

**Florida Association of Homes and
Services for the Aging**



Annual Report 2010



Who Decides?

FAHSA'S DESCRIPTION

The Florida Association of Homes and Services for the Aging (FAHSA) was established in 1963 as a not-for-profit corporation. Its purpose is to provide leadership, advocacy, and education for continuing care retirement communities, assisted living facilities, nursing homes, affordable elderly housing communities and home and community-based care providers that serve the needs of Florida's retirees. FAHSA is committed to assisting members in providing the highest quality of services possible to the residents they serve. To accomplish its purpose, the Association provides up-to-date information, education and representation, group services, and networking as well as prompt, efficient service to the professional staff of its member communities.

The Association is comprised of approximately 500 members, including approximately 370 of Florida's finest continuing care retirement communities, assisted living facilities, nursing homes and affordable elderly housing communities and home and community-based care providers. More than 85,000 older persons reside in FAHSA-member communities. Thousands more are served through home health services, adult day care centers, and other community outreach services. FAHSA member homes are mission-driven organizations sponsored primarily by community-based nonprofit civic, religious, fraternal, and other quality groups.

FAHSA'S MISSION STATEMENT

The mission of the Florida Association of Homes and Services for the Aging is to represent and promote the common interests of continuing care retirement communities, home and community-based service care providers, assisted living facilities, nursing homes, and affordable supportive housing communities through advocacy, education, leadership development, and shared services.

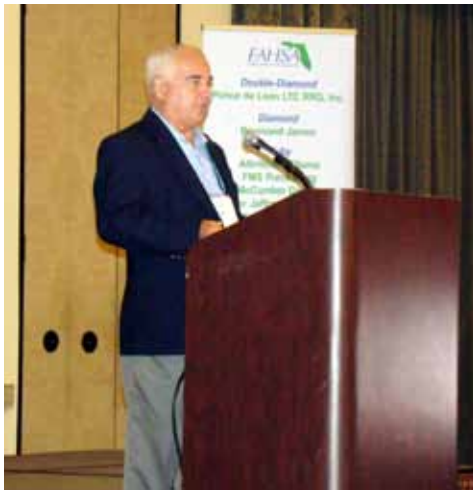
FAHSA'S VISION STATEMENT

To be the leading statewide association representing mission-driven providers of quality elder care service and housing.

Florida Association of Homes and Services for the Aging 2010 Annual Report

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Chair's Message



**Terri Cunliffe,
Chair (2009-2011)**

2010 — Another Year of Change, Challenges and Successes

Annual meetings and anniversaries are occasions to reflect on the past and consider the future. This is our 48th annual meeting and my second and final year as FAHSA's chair so it's time to look back at what happened in 2010 and think about where we are going.

I am proud of our accomplishments and excited about our prospects for growth. FAHSA is a remarkable organization with a mission that is defined by more than 350 of Florida's finest senior housing, long-term care, and home and community service providers. Our collective and individual strength and success are due in large part to our resilience to adapt to evolving consumer preferences, constantly changing regulatory requirements, and economic forces that are often beyond our control. With challenges come opportunities. FAHSA helps us identify and take advantage of those opportunities.

During my tenure as your chair, my goal and the goal of your board has been to ensure that FAHSA continues to lead the way in pursuing a progressive legislative and regulatory agenda, affordable and thought-provoking educational offerings, and shared service opportunities that enable member organizations to operate efficiently and effectively. Like you, FAHSA is continually fine-tuning the many services it offers to better serve you and me.

Change has become a constant in recent years, and 2010 was no different. FAHSA was prepared to take on the challenges and represented you in the following ways:

