

# The IALA Advisor

News From IALA -- Iowa Assisted Living Association



Iowa Assisted  
Living Association

*Keeping  
Assisted Living -  
Assisted Living<sub>SM</sub>*

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By: IALA Lobbyist  
- Craig D. Walter

The Iowa legislature is moving along toward adjournment in late April. Appropriation bills are the only main item that stands in the doorway.

Several thousand bills have been introduced, but less than 10% ever get voted on by the legislative bodies. Of course big issues always receive the headlines, such as a state wide smoking ban, collective bargaining changes and health insurance, while many others just pass quietly or die in committee. Those bills usually have the biggest impact on how we conduct our business and daily lives, but are little noticed.

Legislators respond to input from their constituents, political party and the general condition of the state. Trade associations, such as IALA help to focus on topics important to the industry and its residents. A number of issues are still working their way through the process that will have an impact on assisted living in Iowa.

## BILLS OF INTEREST; STILL ALIVE

### SF 2341 – Alzheimer's Initiatives

This bill requires Department of Public Health (DPH) to look at improving the training and education of people who address the needs of these people. DPH will adopt rules on training and education requirements. DPH will also collect data on patients (residents) who are combative.

### HF 2591 – Dependent Adult Abuse

This bill authorizes DIA to receive and evaluate reports and establish a central registry of dependent adult abuse in elder group homes, assisted living programs, adult day service programs and hospitals. The bill establishes a new code chapter on Dependent Adult Abuse Reports. It makes definition changes on dependent adult abuse and also defines sex offenses. The bill requires DIA to evaluate reports of abuse in facilities and assisted living programs.

The bill establishes reporting requirements for staff members and employees to report abuse to the DIA. The legislation requires DIA investigators who investigate dependent adult

## IALA Legislative Report

abuse to receive special training. DIA will also report upon completion of investigation findings to the County Attorney. HF 2591 has passed both House and Senate and awaits the Governor's signature.

### HF 2609 – Elder Homes

This bill makes the findings for DIA regarding inspections of elder group homes, assisted living facilities and adult day services programs public after informal review by DIA. DIA website postings of findings will note whether or not an appeal on the finding is in process. Under current law, findings of fact in a monitoring evaluation or a complaint investigation are available to the public only following all administrative appeals are complete. This bill goes into affect immediately upon enactment. HF 2609 has passed both House and Senate and awaits the Governor's signature.

### HF 2543 – Alzheimer's Initiatives

(similar to SF 2341)

### SSB 1073, also HF 872 & HSB 103

#### – Inspection Fee Increase

These bills would increase the inspection fees for any food establishment. Fees in 2007 increased by 33%, this increase is on top of last year's. Fee increases could range from \$50 a year to more than \$200 a year based on the size of the property. The bill would also tie future increases to the Consumer Price Index (CPI). This legislation would increase the cost of doing business without any additional benefits. The legislation is still in the Ways & Means Committee.

Commercial Property Tax – numerous bill numbers A number of bills have been introduced to help control the increase property tax for commercial property. No long term solution has been found after review of the proposed legislation. The Ways & Means Committee continues to work on this topic.

2008, being an election year has politicians looking to return home and campaign. The past two years have been the first in over 40 years that the Democrats have controlled the House, Senate and Governorship. This November Iowans will decide if they like the way government has treated them when they go to the polls.

For full details on reported legislative issues, please visit [www.legis.state.ia.us](http://www.legis.state.ia.us).

## Board of Directors & Staff 2008

### President

Allen Phillips  
Senior Housing  
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[www.ialaonline.org](http://www.ialaonline.org)

## President's Message

Dear IALA Members,

The past few months have been very busy for IALA and it seems like time is flying by.

Our focus has been on “Keeping Assisted Living, Assisted Living<sup>SM</sup>.” Craig Walter, IALA’s lobbyist, along with the Governmental Committee have been very busy at the Capitol following roughly eight bills that impacted the senior housing industry. Please take a moment to read the Legislative Report by our lobbyist Craig Walter.

