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Des Moines, IA 50322

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

Iowa Assisted  
Living Association



March 2006

**The IALA Advisor**

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## 2006 Annual Conference...

*“Putting the Tenants in the Driver’s Seat”*

You absolutely do not want to miss this year’s Annual Conference, August 29 & 30th! Plan now to invest quality, rejuvenating time in yourself and team as we journey down this road, “Keeping Assisted Living-Assisted Living” together. This will be no ordinary journey!

Please assist us in making it extra special by participating in sharing some of your favorite photos of your community. Suggestions would be an outside view of your building with your name, but most important, photos of your caregivers interacting with your tenants, or your tenants demonstrating the heart of assisted living-independence, choice and dignity.

*Mark your calendar today and  
watch for upcoming details!*



# The IALA Advisor

News From IALA -- Iowa Assisted Living Association



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

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## Community Spotlight

### *Spring Valley Retirement Community*

Spring Valley, a 38 unit certified assisted living community, opened in 2001 in Perry. Beautifully designed in the Arts & Craft style, Spring Valley offers a relaxing atmosphere combined with a unique advantage of being adjacent to the Dallas County Hospital and clinics.

- Some of the features and amenities that Spring Valley offers are:
- Spacious one and two bedroom apartments
  - Simple monthly rental plans
  - Housekeeping Services every two weeks
  - One to three meals daily
  - Emergency call system
  - Guest Apartment
  - Short Term Stay Apartment
  - Billiard Room
  - Library
  - Beauty/Barber Shop
  - Indoor Parking Garage
  - Private dining rooms



Spring Valley offers assisted living services in private apartments with 24-hour staff. Customized personal service plans are based on individual needs, allowing tenants to maximize their independence and participate in activities that promote socialization and friendships.

Spring Valley retirement community is in close proximity to Hotel Pattee, banks, historical landmarks, and specialty shops.

To learn more about Spring Valley or to take a tour, call Connie Clark, manager, at 515-465-7501, or visit us on the web at [www.newburymanagement.com](http://www.newburymanagement.com)

## Associate Member Spotlight

*Martin Bros.*

*By: Julie Halfpop*

Martin Bros. is a full-line, independent, family-owned foodservice distributor made up of over 375 experienced, knowledgeable employees who are "inspired to create a difference" in your facility. Our mission is to serve our foodservice partners with inspirational and innovative solutions.

"Most solid relationships are built on good communications, and listening is one of the main fundamentals of communication," says Martin Bros. Chief Executive Officer John Martin. "This is Martin Bros. commitment to you. Your problems are our problems. Your opportunities are our opportunities. Your success is our success."

Martin Bros. provides you with innovative solutions that start with distributing over 10,500 nationally branded products using our state-of-the-art facilities and practices based in Cedar Falls, Iowa. But our solutions go above and beyond the distribution practice itself. Martin Bros. gives you more - with

*Continued on page 3*

# Iowa Hospice



## Did you know the Hospice Medicare/Medicaid Benefit pays for all?

- Registered Nursing Visits
  - Social Work and Chaplain Visits
  - Home health Aide Visits
  - Volunteer and Bereavement Support
  - Continuous and Respite Care
  - Medications related to the terminal illness
  - Durable Medical Equipment
  - Medical Supplies
  - Physician Services
- 

## Did you know you can receive this benefit, if you have any of the following?

### Alzheimer/Dementia

- Consistent weight loss
- Lack of bowel and bladder control
- Inability to dress or feed oneself
- Loss of meaningful speech
- Difficulty swallowing

### Lung Disease

- Severe debilitating asthma/emphysema
- Shortness of breath at rest
- Oxygen dependent
- Frequent hospitalization

### Cancer

- Spread to other organs
- Continued weight loss

### ALS

- Rapid progression
- Decreased physical functioning
- Loss of muscle use
- Weight loss

### End-Stage Diabetes

- Frequent hospitalization
- Chronic infection
- Nerve damage
- Uncontrollable sugar levels