- The Florida Legislature continued its quest to transition the state's Medicaid program from fee-for-service to managed care. FAHSA contributed solutions and suggestions knowing that a major bill would be filed during the 2011 Legislative Session.
- FAHSA was at the forefront on the national level making a case against regulatory changes adopted by the U.S. Department of Housing and Urban Development that unfairly restricted the ability of affordable housing providers to pay for bulk cable T.V. hookup and transportation vehicles that benefit tenants.
- When another round of state funding cuts were proposed, FAHSA aggressively fought for adequate Medicaid reimbursement rates for nursing homes, assisted living facilities participating in the waiver programs, hospice and home and community-based service providers.
- To avoid dissatisfaction with continuing care contract holders, the FAHSA/Florida Life Care Residents Association (FLiCRA) Chapter 651 Task Force succeeded in drafting legislation that is now law addressing consumer concerns about financial transparency. Looking to the future, the task force has been extended for through 2011 to explore the feasibility of amending Florida law during the 2011 Legislative Session to allow for continuing care at-home contracts.
- FAHSA requested and was granted a seat on the Agency for Health Care Administration's Information Technology Task Force, which affords us the opportunity to offer suggestions directly related to long-term care.
- Always looking for the best opportunities for FAHSA members, our President/CEO Janegale Boyd played a pivotal role in the Task Force for Value First and the relationship between AAHSA and its state affiliates.

FAHSA continues to build on the association's successes and accomplishments. A few of the attributes that make the Association strong is a diverse and committed Board of Trustees, knowledgeable and experienced staff, and a focused strategic plan. The 2009-2011 Business Plan continues to guide and focus FAHSA and the membership on the primary issues:

- Efficient and strategic governance
- Increasing member retention by fully engaging the membership
- Use of 21st century technology
- Enhancing value-added provider/shared services.
- Increasing involvement of FAHSA members in grassroots advocacy
- Increasing efforts to educate legislators about the association and its public policy priorities
- Enhancing FAHSA educational offerings and delivery through technology

I know that my experience in FAHSA is not unique. FAHSA was there for me as a young administrator when I inherited serious regulatory problems and needed a sounding board and guidance. As a more seasoned professional, I still look to FAHSA for the resources and information my organization needs to maintain a competitive edge and excel in the marketplace. Many of you have received technical help and support from the FAHSA staff and members this past year. But, you have to reach for it. And that's what I'd like to challenge you to do today and in the days to come. This organization needs your gifts. Share your expertise. Share your vision. Share your skills. Tell us what you need and want. Let us know what you're passionate about — we'll put your gifts to work on the things that interest you.

The FAHSA staff and board of trustees remain enthusiastically dedicated to serving you and look forward to continuing to do so for many years to come. FAHSA is the go-to organization for those who serve Florida's retirees.

I am proud to have served as your Chair and to have had the opportunity to work with so many outstanding professionals. I wish to express my sincere appreciation to the membership for writing letters to state legislators and members of Congress, attending FAHSA educational and regional meetings, and supporting our business affiliates and business associates. I am especially grateful to those of you who took the time to hold candidate forums and meetings with elected officials before and after the 2010 election to introduce them to FAHSA. These relationships played a major role in our ability to achieve the many public policy accomplishments outlined in this report.

I also want to thank Janegale Boyd and the FAHSA staff for their tireless efforts on our behalf. It has been my pleasure to work side-by-side with them during the past two years.

God bless you for your commitment to enrich the lives of older people.



Finance Committee



**Charlie Coxson,
FAHSA Treasurer**

Treasurer's Annual Report Financial Statements for the Year Ending November 30, 2010

The 2010 fiscal year ended on a positive note, with Association unrestricted revenues of \$1,799,042 against expenses of \$1,681,204 for an increase in unrestricted net assets of \$117,838. With the angst of the economy experienced midyear, management and staff did a fantastic job of analyzing and controlling operating expenses. The turnaround of the stock market during the year resulted in unrealized gains in the FAHSA investment accounts for the year of \$27,718. Excluding the unrealized gains, operations generated a net increase in net assets of \$90,120! We also netted \$7,087 towards the FAHSA scholarship fund!

Total revenues ended the year \$129,955 over budget. This positive variance includes \$27,718 of unrealized gains in the investment portfolio. With three exceptions, all of our revenue categories exceeded our budgeted numbers for the year. Membership dues exceeded the budget number by over \$29,000. Educational Programming showed a positive variance of \$45,066. Annual meeting revenues, rental income and directory advertising revenue were the only areas falling short of the budgeted expectations.

