2011
IN REVIEW
CALA’s President

As 2011 winds down, this Year in Review provides a snapshot of the advancements and accomplishments achieved with and for CALA members this past year. Many of the tools and initiatives included in these pages came about as a result of an intensive strategic planning session that took place in late 2009. From this session, a Strategic Plan was developed to strengthen the Assisted Living message and provide CALA members a means to greater visibility and stronger relationships within their local communities. Key initiatives included many of the educational opportunities, communication tools, and public policy strategies implemented this past year.

The Year in Review offers you the opportunity to see how your dues investment directly translates into programs which protect and power your success in delivering outstanding care and service. In turn, you’ll be reminded of the many benefits, tools and resources afforded you by your CALA membership, as you prepare for what lies ahead in 2012.

Sally Michael
President

Defeating Harmful Legislation

CALA worked collaboratively to defeat anti-arbitration legislation and a bill that would have lowered the burden of proof for enhanced damages in elder abuse cases. These two bills were top priorities of the Consumer Attorneys of California and will likely be back again in one form or another. CALA will continue to defend against these attacks.

Providing 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
► tracking down criminal background check clearances
► complying with dementia and hospice care regulations
► implementing POLST policies and procedures

CALA members meet with Assemblymembers Bob Wieckowski (D-Fremont) (middle right picture) and Richard Pan, M.D. (D-Sacramento) (bottom picture).
Advocating for a More Effective and Efficient CCLD

CALA continues high profile efforts to increase the effectiveness and efficiency of the Community Care Licensing Division (CCLD). The primary goal of more frequent inspections can only be achieved in this fiscal environment through updating CCLD’s approach to licensing. Redesigning the inspection process is a major part of this change in approach and CALA is a key player in developing a smarter inspection protocol.

Additional CALA accomplishments that free up LPA time for high priority activities include eliminating unnecessary requirements, such as a three-part orientation for currently licensed providers, and streamlining redundant requirements, such as hospice waivers and total care exceptions for the same residents.

Reorganizing the adult and senior care program is expected to provide additional efficiencies. CALA supported CCLD by preparing LPA training sessions on Assisted Living and hospice care in Assisted Living in order to ensure that new LPAs have the background they need to begin overseeing this model of care.

Looking ahead, CALA will focus on ensuring that the “key indicator” inspection tools are refined as necessary and that the licensing application process is streamlined. In addition, CALA will continue to make increasing the frequency of licensing inspections a top priority.

Advocacy in Action

CALA continues to make it easy for members to get 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 contribute to the association’s success.

Earlier this year, at Advocacy Day in Sacramento, Laura Trujillo, Executive Director at Vintage Cerritos, was recognized for her ongoing advocacy efforts and received CALA’s Advocate of the Year award.

“One of the many reasons I chose to be involved with advocacy is because CALA makes it so easy to do so. At Day in Your District, CALA arranged the meeting with our local representative and provided us talking points. We even had a conference call prior to the visit. Why wouldn’t I get involved? It’s a win-win for everyone!”

Laura Trujillo, Executive Director
Vintage Cerritos

COMPREHENSIVE COMPLIANCE AUDIT

While CALA members await more frequent inspections, many proactively participated in the Comprehensive Compliance Audit, a third party audit developed in partnership with Sandi Flores Consulting to help providers achieve, maintain and acknowledge compliance.

“The survey reinforced the positive decisions we were making, identified the areas in need of further attention, and gave us an independent party’s look at our operations in relation to the regulations. The process was easy, and the results were outlined in a very user friendly document that I personally reviewed with the consultant.”

Michelle Murphy, Executive Director, Nazareth House Los Angeles

VOICE OF ASSISTED LIVING

CALA continues to develop brief Voice of Assisted Living speeches for members to use when meeting with service, business and professional organizations. This past year, two new topics were added:

- Stresses, Joys of Caregiving
- Dementia and Its Growing Impact

Four additional topics are also available for members’ use.

“The Voice of Assisted Living is a wonderful way to promote your community and the value of Assisted Living, as well as position yourself as a leader in your local area. It makes it very easy to take advantage of public speaking opportunities because all the research and preparation is already done.”

Carol Pickard, Regional Director of Operations, Emeritus Senior Living
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This year CALA added webinars to its educational offerings as a way of providing shorter, high-quality learning opportunities without having to leave one’s community. Topics ranged from admission agreements and hiring or terminating employees, to tough times thinking and crossing the threshold into memory care. These single CEU opportunities remain accessible to members via the CALA website for up to a year after the live presentations.

CALA also partnered with TRP Enterprises, Inc. to offer their ongoing signature Totally Responsible Person webinars at a reduced rate, making it possible for members to offer targeted staff training on topics such as Developing High Performance Teams and Becoming the Totally Responsible Leader – Serving and Empowering Others, among others. Instructors Thomas White and Daniel Lobb, who received high praise from their conference presentations, bring the same winning energy to their webinars.

