CALA’s work in 2012 was, to a large degree, focused on creating a greater understanding of Assisted Living. Members committed to inform legislators about issues of concern; as a result, nearly 200 impressions were made by participants during Advocacy Day, Day in Your District, and legislative visits. CALA continued its outreach to universities and career fairs, and facilitated local press coverage of our award winners. And as the health care system around us began changing, we educated other providers about the value Assisted Living brings to their clients. CALA also focused on educating non-members about the importance of the association. We hope that, in 2013, you’ll work with us hand-in-hand to grow CALA so that we may expand our influence and services.

As a member, your dues dollars are a tangible investment in the future of Assisted Living in California. The programs we offer, the policy makers we educate, and the tools and information we share to keep you current all contribute to a healthy, vital environment. Thank you for your membership and for the incredible service you provide every day for California’s seniors and their families.

Sally Michael
President

ADVOCATES OF THE YEAR

This year, two recipients of the Advocate of the Year award were announced at CALA’s Advocacy Day. Todd Shetter, COO of ActivCare Living, and John Zikmund, Executive Director of Atria Tamalpais Creek, were each recognized for their exceptional advocacy efforts.

“Todd Shetter is a true leader who has worked to increase the quality of life for seniors in our state. He has been effective at building important relationships that enhance CALA’s advocacy efforts on behalf of all our members.”

“John Zikmund has worked diligently to build broader public awareness of Assisted Living in California. His work has made a positive difference for CALA, the entire Assisted Living profession in California, and our state’s seniors.”

-Sally Michael

TECHNICAL SUPPORT

CALA staff provides members with valuable technical support to meet their specific operational needs. This past year, CALA provided assistance with:

- interpreting new carbon monoxide regulations
- complying with dementia, hospice care, and medication management regulations
- addressing challenges with local ombudsmen

special programs

VOICE OF ASSISTED LIVING

CALA continues to encourage its members to tell the story of Assisted Living using these brief pre-written speeches. These speeches help members save time when looking for a way to educate their community-at-large about long-term care issues such as:

- Dispelling Myths About Aging
- When is It Time for Assisted Living?

COMPREHENSIVE COMPLIANCE AUDIT

For the first time this year, the Compliance Self-Audit tool was provided free to CALA members! This tool helps providers see their community through an LPA’s eyes and ensure full compliance while they wait for the next inspection.

In addition, more members are signing up for the Independent Audit, which provides an unbiased, third-party review by a professional auditor complete with exit interview and Certificate of Completion. CALA has been gathering the blind data from these audits to help focus future educational offerings. We thank all members who have joined our Commitment to Quality!
This was a big year for legislation affecting RCFEs, and CALA was on the frontlines fighting for those bills which work best for providers, their residents, and the community at large.

**AB 40 (YAMADA) ELDER ABUSE REPORTING:**
This bill requires reports of suspected elder physical abuse to be made to law enforcement and CCLD in addition to the ombudsman. It establishes different reporting timelines depending on the severity of the suspected abuse. CALA successfully obtained amendments that avoid inappropriate reports to the police for common resident-to-resident dementia-driven behaviors that do not result in significant injury.

**SB 345 (WOLK) LONG-TERM CARE OMBUDSMAN PROGRAM:**
This bill gives the ombudsmen access to a list of RCFE resident names and room numbers upon request, among other things. This resolves an ongoing conflict between the ombudsman program and CCLD over whether this information can be shared without consent. SB 345 also specifies that the ombudsmen have the right to unescorted, unhindered access to the facility. CALA obtained an amendment that enabled us to stay neutral on this bill.

**SB 1329 (SIMITIAN) DRUG COLLECTION AND DISTRIBUTION PROGRAMS:**
This bill allows RCFEs meeting certain criteria and other care settings to donate unused, untampered medications to county-approved pharmacies for redistribution to the medically indigent. CALA strongly advocated for RCFEs to be included in this process and worked to settle concerns from the Board of Pharmacy. Thank you to CALA members who wrote letters to the Governor urging him to sign this bill as a way to increase access to prescription drugs and reduce pharmaceutical waste. CALA appreciates the successful effort and support of Senator Simitian and his staff!

**SB 1528 (STEINBERG) DAMAGES FOR MEDICAL SERVICES:**
This bill would have overturned a recent California Supreme Court case which ruled that a plaintiff can collect only the amount actually paid by insurers for medical treatment, not what was billed. CALA was part of a large coalition opposing this Consumer Attorney sponsored bill.