Overall, expenses exceeded our total budget by \$20,363. Depreciation expense, which was a non-budgeted item, totaled \$35,100. Without this non-cash expense, our budgeted expense total was met and management kept total expenses under the approved total. Positive variances included expenses for the Annual meeting, salaries and related expenses and staff travel. Education programming exceeded the budgeted expenses by \$48,955, however, this area still netted almost \$95,000 for the Association. Building supplies and expenses exceeded the budget due to some needed repairs and maintenance items. Consultant fees were the largest account exceeding the budget. We participated in the AAHSA challenge last year and challenged the DOEA rulemaking process. These expenses were approved by the board, but were unbudgeted items.

Please note that this budget presentation identifies only AAHSA revenue associated with servicing (invoicing/collection/remittance) our national affiliate. Gross funds received on behalf of AAHSA are identified separately since we are not treating it as earned income of the association.

The attached audited financial statements reflect FAHSA's financial position as of November 30, 2010. The Association remains on solid financial ground and is positioned to withstand the uncertain economic times at hand. Management is to be commended for its continued commitment to accurate and timely recording of financial activity.

Presented by:

A handwritten signature in black ink, appearing to read 'Charles Coxson'.

Charles Coxson
Treasurer

A handwritten signature in black ink, appearing to read 'Rodney E Reams'.

Reams and Reams, CPAs
Bookkeeping

INDEPENDENT AUDITORS' REPORT

To the Board of Directors
 Florida Association of Homes
 and Services for the Aging, Inc.
 Tallahassee, Florida

We have audited the accompanying statement of financial position of Florida Association of Homes and Services for the Aging, Inc. (a nonprofit organization) as of November 30, 2010 and the related statements of activities and cash flows for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit. The prior year summarized comparative information has been derived from the Organization's 2009 financial statements and, in our report dated March 22, 2010, we expressed an unqualified opinion on those financial statements.

We conducted our audit in accordance with auditing standards generally accepted in the United State of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Florida Association of Homes and Services for the Aging, Inc. as of November 30, 2010, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Thomson Brock Luger & Company
 March 25, 2011



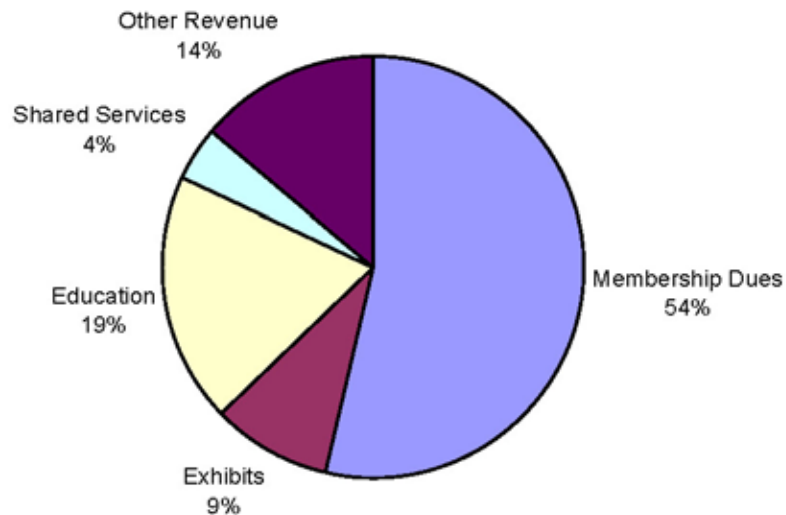
Deerfield Professional Center • 3375-G Capital Circle Northeast • P.O. Box 13445 • Tallahassee, Florida 32317-3445
 Phone 850.385.7444 • Fax 850.385.0602 • www.tbl-cpa.com

FLORIDA ASSOCIATION OF HOMES AND SERVICES FOR THE AGING, INC.
 STATEMENTS OF FINANCIAL POSITION
 November 30, 2010 and 2009

