



NaCCRA LIFE LINE

*The Resident's Watchdog...
The Industry's Friend*

National Continuing Care Residents Association

Vol 13 No. 2

March 2008

PRESIDENT'S MESSAGE

In the fall of 1995, three men, Milt Brummer of Florida, Bob Sparks of Maryland, and James Transue of California, met after the annual Florida Life Care Residents Association meeting to discuss forming a national organization, these men decided to form a Coalition for the Preservation of Residents Capital. The following year Harry Groves invited them to attend an organizational meeting for residents of North Carolina. After this meeting Harry suggested that they adopt National Continuing Care Residents Association (NaCCRA) as the organizational name. This name met with unanimous approval. On October 21, 1997, during the American Association for Homes and Services (AAHSA) annual meeting in New Orleans, Bob Sparks was elected as President of NaCCRA and efforts were started to obtain a charter.

Articles of Incorporation of National Continuing Care Residents Association, Inc. was approved February 19, 1999 at 8:49 A.M. with initial Directors as follows: Milton L. Brummer, FL, Elma Kreps, PA, Walt Crawford, FL, Dorothy "Mimi" Moore, MD, Robert M. Sparks, MD, Harry E. Groves, NC, James D. Transue, CA, John Veblen, WA, John H. Cook, NJ, and Alice Scates, MD. Membership included state associations from CA, FL, MD, NJ, NC and PA.

NaCCRA received exemption from federal income taxes under section 501 (a) of the internal revenue code as an organization described in section 501 (c) (3) on October 14, 2000.

The initial vision was to organize state associations in all states with CCRCs. However, after the addition of CT, MA and VA, the well ran dry. Although considerable effort has been expanded to organize other state residents' associations, there has been no success.

The above represents a great amount of effort by very few individuals and without full reimbursement of actual expenses. We owe them much appreciation for their outstanding performance in planning, organizing and developing NaCCRA. It was a great idea in 1995 and it still is today. To each of the above and others not mentioned such as Miles Wilburn, NC, Bob Negele, CT, Art Burrell, MA, Charles Germany, NJ, Bob Anderson, NJ, I offer a 'BIG THANK YOU' on behalf of current residents. I regret that I do not know all individuals who made NaCCRA what it is today. Please forgive me if I failed to mention someone.

(continued on page 10)

NaCCRA Officers...

President.....	Charles D. Paulk, Lakeland, FL paulk65@gte.net
Vice President.....	Marleen Varner, Lakeland, FL travelgal2342@aol.com
Vice President.....	John T. Mathison, Washington, DC jmathison1@earthlink.net
Treasurer.....	Robert J. Gault, Lakeland, FL RJG327@aol.com
Secretary.....	Anne Winslow, Jamaica Plain, MA annewinslow@hotmail.com
Executive Committee	Alex Kaufman, Cockeysville, MD ackauf@comcast.net
	Robert F. Negele, Stamford, CT RNegele@optonline.net
Past President.....	Milt Brummer Lakeland, FL

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NATIONAL CONTINUING CARE RESIDENTS ASSOCIATION

ANNUAL MEETING • APRIL 3 - 4, 2008

Ingleside at Rock Creek

CALL TO MEETING

In accordance with the provisions of Article VII, Sec. 1 of the Bylaws, the Annual Meeting will be held at Ingleside at Rock Creek, 3050 Military Road NW, Washington DC 20015

PRELIMINARY AGENDA *(Subject to Change)*

Exec Committee Meeting (8:00 - 9:00 AM)	Charles Paulk	President
Registration for Membership Mtg (8:00 - 9:00 AM)		
Annual Meeting Call to Order 9:30 AM	Charles Paulk	President
Welcome	Jack Mathison	Vice President
Introduce Guests	Charles Paulk	President
Minutes of Last Meeting	Anne Winslow	Secretary
Treasurer's Report (approved budget)	Robert Gault	Treasurer
President's Report	Charles Paulk	President
Report on Ingleside at King Farm	Rev Bob Bell	
Breakout	Officers	NaCCRA
Lunch (Speaker, Larry Minnix, CEO AAHSA)	Charles Paulk	President
AAHSA - CCRC Update (1:30)	Steve Maag	AAHSA
AAHSA Advocacy Update (2:30)	Susan Weiss	AAHSA
Breakout, Dues & Advertising (3:30 - 5:00)	Officers	NaCCRA
Dinner (Speaker, Doug Pace, 6:00)	Charles Paulk	President
Coffee (8:00 - 8:30, April 4)		
Dues Report	Jack Mathison	Vice President
Advertising Report	Marleen Varner	Vice President
Gray is Green Update	Marleen Varner	Vice President
State Association Reports - (limit 3 minutes each, submit written reports to secretary)		
If a state is unable to send representative, secretary will read reports.		
Community Association Reports - (limit 3 minutes, submit reports to secretary)		
Communities please advise president by March 20, 2008, if you will have a report.		
Legislative Issue Committee Report	Gordon Hawk	Chairman
Nominating Committee	Charles Paulk	President
Unfinished Business		
Unscheduled Speakers		
Adjourn 12:00		

NaCCRA April 3 - 4, 2008 Annual Meeting Registration Form

Ingleside at Rock Creek, 3050 Military Rd NW, Washington DC 20015 • 202-363-8310

Full Registration Fee - \$44.00 per person

(This includes all refreshments at breaks plus lunch and dinner Thursday, April 3, 2008).

Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____ @ _____

Community _____ State Association _____

Mail to: Jack Mathison, VP NaCCRA
 3050 Military Rd NW, Apt 639, Washington, DC 20015
 jmathison1@earthlink.net • 202-362-4612

~ Days Inn Motel on Connecticut Ave NW is near Ingleside • 202-244-5600 ~



New Members since last Life Line...

Welcome!

District of Columbia

Nancy L. Sloss
Anne S. Hobler
Nancy Buchanan
Frances R. Glennon

Marie Nagorski
Wilson & Lynn Dizard, Jr.
C. William Taylor
Violet McCandlish

Florida

John & Margo Zender
Charles & Bernice Wood
Odell and Virginia Miley
Beverly Cardinal
David & Shirley Inglis
Sue Hennig
Doris Zonis
Shirles A. Blincoe
Robert Geller

Mae Belle Walker
Nellie E. Schweigart
Phyllis Southard
Gladys Borman
James & Elizabeth Barrett
Russell & Harriett Bahr
Marietta Flynn

Maryland

Raymond L. Ray

Massachusetts

Phoebe Saturen
Mildred Lehman
Robert E. L. Strider (Life)

West Virginia

Mary Woodward

***This is a great addition
to our membership.***

***Join me in extending a
warm welcome to all.***

***Together we can do
great things.***

CAMPAIGN HONORED

ASAE honors Aging Services public education campaign

Aging Services of California's public education campaign - "Aging is an Active Verb" has been named to the prestigious Associations Advance America Honor Roll, a national recognition sponsored by the American Society of Association Executives and The Center for Association Leadership.

The Advance America program honors and promotes associations "that propel America forward [by] disseminating valuable information to policyshapers, regulators and the public to enhance understanding or analysis [and by] educating consumers about the efficiency, quality and safety of products and services, thereby bolstering public confidence in the marketplace."

Congratulations Aging Services of California - What a high honor. NaCCRA is proud of you.

NEWS REPORT

Advocating Quality Sen

Drug spending raises U.S. health care tab

Seniors and the disabled flocked to the pharmacy counter in 2006 with their new Medicare drug cards, fueling a 6.7 percent increase in health spending, the federal government reported in January. In most other areas of health care, there was a welcome slowdown in spending. It still cost more to go to the hospital or doctor, but the increase was not as great as in the previous year.

The \$2.1 trillion spent on healthcare in 2006 came to an average of \$7,026 a person. Healthcare represents 16.1 percent of the economy.

The increase in drug spending occurred even as consumers relied more on generic drugs and as prices remained relatively stable for many brand-names. Nearly two out of every three prescriptions filled were generics, which helped restrain drug expenditures.

The report by economists from the Centers for Medicare and Medicaid Services, published in the journal *Health Affairs*, also showed that spending on home health care rose 9.9 percent in 2006 (In each of the previous two years, home health spending increased 12.3 percent); nursing home care rose 3.5 percent; and wheelchairs, walkers, artificial limbs and other such medical equipment rose 2.3 percent.

(excerpted from Associated Press, 1-8-08)

'Hasselhoff,' other doctor-speak and old wives' tales decoded

What is a "Hasselhoff" in doctor-speak? Does eating turkey really make you unusually sleepy? Those are some of the questions addressed in the *British Medical Journal's* Christmas issue.

A Hasselhoff is a patient who shows up at an emergency room with a bizarre explanation, noted a short compendium of newly minted words used by doctors. The term comes from former "Baywatch" star David Hasselhoff's bizarre shaving accident in which he struck his head on a chandelier; the broken glass severed four tendons and an artery in his right arm, requiring immediate surgery. Even snarkier is the term "Ringo," after Beatles drummer Ringo Starr, which refers to a member of a team who is expendable.

The turkey myth, which often comes up this time of year, is attributed to the supposed high levels of sleep inducing tryptophan in the birds, according to a study of medically oriented old wives' tales that many doctors still believe.

Other tales unproven or flat-out wrong include: We use only 10 percent of our brains; hair and fingernails continue to grow after death; reading in dim light ruins your eyesight; shaving causes hair to grow back faster and coarser; and cell phones are dangerous in hospitals.

(excerpted from the Los Angeles Times, 12-22-07)

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CRUISING THE COMMONWEALTH

Bethany Village

Bethany had a good response to this year's Fitness Challenge. They had a total of 104 people participate, 20 people less than last year, but Bethany finished with 160,150 minutes or 5,345 miles which was about 400 miles more than last year. The average per person increased as well from 41 miles to 51 miles this year. 43 people logged over 50 miles, and four of them made over 100 miles.

The new Bethany West Cottages and Estate homes are not entirely gone, but there are only 17 remaining. Customers love the open floor plans and the large eat-in kitchens. The future residents of these homes have many choices to make, so that they truly get to make a home built to their tastes and likes.

Brethren Village

The Village is swiftly moving forward with its major campus redevelopment effort. The redevelopment project called **Covenant Crossing** at Brethren Village will greatly enhance the existing healthcare and assisted living services. The project components include a state of the art, new healthcare center with 78 private living units and 42 shared private living units, a new assisted living space featuring 36 private living units, a new assisted living memory support space featuring 25 private living units for memory support residents, an expansion of the Fieldcrest building including 135 independent living apartments, and a new Welcome Center with multipurpose and support space. Already there have been 100 apartments in the independent living portion pre-sold.