### Congestive Heart Disease

- Consistent weight loss
- Severe fatigue
- Shortness of breath at rest
- Chronic fluid build-up
- Frequent hospitalization

### End-Stage Kidney

- Severe fluid build & swelling
- Frequent hospitalization
- No longer receiving dialysis

### Debility

- Multiple primary organ failure
- Unspecified decline in health status
- Weight loss

### Stroke

- Coma
- Inability to swallow
- Slurred speech or inability to speak

### AIDS

- Progressive non-responsive disease
- No longer receiving AIDS treatment



A person does not need to have all of the criteria to be eligible and there are many other diagnoses like **Parkinson's**, **Leukemia**, and **Adult Failure to Thrive**. Care can be received in the comfort of your home, nursing home or assisted living facility.

### *Associate Member Spotlight...Continued from front page*

culinary advise from our Corporate Chef, on-line ordering, product information, industry news, nutritional tools, custom signage, menu customization and design, and much more.

We realize that each of our foodservice partners is unique, and that is why we customize our value-added services to be the right fit for the right facility. Our team of experienced professionals is dedicated to your success in the healthcare industry. Martin Bros. specialists that work directly with assisted living facilities include: Nutrition Services, Culinary Specialists, Online Specialists, Solutions Specialists and Sales.

Martin Bros. Nutrition Services department includes Manager Sam Miller and 4 full-time Registered Dietitians. Each member of the Nutrition Services team works hard to bring you the resources and additional information that you need to run a successful facility that is well-respected in your community. They will assist you one-on-one with meal planning, product information, food costing, training and much more. They bring you CEU opportunities, In-Service Training, an informational Video Loan Library and Mini Food Shows. Martin Bros. dietitians even put together “Lunch and Learns,” “In-Services in a Box” and “The Hungry Mind.”

“Lunch and Learns” are convenient opportunities for educational updates organized into 2 or 3 one-hour seminars that include lunch and are held in various geographical locations for your convenience. “In-Services in a Box” is a resource that includes motivational games, self-learning opportunities and participatory activities that will provoke discussion and strengthen learning at your facility. “The Hungry Mind” is a colorful, monthly Martin Bros. publication available online and mailed directly to all of our legendary healthcare customers. This newsletter is an information resource



*Chef Don Hensley works with a facility on menu enhancements.*



*Julie Halfpop, a Martin Bros. Dietitian, trains healthcare employees about the Martin Bros. Simply Menus online program on the Island Girl Yacht, which was the site of an August Martin Bros. “Lunch and Learn.”*

that includes nutrition news briefs, recipes, new item and food safety information, management and staff training tips, and much more.

At Martin Bros., we believe that promoting an inviting Culinary Culture at your facility is the key to making your foodservice program a success. Preparing great food and presenting it in a way that is appealing and engaging to residents is the goal. That is why Martin Bros. has a full-time Corporate Chef, Don Hensley, to assist you with recipes, tips and much more that will help you fully utilize one of your most valuable assets - your foodservice operation. In addition, we offer Theme Meal Magic, a complete online resource for meal and event planning at your facility, to help you promote Culinary Culture. We have lots of ideas for linking your meals with your resident activities for exciting fun! Theme Meal Magic features printable and downloadable documents, complete “scripts” that can be adjusted to fit all ability levels and Martin Bros. item numbers to make ordering and preparing suggested meals even easier!

Martin Bros. even has you covered in-between meals with the Martin Bros. Mart’n Cart. The Mart’n Cart offers your residents a choice of a variety of tasty and nutritional snacks. You can even use the Mart’n Cart as a portable buffet table, ice cream cart, beverage server or traveling taco bar, too. The Mart’n Cart is a great bonus with a great design that offers your residents endless fun at snack and meal times.

The online information advantage is also yours with Martin Bros. Simply Menus program, which is available through our MartinsMart

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## INSIDE IALA

By: *Debbie Fisher, Communications Committee Chair*

Ever wonder how stuff gets done inside the association? As members, you come to meetings, read the newsletter, network with peers either in person, by phone or email. The answer is that it's just people like you and me; board members and other association members who, by volunteering a piece of their valuable time, contribute to the whole IALA effort through our committee structure.

