will only be used to deliver the information you request, or to give you access to your profile of subscriptions. To ensure that you receive your subscription emails and announcements from www.cms.hhs.gov and www.medicare.gov, add cmslists@subscriptions.cms.hhs.gov to your contact list, adjust your spam settings, or follow the instructions from your email provider on how to prevent these emails from being marked "Spam" or "Junk Mail."

Centers for Medicare & Medicaid Services Issues Final Citizenship Guidelines for Medicaid Eligibility

Establishing citizenship for Medicaid eligibility will be easier for states and program applicants under final regulations implementing the new law, issued by the Centers for Medicare & Medicaid Services (CMS). The recent final rule both expands the types of acceptable documentation that can be used to establish citizenship and formally exempts certain groups from the requirements. The changes reflect over 1,400 public comments received after publication of the citizenship interim final rule on July 1, 2006, as well as changes enacted as part of the Tax Relief and Health Care Act of 2006. Published in today's Federal Register, the final rule codifies earlier guidance issued to states that exempts children in foster care as well as individuals enrolled in Medicare, individuals who receive Supplemental Security Income and those who receive Social Security Disability Insurance.

Senior Health Information Site Available from NIH

The National Institute of Health hosts a web site for seniors that makes health-related information easily accessible. The site address is: <http://nihseniorhealth.gov/>.

Radio Reading Service of the Rockies

The Radio Reading Service of the Rockies (RRSR) provides free audio information services for Colorado's blind, visually impaired, and print-disabled residents. RRSR has a unique focus on local news and information. English and Spanish language programming is available. Approximately 250 volunteers read 95 Colorado newspapers, magazines, grocery ads, and other ink print information. Audio services include: Secondary Audio Programming on Rocky Mountain PBS, pre-tuned radios, Information-On-Demand Telephone Reader System, live broadcast via telephone, links on web site and local cable channels. Because nearly 70% of the listeners are age 60+, retirement communities and other senior living facilities are a focus area of RRSR's outreach efforts. For more information about RRSR services, contact Director of Marketing Kim Ann Wardlow at 303-786-7777 ext. 112.

Colorado Health Institute (CHI) Announces New Web Site

The site has a new look and feel and major new features, including:

- A new data center where you can find, view and compare information about Colorado or any of its 64 counties, or see how counties compare on specific topics. You can create customized indicator profiles for downloading or printing in table, graph or map format.
- A companion web site devoted to Colorado's health care workforce. As part of the The Colorado Trust's Health Professions Initiative, CHI is making available indicators, data resources, publications, studies and initiatives, and other information on the physician, nursing, oral health, mental health, pharmacy and allied health professions. Like the main site, you can sort the indicators to create your own reports.
- A second companion web site on Colorado's safety net. Supported by The Colorado Health Foundation, this site also features indicators and other resources about related topics. Find information on providers, users, the workforce and financing of safety net efforts across the state and elsewhere.
- A redesigned home page that puts these resources and more, including downloadable HealthStats graphs, at your fingertips. Check it out at: www.ColoradoHealthInstitute.org.

People & Places

Golden West recently unveiled its new and improved website. Check it out at www.gwboulder.org.

Learn how to make your nursing home "A Star" and set, or reset, your target today for 2008, with the Star Site program from the Colorado Foundation for Medical Care's Nursing Home Quality Improvement Initiative. This free, web-based tool allows you to set targets for the following quality measures: physical restraints, high-risk pressure ulcers, depression, chronic care pain, post acute care pain, and post acute care pressure ulcers. Visit www.nhqi-star.org to register or call Shari Ward at 303-699-9581 for more information.

Laura Landwirth, executive director of CAHSA, had a letter to the editor published in the *Colorado Springs Business Journal* about the need for a community-based long-term care delivery system that can address the needs of our population, provide maximum service delivery and make efficient use of public funds. Good work, Laura!

Dine Out for **Eaton Senior Programs** & Wellspring Senior Foundation at Moose Hill Cantina—955 S. Kipling Parkway, Lakewood—on Tuesday, August 21, from 11 a.m. to 9 p.m. Moose Hill Cantina is donating 25% of all dining proceeds (excludes take-out and alcoholic beverages) to the Eaton Senior Programs Endowment Fund. During the Challenge Grant period, LMC Community Foundation will match all Endowment Fund contributions 50 cents on the dollar. Check out the menu and find directions at: www.moosehillcantina.com. For more information, contact Gayle at 303-937-5107 or log on to www.wellspringseiorfoundation.org. For parties of 10 or more, call 303-989-2875 for reservations.