The 17th Annual Brethren Village Golf Tournament held on September 13th at Foxchase Golf Club raised a record \$30,178 for the Village's Good Samaritan Benevolent Fund. The net proceeds from the tournament will support the current benevolent needs of residents by providing financial assistance to those who are unable to pay the full cost of their care.

Cross Keys Village

Square Dancing in the Village picks up again in January. Strap on your dancin' shoes and do-se-do! Square dancing classes are starting in January and it's all the rave among the Villagers. No experience or partners required! You should be able to stand on your feet for an extended period of time and two left feet are prohibited.

Green Ridge Village

On Monday, November 12, the Green Ridge Village Auxiliary was awarded the *Spirit of Philanthropy Award* by the Central Pennsylvania Chapter of the Association of Fundraising Professionals at a banquet held at the Sheraton Hershey-Harrisburg Hotel. Representing the Auxiliary were Barbara Rhodes, President, Elizabeth Banks, Bea Miller, Vivian Noss, Dorothy Reed, Goldie Pringle, and Ann Smith. Joining them at their table was Steve Proctor, President and CEO of PHI. Also honored, posthumously, was Margaret S.

Strome, who served as Administrator of the Schock Home in Mt. Joy, was a PHI Board member, chaired the PHI Auxiliary, was a faithful volunteer and long-time resident of Green Ridge Village. She presided over the official formation of the Green Ridge Village Auxiliary in May of 1977. Margaret passed away September 30th, just shy of her 90th birthday.

Homewood at Plum Creek

What has 54 holes and 432 golfers? The answer: 3 Homewood Golf Classics that averaged 144 golfers each, who, along with our great sponsors, contributed \$228,648 for Homewood programs and activities.

Through the year, co-workers, residents and families have enjoyed special events in celebration of Homewood Retirement Centers' 75 Anniversary. From picnics to dances to religious services, the underlying theme honors Homewood's past, looks with hope to Homewood's future and celebrates what makes Homewood special - the people of Homewood.

A Harvest Social on Sept. 16th, attended by 88, kicked off the 2008 Auxiliary membership Campaign at Homewood at Plum Creek. Church representatives, guests and Homewood co-workers heard reports on auxiliary purchases totaling \$6,461 in the past year for items to enhance the care and help provide meaningful activities to residents in the hearth care units. Dues income and the profit from a tea held in June made these gives to the Homewood possible.

Dart Baseball has really caught on at Plum Creek. A 4 foot square print is mounted on a large board. Darts are thrown from 15 feet away. Areas on the board include strike, ball, single, double, foul ball, hit by pitch, double play. Where your dart lands determines what happens to your game. Teams play each Friday at 2:00 p.m. and there are enough residents participating to field four teams. Score cards are kept by the "Official Scorers" who also produce batting averages every week. A couple of times a year there are games between residents and staff.

Landis Homes

Landis Homes in Color is a newly printed book of photographs taken on the retirement community campus. The book is the work of cottage residents Dr. J. Lester Eshleman and his wife Lois. It includes over 100 color photographs reflecting the changing seasons on the campus and surrounding properties. Many of the photos have been used on the closed circuit television on the campus along with announcements of the day. "So many people shared their appreciation with me for these images, and they encouraged me to put them all together somehow," said Dr. Eshleman. "This book is the result of their suggestions."

A Fish Story:

George Biggs enjoyed fishing all of his life. In late summer of 2007, when he entered the healthcare

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RESIDENTIAL CARE REPORT

AB 1022 passes first hurdle

Assembly Bill 1022 (Saldana, D-San Diego), Aging Services' sponsored legislation on Continuing Care at Home, passed out of the Assembly Human Services Committee on a 6-0 bipartisan vote on January 7.

Sarah Spellman from Third Age consulting firm, based in Pennsylvania, testified in support of the bill and outlined the positive experience providers have had with Continuing Care at Home on the East Coast. Barbara Reid of Episcopal Senior Communities and chair of the state's Continuing Care at Home Task Force also testified in support citing the need for a case management product that coordinates all services for seniors who wish to remain in their home. Fred Anderson, a resident of University Retirement Community at Davis and member of the Continuing Care at Home Task Force, also testified in support. Several members also wrote the committee for their support.

AB 1022 will be heard next in the Assembly Aging and Long-Term Care Committee and will then go to the Assembly Appropriations Committee. For the latest information, contact Eric Dowdy at edowdy@aging.org.

Hanson Bridgett offers protocol resource on CCRC transfers

In the past several sessions, the California Legislature has imposed a series of requirements on continuing care retirement communities that plan to transfer a resident to a higher level of care. These include standards limiting when transfers can be made and procedures governing how they must be carried out. A resident who believes that the proper procedures have not been followed may appeal the transfer decision to DSS.

Hanson Bridgett, the legal firm representing Aging Services of California and numerous members, has created a *CCRC Transfer and Review Protocol* designed to supplement continuing care contract provisions dealing with the new rules. The protocol contains a checklist and forms that take a CCRC through the transfer and review process in a way designed to comply with the legal requirements and with DSS's interpretation of them. The protocol is now available in PDF form to Aging Services members for \$225. The forms themselves also will be provided in Microsoft Word form so that they can be adapted to specific transfer decisions.