	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 309,454	\$ 919,927
Investments	1,131,971	836,294
Accounts receivable	12,643	18,156
Prepaid expenses	4,285	1,083
Deposits	7,244	3,450
TOTAL CURRENT ASSETS	1,465,597	1,778,910
PROPERTY AND EQUIPMENT, net	502,224	535,608
	\$ 1,967,821	\$ 2,314,518
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued expenses	\$ 48,514	\$ 26,102
Accrued payroll expenses	76,742	99,240
Due to AAHSA	98,417	326,800
Deferred income	33,490	276,643
TOTAL CURRENT LIABILITIES	257,163	728,785
NET ASSETS		
Unrestricted		
Undesignated	1,442,589	1,324,751
Designated	233,784	233,784
Temporarily restricted	1,676,373	1,558,535
	34,285	27,198
	1,710,658	1,585,733
	\$ 1,967,821	\$ 2,314,518

See accompanying notes.

Revenues



FLORIDA ASSOCIATION OF HOMES AND SERVICES FOR THE AGING, INC.
STATEMENT OF ACTIVITIES
Year Ended November 30, 2010
(With Comparative Totals for the Year Ended November 30, 2009)

	2010			2009
	Unrestricted	Temporarily Restricted	Total	Comparative Total
REVENUE AND SUPPORT				
Membership dues	\$ 970,369	\$ -	\$ 970,369	\$ 904,693
Annual meeting	126,400	-	126,400	152,630
Educational programming	218,566	-	218,566	198,394
Exhibit revenue	162,600	-	162,600	156,936
Shared services	77,168	-	77,168	66,954
Sponsorship	85,662	-	85,622	87,400
Silent auction	-	17,332	17,332	12,707
Investment income	40,679	-	40,679	108,565
AAHSA dues collection income	59,132	-	59,132	62,094
Directory advertising income	18,053	-	18,053	18,449
Rental income	9,960	-	9,960	19,513
Other revenue	20,208	-	20,208	14,920
Net assets released from restrictions	10,245	(10,245)	-	-
TOTAL REVENUE AND SUPPORT	1,799,042	7,087	1,806,129	1,803,255
EXPENSES AND LOSSES				
Program services	1,429,023	-	1,429,023	1,399,916
Management and general	252,181	-	252,181	247,044
TOTAL EXPENSES AND LOSSES	1,681,204	-	1,681,204	1,646,960
CHANGE IN NET ASSETS	117,838	7,087	124,925	156,295
BEGINNING NET ASSETS	1,558,535	27,198	1,585,733	1,429,438
ENDING NET ASSETS	\$ 1,676,373	\$ 34,285	\$ 1,710,658	\$ 1,585,733

See accompanying notes.

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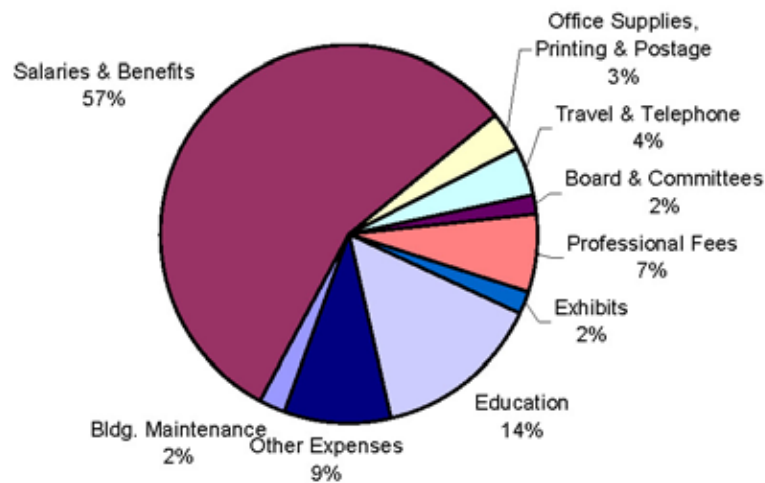
FLORIDA ASSOCIATION OF HOMES AND SERVICES FOR THE AGING, INC.
STATEMENTS OF CASH FLOWS
Years Ended November 30, 2010 and 2009