New this year, IALA’s Project Coordinator, Cathy Berner is out traveling the state meeting with our members and I appreciate the feedback you have provided to her and our organization. Based on your feedback, last week the IALA Board of Directors have approved hiring Cathy Berner to focus on the following;

- Meet with DIA, Craig Walter and the Governmental Committee to better understand the criteria for fines and no admit orders currently being issued in the state of Iowa. We will have additional communication to our members in late April/early May.
- Develop with the Education Committee an Administrator/Manager and Nurses program that would meet DIA’s approval. IALA looks to have this program complete in late 2008.
- Question and Answer segment for our members as our members have questions. You can contact Cathy directly at 641-895-4924 or cberner@mchsi.com or the IALA Admin Office at 515-278-8700.

I’m also excited about the IALA Training Sessions we have scheduled. Our events include:

- **Summer Conference** – June 5 at the West Des Moines Learning Center featuring:
  - Creative Marketing Ideas
  - Practical and creative ideas for Life Enrichment Programming
  - Food and Activities – putting a spin on your program
  - Big Event Planning – How to do it and have a great time
- **Annual Fall Conference** – August 26 & 27 at the West Des Moines Sheraton featuring:
  - Jim Moore on Assisted Living Strategies in a changing market
  - Question and Answer session with DIA
  - Networking Reception along with Pianopalooza.
  - And much much more! Please mark your calendar.*

I am always interested in hearing from our members, if you have suggestions and feedback please contact me at [aphillips@shcshsm.com](mailto:aphillips@shcshsm.com).

*Allen Phillips*

Allen Phillips  
IALA President

## Community Spotlight: *Mayflower Homes, Inc in Grinnell* RN Coordinator Janet Marcum

With doubts of sanity and sheer determination on February 12, 2008, four IALA Education Committee Members ventured out in one of Iowa's many blustery winter storms to meet safe and sound at the shores of The Mayflower in Grinnell. With toasty warm hospitality awaiting the group, the cozy Bistro on site was a haven for the grateful travelers! It wasn't long after coffee and tea coursed through our veins that the creative juices began to flow. Be watching for upcoming details for the Summer and Fall Conferences! You won't want to miss out!

Before leaving our gracious host community, I had the privilege of receiving a personal tour by Janet Marcum, RN/Beebe Hall Coordinator at The Mayflower. Some special amenities that The Mayflower offers are: Beautiful Dining Areas-One area overlooks 4 ponds with a waterfall, all beautifully landscaped, with a walking path. It was breathtaking covered with snow- I can only image how lush and inviting it is during the other seasons! Besides the Bistro, which offers an alternative choice of sandwiches and salads from the main menu, The Mayflower also has an ice cream parlor with self-serve ice cream. Another amenity that is sure to be an asset is an enclosed skywalk connecting the assisted living and residential care community to their HealthCare Community.

However, one of the greatest amenities that I saw was Janet herself. Can she be called an amenity-technically, I don't know, but she certainly enhances this community! Janet has been the Assisted Living Coordinator for the past 5 years, this June. Prior to that she worked at The Mayflower Health Care for 4 years, and at the Grinnell Hospital/Home Health for 16 years! Her passion for nursing and learning runs deep!



Janet jumped right into her nursing training from high school in 1965 and attended Iowa Methodist, graduating at the completion of this study with her RN degree. In 1990, Janet made the decision to feed her "Joy for Learning" by going back to school for a BA degree in Healthcare Psychology. However, due to responsibilities as a parent, and as a daughter, Janet found fulfilling this dream to take longer than anticipated. With the strong support from her 3 sisters, husband, daughter and son, Janet did not give up! She was inspired by a lady who retired at 60 as a nurse, but went back to school to receive a law degree, and still practices law today at the age of 82. Janet vowed to keep moving step by step towards her goal. This past December, 2007, Janet was victorious! At the age of 60, Janet herself has completed her BA degree in Health Care Psychology and will receive her diploma this summer. Congratulations Janet!