Association members with questions or needing further information about the protocol should contact Allan Jergesen, author of the document, at 415-995-5023 or ajergesen@hansonbridgett.com.

Aging Services members interested in this protocol resource can do so online by going to the Aging Services of California Homepage at www.aging.org, then clicking on the Aging Services Members.

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AGING SERVICES REPORT

Debate surrounds early screening for Alzheimer's

Early detection of Alzheimer's disease can be crucial, giving patients a chance to plan for the future and take medication to keep symptoms from worsening, at least for a while. Many geriatric experts advocate routine screening of older people for the disease, to give patients their best shot at treatment.

But a number of patient advocates and physicians say the push for widespread screening is premature. There are no data showing that screening people who have no memory complaints actually leads to better outcomes. And there are potential negative consequences, these critics say, including false positives that needlessly put patients at risk for depression or anxiety.

Many researchers, as well as the Alzheimer's Association, a nonprofit focused on disease research and patient care, believe that in patients who aren't exhibiting noticeable memory problems, the benefits of screening aren't clear.

What doctors and geriatric researchers generally agree on is that testing is helpful in diagnosing patients who are already showing signs of memory problems.

(excerpted from the Wall Street Journal, 12-18-07)

Study notes high costs for caregiving of elderly

The out-of-pocket cost of caring for an aging parent or spouse averages about \$5,500 a year, according to the nation's first in-depth study of such expenses, a sum that is more than double previous estimates and more than the average American household spends annually on health care and entertainment combined.

Family members responsible for ailing loved ones provide not only "hands on" care but often reach into their own pockets to pay for many other expenses of care recipients, including groceries, household goods, drugs, medical copayments and transportation. That nudges the average cost of providing long-distance care to \$8,728 a year.

These findings and others, released in mid-November 2007, came from a telephone survey of 1,000 adults caring for someone over age 50 who needs help with activities like bathing, using the toilet, preparing meals, shopping or managing finances. It is the first detailed look at out-of-pocket spending among the estimated 34 million Americans providing care for older family members or friends and builds on a 2004 study.

(excerpted from New York Times, 1/19-07)

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MEMBERSHIP BY STATE

	State	Com	Indiv	Life	Single	Couple
Alabama						
Carlton Cove			3	1	1	
Redstone Village Residents Assoc			1	1		
SUB-TOTAL			4	2	1	
Arizona						
Classic Residence by Hyatt			1	1		
SUB-TOTAL			1	1		
California						
Aging Services of California	22,000					
Air Force Village West			4	1	2	1
Carlsbad by the Sea			4	1	4	
Eskaton Village			1	1	1	
Sequoias Portola Valley			1	1	1	
SUB-TOTAL	22,000		10	4	8	1
Colorado						
Frasier Meadows			1	1		
Sunny Acres			1	1		
SUB-TOTAL			2	2		
Connecticut						
CTCCRA	7,500					
Duncaster			10	6	2	
Edgehill		650	16	16		
Elim Park			1	1		
Seabury Retirement Community			1	1		
Whitney Center			2	2		
SUB-TOTAL	7,500	650	30	26	2	
District of Columbia						
Ingleside at Rock Creek		278	101	9	81	10
Knollwood		250	6		2	2
Thomas House			3		3	
SUB-TOTAL		528	110	9	86	12
Florida						
FliCRA	14,800					
no known community			1	1		
Bentley Village		647				
Cantebury Towers			5	5		
Cypress Village			4	2	2	1
Devonshire			1	1		
Fleet Landing	336					
Freedom Plaza	599		5	3	1	
Freedom Square			1	1		
Indian River Estates East	512		12	1	8	2
Indian River Estates West	323		6	4	1	
John Knox Village Pompano	881		7	5	1	
John Knox Village Orange City			1	1		
Lake Port Village			2	2		
Lakeside Village by Hyatt			3	3		
Sandhill Cove			2		1	
South Port Square			1	1		
St Andrews Estates			5	1	2	
The Estates at Carpenters	396	227	14	119	54	
The Waterford	322		1	1		
Vicars Landing			1	1		
Village on the Green	315		4	4		
Westminister Gardens			1	1		
Westminister Oaks			1	1		
SUB-TOTAL	14,800	4,331	291	17	165	63
Georgia						
Unknown Community			1	1	1	
SUB-TOTAL			1	1	1	

