

The IALA Advisor

News from IALA – Iowa Assisted Living Association



Iowa Assisted
Living Association

IALA 2015 ANNUAL CONFERENCE

August 26 & 27, 2015

West Des Moines Marriott

1250 Jordan Creek Parkway



WHICH SERVICE WOULD YOU PREFER?

How are you going to move your community forward from the current service standards to meet the growing and challenging demands of the next generations request for services, quality and enhanced features?

Reserve your place and REGISTER TODAY

“Hospitality and Quality – Bridging the Gaps”

Join us in exploring new industry services, technology and features to help you meet the **NEW** expectations your residents desire for quality, services and technology.

Space is limited for this Two-Day Conference and Vendor Show

New Rate for Universal Workers

New Speakers

New Star Awards Category

New Location – West Des Moines Marriott

Looking forward to seeing all of you at this years Conference!

**Iowa Assisted Living Association
2015 Board & Staff**

President

Allison Law

Senior Housing
Cedar Rapids

alaw@seniorhousingcompanies.com

Vice President

Joy Cox

Senior Housing
Cedar Rapids

jcox@seniorhousingcompanies.com

Secretary/Treasurer

Debbie Fisher

Newbury Living
West Des Moines

dfisher@newburyliving.com

Directors

Charles Brubaker

Merit Senior Living
Des Moines

charles.brubaker@meritresources.com

Eileen Creager

Aging Resources of Central Iowa
Des Moines

eileen.creager@agingresources.com

Ann Martin

Des Moines

annmartin001@gmail.com

Steve Roe

Oaknoll Retirement Residence
Iowa City

sroe@oaknoll.com

IALA Staff

Craig Walter – Exc. Director
Shellie Petek – Exc. Administrator
Iowa Assisted Living Association
9001 Hickman Rd, Ste 220
Des Moines IA 50322
515-278-8700
info@ialaonline.net
www.ialaonline.net



President's Message

Allison Law

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

I would like to thank Quality First Insurance and Kathy Mock for their GOLD sponsorship this year of \$5,000. Please take some time to review Quality First Insurance services which are 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.

The Annual Conference is fast approaching and I hope you have marked your calendars for August 26 and 27; it will be a great opportunity to network, earn CEUs and have FUN!

Showcase Your Community

What makes your community special? Is it your building? Your Nurse? Your Universal Workers? Your amazing housekeeper? This is your chance to show, share and let everyone know what makes your community shine. We are looking for all of those wonderful moments, big, small and everything in between. We will be looking for pictures, videos and testimonials. So, please email these wonderful moments to Nick at the email below and we can share all things that truly reflect your wonderful communities.

I look forward to hearing from everyone,

Nick

Nicholas Lensch, Manager

Courtyard Estates at Hawthorne Crossing in Bondurant

Please Email Me: manager1@courtyard-estates.net



IALA's Star Awards Program Nomination Form



Four categories available for nominations:

<input type="checkbox"/>	Nurse of the Year	<input type="checkbox"/>	Community Property of the Year
<input type="checkbox"/>	Administrator of the Year	<input type="checkbox"/>	Exemplary Service Award

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.

Exemplary Service Award – This award is for any staff member eligible from any community – except Manager and Nurse. This award is presented to an employee who has demonstrated service “above and beyond” for the residents and community in which they serve.

- 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.

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 2015 Annual Conference on August 27, 2015, at the Marriott 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 – July 10, 2015 - Submit to Shellie at: info@ialaonline.net.



Quality First Insurance is an Independent Insurance Agency whose passion is working within the Healthcare Industry. Assisted Living Facilities are one of our main priorities and our goal is to help them understand Insurance concepts, and be prepared if and when a loss occurs. Our specialties include Property, Liability, Automobile, Director & Officer Liability & Workers Compensation Package Programs.

QFI was founded by Kathy Mock who began her career in 1986 specializing in the Healthcare Insurance Industry which has remained her focus throughout all of these years. I have always felt as though we will never just sell Insurance to our customers and walk away. Risk Management is an essential part of our business model and by managing risk; we can help assure that we are protecting our customers where ever they are located. This philosophy keeps us focused on providing clients with the knowledge and training they need to protect their Residents, Visitors & Employees on a daily basis.

By educating our customers on product knowledge i.e., how Workers Compensation works, including details on Experience Modification ratings and so forth, we feel our customers have a better understanding of how they can change their own destiny.

The Carriers we work with provide Risk Managers who will visit the facility and provide on-site education and training on various topics which include but are not limited to:

- Survey readiness training
- Safety & disaster preparedness
- Safe resident lifting/transferring
- Discuss industry trends
- Review charts/documentation, terminology
- Motorized scooter safety
- Slip, trip, falls

All education is tailored specifically for each Individual Facility needs – no two facilities are the same, we recognize that and work with you to provide the level of service that you need.

