

The IALA Advisor

News From IALA -- Iowa Assisted Living Association



Iowa Assisted
Living Association

*Keeping
Assisted Living -
Assisted LivingSM*

INSIDE THIS ISSUE:

| | |
|--|---|
| Online Certification Update | |
| Board Members | 2 |
| President's Message | |
| IALA Annual Conference | 3 |
| Summer Conference Highlights | 4 |
| Creating Moments of Joy | 5 |
| Legislative Report IALA Financial Update | 6 |
| New Board Members | 7 |
| New Board Members <i>cont.</i> Registration of Veterans | 8 |

WELCOME
NEW ASSOCIATE
MEMBER
Mark Long

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Online IALA Certification Course Update

Just a day prior to the Summer Conference setting sail, the *Online IALA Certification Course* was successfully launched!

This online course has specifically been designed for Assisted Living professionals to gain a better understanding of the Assisted Living Codes in Iowa. Whether you are brand new to the industry, would like a refresher, or have an immediate need for additional training as a requirement of a conditional license by DIA, this course is for you!

It is divided into six modules, which allows you to work through it in sections. Since it is an online course, you can take it from the comfort of your office, home, or even at your favorite get away spot... No need to travel or spend hours in long training sessions...take it at your own pace! The course is worth 40 contact hours and a certificate is awarded at the successful completion of the course. Technical support is available through CE Solutions, even on the weekend!

Cost: **\$495** for IALA members

\$750 for Non Members

To sign up for the course, contact Shellie at the IALA office at 515-278-8700 or info@ialaonline.org.

For questions, feel free to also contact Cathy Berner at cberner@mchsi.com or 641-895-4924.

For those of you who are in the midst of taking the course now, we so look forward to hearing from you!

Visit us
online at www.ialaonline.org

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President's Message



Dear IALA Members,

I recently attended the annual ALFA Conference and Expo. It truly had top-notch educational sessions with great speakers. The focus of the conference was around the following topics:

Creating the ultimate customer experience:
- What does it feel like to do business with you?

- How do you differ from your competition?
- How do you adapt to change when change is constant?

Latest trends in IL and AL occupancy:

- Occupancy dropped in the IL and AL markets.
- Very much a need driven market with companies converting IL to AL and AL to Memory Care.
- Marketing efforts have more than doubled with focus on the entire sales process.

Controlling costs without jeopardizing service, focus on cash flow:

- Negotiating contracts with vendors.
- Managing daily costs with current resident needs; staff, food costs, etc.
- No wage increases until the economy improves.

How to make the internet work for you:

- More people are using the internet than ever before in 2009. It is estimated to have 1.5 billion users compared to 1999 with 30 million users. It is very important for AL communities to have a user friendly website.
- AL communities need to set up Google alerts, Twitter accounts, Linked-in, etc to follow what people are saying about your community.
- If you think you are getting a lot of emails today, hold on, you haven't seen anything yet.

Latest info on ALFA 2.0:

- New store with new information available to members at no additional costs.
- Source for Seniors website available for members.
- Operational excellence tool kits available and much more.

This is a very brief summary. I will be sharing additional information and answering any questions at the annual conference on September 15th and 16th.

Lastly, IALA members were emailed on June 30th an email provided by Ann Martin (DIA) regarding final changes to the Rules & Regs. Deadline to submit in writing suggested changes is July 7th. To receive another copy contact Shellie at the IALA at 515-278-8700 or email her at info@ialaonline.org.

Thank you for being a member of IALA as we continue our focus on "Keeping Assisted Living - Assisted Living" SM

Sincerely,

Allen Phillips

Allen Phillips
IALA President

Final Voyage for 2009

Annual Conference

September 15 & 16, 2009

Baymont Inn & Suites

Des Moines, Iowa

Don't forget your passport!

IALA ANNUAL FALL CONFERENCE



Our fine cruise liner – “IALA – Keeping Assisted Living – Assisted Living”SM is setting sail for this year’s final journey at the Annual Fall Conference. Mark your calendars for September 15 and 16 for you and staff to attend. You don’t want to miss the boat! This voyage is packed full of fun, interesting, and educational opportunities. The crew members have worked hard at making this trip the best yet.