	2010	2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in net assets	\$ 124,925	\$ 156,295
Adjustments to reconcile change in net assets to cash provided by operating activities:		
Depreciation	35,100	36,346
Unrealized gain on investments	(27,718)	(83,571)
Realized loss on investments	363	2,798
(Increase) decrease in assets:		
Accounts receivable	5,513	(10,037)
Prepaid expenses	(3,202)	1,876
Deposits	(900)	(750)
Increase (decrease) in liabilities:		
Accounts payable and accrued expenses	22,412	18,898
Accrued payroll expenses	(22,498)	8,501
Due to AAHSA	(228,383)	92,221
Deferred income	(243,153)	(6,970)
NET CASH (USED IN) PROVIDED BY OPERATING ACTIVITIES	(337,541)	215,607
CASH FLOWS FROM INVESTING ACTIVITIES		
Transfer (to) from investment account	(268,322)	4,131
Reinvested interest on security deposit	(2,894)	-
Purchase of property and equipment	(1,716)	(24,411)
NET CASH USED IN INVESTING ACTIVITIES	(272,932)	(20,280)
NET (DECREASE) INCREASE IN CASH	(610,473)	195,327
CASH AT BEGINNING OF YEAR	919,927	724,600
CASH AT END OF YEAR	\$ 309,454	\$ 919,927

See accompanying notes.

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Expenses



Member Relations Committee



**Jeff Rock,
Committee Chair**

The past year was exciting for FAHSA, full of successes and challenges. While the current economic situation is daunting, FAHSA's members are ready to meet it. We are people of passion, tenacity and optimism. We continue to enrich lives and strengthen our communities.

FAHSA continues to inform members, elected officials, key decision makers, and the public about our association and retirement services. FAHSA communicates with an average of 1,400 member individuals via weekly newsletters, specific alerts, and technical bulletins.

FAHSA's membership totaled 791 members which included retirement communities, nursing homes, ALFs, independent housing communities and home and community-based service providers. This also includes 291 members in other categories such as aging organizations, firms, individuals, resident councils and management companies. The American Society of Association Executives (ASAE), a trade association, reports that nationally trade associations averaged a net decline of five percent due to the decline of the economy; however, we are proud to report that FAHSA had a net gain in membership of 2.9 percent.

The Member Relations Committee includes the region chairs and vice chairs as well as other FAHSA members.

Southeast Region

Chair: Judy Johnson Vice Chair of Advocacy: Keith Myers
Vice Chair of Membership: Aimee Hilton

Southwest Region

Chair: Dorothy Barichak Vice Chair of Advocacy: Steve Miniear
Vice Chair of Membership: Randal Long

Central Region

Chair: Ansley Holt Vice Chair of Advocacy: George Bryan
Vice Chair of Membership: Linda Williams

North Region

Chair: Maureen Gartland Vice Chair of Advocacy: Bruce Jones
Vice Chair of Membership: Melissa Gilreath

The other members were Mike Bell, Morris Funk, Joann Buckles, John Meserve, Litha Berger, James Emerson, and Terri Cunliffe.

This was the third year for the successful regional membership meeting program. The meetings were held in January at Covenant Village of Florida, Plymouth Harbor on Sarasota Bay, Advent Christian Village and Waterman Village. The meetings in August were held at Douglas Gardens, Glenview on Pelican Bay, Village on the Green and Fleet Landing. The November round was held at St. Andrews Estates South, Kobernick House Retirement Center, The Mayflower Retirement Community and Westminster Oaks. One meeting also was held via a conference call.

More than 500 FAHSA members were educated on the topics including: Employee Safety, Legislative Session Review, National Health Care Reform, and Workforce Issues.

FAHSA members donated more than 29 items for the annual convention silent auction, including over 10 cases of wine for the popular wine toss. The event generated more than \$6,000 for the Scott Boord Professional Scholarship Fund. In 2010, FAHSA awarded \$10,245 in scholarships.

The member relations committee is also charged with disaster preparedness. The 2010 FAHSA Disaster Preparedness Manual was updated.

As we look forward to 2011, the member relations committee will continue to serve our members and lead the membership by:

- Seeking new ways to engage the membership
- Encouraging member growth
- Encouraging engagement by members that strengthens FAHSA communities and assists in solving related issues.