We welcome the opportunity to work with you to provide not only cost saving programs, but the continued support and education you deserve as your Insurance Provider. Please feel free to contact Kathy Mock #866-809-6476 or kmock@qfi.us.com

Kathy Mock, CIC, AAI
President
Quality First Insurance



Governmental Affairs Report

Debbie Fisher-Chair, Joy Cox & Eileen Creager

Department of Inspections & Appeals will have more changes this summer. Your IALA Board of Directors reviewed the draft rules proposed by DIA. DIA will be holding a public meeting this summer to discuss the proposed changes. IALA leadership plans to participate in that meeting. We will let you know when that will occur and keep you posted on any updates as they become available.

Marketing Report

Charles Brubaker-Chair, Allison Law, Renee LePera

We're coming up to our fall conference just a couple months away! Please be on the lookout for marketing materials and register at www.ChooseIALA.org. Don't wait, August 26 is just around the corner.

Also, we want to be sure you set your sites on the **Senior Living HR Symposium** happening on July 14th. It'll be a day full of executive level HR education from workforce development, laws & regulations, as well as HR best practices. Our partners are LeadingAge IA, Merit Senior Living, Simpson College and Sodexo – a big thank you for their support in bringing high quality education to our members. You can find more details at www.SeniorLivingSymposium.com.

Is finding top talent or simply finding potential employees a challenge? Then let us help. We have a Career Center on the IALA website where you can post your available positions. This is a new service we're offering and we depend on your support to make this a first choice for our candidates to find out about the wealth of opportunity our provider members have.

We're looking forward to the future, so keep a keen eye on what's to come. Conferences, webinars and other events are being developed for our members. If you have key topics, educational needs, or ideas, we want to hear from you. Please send us an email: info@ialaonline.net.

**Do you or someone at your community need to take the Online Course?
Contact Shellie at the IALA Admin Office TODAY!**

Registration for IALA Online Certification Course

Course fee: \$495.00 Members ♦ \$750 Non-Members

515-278-8700 ♦ info@ialaonline.net

IALA's course contains the most recent rules updates. If you've previously taken the IALA Online Certification Course we are offering a **special rate of \$295** to our alumni to update your certification.

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	
ANNUAL FEE Apr. 1 - Mar. 31				

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:

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

IALA Associate Member Directory

We appreciate our Associate Members! To be included in the Directory write a brief description (approx. 30 words) about the products/services your company has to offer our assisted living programs and submit to the IALA office for inclusion in the next issue. Email to: info@ialaonline.net Thank you!

A Place For Mom, Inc. is a national, statewide and local pay-per-move-in referral and marketing service assisting partnered senior housing and care providers achieve and maintain their census goals by providing pre-qualified, private pay leads, valuable marketing support tools and excellent internet exposure.



Randy Zehr
A Place For Mom, Inc.
Partner Services Manager,
Midwest Region
866-302-1451
608-712-2707(c)
randyz@aplaceformom.com
www.aplaceformom.com

Martin Bros is an independent full-line foodservice distributor, offering an extensive inventory of food products, janitorial/cleaning supplies, large equipment, small wares and even medical supplies. Our mission is to provide inspirational solutions.



Martin Bros.
DISTRIBUTING CO INC

Julie Halfpop RD/LD
Director of Nutrition
Services
1-800-392-2926
jhalfpop@martinsnet.com
martinsnet.com

Bradley & Riley PC is a full-service law firm with locations in Cedar Rapids and Iowa City, offering a broad range of services, expertise and experience to clients.



BRADLEY & RILEY PC
ATTORNEYS AND COUNSELORS
CEDAR RAPIDS - IOWA CITY

WWW.BRADLEYRILEY.COM

Evan B. Swanson,
Project Specialist
Bradley & Riley PC
2007 First Avenue SE
PO Box 2804,
Cedar Rapids, IA 52406
319-363-0101
www.bradleyriley.com

Quality First Insurance provides Property, Liability & Workers Compensation packages to Assisted Living Facilities that include onsite education, training and ceu included programs done at the facility level for all of our family of homes



Kathy Mock, CIC, AAI
Quality First Insurance
9801 Giles Rd. Suite 2,
LaVista, NE 68128
Phone# (866) 809-6476
kmock@qfi.us.com
<http://www.qfi.us.com>

LaRue Coffee & Roasterie is family owned and provides fresh roasted coffee, with 1,850 products in our line-up. We exceed customer expectations, while designing a program that fits your needs.

Terry Herr
LaRue Coffee & Roasterie
Corporate Headquarters
2631 S. 156th Circle
Omaha, NE. 68130
800-658-4498
terry.herr@laruecoffee.com
www.laruecoffee.com



The **Senior Housing Management** mission is simple: To lead the senior housing industry by providing Red Carpet Treatment through our core values for all of our customers. Senior Housing Management has an experienced team of operational and nursing experts that provide monitoring through a detailed quality assurance process.

Allison Law
Senior Housing
208 35th Street Drive SE, Suite 500
Cedar Rapids, IA 52403-1361
319-363-6105 or 800-366-6716
alaw@seniorhousingcompanies.com
Seniorhousingcompanies.com

