

The IALA Advisor

News From IALA -- Iowa Assisted Living Association



Iowa Assisted
Living Association

*Keeping
Assisted Living -
Assisted LivingSM*

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WELCOME NEW MEMBERS

Lori Hildreth
Emeritus at Urbandale
66 AL units
Urbandale IA

Tara Koestner
The Continental at St.
Joseph's
48 AL units
Centerville IA

"All Hands On Deck" in 2009 Spring Conference April 8th, 2009 at West Des Moines Learning Center



IALA's fine cruise liner is scheduled to depart on April 8th, 2009 for the fascinating island of "Compassion and Understanding". With Connie Lucas, from the Iowa Alzheimer's Association as our tour guide, we will spend the day uncovering the dementia disease process and how can we bring meaning and well being into those lives who are challenged with this disease.

This tour requires "All Hands On Deck", as we interact together to bring real solutions to real live situations in our Communities. We will discover how to provide spontaneous activities, what the new proposed Assisted Living Rules are and how to provide "Hands On" training to your entire team.

If you have not already registered...do so today! Your "Boarding Pass" and "Community Passport" will be waiting for you at the plank! Our charming crew members are looking forward to welcoming you aboard!

REMINDER: Get your Free Passport from our travel agency today!



The entire cruise this year takes you to several exotic ports during the Spring, Summer and Fall Conferences. Since we will be embarking on foreign lands at times, a "Passport" is required at each port.

To apply for an IALA Passport, simply.... Register to attend the Spring Conference today!

All Communities joining us on the Cruise this year will be given a "Community Passport." At each "Port" (or conference) that is embarked by one or more "tourists" from your Assisted Living Community, your "Community Passport" will be stamped.

For those whose "Passport" has been stamped all three times-Spring, Summer and Fall Conference, your Community will be eligible for the grand prize drawing at the Annual Fall Conference. It's extra special this year! Don't miss out on the fun!

Visit us
online at www.ialaonline.org

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President's Message



Over the last year and especially the last six months we have definitely seen uncertainty in our current economic times. Truly, everyone has concerns of the impact of lay-offs, government bail-outs, failed mortgages, declining housing markets, shrinking investments and resident challenges. Although the senior housing market has not been hit as hard as other sectors, we are all being faced with additional challenges managing this very complex business during these turbulent times.

As part of this complex business model it is easy to say that the assisted living market is constantly changing. In the past, many assisted living communities had waiting lists of potential residents ready to move in from their homes with just a quick phone call. However, with the economic uncertainty, prospective residents are staying at home longer and therefore putting off the decision to move-in, as they are dealing with shrinking retirement portfolios and difficulties selling their homes. When you look at the trend more and more of our current resident move-ins are occurring after something has happened at home and primarily coming from the nursing homes and hospitals discharge planners.

As the potential resident is staying at home longer consequently the residents are moving into our communities later in life and therefore potentially needing additional services. As our residents require additional services we need to make sure we all have a well trained staff that are able to take great care of our Iowa residents.

Finally, I will leave you with some keys to managing in this uncertainty and budgets getting tighter: First, never jeopardize resident cares or services! The resident is our customer and we must make sure that we provide great hospitality and great care for the Seniors of Iowa. Secondly, employees are the key to success and we must make sure that everyone is well trained to do their job effectively and that they are motivated to be in this industry, as certainly we are all asked to do more. Thirdly, you must stay abreast and act on State and National rule changes. Whether it is the new rules proposed from DIA, State Legislative changes with workers compensation or National legislative issues on labor unions, etc. we must be in the know and be contacting the appropriate supporters so that you are heard. Please be assured that IALA is working hard, "Keeping Assisted Living, Assisted Living SM." And lastly, financial pressures are going to be a concern until the economy turns around. As a leader in this industry you will need to be a change agent with clear direction, remembering never to jeopardize the residents' care and services.

Thank you for all you do, making Assisted Living great in Iowa.

Sincerely,

Allen

Allen Phillips
IALA President

Cruise Tour - Schedule of Events

Spring Conference
April 8, 2009

Summer Conference
June 9, 2009

Annual Conference
September 15 & 16, 2009

Online Certification Course for Managers-Arriving by May 1st

Online Certification Course for Managers-Arriving by May 1st Great News! The Certification Course for Managers is just weeks away now to being launched! We apologize for the delay! We had anticipated to have it available by February 1st. However, due to unforeseen technical difficulties, the Certification Course was detained and anchored at dock, while a new system was installed at CE Solutions, the company working with our course to have it online.