	State	Com	Indiv	Life	Single	Couple
Illinois						
Unknown Community			3	1	1	
SUB-TOTAL			3	1	1	
Massachusetts						
MLCRA	5,373					
Brookhaven at Lexington			6	3	4	1
Brooksby			4		4	
Edgewood			6	1	2	2
Loomis Village			1		1	
Newbury Court			4	1	2	1
North Hill			1		1	
Orchard Cove			4		4	
Spring House			10	2	10	
The Willows			4	1	4	
SUB-TOTAL	5,373		40	8	32	4
Maryland						
MACCRA	2,500					
Unknown Community			3	1	3	
Ashbury Methodist Village			4		2	1
Broadmead			7		5	1
Collington			1		1	
Heron Point			1		1	
Oak Crest			1		1	
Maplewood Park Place			3		3	
Riderwood Village			2			1
Vantage House			1		1	
SUB-TOTAL	2,500		23	1	17	3
Maine						
Huntington Common			2			1
Piper Shores			2		2	
SUB-TOTAL			4		2	1
Minnesota						
Friendship Village			1	1	1	
SUB-TOTAL			1	1	1	
New Hampshire						
River Woods at Exeter			1		1	
SUB-TOTAL			1		1	
New Jersey						
ORANJ	10,015					
Cedar Crest Village			1		1	
Harrogate			1		1	
Meadow Lakes			2		2	
Medford Leas			2		2	
Winchester Gardens			1		1	
SUB-TOTAL	10,015		7		7	
New York						
Glen Arden		850	3		3	
SUB-TOTAL		850	3		3	
North Carolina						
CCCR of NC	3,500					
Abernathay Village			2		2	
Aldergate			3		3	
Carol Woods			2		2	
Carolina Meadows			4		4	
Cypress Glen			2			1
Deerfield			9		7	1
Friends Homes at Guilford			1	1	1	
Grace Ridge			2			1
Piedmont Crossing			1		1	



MEMBERSHIP BY STATE

	State	Com	Indiv	Life	Single	Couple
North Carolina (cont)						
Tyron Estates			2			1
SUB-TOTAL	3,500		28	1	20	4
Oregon						
Unknown Community			1		1	
SUB-TOTAL			1		1	
Pennsylvania						
PARCR	8,317					
Bethany Village			2		2	
Cumberland Crossing			1		1	
Foxdale Village			10		10	
Garden Spot Village			2			1
Green Ridge Village			1		1	
Homewood at Plum Creek			1		1	
Martins Run			1		1	
Masonic Homes at Elizabeth Town			1		1	
Menno Haven Village			1		1	
Pennswood Village			1		1	
Cross Keys Village			1		1	
SUB-TOTAL	8,317		22		20	1
Tennessee						
No Known Community			1	1	1	
Broadway Towers			1		1	
Shannondale of Maryville			2	1	1	
SUB-TOTAL			4	2	3	
Vermont						
The Pines			1		1	
SUB-TOTAL			1		1	
Virginia						
VACCRA	3,500					
Goodwin House			9	1	7	1
Greenspring Village			13	3	9	2
Patriots' Colony at Williamsburg	650		3		3	
Park Gables	750		2		2	
VMRC	750					
Westminister at Lake Ridge	750		11	1	7	2
SUB-TOTAL	3,500	2,900	38	5	28	5
Washington						
No Known Community			1		1	
SUB-TOTAL			1		1	
West Virginia						
Maplewood Retirement Community			5		5	
SUB-TOTAL			5		5	
Wisconsin						
No Known Community			2			1
SUBTOTAL			2			1
GRAND TOTALS	77,505	9,459	632	48	435	98

CALIFORNIA SKILLED NURSING REPORT

Staffing ratios will be a hot policy issue for 2008

The California Department of Public Health recently held a hearing on the nursing facility staff/patient ratio regulations. These regulations establish staff/patient ratios for the three shifts that are the usual configuration for the delivery of nursing care in facilities.

The ratios have raised a considerable amount of controversy. They will add, according to the department, approximately \$104 million in expenditures to the Medi-Cal budget in a year when the state is facing a considerable budget deficit. The regulations do not convert the 3.2 nursing hours per patient-day into individual ratios for each facility; therefore some facilities that already meet or exceed the 3.2 nursing hours per patient-day have to add staff to meet the mandated ratio. The complex ratios and tracking requirements also raise the issue of the need for a staffing coordinator.

In a related matter, the first report due to the state Legislature on AB 1629 (that changed the Skilled Nursing Facility Medi-Cal Reimbursement System) was recently released by DPH. This report, the first of three, was designed to audit a sample number of facilities for compliance with the 3.2 nursing hours per patient day requirement. The randomly sampled facilities were mostly compliant for the three fiscal years beginning in 2002.

The report also looked at retention and found that rates for licensed nurses had increased slightly and for CNAs had decreased slightly during the last year of the three year period audited. The report also contained information on hourly wages and Licensing and Certification enforcement activity.

According to a 2007 Legislative Analyst's Office report, California will need 40,000 additional nurses by 2014 to meet the needs of an aging population. The actual number of nurses is expected to grow by only 28,000 during that time period. The report did not consider the impact of skilled nursing facility ratios and other long-term care regulatory requirements on the demand for nurses in the future.

Pilot projects to test various dining experiences

Twelve facilities have been selected to implement various aspects of culture change within the dining experience of skilled nursing facility residents. The pilot project will collect data concerning the actual process of implementing the change within the facility. Once the projects have been completed the data will be analyzed as to the need for possible public policy changes. The pilot project is coordinating its efforts with the California Culture Change Coalition.

The Skilled Nursing Report for agenda is prepared by Lori Costa, regulatory and clinical consultant for Aging Services of California. She can be reached at Aging Services at 916-932-1277 or lcosta@aging.org

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END-OF-LIFE ISSUES

Ethics in End-of-life Issues: What's Old? What's New?

DIFFERENCES in family traditions and moral training result in divergent moral convictions that are deeply held within our society, and these differences are magnified in end-of-life choices. In particular, people who hold fundamental Judeo-Christian beliefs that stress the sanctity of life can be at odds with those who strongly believe in freedom of personal choice and quality-of-life considerations, when end-of-life decisions are required. This conflict has left its mark on legislation and community action, affecting the decision making of older citizens.