**AB 1062 (DICKINSON) PREVIOUSLY SB 558 (SIMITIAN):**
This bill, gutted and amended with language from SB 558, would have lowered the burden of proof in elder abuse cases. CALA was part of a large coalition opposing this Consumer Attorney sponsored bill.

CALA will continue to provide its members with up-to-date information on implementation of these new laws and any effort to reintroduce the failed bills.

**ADVOCACY IN ACTION**

CALA is thankful for the many members who are actively involved in advocating for Assisted Living. Whether lobbying legislators at the State Capitol as part of Advocacy Day, meeting legislators and staffers in their local offices during CALA’s Day in your District, or hosting legislative tours of member communities, every CALA member can make a difference by “sharing the story” of Assisted Living.

Many of these stories were shared through the CALA blog, like that of Advocacy Day, when Sunrise and Atria representatives were able to communicate their concerns over AB 40 (Yamada) to their legislator who promised to discuss the issues with the author. Or that of Cathy Katz, who so impressed the district staffer at her Day in Your District meeting that she was invited to speak about aging issues at the Beth Gaines Women’s Forum. Or how Leslie Quintanar’s continued outreach to Assembly Member Silva has led to multiple visits at her community and a strong relationship.

As we begin the new year with newly elected officials, CALA is dedicated to helping its members send invitations, schedule meetings, and succeed as advocates for Assisted Living.
The theme for the 2012 Spring and Fall Conference & Trade Show was “Celebrating Our Story.” Over 1100 attendees came out to do just that as they engaged in valuable learning and networking opportunities. The energy was high as attendees returned home ready to spread the story of Assisted Living to their communities at large.

“Every session was extremely useful to me. I keep learning so much about the business.”

“Informative, salient, creative and necessary for the industry.”

COVERING YOUR ASSETS – THE 10 LEADING CAUSES OF LIABILITY FOR ASSISTED LIVING PROVIDERS

Attendees joined recognized Assisted Living legal experts, Joel Goldman and Glenda Zarbock, for an interactive exploration of those areas where Assisted Living providers are at greatest risk for encountering legal or regulatory challenges. The content of both the Northern and Southern California workshops addressed issues most challenging to each region.

“I thoroughly enjoyed the open forum and being able to share with the group.”

“Very helpful and practical. Lots of great information.”

LEADING IN ASSISTED LIVING

In this workshop, a panel of Assisted Living and recruitment experts helped attendees gain a better understanding of the evolving complexity of leadership in Assisted Living as care needs continue to rise. Attendees walked away with tactical and interpersonal skills to successfully reach their potential in this expanding and changing industry.

“I found many useful ideas to take back to work and implement. Refreshing and energizing.”

“Phenomenal! I’ve been attending for quite a number of years and it’s amazing how much the conference has grown.”

PROFESSIONAL DEVELOPMENT PARTNERSHIP

CALA and Care and Compliance Group have formed a partnership that brings together over 40 years of combined expertise in Assisted Living and residential care. Through this new partnership, CALA members will have access to quality training tools which will enhance learning and development while ensuring compliance with RCFE training requirements.

FEATURES INCLUDE:

- Discounted pricing
- Updated course content
- Redesigned look to enhance learner engagement
- Audio narration
CALA is pleased to recognize the outstanding dedication and exemplary service provided to Assisted Living residents, and proudly recognizes the following 2012 Excellence in Service Award recipients:

**OUTSTANDING CAREGIVERS**

Northern CA
Debbie Tarwater
Paramount House

Southern CA
Maria Martinez
Silverado Senior Living – Sierra Vista

**OUTSTANDING TEAM MEMBERS**

Northern CA
Ernesto Navas
Drake Terrace

Southern CA
Bill Breslin
Huntington Terrace

**OUTSTANDING DEPARTMENT DIRECTORS**

Northern CA
Chelease Adams
Somerford Place – Stockton

Southern CA
Mario Gudino
Inn at the Park

**OUTSTANDING EXECUTIVE DIRECTORS**

Northern CA
Erik Flatt
Drake Terrace

Southern CA
Eugenia Welch
Sunrise of La Costa

CALA is also proud to announce the two recipients of the 2012 Assisted Living – Innovations in Quality Award for their commitment to employing creativity and innovation in their programming for residents and staff.