The Annual Fall Conference is going to be held at the Baymont Inn & Suites Airport Conference Center, 6221 S.W. Army Post Rd., Des Moines, Iowa.

To make room reservations just call 515-285-0654 or 877-605-0331 and tell them you’re with IALA. The Baymont is offering IALA conference attendees a special room rate of \$49.99 per night.

There will be several sessions to choose from on the first day. There are sessions for administrators, nursing, marketing, activities, and dietary. Also on the first day, there are two (that’s right two!) keynote speakers that are going to rock the boat. After the long day of visiting the ports of knowledge, the fun is just beginning! The evening itinerary is one that everyone will surely enjoy and not one to be missed.

The second day continues with buckets of information from several different sources, including DIA. Everyone will benefit from attending these sessions. The second day we will also dock at the vendors’ trade show that all of us look forward to every year. As usual, on the second day the IALA crew members will announce this year’s recipients of the STAR Awards plus the winning community of the long anticipated Grand Prize.

Plan on attending IALA’s Annual Fall Conference, we’re expecting you! Set a course for adventure and your mind on absorbing new fresh ideas. IALA’s Annual Fall Conference promises something for everyone!

See all of you there... and don’t forget your passport!

SUMMER CONFERENCE HIGHLIGHTS



PICTURED FROM LEFT TO RIGHT: Allen Phillips - Senior Housing Management & IALA President with Shellie Petek - IALA Executive Administrator, Debbie Fisher & Cheryl Moore - Newbury Management Company, Jodi Parsons & Melissa Sherod - 3801 Grand Retirement Campus, Cathy Berner - IALA Project Coordinator

IALA's fine cruise liner once again set sail on June 9, 2009 with 50 passengers aboard to cross the vast sea of Staffing Challenges and porting at the island of "Making a Difference" to explore effective, interactive Staff Motivation and Team Building techniques.

As each participant entered the ship, they received their own copy of "All Hands On Deck"-Choosing the Right Person for the Right Position- a hands on book to assist with making wise hiring decisions. These books were sponsored by Merit Resources. We are most grateful for Merit Resources' support of Assisted Living in Iowa!

Also before we left dock, those returning communities with passports from the Spring Conference had their passport stamped and are now just one conference away from being eligible to be entered into the grand prize drawing to be held at the conclusion of the Fall Conference!

Pat McAfee, from Commercial Resources, Inc. of Centerville Iowa, presented a wealth of information on how to successfully overcome staffing challenges. She shared openly from 35+ years of Healthcare Administration experiences, as well as generously handing out valuable tools/forms to utilize to assist with alleviating scheduling problems and other staffing challenges.

Melissa Sherod, Administrator of 3801 Grand Assisted Living and Co Chair of the IALA Education Committee, was the tour guide for the afternoon session...meaningful activities as well as wonderful team building ice breakers with much laughter filled the afternoon...leaving participants with practical applications to take home to their communities.

The cruise was a delight! Following are comments from those on board:

1. This was one of the most enjoyable and helpful conferences I have been to in along time. Thank you!
2. Awesome conference – I learned a great deal and got new ideas to use at communities.
3. This is a great facility – good environment, good food and great place to meet.
4. Fun! Great info. I look forward to reading the book.
5. Pat had great ideas – a great amount of experience.
6. Interaction was great for afternoon session with Melissa!

Mark your calendar today for the last cruise of the season, IALA's Annual Fall Conference, September 15-16th to be held at the Baymont Inn & Suites in Des Moines, IA. Check out the details for the conference in this issue. We are looking forward to having "All Hands on Deck" at the Fall Conference!

Quotes submitted from the IALA Summer Conference

- No one ever broke anything by being flexible.
- Do things that count, don't count the things you do.
- Teamwork is more than a group working together... it's individuals with a common passion.

“Creating Moments of Joy” with Jolene Brackey



Jolene (center) with North Scott High school students who assisted with, and participated in, the program.