It has been my pleasure to serve as the Member Relations Committee Chair and to have the opportunity to work with so many dedicated members who are committed to serving Florida's elderly. I want to express sincere appreciation to all of FAHSA's members for their countless hours of writing letters to state and federal legislators, traveling to and participating in FAHSA's educational programs and district meetings, and supporting FAHSA's business affiliates and Preferred Business Associates.





**Congressman Mario Diaz-Balart with the
Florida Association of Homes and Services for the Aging
Washington, DC Office**



Continuing Care Retirement Community Public Policy Report



**Kevin Smaage,
Committee Chair**

Since 1980, FAHSA has been a leader in setting policy for continuing care and fee-for-service retirement communities. Over the years, we've played a pivotal role in crafting legislative changes that define continuing care and make it easier for full-service retirement communities to efficiently deliver a broad range of services and housing options. Because of the challenging economy and the evolving market, there has been a renewed interest in continuing care public policy by residents and providers. The concerns and creative ideas that have come to our attention drove our public policy agenda in 2009 and again in 2010 and led to a few very positive changes.

In July of 2009, we embarked on an effort to identify and address the concerns of continuing care residents about financial transparency. FAHSA joined with the Florida Life Care Residents Association (FLiCRA) to create a task force to determine what changes were needed to Chapter 651, Florida Statutes, to strengthen financial disclosure requirements without overburdening providers. If we did not undertake this responsibility, we knew that a few vocal and unhappy residents would continue their quest for legislative changes that could undermine the financial stability and future financing of CCRCs. The work of the Task Force led to a bill that was filed during the 2010 Legislative Session by Rep. William "Bill" Proctor and Sen. Mike Fasano and passed into law.

The FAHSA/FLiCRA Chapter 651 Task Force was reconvened in the summer of 2010 to study two new issues: (1) the feasibility of amending Chapter 651, Florida Statutes, to allow for CCRC at-home contracts and (2) the need for a nonbinding dispute resolution process for CCRC residents and providers to use when efforts within their own communities failed. With regard to CCRC at-home contracts, the goal of the Task Force was to identify what was needed to regulate and promote the concept without compromising the traditional CCRC model. When addressing resident concern about the need for another dispute resolution alternative, the Task Force sought to examine current avenues available to consumers and whether or not there was a need to strengthen or expand them.

Specific public policy accomplishments related to continuing care retirement communities are as follows.

- Continuing Care Legislation (HB 1253 by Rep. Proctor) – HB 1253, which is now law, was a product of the 2009 FAHSA/FLiCRA Task Force. It addressed the concerns of CCRC residents about financial transparency. It also contains the following provisions that benefit FAHSA members: increases the threshold for identifying persons named in the application for a provisional certificate of authority who are associated with a business entity that provides goods, services or a lease to the continuing care facility from \$500 or more to \$10,000 or more; increases the maximum fee for processing a continuing care application from four percent to five percent of the entrance fee; clarifies that a person who postpones moving into the facility but takes possession of a unit and begins paying fees is a resident for the purpose of refunds for which prospective residents are entitled if they die or become ill before moving in; and changes Office of Insurance Regulation (OIR) inspections from "at least once every three years" to "at least once every five years" for accredited CCRCs.
- CCRC Look-A-Likes – Members of the 2009 FAHSA/FLiCRA Task Force recommended against a change in law that would have expanded OIR's authority to regulate retirement communities that charge an entrance fee and market contracts similar to continuing care. This recommendation benefited a few FAHSA members.

