

# The IALA Advisor

News from IALA – Iowa Assisted Living Association



Iowa Assisted  
Living Association

## 2014 IALA ANNUAL CONFERENCE

*“ENHANCING THE MEMORY CARE AND  
ASSISTED LIVING EXPERIENCE”*

Don't you just want to know what music she is listening to with those gorgeous “Blinged Out” headphones? Is it the Rat Pack – Sinatra, Martin, Davis, Bishop and Lawford or is it Cab Calloway, the Andrew Sisters or Big Bands - Duke Ellington or Benny Goodman, whomever it is ... she is ABSOLUTELY enjoying herself with music!

This is what it is all about - enhancing our residents lives!



**August 27 & 28, 2014**

**HOLIDAY INN & SUITES – JORDAN CREEK  
WEST DES MOINES**

We have an exciting two-day event that is filled with new speakers, vendors and some incredible new technology! Come and experience for yourself the

VIRTUAL DEMENTIA TOUR

Tours available ONLY on Day One (August 27<sup>th</sup>) of the conference

See What Everyone Is Talking About

Register Early and ensure your spot at the conference and for the

Virtual Dementia Tour

### Education Committee

Committee: Peggy Luciano (Chair), Nick Lensch, Sheila Manson, Steve Roe & Phillis Seals

## Iowa Assisted Living Association 2014

### Board & Staff

#### President

**Allison Law**

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Cedar Rapids

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## President's Message

Allison Law



Welcome summer...FINALLY! I would like to welcome all our new members and welcome back all our current members for the 2014-2015 membership year! Without your support the Iowa Assisted Living Association would not be what it is today!

Thank you to our NEWEST Associate Member, Midwest Transit. Please take some time to review Midwest Transit's services outlined in this newsletter.

I had the opportunity to attend the Assisted Living Federation of America (ALFA) conference in May and was able to hear some amazing speakers, participate in roundtable forums, and network with some amazing leaders in our industry. One of the most inspirational sessions was during the HERO awards luncheon when Mark Kelly spoke with his wife Gabrielle Giffords. General Stanley McChrystal gave an amazing presentation on leadership and discussed his book "My Share of the Task." This conference continues to amaze me each year and proves those in assisted living are in an AMAZING industry!

The Annual Conference is fast approaching and I hope you have marked your calendars for August 27<sup>th</sup> and 28<sup>th</sup>. This will be a great opportunity to network, earn CEUs and have FUN!

We are so happy to announce our key note speaker Dr. Keela Herr, PhD, RN, AGSF, FAAN is Professor and Associate Dean for Faculty and Co-Director of the Iowa John A. Hartford Center of Geriatric Nursing Excellence in the College of Nursing at the University of Iowa. For more than 25 years, Dr. Herr has been engaged in a program of research, scholarly, and professional activities focused on the problem of pain in older adults, with emphases in assessment strategies, improving practices through translation research and end of life care. She has been a long-standing advocate for improving quality of pain care in older adults and presents nationally and internationally on strategies for improving assessment and management of pain in elders and published extensively on the topic of elder pain. She served on the 1998, 2002 and 2009 American Geriatric Society persistent pain guideline expert panels; served on the Board of Directors for the American Geriatrics Society, the American Society for Pain Management Nursing (ASPMN) and the American Pain Society. Dr. Herr has received many awards for her efforts and with recent recognition receiving the Lifetime Achievement Award from the National Gerontological Nurses Association in 2012 and the Jean Guveyan Lecturer Award by the ASPMN in 2013.

Don't miss Jenny Dixon with Bild Marketing Group, DIA, and much more at our Annual IALA conference.

*Allison*

# Governmental Affairs Report

Committee: Debbie Fisher (Chair), Joy Cox, Ann Martin

Last quarter, we reported on the discussion draft of a proposed amendment to Chapter 69 that would add a rule to Assisted Living Program regulations addressing Respite Care Services. Comments IALA made were taken into consideration by DIA, and a revised draft of the rules was circulated for additional comments. After review, the Governmental Affairs Committee did not feel it necessary to further comment on the proposed rules. We expect that the rules will be adopted, but at this point do not know an effective date. When more information is available, IALA members will be notified right away. If the new rule is adopted, we will request DIA address these changes during our August Conference.