Arguments can be made for and against policies such as cerebral death pronouncement, withdrawal of life-sustaining measures for those in a "persistent vegetative state," assisted suicide, and euthanasia. The Terry Schiavo case of 2005 exemplifies the public concern and reaction that such opposing convictions can elicit. The ramifications of this case continue to reverberate through our society in the form of proposed legislation, as well as in public debate. Its influence can be found in new North Carolina legislation, effective October 1, 2007, that affects end-of-life choices. While the law increases individual options, it calls for new advance directive forms that may prove confusing, and there are areas where the unwary may even make conflicting choices. Special care is required in completing these documents.

Although we tend to think of the ethical principles governing end-of-life decisions as age-old and immutable, changes in ethical thinking can follow changing medical technology, societal pressures, and changing demographics. It is important to stay abreast of new developments in ethics and in the law.

David M. Klein, MD, Carolina Meadows

This is a synopsis of Dr. Klein's Power Point presentation at the CCCR of NC meeting October 18.

Advance Directives

Advance directives are a prudent way to ensure that your wishes will be carried out if you become unable to communicate. The most common is the **living will**. Preprinted forms are available (your doctor may have one), or you may simply write what you do and do not want done medically if you cannot communicate. The living will should if possible be tailored to your state's regulations, but all institutions that participate in Medicare are required to abide by the conditions you specify. An alternative is a **durable power of attorney** for health care, by which you appoint someone to make decisions for you if you become unable to make them yourself. This legal document is signed, witnessed, and notarized. A form can be downloaded from www.choices.org.

STRAWBERRY FESTIVAL

A trip to the Strawberry Festival that's "Sealed with a Kiss"

This year, our annual trip to the Strawberry Festival in Plant City will include a concert featuring Bobby Vinton. Known as Rock and Roll's favorite ballad singer, Bobby Vinton was born just outside of Pittsburgh, PA, the son of a favorite local band leader. Bobby was 16 years old when he started his own band and paid for his education at Duquesne University by playing in clubs around Pittsburgh. He graduated from Duquesne with a degree in musical composition and was proficient in playing the piano, clarinet, saxophone, trumpet, drums, and oboe.

After serving briefly in the U.S. Army, he was signed by Epic Records. After two failed albums, Epic was considering dropping him from the label when he released his first number one hit "Roses Are Red (My Love)". Vinton's other number one Billboard hits during the 60's include: "Blue Velvet", "There I've Said It Again", and "Mr. Lonely". The hits kept coming in the 70's, too, with "Ev'ry Day of My Life" and "Sealed With a Kiss". During this time, he also had a half-hour variety show on television called "The Bobby Vinton Show" and starred in two John Wayne movies "Big Jake" and "The Train Robbers".

Vinton has since owned and performed in his own theatre in Branson, Missouri. He sold the theatre in 2002 but still tours. One of these tour dates is his stop at the Strawberry Festival on February 28. Sign up for this trip quickly. Don't miss your chance to see and hear one of the great voices of our time.

*Reprinted with permission from
Editor, Shavings, The Estates at Carpenter*

(continued from page 3)

NEWS REPORT

Toyota, professor to help seniors drive

Feeling nervous behind the wheel as old age kicks in? Professor Ryuta Kawashima, who helped develop Nintendo's "Brain-Age" games, is teaming up with Toyota to develop intelligent cars that will help seniors drive safely. Among technologies on the table is an intelligent system that can determine the driving patterns of drivers and curb any dangerous activity, such as slowing down a speeding car if it detects the driver is hitting the gas for no reason. Nintendo's "Brain-Age" brain training game series has sold millions of units across the globe.

*(excerpted from theage.com.au)
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NEWS FROM AROUND...

Indian River Estates East & West Receive National Accolades

Recently, ACTS Retirement Life Communities announced that its two Indian River County-based continuing care retirement communities (CCRCs) have received national recognition for meeting the highest standards in retirement living services and operations. The two Vero Beach communities are Indian River Estates East and Indian River Estates West. Each community has earned accreditation from CARF-CCAC an independent accrediting body serving the senior services field. "We take great pride in this achievement as accreditation means that residents and consumers can be confident that these communities are focused on providing high quality programs and services, well-run, and financially secure," said Marvin Mashner, ACTS President and CEO. Congratulations!

Major IRS Reporting Changes Adopted for Non-Profit Organizations

The IRS recently released the first major overhaul of its not-for-profit reporting rules in almost 30 years. It is a big deal. Don't assume that it will be business as usual. You should familiarize yourself with the changes immediately so you have time to develop or modify your reporting system to comply with the new rules. If certain parts of the form are not properly completed, it could trigger an audit. AAHSA's comments to the IRS and the final version of the new Form 990 and related schedules are on the AAHSA Web site. Once there, click on Advocacy, Policy and Government, and then click Legal.