- **Member Involvement in Public Policy Development** – The 2009 & 2010 FAHSA/FLiCRA Task Force provided an opportunity for FAHSA members to become directly involved in developing policy and drafting legislation that influences the future of continuing care. The following individuals represented FAHSA on the task force: Charles W. Coxson III, (Chair), ACTS Retirement-Life Communities, Inc.; Peter Dys, Shell Point Retirement Community; and Raymond Johnson, Vicar’s Landing & The Glenmoor. Before any of the task force recommendations were finalized, they were approved by the CCRC Public Policy Committee and the FAHSA board. All CCRCs were invited to public policy meetings when changes to Chapter 651, Florida Statutes, were discussed
- **At-home CCRC Contracts** – As a result of the work of 2010 FAHSA/FLiCRA Task Force, a bill was drafted with input from OIR that amends Chapter 651, Florida Statutes, to specifically allow for continuing care at-home contracts. The proposed legislation contains guidelines that must be followed to obtain OIR approval and requires that such contracts must be provided by a CCRC that meets all requirements of current law, including the availability of residential units for independent living. The proposed bill will be filed during the 2011 Legislative Session by Rep. Leonard Bembry and Sen. Ellyn Bogdanoff.
- **Informal Dispute Resolution Process** – Instead of developing another dispute resolution alternative, the 2010 FAHSA/FLiCRA Task Force recommended that the Association compile and publish a summary of existing avenues available to residents and providers to resolve a dispute. The summary, titled “Information on the Use of Arbitration Agreements by Long-term Care Facilities” may be viewed on FAHSA’s website.
- **Benchmarking/Strategic Planning** – Recognizing that the availability of historical occupancy and financial data are critical to successful long and short-term planning, FAHSA enlisted Moore Stephens Lovelace, P.A., a Preferred Business Associate; to produce a CCRC benchmarking report. In December, the authors of the report held a webinar to explain the results. The webinar complemented a similar presentation by OIR staff of data in their annual report to the Governor’s Continuing Care Advisory Council.
- **Governor’s Continuing Care Advisory Council** – FAHSA member Peter Dys serves as chair of the Council. Other FAHSA members appointed by the Governor to the Council include: Theresa Bertram, Harbour’s Edge; James F. Emerson, Westminster Communities of Florida; Harry E. Hobson, Plymouth Harbor; and Dennis Schleper, LarsonAllen LLP.

In addition to the accomplishments listed in this report, FAHSA continuing care and fee-for-service retirement communities benefitted from the many legislative and regulatory successes that the Association achieved related to nursing homes, assisted living, and home health. Please be sure to check out the details included in other sections of the annual report.



Nursing Home Public Policy Committee Report



**Diane Marcello,
Committee Chair**

As Chair of the Nursing Home Public Policy Committee, I am proud of our Committee's dedication and accomplishments. FAHSA members are known for the high quality of care and services they provide. Our goal is to provide members with the information, education, reference and training materials to allow them to excel.

The 2010 Legislative Session was another year of revenue shortfall. State lawmakers relied on stimulus dollars to balance the budget without increasing fees and taxes or implementing drastic cuts in essential programs and services.

Here are some of the 2010 Nursing Home Public Policy highlights:

- Medicaid Reimbursement – FAHSA advocated vigorously and preserved adequate nursing home funding for the coming year.
- Lease Bond – FAHSA supported a provision allowing the suspension of lease bond payment to AHCA for one year if the Grants and Donations Trust Fund exceeded \$25 million. It was anticipated that the fund will reach this level during FY 2010-11.
- Staffing – FAHSA successfully advocated flexibility for nursing home staffing. Under the revised standards, daily CNA staffing of 2.7 hours and nurse staffing of 1.0 hour per resident must be maintained. The weekly average combined CNA and nurse staffing remained at 3.9 hours per resident per day. This new requirement allows nursing homes to substitute up to 0.2 hours of excess nurse staff for CNA staffing and thus yields a modicum of staffing flexibility for nursing homes.
- Arbitration Agreements/Medical Negligence Claims – FAHSA joined with other groups in successfully opposing legislation that would have allowed a person who enters into such an arbitration agreement to revoke it at any time, which negated the value of such an agreement.
- Medicaid Rate Setting for Nursing Homes – FAHSA was a resource to AHCA staff as they implemented the Medicaid budget passed for nursing homes and set rates for FY 2010-11. FAHSA staff also verified the rates to make sure they are accurate for each member nursing home.
- Enhanced Background Screening – FAHSA staff participated in the drafting of this bill. Many of our suggestions were incorporated into it, including language to narrow the types of contractors that must be screened, a 5-year phase-in of the rescreening requirement for employees that must by law submit to background screening every 5 years, and language stating that employees who are fired because of a disqualifying offense are not eligible for unemployment compensation.
- QIS – FAHSA staff continued to update members on the new Quality Indicator Surveyor (QIS) process by providing technical briefs and tips in nursing home alerts.
- Professional Boards – FAHSA staff member Carol Berkowitz monitored the activities of the Board of Nursing and the Board of Nursing Home Administrators for policy and regulatory changes that could affect FAHSA members. She testified or prepared reports when appropriate.
- Pioneer Network – FAHSA staff member Mary Ellen Early served on the Florida Pioneer Network (FPN) Steering Committee for another year.
- Gold Seal – Elliott Palevsky continues to represent FAHSA on the Governor's Panel on Excellence in Long-term Care, the group responsible for the Gold Seal program. FAHSA staff member Erwin Bodo attended Panel meetings and serves as a resource to Elliott. A total of 15 of the 16 Gold Seal designated nursing homes in 2009 were FAHSA members.