This year, the IALA board has structured its committees with a Chair and an Apprentice in the leadership roles, both who are current IALA Board members. Committee Chairs are expected to formulate the goals for their committee each year and to solicit participation from the membership as needed to accomplish their goals. The 2006 committees and their leaders are:

**Governmental Affairs:** Chair, Debbie Fisher; **Apprentice**, Betty Howell

**Membership:** Chair, Vicki Facto; **Apprentice**, Sandy Wilson

**Education:** Chair, Teresa Krueger; **Apprentice**, Patti Hayes

**Communications:** Chair, Debbie Fisher, **Apprentice**, Judy Swartzell

**Annual Conference:** Chair, Cathy Berner; **Apprentice**, Joy Cox

The Annual Conference Committee is newly formed in 2006 to focus specifically on the **Annual Conference**, scheduled this year for **August 29th and 30th**. Cathy has already recruited 8 members for this committee, but it's not too late to join in the fun. Just call or email Cathy (see page 2 of this Newsletter) for information on getting involved. From the tidbits Cathy has shared, I'm already excited about the events being planned for IALA's 2006 Annual Conference. Can't wait to see everyone at **Adventureland Inn!**

The Education Committee will now focus more on continuing education opportunities held throughout the year, featuring special speakers on timely topics. More information will be coming soon, but mark your calendars for an ICN satellite conference experience in March.

## The Compliance Corner

Just a reminder that if your assisted living community is performing "laboratory testing", even if it is only an occasional finger-stick glucose test for a resident, the federal government requires that we comply with the Clinical Laboratory Improvements Amendments (CLIA) which require us to obtain a CLIA certificate. This rule applies whether or not you bill someone or provide the service at no charge. If you have questions about the Iowa CLIA program, please call the University of Iowa Hygienic Laboratory and speak with Nancy Grove or Kristine Rotzoll at (319) 335-4555, or toll-free at 1-800-421-IOWA.

### *Legislative Report...Continued from page 4*

our industry. These bills set a percentage of actual value at which apartments, mobile home parks, manufactured home communities, land-leased communities, and assisted living facilities are to be assessed for property tax purposes.

The bills over a three year period reduce the difference between the percentage established for commercial property and the percentage established for residential property till the percentage is equal in the 2009 assessment year.

The price tag is very high for this to the taxing bodies and the issue will experience opposition unless a funding source is found.

In 2007, following the elections it is expected that this issue if not resolved now will again be addressed and IALA will play an important role in its writing.

Please contact the IALA office with any questions regarding this legislative session.

If you would like to review legislation you can go to the legislative website at [www.legis.state.ia.us](http://www.legis.state.ia.us).

## Board of Directors & Staff 2006

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## President's Message

By: Allen Phillips

### How do you feel about the IALA Trademark “Keeping Assisted Living – Assisted Living<sub>SM</sub>” ?

As I mentioned in my last article, IALA's strategic objective focus and goals for 2006 are structured around “Keeping Assisted Living – Assisted Living<sub>SM</sub>”!

The Board of Directors has truly embraced our organization's philosophy as the organization continues to meet and discuss Governmental Affairs with DIA, DEA, Legislators, other Assisted Living Associations, etc. Our Governmental Committee and Craig Walter, IALA Lobbyist have been at the Iowa Capitol supporting our philosophy “Keeping Assisted Living – Assisted Living<sub>SM</sub>” and it is now time to again ask for your help.

I would ask that all of us meet with our state legislators and continue to support and promote resident choice in Assisted Living. I urge all of you to invite your legislators to your Assisted Living Communities and give them an opportunity to meet with the residents and their families. Remind them that resident choice (autonomy) is the key to having successful assisted living programs and we must all understand that too much regulation can hinder autonomy in Assisted Living Communities. Remember as we continue to work closely with Iowa's elected officials and legislative bodies at both the state and federal levels we must promote “Keeping Assisted Living – Assisted Living<sub>SM</sub>”! If you'd like suggestions on how to organize a Legislative Day at your assisted living community, contact the IALA office and we'll network you with another IALA member who has done this before.