With summer and political campaigns in full swing, this is a great time to invite legislators into your communities. Summer, ice cream, and assisted living just go hand-in-hand, don't you think? Invite your local political leaders over for an opportunity to see why it is so important to make sure we *"Keep Assisted Living - Assisted Living!"*

## Welcome New Associate Members

Randy Zehr  
**A Place For Mom, Inc.**  
Sun Prairie WI  
866-302-1451  
[randyz@aplaceformom.com](mailto:randyz@aplaceformom.com)  
aplaceformom.com

Bob Anderson  
**Midwest Transit Equipment**  
Kankakee IL  
800-933-2412  
[bob.anderson@midwesttransit.com](mailto:bob.anderson@midwesttransit.com)  
midwesttransit.com

Terry Herr  
**LaRue Coffee**  
Omaha NE  
800-658-4498  
[terry.herr@LaRueCoffee.com](mailto:terry.herr@LaRueCoffee.com)  
laruecoffee.com

Trevor Kennedy  
**RF Technologies, Inc.**  
Brookfield WI  
262-853-4433  
[tkennedy@rft.com](mailto:tkennedy@rft.com)  
rft.com

Tracy Meyer  
**Martin Health Services Pharmacy**  
Denver  
319-984-5680  
[tmeyer@martinhealthservices.com](mailto:tmeyer@martinhealthservices.com)  
martinhealthservices.com

Chad Haskell  
**Works24**  
Edmond OK  
563-212-8782  
[chaskell@Works24.com](mailto:chaskell@Works24.com)  
Works24.com



# IALA's Star Awards Program

## Nomination Form

Deadline: June 30, 2014



**Four categories available for nominations:**

*Criteria for...*

***Nurse of the Year***

***Community Property of the Year***

***Administrator of the Year***

***Dare to Dream Winner of the Year***

***Nurse/Administrator-*** These individuals have demonstrated exceptional professionalism and service in a management or non-management position. To qualify for a Nurse/Administrator STAR Award, the candidate:

- Must exhibit service above and beyond their normal job responsibilities through outstanding leadership qualities, performing heroic deeds, &/or consistently adding to the general well being of the tenants.
- Must be employed by an active IALA AL community member.
- Must have been employed at his/her property for a minimum of one (1) year.

**Community Property** - This award is presented to an IALA community property that demonstrates outstanding performance. Examples might include consistently high occupancy, innovative renovations or remodeling, special events offered, awards received and tenant comments. This is an opportunity for the community property and all the people associated with it to shine. Please provide photo(s) of the AL community.

**Dare to Dream** - Candidates for this Star Award will be the person/persons responsible in your facility who encouraged a tenant or tenants to dare to dream, then were instrumental in making it come true. Please include pictures of your Dare to Dream recipient.

**To submit your nomination-** Please provide narrative of why this nominee is deserving of this year's STAR Award along with photo(s) of your nominee. Additional materials may be submitted for the judges' consideration. These may include letters of commendation, tenant comment cards or news clippings. All submitted material becomes the property of IALA and will not be returned unless a special request is made.

**Awards Presentation...** STAR Awards will be presented at the IALA 2014 Annual Conference on August 28, 2014, at the Holiday Inn & Suites at Jordan Creek in West Des Moines, Iowa during the Closing Ceremony at approximately 4:00 p.m.

**PLEASE SUBMIT**

1. Name of Nominee/Property
2. Position/Company
3. Address
4. City/State/Zip
5. Phone
6. Person Submitting Nomination:
7. Phone:
8. Photo(s)

***Deadline for Nominations - June 30, 2014***  
 Nominations must be submitted to the IALA Awards Committee by **June 30, 2014**. Please email to IALA at: **info@ialaonline.net**.

# Midwest Transit / Nationwide Bus Sales

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# IALA Is All About YOU!

Renee' LePera, Membership Committee Chair

We are very excited about the overwhelming response to membership in 2014 and want to continue to build YOUR ASSOCIATION!! It is hard to believe but IALA membership has doubled! IALA membership offers our members excellent education, the most recent updates to regulatory changes and governmental issues that affect assisted living! We are looking forward to our August 2014 Conference and as a member you will have the opportunity to attend at a special price only for IALA members. You will also have the opportunity to be the first to see the newest trends in products and services that our IALA associate members have to offer by stopping by their booth at the 2014 IALA Conference. This is a fabulous opportunity to network with other assisted living providers, sharing best practices and innovations for the industry we love. Join now to get membership pricing for the 2014 Conference! You don't want to miss this!