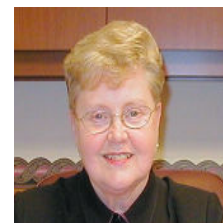
On Monday, Aug. 27, from 7 to 9 p.m. Denver Botanic Gardens and Sabaree African Cultural Organization invite CAHSA members to enjoy a unique evening of fashion and music at the Gardens. The fashion show will feature beautiful and colorful traditional tribal dress from across Africa, accompanied by each tribe's traditional drumming and singing. Entrance is \$10 at the door. Sabaree welcomes the opportunity to bring its cultural program to CAHSA communities. Anyone interested call Barbara Borkan at 303-327-7340.

Frasier Meadows Retirement Community announced the appointments of **Dr. Marilyn Thomas Leist** as chief continuous quality improvement officer and **Patrick McAteer** as chief financial officer. Dr. Leist will be responsible for all operations supporting independent living, assisted living, health care administration and earning CARF-CCAC accreditation. McAteer has responsibility for all financial and information technology operations. He has more than 20 years of financial management experience with an emphasis on overseeing the finances of large not-for-profit organizations. Frasier Meadows is Boulder's only not-for-profit continuing care retirement community. For more information, call 303-499-4888.



Patrick McAteer

Camille Thompson has been named Chief Operating Officer of **Christian Living Communities (CLC)**. Thompson joined CLC in March 2004 as executive director of the Holly Creek community, which was under construction at that time. She successfully supervised acquisition of staff, construction, and welcomed new residents. Thompson has also been instrumental in the planning of Holly Creek's Phase II construction, which is now in process.



Marilyn Leist

Jan Bomgaars was named Vice President and Chief Management Officer.

Amy Herrick, human resource director at **Marycrest Assisted Living**, retired from senior housing and healthcare in July. Amy joined Marycrest when it opened 10 years ago and served as resident services director over both Harmony and Serenity for the last four years and served as human resource director. She will be sorely missed but we wish her good luck in her future endeavors.

The **Volunteers of America** and **Heaven's View Apartments** in Delta are pleased to announce the arrival of **David Short** as Community Administrator. Mr. Short comes to us from a VOA senior housing complex in Santa Cruz, CA.

The **Allied Jewish Apartments (AJA)** will celebrate its 36th anniversary on Thursday, August 23, from 6:30 to 8:30 p.m. in the dining room of the west building. Allied Jewish Apartments is a non-profit, non-sectarian organization that has been providing subsidized and affordable apartment homes and services in the Cherry Creek neighborhood of Denver since 1971. AJA will honor the founders of the apartment homes with a festive evening of memories and appreciation. For more information about the fundraiser, please contact Rhonda Souders, 720-382-7805 or rsouders@ajsh.org.

On Saturday, August 25, The Sculptured House in Genesee will be awash in summer splendor as **Seniors' Resource Center** celebrates its annual Art from the Heart fund-raiser with the theme "A Golden Summer Evening." The Art from the Heart pre-event wine tasting begins at 4:30 p.m. with an exclusive reception for sponsors and patrons, featuring a private tour of The Sculptured House. The main benefit begins at 6 p.m. with hors d'oeuvres, an open bar and special live music. To purchase tickets, call Dan Macey at 303-235-6927.

Marycrest Assisted Living announced **Chris Horton**, MD and **John Marquez**, PA have joined its physician house-call program. Dr. Horton has most recently worked in geriatric care and as an internist in clinic settings. Dr. Horton and John visit the community every Wednesday and are assisted by nurses **Janice Bua**, R.N. and **Paula Garcia**, L.P.N. from **Argus Home Health**.

Frasier Meadows Retirement Community was featured in *Nursing Homes* magazine June 2007 issue in an article about Frasier Meadows' resident-run newsletter, *The Mirror*. For more information, phone 303-499-4888 or visit www.fraisermeadows.org.

Christian Living Communities' Director of Chaplain Services **Jim Kok**, his wife Carol, and three sons Ben, Sam and Dan performed in a production of Gilbert & Sullivan's *The Mikado* at the Jewish Community Center. Jim and his sons Matt and Sam will also appear in *Jesus Christ Superstar*, scheduled to run in July at the Lakewood Cultural Center at Belmar.

Housing Discrimination Reports on the Rise

According to HUD's 2006 Fiscal Year Report, federal, state and local fair housing enforcement agencies received 10,328 new housing discrimination complaints, the highest number ever filed in a single year. Forty percent of those claims alleged race discrimination, while a slightly higher number alleged discrimination based on disability, an issue of particular concern to providers serving older adults, many of whom would be considered disabled under the Fair Housing law. For more information on fair housing issues, visit HUD at: <http://www.hud.gov/offices/ftheo/>.