This is your association and we would enjoy having your continued involvement. Please contact me in getting more involved in YOUR Iowa Assisted Living Association or just let me know your thoughts on our organization's philosophy of “Keeping Assisted Living – Assisted Living<sub>SM</sub>” by sending me a quick email.

Sincerely,

*Allen Phillips*

Allen Phillips, President  
Iowa Assisted Living Association  
Phone: 319-360-4863 or aphillips@shcshm.com

*Associate Member Spotlight...Continued from page 3*

website. Simply Menus assists customers with creating meals that link to an ordering guide and thus help to better control your inventory. With Simply Menus, Martin Bros. legendary healthcare customers have access to a recipe file with HACCP guidelines and the ability to switch and swap around meals, change portion sizes, print menus and keep track of overproduction and adjust to reduce waste and control cost. Simply Menus even has a Tray Card Application that integrates with the program to provide a secure, web-based application for maintaining and utilizing dietary profiles of personal information on all residents. Martin Bros. MartinsMart and Simply Menus Support Coordinator, Sue Schell, is also available to personally train you to use, understand and troubleshoot Simply Menus, as well as our MartinsMart website in general. Sue, MartinsMart and Simply Menus are continually working together to create a difference in your foodservice operation!

Even with all of these technological resources, we still know that one of the most important factors in your success is controlling cost. Martin Bros. tracks coupons for you and lists available, tracked coupons online. Martin Bros. Online Food Cost Calculator makes calculating your current and potential PPPD food costs simple and accurate. Just plug in the number of patients and residents at your

facility and your non-Martin Bros. purchases, and the calculator will do the rest! Martin Bros. Reports are also available online so you can easily track your purchases over time.

As a full-line foodservice distributor, our commitment to your success does not end with food products. Martin Bros. also brings our legendary customers cleaning, beverage and equipment supplies and programs. Martin Bros. kicked off 2006 with 12 Outside Service Representatives that work throughout our delivery area, as well as 4 In-House Service Representatives. Our Outside Service Representatives make service calls to customers on a regular basis to perform standard maintenance work, and they also make service calls to customers in emergency situations to perform emergency maintenance work.

For over 65 years, Martin Bros. has been dedicated to bringing you legendary customer service and inspirational and innovative solutions. Our goal: to create a difference in your foodservice operation. Our inspiration: your success!

If you would like to learn more about Martin Bros., call 1-800-847-2404 or visit us online at [www.martinsnet.com](http://www.martinsnet.com).

## Welcome New Members

### Certified Provider Communities

**Courtyard Estates at Cedar Pointe (30 units)**

**Pat Hanson, Manager**

**Altoona, Iowa**

**Ph: 515-285-9108**

**[www.courtyard-estates.com](http://www.courtyard-estates.com)**

**WindsorManorAssistedLivingCommunity(36units)**

**Yolanda Heng, Manager**

**Grinnell, Iowa**

**Ph: 641-236-8700**

**[www.windsor-m Manor.com](http://www.windsor-m Manor.com)**

### New Associate Members

**Audrey Rivers, Loan Officer**

**CWCcapital, LLC**

**309 Court Ave., Suite 212**

**Des Moines IA 50309**

**515-875-4852**

**Email: [arivas@cwcapital.com](mailto:arivas@cwcapital.com)**

**Website: [cwcapital.com](http://cwcapital.com)**

**Bob Vanderheiden, President**

**rjv distributing, inc.**

**PO Box 5602**

**Lincoln NE 68505**

**800-333-8249**

**Email: [rjv@rjv.us](mailto:rjv@rjv.us)**

**Website: [rjv.us](http://rjv.us)**

## ALFA Has Moved!

**1650 King St., Suite 602**

**Alexandria, VA 22314**

**Phone: 703-894-1805**

**Fax: 703-894-1831**

**Email: [alfa@alfa.org](mailto:alfa@alfa.org)**

**[www.alfa.org](http://www.alfa.org)**

### Please Make Note of Our New Address and Phone Numbers

On January 6th, the Assisted Living Federation of America (ALFA) moved to new offices in historic Old Town Alexandria. The new location puts ALFA much closer to relevant government agencies, associations and the movers and shakers on Capitol Hill.