Now that Janet has a little bit more free time, she shared that she enjoys ballroom dancing, watching "Dancing with the Stars", cooking with a creative flair and working on her next project-capturing her own personal stories in a Creative Memory Album. Janet had the privilege of taking a Rhetorical Writing class in college and is excited to use what she has learned in this project. Janet also shared that another class, which happened not to be one of her favorites, actually has been very resourceful in assisting her with developing written proposals. Janet is grateful for what she has learned, and how it is being beneficial in her current position.

It's incredible individuals, such as yourself, that inspire all of us to Dare to Dream, whether for ourselves, or to encourage others whom we serve or mentor. Thanks for your warm hospitality to the IALA Education Committee. It was a treat to visit your community and to meet another of IALA's fascinating members!

### IALA's Summer Conference

June 5, 2008

West Des Moines Learning Center

"Leaping for Joy"

*Spring your Activity and Marketing Program  
to New Heights*

### LEAP YEAR BABIES-YOU HAVE A PRESENT AT THE OFFICE TO UNWRAP STILL!

**Just because your birthday only comes once every 4 years, it's not over with yet! If you had a birthday on February 29, 2008, please notify the office immediately. Upon proof of birthday, a FREE gift to a 2008 IALA Conference of your choice is awaiting you!**



## IALA's On the Road in 2008

Up close and personal, a new level of commitment as IALA aggressively works to better understand what each of you are facing in your communities and regions, what training and support is needed and

then take appropriate action! As Project Coordinator for IALA, I have had the privilege of visiting 48 communities throughout Iowa during the past 3 months. I am amazed at the incredible people that I meet in each community. Pride runs deep-Passion runs wide-The Purpose to Keep Assisted Living-Assisted Living drives us forward!

Many of you have indicated that you would like networking opportunities in your area. Please contact the IALA office or myself if your community is interested in being a host site for such a meeting.

Many of you have asked for shared good practices/fresh ideas on the website or newsletter... marketing, activity, staffing, dining ideas, etc. Your input on what works well at your community is vital in creating these resourceful sites. From time to time I will be sending out email blasts to all of you, seeking your input. I look forward to hearing from you!

On a more urgent level, IALA is committed to meeting and working more closely with DIA in efforts to gain a better understanding on issues that are or have the potential of affecting each of you. Please let us know your concerns/questions, so that we can advocate more effectively. As an IALA member, you will be kept abreast of all updates and clarifications.

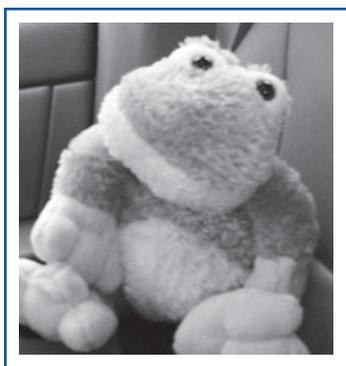
The Education Committee is grateful for your input as it is most helpful in designing the training programs desired and needed. We are concentrating on developing Management Certification Programs for administrators and nurses, as well as incorporating your ideas for trainings within our yearly conferences.

It is a pleasure to meet each of you. It will take some time to actually visit each community throughout Iowa. If you would like to schedule a visit, please do not hesitate to contact me. See contact info below. IALA wants to know how we can better serve you! Thank you for partnering with IALA to make a difference together!

*Cathy Berner*

Cathy Berner  
IALA Project Coordinator  
641-895-4924  
cberner@mchsi.com

P.S. In honor of "Leap Year," a very special guy has joined me on tour. Meet Eddie! IALA's 2008 Mascot.