On Thursday, April 23rd, Grand Haven Retirement Community in Eldridge hosted Jolene Brackey and her program, “Creating Moments of Joy.” Joni Fahrenkrog, manager of Grand Haven worked closely with Jolene during the development of their memory care program. The event was organized in conjunction with the grand opening of Grand Haven’s new addition of 12 memory care apartments, which the community named “Moments.” Entering the secured program, a sign on the wall, states the mission, “Life is not measured by the breaths you take, but by the moments that take your breath away.”

The program was sponsored by Grand Haven, Senior Housing Management and IALA and held in the North Scott High School Auditorium in Eldridge. Over 130 caregivers, family members and nearly 100 high school students gathered to listen to Jolene Brackey share her message of hope and practical advice in working together with people affected by Alzheimer’s disease and dementia. Jolene shared observations as well as practical ideas. The audience was encouraged to share their experiences and things that work. It was a very interactive program. The high school students were all invited to listen to the program as well, and several classes attended throughout the day.

The message was very clear, Creating Moments of Joy for the residents. Remembering each person’s greatness – each person is the sum total of all of life experiences. Families, education, places traveled, careers and family ties are all important to shaping each individual. The need to celebrate each person’s individuality, interests and life experiences is the key to providing quality of life for residents, and staff passion for those they care for by understanding we can’t change the person with Alzheimer’s or dementia, but we can change how we interact. It is important to enter their reality and validate and accept their feelings and behaviors.

Following the program, all in attendance were invited to tour Grand Haven Moments memory care where a reception with refreshments and tours were provided.

IALA Legislative Report



Submitted by: Lobbyist - Craig D. Walter

Summer has started with its hot and humid days and so has the fundraising cycle of Iowa Legislators. Once session closed its doors, the campaign machine for legislators kicked into high gear.

Even with the election not until November 2010, elected officials are working to raise the necessary funds to conduct their reelection. Almost every week finds two or three fundraisers which are held primarily in Des Moines.

While the raising of dollars gets old very fast it is still the necessary life blood of politicians. Without money, today's media market advertising will not go far in election contests.

Elections for State House seats can easily run several hundred thousand dollars each in contested seats. Double that amount for State Senate Districts. Next year's Governor's race will run each major parties candidate \$10 million a piece.

Fundraisers not only afford the opportunity for lobbyist to visit with elected officials, but also the general public is most welcomed to attend. One on one contact when session is not being held affords a person the opportunity to develop a relationship with public officials. It also allows officials a chance to reflect on issues when not pressed for time.

Government officials do work hard and most try to represent their constituents. However, they must hear from the people in their district if they are to represent the districts point of view.

Iowans are very lucky that we have many fine individuals representing them in the Iowa Legislature. Now is the time to contact your elected official and visit with them about your community. Invite them in to see your operation and how it works. Many legislators know very little about Assisted Living communities and the great work you do. Feel free to brag about your community and the great service you provide!

If you need to know who your elected official is, just call the association office and we would be glad to assist. Best wishes for a healthy and prosperous summer.

IALA Financial Update

Submitted by: Vicki Facto, Treasurer

IALA continues to have a stabilized membership, and therefore stable revenues. We continue to look for ways to add members to increase revenues to provide even more value to you.

We continue to manage expenses and yet maintain the value through our newsletters, website and conferences. We believe our conferences set us apart as an organization along with the now available online IALA Administrator Certification Course. Your Board has made a concerted effort to add value through these educational opportunities and they have come at a cost. These costs have been absorbed without deteriorating our cash position.

I welcome any feedback you may have regarding membership increase and expense management.

Thank you for your continued support of IALA!

Welcome New Board Members

Chad Piper is the General Manager of Colby Properties in West Des Moines. Chad is involved with the following professional associations: Member of Aging Services Advisory Council, Iowa Nursing Home Administrator and Certified Nursing Assistant. Chad has been with Colby Properties for one year and in the industry for fourteen years.

Mr. Piper has held several position over the past fourteen years, including: Regional Operations Manager, Administrator, Assistant Administrator, Human Resources Director, C.N.A Coordinator, C.N.A

When asked how he got to where he is today, his response was, “Hard work, great mentors, spiritual guidance, good education and a little luck.”