Our new offices are conveniently located only two Metro stops from Ronald Reagan National Airport and a few stops from downtown Washington, D.C. We are adjacent to many other professional associations and surrounded by several quality hotels and restaurants.

## The Greatest Generation – Honoring Those We Serve

By: Patti Hayes

“In the spring of 1984, I went to the northwest of France, to Normandy, to prepare an NBC documentary on the fortieth anniversary of D-day, the massive and daring allied invasion of Europe that marked the beginning of the end of Adolf Hitler’s Third Reich. There, I underwent a life changing experience. As I walked the beaches with the American veterans who had returned for this anniversary, men in their sixties and seventies, and listened to their stories, I was deeply moved and profoundly grateful for all they had done. Ten years later, I returned to Normandy for the fiftieth anniversary of the invasion, and by then I had come to understand what this generation of American meant to history. It is, I believe, the great generation any society has ever produced.”

This is the introduction to one of the best books ever written; *The Greatest Generation* by Tom Brokaw. As a caregiver to this generation these words ring through my mind daily, the greatest generation. Never in the history of American has a generation made such an impact on our society. If there was a law that needed changed, they changed it, if there was a social need, it was addressed. If our country called for a sacrifice during war, they volunteered, both on the war front and at home. Many of our social organizations would not exist without the dedication of this generation of men and women.

When I am training new staff or Activity Directors I often refer to this; the Greatest Generation. I remind the caregivers that they are privileged to serve this generation. This is the generation that is filling our Assisted Living homes. Mr. Smith or Mrs. Jones may be too frail to share their memories or recall their sacrifices. Many of this generation are very modest and some just do not realize what a tremendous impact they have had on American history and society. But it was an impact, just the same. They changed the face of America and in fact the entire world. Just look around and you can see their imprint on our colleges, families, government, industry and churches.

We as caregivers need to honor that contribution with the respect we show each and every member of the Greatest Generation. Activities should reflect the interest of this generation. Community outings, Service club meetings, church services, transportation to vote, book clubs, guest speakers. This group of citizens may not settle for Bingo on Friday, he/she may want the Lions club to visit or start a food drive for the local food pantry. If in doubt, just ask, they aren’t known to be quite about their needs!

## Legislative Report

By: IALA Lobbyist – Craig Walter

The Iowa Legislature started with speeches and hand shakes on January 9th. Legislators were upbeat as they look forward to a short session (100 days) and a positive budget.

This being an even year, 125 legislators will be running for office this November. That being the case, one could call this the “political session.” While both parties say they will cooperate, it usually breaks down several weeks before session ends.

IALA monitors all legislation and takes an active role when issues warrant. Legislation that was introduced in 2005 is also eligible for consideration this session, as well as new bills that are introduced daily. Several thousand bills will be reviewed by both the House and Senate.

House File 2039 expands to elder group homes or assisted living communities and participants who attend adult day services the opportunity to fish as a supervised group, without fishing licenses, with a group permit issued by the Department of Natural Resources.

House File 617 is a bill to include assisted living services to the home and community based services waiver for the elderly under the

medical assistance program. The bill, which passed in 2005 needs approval of the plan from the general assembly this session following approval of the Department of Human Services of the waiver.

\$62,500 that’s the budget request by the Governor to provide consumer education related to assisted living, adult day services and elder group homes. These funds are to develop information to the consumer that may have questions regarding assisted living, adult day services and elder group homes. The Appropriations Committee will decide on what amount of funding DEA should receive.

A major issue looming is the rewrite of Iowa’s property tax laws. Currently the commercial sector is picking up additional costs over residential or agricultural land. Changes will be made to bring in line the three main groups.

HSB 709 and SSB 3189 are two bills that would provide relief to



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