**ASSISTED LIVING INNOVATIONS IN QUALITY AWARDS**

**SILVERADO SENIOR LIVING – BELMONT HILLS**

Pathway to Courage
employee meditation program

**VINTAGE SIMI HILLS**

Sit and Box
resident exercise program

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CCG Online Campus:
- Easy-to-use online training
- Content that fulfills compliance requirements
- Provider-controlled users, courses and reporting
- Friendly customer support

As we move forward with our commitment to providing the highest quality education for our members, we are excited about what we can accomplish with Care and Compliance Group. Details on how to participate in these programs are available on the CALA website.
Now in its second year of publication, the CALA News & Views continues to provide in-depth exploration of vital topics like encouraging innovation, reaching consumers, building community, and celebrating caregivers. The magazine has been named a gold winner in both the Hermes Creative Awards and the MarCom Awards. Here’s what readers had to say about the News & Views:

“I read the CALA News & Views from cover to cover and think the articles are really well done. I even jot down recommendations so I can share them with my folks.”

“The overall appearance and content is far superior... Really, really enjoy the new format and content.”

CHOOSING ASSISTED LIVING BROCHURE

As the care landscape changes, understanding of what Assisted Living can and cannot do will become paramount. To help members communicate better with discharge planners, physicians, and other providers in the continuum of care, CALA has rewritten and redesigned this brochure to address the needs of hospitals and doctors facing changes in care delivery.

UNIVERSITY OUTREACH

Inclusive in CALA’s 2012-2013 Strategic Plan was a call for concerted outreach efforts to the pool of students enrolled in or graduating from universities across the state. As a result of this outreach, student attendance at CALA conferences has grown, and important partnerships are being made between professors and Assisted Living professionals seeking to strengthen the link between highly educated individuals and the exciting careers Assisted Living offers.

2012-2013 COMPENSATION STUDY

Setting fair and competitive wages is critical to employee recruitment and retention. CALA’s 2012 Compensation Study helps providers do just that. With data from over 240 participants broken out by 10 geographic areas and four community sizes, as well as information on bonuses and benefit packages, this the richest data available to California operators.

THE HEARTH: Assisted Living and Aging in California

As part of our commitment to telling the story of Assisted Living, CALA has been dedicated to growing the content and reach of our blog. Previously known as Assisted Living in the News, the new name reflects both the sense of home and community to be found in Assisted Living and a more collaborative approach to long-term care in our state. Because of our efforts, reader engagement has grown a whopping 600%, reaching a global audience and sharing the ways in which CALA members care for their residents and are dedicated to improving California’s quality of life.
HEALTH CARE REFORM

As 2013 approaches, we are looking to the future of long-term care in California. CALA’s Health Care Reform Task Force is meeting with key contacts in the health care industry, and working to develop partnerships as the health care landscape continues to evolve. As always, we’re focused on providing CALA members strong advocacy, timely education, and excellent tools and resources that keep you at the forefront of Assisted Living.

NEW MEMBERS

As CALA continues to grow, all members benefit from the increased presence, programs and support to Assisted Living. This year, CALA welcomed 24 new member communities and 31 new associate members who provide products and services to Assisted Living providers.

EVERY MEMBER COUNTS

CALA’s accomplishments come through the joint efforts of strong volunteer leadership, a committed staff, and active member involvement. Your membership is an important contributor in shaping the future of Assisted Living, preserving consumer-focused care, and promoting a greater appreciation of the benefits residents receive every day. Thank you for your support!

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Michel Augsburger
Vicki Clark
Rick Jensen
Chris Kasulka
Don Petersen

Education Committee
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Nancy Schier Anzelmo, Co-Chair
Michel Augsburger
Cathy Berkey
Lorraine Borden
Beth Burbage
Gail Cimini
Ken Claire
Larona Farnum
Bruce Hoggan
Polly Miller
Carlene Motto
Roselynn Muzzy
Kathy Naber-Jordan
Jeff Slichta
Joan Tinchener
Glenda Zarbock

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Joel Goldman
Kathy Greene
Rob Henderson
Christian Holland
Sue McPherson
Danielle Morgan
Doug Pancake
Don Petersen
Todd Shetter
Patricia Will

Thank you TO CALA’S 2012 BOARD OF DIRECTORS AND COMMITTEES

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