### WELCOME NEW ASSOCIATE BRONZE MEMBERS

**Brad Klitsch**  
Direct Supply, Inc.  
Milwaukee WI  
Ph: 888-216-4832  
www.directsupply.net

**Audrey Rivas**  
Gershman Mortgage  
Des Moines IA  
Ph: 515-699-8566  
www.gershman.com

### WELCOME NEW ASSISTED LIVING COMMUNITY MEMBERS

**Beth Messinger**  
SunnyBrook of Burlington  
Burlington IA (66 rooms)  
www.sunnybrookseniorliving.com

**Chris Vetter**  
SunnyBrook at Riverbend  
Muscatine IA (66 rooms)  
www.sunnybrookseniorliving.com

**Nancy Snyder**  
SunnyBrook of Carroll  
Carroll IA (44 rooms)  
www.sunnybrookseniorliving.com

**Jill Scott**  
Windsor Manor Assisted  
Living Webster City  
Webster City IA (36 rooms)  
www.windsor-manor.com

**Kelly Purdy**  
SunnyBrook of Fort Madison  
Fort Madison IA (44 rooms)  
www.sunnybrookseniorliving.com

### 2008 IALA ASSOCIATE SPONSOR MEMBERS

	<i>Level</i>
<b>Martin Brothers Distributing Co.</b>	Platinum
<b>Church Mutual Insurance Company</b>	Gold
<b>Heritage Management Services, Inc.</b>	Gold
<b>Senior Housing Management, Inc.</b>	Gold
<b>Health Care Information Systems/HCIS</b>	Silver
<b>Bankers Trust Company, NA</b>	Bronze
<b>Bohr, Dahm, Greif &amp; Associates, PC</b>	Bronze
<b>Briggs Corporation</b>	Bronze
<b>Communications Engineering Co.</b>	Bronze
<b>Creative Solutions Unlimited, Inc.</b>	Bronze
<b>CWCapital, LLC</b>	Bronze
<b>Dimensions in Senior Living</b>	Bronze
<b>Direct Supply, Inc.</b>	Bronze
<b>Gershman Mortgage</b>	Bronze
<b>Hawkeye Foodservice Distribution</b>	Bronze
<b>Hoglund Bus Co., Inc.</b>	Bronze
<b>Iowa Senior Resource Guide</b>	Bronze
<b>Lee Agency, Inc.</b>	Bronze
<b>McGladrey &amp; Pullen, LLP</b>	Bronze
<b>Pegler/Sysco</b>	Bronze
<b>Skogman Carlson Insurance</b>	Bronze
<b>Wells + associates</b>	Bronze



## Associate Member Spotlight:

# Gershman Mortgage

**Audrey Rivas**  
 Commercial Loan Officer  
 Des Moines, IA  
 515-699-8566  
[arivas@gershman.com](mailto:arivas@gershman.com)  
[www.gershman.com](http://www.gershman.com)

In 1953, Gershman Mortgage was founded on the principles of in-depth knowledge and exceptional customer service. Gershman, an independent, full-service mortgage banker has worked since to maintain its stellar reputation in commercial lending by serving the real estate and development industries.

Renown for its customer service, knowledge, and expertise, Gershman prides itself on its outstanding professional staff. Gershman has recruited and retained the best in the business. Gershman's senior management team has more than 130 years of combined experience in the mortgage industry. This wealth of industry knowledge translates into successfully financed projects both regionally and nationally.

Gershman Mortgage is one of the most respected and trusted lenders in the country. Gershman is headquartered in St. Louis, and is one of the largest mortgage companies in Missouri. The company has enjoyed steady growth over the past several decades, opening additional offices in Springfield, Missouri and Des Moines.

The commercial aspect of Gershman's business has grown to finance projects across the country. Today, Gershman services more than \$800 million in commercial loans nationwide for multifamily and healthcare facilities. Gershman offers all types of financing for apartments, nursing homes, assisted living facilities and hospitals, for new construction, substantial rehabilitation and refinance projects.

Gershman is HUD-approved for a variety of multifamily projects. "We've financed HUD-approved loans since the inception of Gershman Mortgage," says Mark Unangst, Senior Vice President. "We were one of the first lenders in the country to be HUD-approved. This extensive experience gives us a unique understanding of the HUD process."

To make the HUD-insured loans more accessible to clients, Gershman became one of the few mortgage lenders in the United States to be HUD-approved for Multi-family Accelerated Processing (MAP). "We are proud to be one of a select group of national lenders that are approved for MAP processing for multifamily, nursing homes, and assisted living facilities," Unangst says. "Essentially, HUD has delegated the processing and underwriting of these loans to us. We fund the loans with our own money, and HUD insures them."