If you are not currently a member of IALA, I encourage you to get in touch with me *today* so we can discuss the many reasons you should join IALA sooner rather than later. If you are a current member or a new member and would like to visit about how to get the most benefit from your IALA membership I would encourage you to contact me anytime! Feel free to email or call me to discuss how IALA can benefit your assisted living community now and throughout the rest of 2014!! I can be reached at [rlepera@seniorhousingcompanies.com](mailto:rlepera@seniorhousingcompanies.com) or via cell 515.-77-0695. Iowa Assisted Living Association is the only association for assisted living in Iowa focused strictly on assisted living so don't miss this opportunity to be a part of it!

Membership in IALA is affordable! IALA offers affordable membership rates at \$15 per certified apartment. IALA also offers a flat membership rate for Affordable Assisted Living. Membership applications are available by contacting Shellie at the IALA office at 515-278-8700 or via email at: [info@ialaonline.net](mailto:info@ialaonline.net).

***Join IALA TODAY!!***

## **Welcome New IALA Members**

### **Community Member**

Rozelle Howard  
**Strawberry Point Lutheran Home AL**  
Strawberry Point IA  
563-933-6037  
[rhoward@splh.org](mailto:rhoward@splh.org)  
[strawberrypointlutheranhome.com](http://strawberrypointlutheranhome.com)  
12 units

### **Affordable AL Member**

Renee DeJong  
Emerson Point  
Iowa City IA  
319-466-7419  
[Renee.DeJong@mercyic.org](mailto:Renee.DeJong@mercyic.org)  
[mercyic.org](http://mercyic.org)  
54 units

## IALA Partners with Luke's Wings

This is an extraordinary organization that invests their time and funding efforts in reaching out to our veterans and their families. Following is an article that explains how Luke's Wings works.

### The Family Express

*Luke's Wings flies families to wounded and ailing veterans.*

"I was shot in the left collar bone while in Afghanistan. It went through my chest, destroying the top portion of my left lung; it threaded through the aortic arch of my heart, disconnected my heart from the heart sack, and completely shredded my right lung. I had my right lung completely removed and 1/3 of the left lung. Due to infection and complications, three ribs and part of my shoulder blade have since been removed. There is currently a huge open hole in that area, and I need another surgery to close the gaping hole in my back that was created to get to the infection in my chest. All I want is to be with my family." Pfc. Eric Griego.



"I was in Iraq when I was struck in the face and shoulder by an RPG, which also caused shrapnel to strike my left leg and shoulder. The blast shattered my jaw, and I required multiple surgeries to repair and rebuild my face. I have also had multiple severed nerves to my face, shoulder, back, and left leg due to multiple large lacerations from the shrapnel blast. The blast also destroyed part of my hand, which required titanium hardware. I also suffer from Traumatic Brain Injury. I have been in Walter Reed Army Medical Center for just over two years. It would mean the world to me to see my wife as well as my 6-month-old son, whom I've held just twice." Sgt. Jeffrey Colpetzer.

These words are taken from actual letters sent to Luke's Wings by soldiers injured in battle. There are countless more stories echoing the pain, suffering and quiet heroism of these courageous young men. Though their injuries vary, the request from wounded veterans is almost always the same: Please let me see my family.

Luke's Wings was founded in 2008 by a group of young people working at Walter Reed Medical Center in Maryland to answer the call of thousands of hospitalized servicemen and women yearning for the comforting presence of their loved ones.

Luke's Wings provides families with the means to visit during the service member's hospitalization and rehabilitation. By purchasing travel agency services and travel tickets for loved ones, Luke's Wings delivers a tangible yet invaluable service to servicemen and women and their families. Co-founder and CEO Fletcher Gillbankrolled Luke's Wings to help ensure that veterans would never be alone, whether fighting for their lives or facing their deaths, and he has continued to play a major role in the organization's success.

Recognizing that the gift of loved ones' presence is vital not just to recent veterans, but all of those who've fought in the wars of the last century, Luke's Wings expanded its programming in 2011 to meet the needs of elderly vets. Often in hospice or long-term care facilities, these veterans may be

estranged or live many miles from their children and extended families. This service helps ensure that every veteran is always surrounded by loving family and friends during their final days and hours, and is never alone when they pass away.

Veterans' families fight a protracted and agonizing battle of their own that begins the moment their loved one becomes injured or falls gravely ill. In order to be at the soldier's bedside, parents and spouses forgo careers and other obligations. Stress levels skyrocket as parents and spouses are asked to make critical medical decisions, navigate insurance issues, and plan for the long-term care or final days of their loved ones. Medical and travel bills quickly pile up. Parents, adult children, and spouses may need to make repeated trips home to deal with the obligations of daily life. Over time, the logistics of managing this balancing act become increasingly complicated.