Article Series to Scrutinize HUD and Offer Tips to Improve

Affordable Housing Finance magazine is running a series that takes a close look at HUD today. The authors spoke to some of the most prominent leaders in housing and community development for this feature. To read more about what top executives are saying about HUD, visit the magazine at: <http://www.housingfinance.com/ahf/index.html>.

People & Places

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Jack York, Founder and CEO of **It's Never 2 Late**, will speak at the NIC Conference in Washington D.C., October 3-5. Mr. York will be presenting "Future Forum: Seniors Housing Technology" along with several other presenters, Thursday, October 4, from 2 – 3:30 p.m.

MorningStar Assisted Living of Littleton was honored by the National Association of Home Builders at its Best of 50+ Housing Awards with a Silver Award in the category of Overall Facility: Continuing Care Retirement Community, Assisted Living Residences.

Seniors' Resource Center in Denver selected **Steve Villano** as chief financial officer. Mr. Villano was most recently the director of finance and controller for the Denver Newspaper Agency, publisher of The Rocky Mountain News and The Denver Post. Mr. Villano graduated cum laude from the University of Denver with a degree in accounting. Mr. Villano replaces **John Lasswell** in the position, who is retiring in July after many years of service to the organization.



Steve Villano

Jewish Family Service of Colorado held its annual meeting on June 25. **Carole Kornreich**, M.D., received the second annual Max Frankel Volunteer of the Year Award for her dedication to the agency. JFS also welcomed new board members **Jim Cohen**, **Jill Cowperthwaite**, **Lindsey Gutterman** and **Jeff Johnson**. **Ken Weil** completed his board term after 15 years of service. Other board members completing their terms are **Carla Bartell**, **Gregg Farber**, **Gareth Heyman** and **Dan Japha**. The executive committee membership for fiscal year 2007-2008 will be **Chet Schwartz**, chair; **Steve Kris**, chair elect; **Joyce Foster**, immediate past chair; **Shelly Krovitz** and **Alan Mayer**, vice chairs; **Chuck Goss**, secretary; and **Eric Pollock**, treasurer. **Howard Lerman**, **Perry Moss** and **Jane E. Rosenbaum** were appointed to serve as at-large executive committee members. **Joey Zeff** is emeritus life member. Congratulations.

Christian Living Communities The Johnson Center hosted a gathering of care providers, ombudsmen and various industry and government professionals to report on the progress of a voluntary joint effort, *Advancing Excellence in America's Nursing Homes*, to improve the quality of care for residents. Paralleling many of the Quality First concepts, benchmarks are set and progress is tracked on a number of quality goals, including pain management, clinical care and resident and family satisfaction. To date, 135 nursing homes in Colorado and 5,342 across America have joined the coalition. To view a list of nursing homes that are participating, find more detailed information, or join the coalition, log onto www.nhqualitycampaign.org.

The Highland Group is pleased to announce the hiring of **Leslie Hughes-Lind** as director of research. Leslie has over 15 years of experience in the field of market research along with a master's degree in communication research and evaluation from Stanford University. Her expertise is in conducting, analyzing and reporting research findings and communicating recommendations to enhance successful outcomes.

Gregory Goldberg recently moved to **Citigroup**, the largest underwriter of tax-exempt bonds for non-profits—of all types—in the U.S. Citigroup is currently working with clients to arrange bond financing for senior apartments, independent living, assisted living and continuing care retirement communities. Gregory can now be reached at gregory.s.goldberg@citigroup.com or 303-884-1665.

Diana Delgado, contract administrator at **Total Longterm Care**, recently obtained core certification as an Aging Services Professional (CASP) through a partnership between the Department of Applied Gerontology at the University of North Texas and the American Association of Homes and Services for the Aging. The program is designed to educate and train service professionals involved in the management of assisted living facilities, continuing care retirement communities, senior housing, and other types of aging services.

Colorado Activity Professionals' Association (CAPA) has named **Ted Ahlem** Administrator of the Year. Ted is the executive director at **Christian Living Communities University Hills** assisted living and skilled nursing.

The CAHSA Calendar



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

- Aug. 10** **Leadership Development Committee Meeting**
12 p.m.
Seniors' Resource Center
Denver

- Aug. 14** **Convention Planning Committee Meeting**
10 a.m.
Kentucky Circle Village
Denver

- Aug. 24** **CAHSA Board of Directors Meeting**
12 - 3 p.m.
Bethesda Communities Corporate Offices
Colorado Springs

- Aug. 30** **CAHSA 11th Annual Golf Tournament**
Thorncreek Golf Course
Thornton



CAHSA's 2007 Board Retreat