



## *Pennsylvania Alliance of Retirement Community Residents*

Dr. George Tjiattas, PARCR President

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### **MINUTES – PARCR Quarterly Meeting**

**Wednesday, January 11, 2012 – Normandi Ridge, York, PA**

George Tjiattas called the meeting to order at 10:10 a.m., with a welcome to everyone. He reminded us to take all information gained back to our communities. George mentioned that lunchtime is an especially good time to welcome new members and make new friends! Sit with someone new!

Following the Pledge of Allegiance, led by Ray Vaughan, we received Greetings from Doug Flasher, CEO of Normandie Ridge Senior Living Community. Normandie Ridge started in 1992 and is part of Albright Care Services, which we will be hearing about this afternoon. Normandie Ridge has 154 Residential cottages and/or apartments. Peter Seiler, Resident Life Administrator, led us in prayer.

Susan Martin, PARCA Membership Secretary, took Roll Call. We then had an opportunity to hear from Beth Greenberg from Leading Edge, a lobbying group for all the CCRC's in PA. Beth passed out some handouts and gave us updates of both State and Federal issues. Beth mentioned several Bills that Leading Edge has introduced and some that they are tracking. She pointed out the importance of people contacting their legislators about issues of which they are concerned. We did have a chance to ask Beth questions. George Tjiattas reminded us that we are governed by State and Federal guidelines, and that we should remind our members of this.

The program was a panel discussion titled "All You Ever Wanted to Know About CCRC's but Were Afraid to Ask!" The panel members were Angela Dohrman, VP, Lutheran Social Services of South Central PA, Sandra Fair, Executive Director, Homestead at Plum Creek, Hanover, PA, and Robert Allen, Assistant Treasurer, PARCR, Brethren Village, Lancaster, PA. The panel members each told about themselves, and we then had an interesting Question and Answer session.

Some of the questions, and the discussions held, pertained to:

Communication strategies.

Food Services and how do you maintain high service?

Is there any place residents can go for financial reports on the village where they are living?

Is advertising of your village effective? "The best advertising is satisfied residents."

Concerns were noted about Health Privacy Laws and how do you suggest getting information?

Cost of dining services and why don't I have a choice?

Discussion of marketing and use of the Internet and using the Internet within the community.

List Serve (a community internet bulletin board) and telephone emergency services.

Recognizing staff employees.



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We concluded this panel discussion by each of the panel members sharing the most important idea for improving a CCRC. Sandy Fair, Plum Creek, suggested that we should "ask the CEO" in order for things to happen. Angela Dohrman, Lutheran Social Services asked that we "be aware of what is going on." Bob Allen, Brethren Home, suggested the caring, concerned attitude of people in the community. There was much sharing among the communities present, and it was found that each CCRC is different!

Following a delicious luncheon, Shaun Smith, CEO, Albright Care Services, told us of the many different programs which are under the Albright umbrella. One he stressed was the LIFE (Living Independently for Elders) Program, and we saw many pictures pertaining to this program.

We then heard from Joyce Singer, Director of Marketing; Rodney Brooks, Personal Care Administrator; and Chad Mondorff, Nursing Home Administrator. We saw many pictures and heard of life at Normandi Ridge Senior Living Community. This included a picture of Susan Martin, PARCR Membership Secretary, and her husband, Chuck, dressed as Mr. & Mrs. Santa Claus!

We continued with our Business Meeting. There was Approval of the October 12, 2011 Minutes as mailed. Jerry Kemmerer, Treasurer, presented the Treasurer's Report. He reported that PARCR has a balance of \$5,169.91. Jerry passed out copies of his report. Susan Martin mentioned that there were 21 of the 23 PARCA members present today. Julia Hix, NaCCRA, gave us an up-to-date report and stressed that you can join this National group as a community or as an individual member.

Evert Fuller reminded everyone that the April Newsletter would feature "Model Railroads," so please send him pictures and articles. George Tjiattas once again reminded us that PARCA needs a Webmaster **now**, so please have interested members from your community contact him—**soon!**

*Our next Quarterly Meeting will be held at Homewood at Plum Creek in Hanover, PA on April 11.*

The meeting was adjourned at 2:00 p.m.

Respectfully submitted,

Jeanette M. Bentzel, Secretary



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