As a HUD-approved lender, Gershman offers a wealth of experience and knowledge in loan-making decisions that is almost unequaled in the industry. "The experience level that our lending professionals bring to the table is invaluable," Senior Vice President, Jack Sheredano notes. "Their strong relationships and reputation within the industry benefit clients. We have an extensive history with HUD," he continues. "We have the experience necessary to get complicated deals done."

According to Unangst, the breadth of projects financed through HUD surprises many. "There are high-end luxury projects, low-income affordable, and historic tax-credit projects. The loan terms are excellent. We frequently finance new construction through HUD programs, and proudly have become known as the 'builder's lender'."

The company's success is well known in financial circles as well. Gershman ranked among the top 20 originators for Basic FHA multifamily programs according to a listing compiled by HUD and National Mortgage News and Mortgage Servicing News have named Gershman Mortgage one of the nation's 'Top Commercial Servicers.'

To learn more, visit [www.gershman.com](http://www.gershman.com) or e-mail Commercial Loan Officer, Audrey Rivas at [arivas@gershman.com](mailto:arivas@gershman.com).

## IALA Summer Conference June 5, 2008

9001 Hickman Rd, Ste 220  
Des Moines, IA 50322

Keeping Assisted Living -  
Assisted Living<sup>SM</sup>

Iowa Assisted  
Living Association



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### A CORNER ON THE MARKET

In & out of the box ideas shared on the NW Iowa tour. Need a fresh new idea? Try one of these:

- Send out a Trivia Fax Blast to physician offices, pharmacies, etc. Ask a few trivia questions. Stipulate on fax that the first so many to answer correctly will win treats from you. (Cookies, etc.) Visit the winners and deliver treats.  
*Jennifer from Allen House, Atlantic*
- Watch for specials on pizza. Call entity you desire to treat and take their pizza order. Dress up as a pizza delivery person and deliver the pizzas. Great fun!  
*Barb from Reed House, Denison*
- Really get to know your physicians...what they like, their families, etc. so that you have common ground to visit on to help build relationships.  
*Barb from Reed House, Denison*
- Invite in sports teams. Give opportunity for autographs, picture shoots, etc.  
*Kylie from Waterford at Ames*
- Be involved in community activities, such as: Kiwanis, Senior Expo, Volunteer for Hospice, Meals on Wheels, ALZ Walk, etc.  
*Samantha & Kaylee from Bickford of Ames*
- Paint one wall in apt a deep color. Allow to put borders up.  
*Cindy from Bickford of Fort Dodge*
- Capture the heartbeat of your community in a DVD.  
*Terri from Apple Valley, Clear Lake*
- Offer numerous educational meetings to public at your community.  
*Terri from Apple Valley, Clear Lake*
- Adopt a Senior Site-Dress up their lunch tables with centerpieces. Attach a complimentary card from your community. Put invites to special events with a piece of candy/mints at each place setting.  
*Spring Valley Staff, Perry*

### Plans to Remodel?

If so, whether small changes or significant changes, first contact Dorin Pruisner from DIA with your preliminary plans and drawings. He will review them and determine what else is needed for your community to be within compliance of 321\_\_25.19 (231C).

Doran's office has recently been relocated to:  
Doran Pruisner  
Public Safety Building  
215 E 7th St., Des Moines IA 50319  
Phone: 515-725-6152

### Assisted Living Programs in Iowa

Visit [https://dia-hfd.iowa.gov/DIA\\_HFD/Home.do](https://dia-hfd.iowa.gov/DIA_HFD/Home.do) to view Assisted Living Programs in Iowa by county. Once you are on this site, click on Entities Book (left column), and then on #25 Assisted Living Programs and #26 Assisted Living Programs/Dementia.

During the course of visiting many assisted living programs throughout Iowa these past few months, I have met incredible individuals and toured communities of all sizes and unique personalities. If I can ever assist you in connecting with another community, please do not hesitate to contact me, Cathy Berner at **641-895-4924** or [cberner@mchsi.com](mailto:cberner@mchsi.com).

Mark your calendar today for the  
**IALA SUMMER CONFERENCE**  
June 5<sup>th</sup> at the  
West Des Moines Learning Center