Chad shared that he thoroughly enjoys the seniors of Iowa; his time spent with them is the single best part of his job. He has a great staff that works as a team and allows him to look forward to arriving at work each day. There are frustrating times but they are few and far between; they typically arrive in the form of compliance, lack of funding or regulatory oversight.

Chad also serves as an adjunct faculty member in the Aging Services Department of DMACC. He teaches on marketing and regulatory governance.

Chad and his wife, Debbie, live in Des Moines and have two children, Taylor (13) and Tiffany (10).

Melissa Sherod is the Administrator at 3801 Grand Retirement Campus located in Des Moines where she has worked for the past three years. Melissa is currently representing IALA as Education Co-Chairperson. She was the recipient of the IALA 2008 Outstanding Administrator of the Year award. Melissa has over 11 years experience leading teams ranging from 7-40 people. She is a National Certified Assisted Living Administrator as well as a National Certified Trainer. Melissa is the author of the presentation “Breaking the Myth – What is Assisted Living” that is used by outreach programs at several communities. Her leadership style is focused on bringing people together to create a team atmosphere and to lead by example. Melissa implemented recognition programs that have boosted morale and improved productivity. She believes that not only do you need to love what you do but like the people you do it with.



Prior to working at 3801 Grand, Melissa was the Business Manager for Woodard Hearing Aid Clinics, which re-established her love for seniors. Before that her career was primarily focused on finance.

Melissa has participated as Homeroom Parent for each of her children’s elementary school. Melissa is a member of St. Anthony church.

Melissa shared that she got to where she is today by hard work, perseverance and by being open to challenges. The best part of her job is spending time with the elderly and working with a great team. Working with tenants with memory loss is especially rewarding. The difficult part of her job is when tenants need to move on to a higher level of care.

Melissa shared that even though she’s only been in the industry for 3 years, she feels it is exactly where she is supposed to be; working with the elderly she feels as if she’s home.

Melissa and her husband, Sam, live in Des Moines and have 3 children; Sasha (24), Samuel (16) and Patrick (11).

New Board Members *Continued*



Jacob O. Work is the Regional Director for Welcome Home Management Company located in Hutchinson, Minnesota. Jacob has been with Welcome Home for two years and he has been involved in the industry for twelve years.

Jacob is also involved with Member of Aging Services of Minnesota.

Prior to Jacob's current position he was in Long Term Care Administration and Charge Nurse in Long Term Care, and prior to that he worked in a hospital and clinic in Emergency nursing, pediatrics, and geriatrics

Jacob shared that he was recommended by a friend to apply for a position with Keelson Harbour Assisted Living as a Director and was offered a position as Regional Director instead.

The best part of the job to Jacob is knowing that we are providing a much better alternative to seniors than long term care. He is excited that they are providing a beautiful place for residents to age in place. The toughest part of the job is the Iowa regulations in regards to residents with memory loss. Residents with memory loss should also be able to have alternatives to care other than Long Term Care.

Jacob shared that he recently become engaged to Sarah Bloemke and their wedding date is set for August 29, 2009. Jacob also shared that he likes spending time with his niece and two nephews. He also likes spending time outdoors and on the lake in the summer.

Registration of Veterans

Section 1 NEW SECTION 231C.5A ASSESSMENT OF TENANTS PROGRAM ELIGIBILITY

– Effective July 1, 2009 states:

“An assisted living program receiving reimbursement through the medical assistance program under chapter 249A shall assist the department of Veterans Affairs in identifying, upon admission of a tenant, the tenant's eligibility for benefits through the United States department of Veterans Affairs. The assisted living program shall also assist the commission of Veterans Affairs in determining such eligibility for tenants residing in the program on July 1, 2009.

The rules shall also require the assisted living program to request information from a tenant or tenant's personal representative regarding the tenant's veteran status and to report to the department of Veterans Affairs only the names of tenants identified as potential veterans along with the names of their spouses and any dependents. Information reported by the assisted living program shall be verified by the department of Veterans Affairs.”

This new legislation now requires all Assisted Living Communities to register all veterans currently living in and moving into your community.

The website for registering veterans is www.iowava.org.