Just last week, the IALA Board had the opportunity of seeing the unveiling of the first module of the course online. What an exciting day! It looks great and so close now to being an actual reality!

As soon as we have the final details, we will email them to each of you! Thanks for your patience! It is truly our desire that this course, conveniently available at one's fingertips, will be of great benefit to each of our members. Please let the IALA office know if you have an urgent need to take the Certification Course before May 1st.

Legislative Reports

We hope you are taking a few minutes to read the Legislative Reports that are now being provided via E-Blast. Watch your email for the next Legislative Report.

Recalling Peanut Butter. How Does A Foodservice Distributor Respond?

We've been hearing more information about the peanut butter recall in the media on a daily basis in recent weeks. Today in an article linked on ADA's Daily News I read about conditions at the "nasty nut processor," and an employee of the plant who "never ate peanut butter and would never allow his kids to eat it."

I also read today that groups are pressuring retail supermarket chains to protect consumers who have purchased recalled products by using their discount card programs that track consumer shopping to identify and notify those affected shoppers.

The food industry is urging Congress to reform food safety rules and modernize food safety regulation amid concern that America could lose its reputation for safe, good quality food supplies.

Hearing that an elderly person has died in a nursing home in Minnesota from complications of E. coli found in the peanut butter the facility served hits too close to home for most of us. You may be asked to create a "food recall policy," in facilities you consult to if policies are not already in place. A facility's HACCP program should address food recalls as we've seen an upswing in recalls in recent years, and will likely see more focus on the food safety regulation of manufacturers in coming years.

Do you know what your foodservice distributor's recall procedure entails? Is your distributor doing what is required of them to protect the populations you feed? As a dietitian who works for a foodservice distributor, I have fielded many calls from customers wanting to know if they should throw out their peanut butter or other products.

Procedures are in place to detail the differences between a product recall and a product withdrawal. With a recall, the removal from the channels of distribution and consumption of any product deemed to be potentially hazardous or defective is implemented. With a withdrawal, the removal from the channels of distribution and consumption of any product where no legal violations have occurred, or only minor violations that under normal circumstances would not be subject to legal action have occurred is implemented.

The FDA does classify recalls as emergency, priority and routine. Unclassified or voluntary withdrawals are also identified by the FDA. You can view product recalls by date at <http://www.fda.gov/opacom/7alerts.html>. Today, February 4th, there are seven new recalls posted that are linked to the peanut butter issue.

Notification of a recall can be communicated to the distributor through many channels including the FDA, manufacturers, and the media. Procedures need to be in place to assure recalled products are handled in an appropriate manor and appropriate personnel are notified. A distributor's HACCP plan needs to include a way to identify and contact all customers who have purchased recalled product. Emergency and priority recalls must be handled with 100% product accountability. This policy should be tested with mock recalls on a regular basis and kept with the distributor's HACCP records.

Healthcare facilities are required to purchase from reputable suppliers with HACCP programs in place. Distributors are audited on their HACCP procedures. How is your distributor doing in those audits? Don't be afraid to ask. You need that information for your facility's HACCP plan.

Article Submitted By: Mary Sell MPH, RD,LD, Martin Bros. Foodservice Dist., Inc.

“All Hands On Deck!” 2009



Personal Invitation to
You!

Come join the crew at
IALA as we embark
on an exciting
adventure in 2009
touring the fascinating
isles of Assisted
Living!

Exciting training
opportunities in each
port!

Don't miss out!

Cruise Tour- Schedule of Events

*Spring Conference: April 8, 2009- Dementia Training
West Des Moines Learning Center*

*Summer Conference: June 9, 2009- Personnel Training
West Des Moines Learning Center*

*Fall Conference: September 15 & 16th, 2009-All
Location: TBA*

Mark your calendars!

Looking Ahead....



Mark your calendar for the second “Cruise” of the season, which will be departing for the Summer Conference, on June 9th, 2009, from the docks of the West Des Moines Learning Center. The ports at this conference will offer real solutions to **Staffing Challenges, including Hiring the Right Person in the First Place, Staff Motivation and Team Building**. Be prepared to engage in building lasting sand castles on the beach of this island, as we explore the great principle of **“How Full is Your Bucket”**.

A special treat awaits each “traveler” joining IALA for this cruise -- valuable tools to take home to assist your Community in sailing through Staffing Challenges and Building a Dynamic Team! Plan NOW to attend. This conference has been specifically designed for all staff who are in a supervisory position.