Enter Jennifer Magerer, executive director of family communications and logistics. She not only purchases the plane tickets (often for the next available flight) for these families, but also plans the trips, and links up with Luke's Wings nonprofit partners to ensure families receive assistance with accommodations, meals, and more. The service begins with a letter or phone call to Luke's Wings, and the logistics process begins immediately (the organization has an emergency request line manned 24/7). Magerer often pulls off amazing logistical feats with the help of Luke's Wings partner travel agency, MacNair Travel Management. For example, a woman named Jessica Miller found Luke's Wings online and called the organization on a Saturday, requesting that she, her mom and her aunt be flown to see her grandfather, a Vietnam vet, who was dying in hospice. The three women were on a flight by that Monday morning, and were able to spend a precious few days with him before he passed away. Magerer loves the instant gratification that her job offers. "I get to experience the payoff immediately when I see these families reunited."

In its first year, Luke's Wings provided 19 plane tickets, and the organization has since grown exponentially: it currently averages around 500 to 600 flights per year and raised \$1 million dollars last year. Lindsay Kin, executive director of Business Development also speaks of the instant gratification and motivation she receives in her work. "I raise the money and immediately get to see Jenn (Magerer) put the money to use purchasing tickets and organizing trips for families." Indeed, the two work in concert, inspiring and motivating each other to do more and raise more. Gill chips in, "It's like a marriage of sorts; Lindsay brings in the money and Jenn spends it!"

Asked what sets Luke's Wings apart from other organizations of its kind, Gill explains, "We just do flights, nothing else. We do this one thing and we do it extremely well." The organization also uses not just airline miles, but cash to secure flights for families, ensuring that they are not encumbered by blackout dates and limited travel times. Luke's Wings also doesn't limit the number of requests or the number of passengers a family is allowed. "If a family is large—say, a soldier has seven or eight siblings—who are we to say who can be at his bedside and who has to remain at home?" Gill asks by way of explanation.

For the young men and women in the military, the experience of being gravely injured in battle is inconceivably frightening and confusing. Luke's Wings is continuing to deliver that most invaluable gift to the courageous men and women who have sacrificed so much: family.

*Written by Andrea Lovas*

**For more information on Luke's Wings, visit our website at [www.ialaonline.net](http://www.ialaonline.net), scroll down to "Quick Links" and click on Luke's Wings.**



# IOWA ASSISTED LIVING ASSOCIATION ♦ MEMBERSHIP APPLICATION

Annual membership fees run April 1 through March 31  
 Membership dues will be pro-rated to the first of the month in which the application is received

Company Name: \_\_\_\_\_ No. of Units: \_\_\_\_\_

Contact Person and Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ WWW: \_\_\_\_\_

Please check the membership type that best fits you or your company.

**Certified Assisted Living Providers and Licensed Residential Care Facilities:** A facility that provides assisted living services. Provide a list of these communities on the reverse side. Also attach a copy of the certificate of occupancy or certification evidencing resident capacity. If a multi-facility provider, all facilities must join individually.

**Affordable Living Providers:** Independent living, nursing homes, hospitals, and any other senior housing/service/care alternatives, including developers. Flat fee based on resident capacity.

**Non-Providers:** Independent living, nursing homes, hospitals, and any other senior housing/service/care alternatives, including developers. Flat fee based on resident capacity.

**Friend of the Industry:** Government related, student or senior.

## State Membership

	<i>Certified Provider</i>	<i>Affordable Living Provider</i>	<i>Non-Providers</i>	<i>Friend of the Industry</i>
Base Fee	N/A	\$300	N/A	\$100
Per Resident Fee Minimum	\$15 \$300		\$300 20 or fewer \$500 21 - 74 \$750 75 or more	
<b>ANNUAL FEE</b> <b>Apr. 1 - Mar. 31</b>				

Indicate (X) payment mode:

Check # \_\_\_\_\_ (Payable to IALA) or AmExp \_\_\_\_ Discover \_\_\_\_ M/C \_\_\_\_ Visa \_\_\_\_

Credit Card # \_\_\_\_\_ CV2 code on back of card \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Please complete and return this form with payment to:

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 9001 Hickman Road, Suite 220  
 Des Moines, Iowa 50322  
 Email: info@ialaonline.net  
 Ph: 515-278-8700 ♦ Fax: 515-278-0245