The theme for the 2011 conferences was People, Purpose, Passion. As presenters acknowledged the challenge of sustaining a delicate balance of people, purpose and passion in the workplace, they also offered strategies to provide exceptional service, support operational success, and sustain outstanding resident and staff satisfaction.
CALA is pleased to recognize the outstanding dedication and exemplary service provided to Assisted Living residents, and proudly recognizes the following 2011 Excellence in Service Award recipients:

### Outstanding Caregivers

- **Northern CA**
  - Aegean Bayongan
  - Vintage Sonoma
- **Southern CA**
  - Zenaida Preciado
  - Emeritus at Hemet

### Outstanding Team Members

- **Northern CA**
  - Nai Luu
  - The Terraces
- **Southern CA**
  - Thomas Lynch
  - The Arbors Assisted Living and Memory Care

### Outstanding Executive Directors

- **Northern CA**
  - Dinah Bailes
  - AgeSong of Lakeside Park
- **Southern CA**
  - Charles Bloom
  - Vista Village Senior Living

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“Online Assisted Living Leadership Series”

Throughout the year, numerous individuals from member communities earned their Assisted Living Leadership Certificate by completing the eight one-hour modules in this self-paced series. Though targeted for prospective and new managers at the community level, a number of executive directors also completed the series, earning 8 CEUs while previewing the courses to identify their ideal candidates for participation.

“Recognizing Excellence

While both conferences were well attended, an all time high of 576 attendees was reached at the Fall Conference in southern California. Bustling trade shows afforded members the opportunity to preview products and services, and chat with exhibitors.

“I had a difficult time selecting my sessions, as there were many that I wanted to attend simultaneously.”

“I thought the trade show was very well represented by all types of products.”

“The content offered at the conference was significant, current, and practical to go back to the community and share with managers.”

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“Outstanding Caregivers”

“Outstanding Team Members”

“Outstanding Executive Directors”

“Online Assisted Living Leadership Series”

“Recognizing Excellence”

“I was complimented on some of my management skills from co-workers and told them I had just finished the leadership series. It must be working!”

N.S., Course Participant
Member Programs

TOOLS AND RESOURCES

CALA News and Views

This year marked the launch of the CALA News and Views, a content-rich, theme-based quarterly publication. Topics addressed included consumer focused care, medication management, employee engagement and brain health & memory care perspectives. Members enjoyed in-depth exploration of these timely topics from various perspectives.

Regional Executive Directors’ Roundtables

Executive directors’ roundtable discussion groups were started in the Bay Area, San Joaquin County, Los Angeles County and Orange/Riverside/San Diego Counties, while the Sacramento region continued their gatherings. Though structure differs to suit members’ needs and preferences in each region, the common denominator is the sharing of ideas, challenges, best practices, and the opportunity to learn and network.

“I love attending the executive director roundtables. They give us the chance to talk about the issues and challenges we are all facing without a competitive feeling, while also creating a supportive network.”

Kim Delgado, Administrator, Eskaton Lodge Cameron Park

Maximizing Your Membership Video

CALA’s ten-minute video serves as a guided tour of the many benefits, tools and resources at members’ disposal. Housed on the home page of the CALA website, members are encouraged to take a look, as inevitably they learn something new.

CALA/UHF Group Purchasing Program

Once again, numerous members chose to participate in the group purchasing program, as a way of receiving maximum savings on their purchases. It’s hassle free and easy to participate, with no cost to join, many products to choose from; and with such a wide range of vendors, participants often don’t even have to change existing vendors.

“I really appreciate the way UHF looks out for us at AgeSong. The buying rebate is significant and the overall savings is very worthwhile. Best of all, it’s hassle free.”

Dinah Bailes, Chief Operating Officer, AgeSong Senior Communities

CALA’s referral agency guide helps consumers evaluate agencies before they select one. The guide includes questions to ask, along with basic information about the types of services offered. The information is available in brochure form for members to share with consumers. It’s also available directly to the public on the CALA website. Good disclosure helps ensure that individuals receive the services they expect.
As 2012 approaches, we look forward to implementing the new Strategic Plan, the result of a recent Board of Directors retreat and planning session. Stay tuned in the months ahead for ongoing evidence of this plan in action. 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.

As CALA continues to grow, all members benefit from the increased presence, programs and support to Assisted Living. This year CALA welcomed 30 new member communities and 22 new associate members who provide products and services to Assisted Living providers.

CALA members continue to place high value on membership, as was reflected in the 96% membership renewal rate in 2011.

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!

New Members

Member Satisfaction

Every Member Counts

Looking AHEAD

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Thank YOU to CALA’s 2011 Board of Directors and Committees
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