Minnesota Ruling May Affect Tax Exemptions for Nonprofits

Last week, the Minnesota Supreme Court issued a ruling that could affect the exemption from property taxes for a substantial portion of nonprofit organizations in Minnesota. The case, "Under the Rainbow Child Care Center, Inc. v. County of Goodhue" overturned a decision by the Minnesota Tax Court. The Tax Court had ruled that a nonprofit day care center qualified for the property tax exemption even though it did not meet the third criterion listed in the North Star case, which concerns whether the recipients of the "charity" are required to pay for the assistance received in whole or in part. The Supreme Court ruled the nonprofit cannot qualify as "an institution of purely public charity" without satisfying this criterion.

Although the Supreme Court has never ruled that all six factors in the North Star case must be met to qualify for the tax exemption, it stated that some factors are essential. It specifically mentioned, for example, that it could not envision a situation in which the sixth factor--dividends or assets upon dissolution not being available to private interests--could not be met and the organization still qualify as a charitable institution. In this case, the Court ruled that the third factor

is also essential. The Court held that the third factor "tests for a value that is fundamental to the concept of charity--that is, whether the organization gives anything away."

The Court stated "it is not sufficient that an organization serves a worthwhile purpose, or even that it does so on a nonprofit basis. An organization must provide its 'charity' to recipients free of charge or at considerably reduced rates." The day care center in question actually charged rates higher than its market competition for infants, toddlers, and preschool children. The rates it charged for school age children were between the high and low rates of its competitors.

Government programs provided subsidies to families who could not afford to pay the charges of the day care center. The Court's decision indicates that payments from government programs on behalf of individuals who cannot pay are not an indication of a charitable act by the organization. Although the individual does not pay the charges, the organization does get paid, and consequently the fundamental concept of charity has not been realized, even though the government payments may be substantially discounted.

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SOME GOOD NEWS

Recent research published in the "Cochrane Library" indicates that hydrotherapy, or exercising in water, offers pain relief, improved function, and can delay the need for surgery for sufferers of osteoarthritis. Danish researchers found that when seniors stretched or performed aerobic exercises in water, pain level decreased by one point (on a scale of 1 to 20) and function levels improved by three points (on a scale of 0 to 68).



During six trials, a total of 800 study subjects suffering from osteoarthritis in their hips, knees or both, added aquatic exercise, in water 90 to 97 degrees Fahrenheit, to their weekly routine. Because of these encouraging results, it is suggested that anyone who is currently combating osteoarthritis with traditional medication, weight control, and physical therapy consider adding hydrotherapy to their present regime.

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(continued from front page)

President's Message

Also, anyone reading this can write me a letter/email outlining contributions by individuals to NaCCRA and it will be published in the *Life Line*.

The emphasis was shifted in 2005 to the expansion of individual residents and community resident associations. In the center fold of this news letter is a break out of resident associations and individual membership by state. While we have had excellent growth in individual memberships and community memberships, the majority of that growth has occurred in CT, DC, MD, VA and FL. We have new community memberships in CT, DC, VA and FL. A major item for discussion at our annual meeting is membership structure and dues. We still have much work to accomplish and together there is no limit on what we can accomplish.

As some of you know Carlton Cove in Huntsville, AL is undergoing bankruptcy proceedings. The court has authorized the residents to have a committee to interview the companies seeking to take over the community. Carlton Cove residents requested that NaCCRA members help in finalizing the questions they would use in the interview proceedings. Selected NaCCRA members from across the country did a commendable job in assisting Carlton Cove residents with this project and I commend you. This is a good example of what NaCCRA is all about. Another good example of individual effort is the response to a resident in PA regarding residents serving as officers on community boards.

Maggie Flowers, AAHSA, has developed a power point presentation on "Quality First" for residents. I presented this program to the residents of the Estates at Carpenters and it was a big hit. I will present the program at our meeting in April. Compliance with the ten standards of Quality First is similar to going through the accreditation process. It is another excellent example of how AAHSA supports and encourages quality care and treatment of all residents.

The CCRC issue that causes the most concern and discontent for residents is caused by the housing slowdown and high construction costs. Residents see this situation as

a threat to their community and their huge investment in the community. The only way for this concern to be reduced is for residents to be included as "equal voting members of governance boards. Over half of all not-for-profit CCRCs have one or more equal voting resident board members, most of these have three and four residents. I have much trouble understanding why boards and management of CCRCs can not recognize the vast amount of talent and professional qualifications of some residents to serve their community as board members. I still maintain that you can see improved relations and stronger resident support for communities with resident board members. I encourage communities without equal resident board members to rethink their position, have open discussions with residents and correct the situation before the state legislatures mandate equal voting resident board members. Momentum for this is growing across the country and change is going to occur. Voluntary compliance is always better than mandatory compliance.

Jack Mathison, one of our VPs and Ingleside at Rock Creek is preparing for our annual meeting. We have an excellent agenda and ample time for fellowship during the meeting on April 3 and 4, 2008. An interesting side note, Ingleside now has 100 individual members of NaCCRA. Thanks for the great support. To hear Larry Minnix, our luncheon speaker on Thursday, will make your trip worth while. Larry is an excellent speaker. He loves his job as President/CEO of AAHSA and has no peer in his passion for the care and treatment of residents. We are inviting the Ingleside Board of Directors. It is a board that includes residents as voting members and Bob Bell is an outstanding "Captain of the Ingleside Ship". He understands, listens to, and supports "Quality First" for residents who call Ingleside at Rock Creek and Westminster at Lake Ridge home. I'm counting on representatives from all communities in DC, VA, MD, WV and PA, and representation from other states to attend our meeting. NaCCRA is a resident organization and residents should attend and participate.

See you at Ingleside,
Charles D Paulk



(continued from page 4)

Cruising the Commonwealth

setting, George expressed his sadness at the possibility that he might not ever be able to go fishing again. Several healthcare and maintenance staff teamed up to share a late summer afternoon fishing trip to one of the Landis Homes ponds. George even invited his brother to join in the event. He caught his fish! "That experience meant so much to George," said his wife Doris. George talked about it for the next few weeks, right up until he passed away.

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Autumn Wisdom

No man is ever so old but he thinks
he can live another year.

... Cicero

Life is like riding a bicycle;
you don't fall off unless you stop pedaling.

... Claude Pepper

No wise man ever wished to be younger.

... Casey Stengel





QUESTIONS HELP TO DISTINGUISH NONPROFIT ORGANIZATIONS

U.S. Senator Chuck Grassley on May 25, 2005, then chair of the U.S. Senate Committee on Finance, posed a series of questions to 10 of the nation's major nonprofit hospitals and hospital systems. Paraphrased below are 14 of those questions applicable to nonprofit organizations in general and nonprofit retirement communities in particular.

1. How do you define charitable? What activities and programs of yours do you include within this definition? Do you have a charity policy? What is it? Does it require types and amounts of charity of charitable activities?
2. What are the ten largest categories of charity expenditures you have incurred in the last five years?
3. Does your organization ever agree to waive fees?
4. Do you engage in joint ventures? If yes, what are they? Are they in unrelated business activities? Do they have charity policies?
5. Do you engage in fund raising to offset your expenses? Please provide your list of received charitable donations for the last three years. Does any of your fund raising activity commit that received donations will be used to provide for the needy?
6. Please provide a breakdown of your charity care expenditures for the last three years.
7. What kinds of community outreach activities do you conduct? How much do you spend on them?

8. Explain how your community outreach and benefits differ in kind and magnitude from those provided by your for-profit competitors. [emphasis added]
9. How do you allocate expenses to determine the amounts you consider to have been expended on your charity care programs?
10. Please list the salaries and benefits of your five most highly paid employees and provide an explanation of how these have been determined and how they are periodically adjusted.
11. Do you make your nonprofit status and charitable mission with its accompanying obligations clear to all of your stakeholders? How?
12. Please provide any community needs assessments or comparable documents that your organization has developed or used within the last three years.
13. Please provide your organizational chart and mission statement.
14. Please provide for the last three years a detailed breakdown of the travel of your top five salaried employees for trips over \$1,000. Please provide receipts for airfare, hotel, meals and all other reimbursed items as well as the purpose of the trip.

Prepared by the American Association of Homes and Services for the Aging.

MARKETERS 'DISCOVER' BOOMERS

"Young love," the longtime siren song of Madison Avenue, is being remixed as marketers increasingly turn their attention to consumers born when "45" meant music rather than the number after 44 and "Apple" meant fruit. The ardor for younger consumers has lasted for decades, fueled by perceptions of them as being more likely to try new products and change brands and to spend almost every penny they make. Older consumers, by contrast, were less desirable because they were deemed to be shoppers with entrenched habits who lived sedentary, frugal lives.

The arrival of the baby boomers — the 76 million American born from 1946 to 1964 — into the upper age brackets is the leading reason for the shift in opinions about older consumers. Another reason for the change is that consumers in their 60s, 70s and 80s are behaving differently from their counterparts in previous decades, particularly in their willingness to travel, dine out and adopt new technologies. "They see life as something to grab and want to look great, feel great," said Mary Lou Quinlan, who runs Just Ask a Woman, a marketing company in New York. "They won't settle for the meager choices marketers might have offered in the past," she added.

Not every marketing maneuver aimed at older consumers is wildly successful. For example, the trade publication *Advertising Age* reported recently that a new line of anti-aging products sold by Unilever under the Dove Pro-Age name is being outsold by a similar line of products sold by Procter & Gamble under the Olay Definity brand. The Pro-Age line drew widespread attention for ads of nude grandmothers, tastefully photographed by Annie Leibovitz. The article in *Advertising Age* wondering whether the Dove ads "went a step too far in embracing aging in all its naked, wrinkled and sagging glory"; the ads for Olay Definity are more conventional.

An older woman, "doesn't wake up and say, 'I'm glad I look older today,'" said Quinlan of Just Ask a Woman. "As marketers try to come up with a new set of role models and icons," she added, "there will be missteps."

*excerpted from a New York Times article, 10-4-07,
by Stuart Elliott*

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Charles D. Paulk, President

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Date _____

Name of Individual: 1st Person _____
2nd Person _____

Address: _____

Telephone _____ E-mail _____

Name of Community Resident's Association _____

Annual Dues Per State Association **\$400.00**
Annual Dues Per Community Association **\$150.00**
LIFETIME MEMBERSHIP **\$ 150.00**
ANNUAL DUES PER (EACH) INDIVIDUAL..... **\$ 15.00**
Total Enclosed.....\$ _____

Please make your checks to: NaCCRA
and return this notice with your check to:

Charles D. Paulk
1001 Carpenters Way, Apt. C-117, Lakeland, FL 33809

Your Check is your receipt

NaCCRA Thanks You for your support • By Working Together We Can Succeed.