- Ombudsman Rule Challenge – FAHSA filed a rule challenge to proposed Chapter 58L, FAC, related to Ombudsman visits and the administrative assessment form. Since 2006, FAHSA and other interested parties have participated in numerous Rule Workshops on Chapter 58L, FAC. As proposed, the assessment form resembled an AHCA surveyor’s complaint intake tool. The assessment also duplicated the AHCA surveyor complaint intake tool and does not focus on resident and family satisfaction from a volunteer advocate’s perspective. We will continue to oppose the form and the adoption of the Rule until our concerns are addressed.
- Technical Assistance – The FAHSA staff spent countless hours helping members with problems associated with physical plant challenges, staffing questions, and regulatory compliance in general. Weekly nursing home alerts were also included in the FAHSA Link newsletter to keep members abreast of regulatory changes.

I sincerely appreciate the time and effort that the Nursing Home Public Policy Committee members have taken to review significant regulations and legislative proposals affecting nursing home members and their residents.



Affordable Housing Public Policy Committee Report



**Alma Ballard,
Committee Chair**

The strength of FAHSA's advocacy efforts at the state and federal level sets us apart from other provider groups. Our standing as the leading statewide association representing mission-driven providers of quality elder care services and housing uniquely position us as a trusted advisor to lawmakers and regulators on a wide range of topics that affect affordable housing communities.

FAHSA continues to be a viable partner with all housing-related organizations and stakeholders. These relationships are fundamental to breaking down regulatory and legislative barriers that hinder progress. FAHSA and its national organization, the American Association of Homes and Services for the Aging (AAHSA), have a long history of providing resources and guidance.

Early in the year, HUD Secretary Shaun Donovan and the U.S. Department of Housing and Urban Development proposed entirely eliminating funding for the Section 202 capital advance program. This would have zeroed the budget line item and stopped production of housing for the Section 202 program. Even bigger, it would have created problems for funding in the future since the budget had been cut.

HUD had a few major concerns with the current program such as construction delays, cost overruns and lengthy development times. As a result, HUD is in the process of redesigning the program in the years moving forward.

AAHSA and FAHSA fought hard and won to make sure that Congress restored funding to the Section 202 program in 2010. Project based rental assistance received an increase to \$8.99 billion for FY11 (compared with \$8.16 billion from FY10). The request included an advance appropriation of \$400 million. The Administration also heard AAHSA's interest in making the Section 202 program the platform for the delivery of supportive services and the tilting of the agenda toward housing with services.

In 2010, FAHSA and its members continued to work diligently on your behalf as evidenced in the following highlights:

- FAHSA members and staff met with HUD Secretary Shaun Donovan in Washington, D.C., during his testimony before the House Subcommittee on Transportation, Housing and Urban Development, and Related Agencies on zeroing the Section 202 budget. AAHSA and FAHSA were successful in getting Congress to restore funding.
- FAHSA members and staff met with Carol Galante, Assistant Secretary of Multifamily Housing, during AAHSA's annual convention to discuss HUD's Section 202 proposal. She accepted our suggestions for changes to the program and agreed to work with AAHSA to make changes in the current proposal.
- As a result of FAHSA's efforts, affordable housing section 202 properties who offer transportation to residents may, with prior permission from HUD, continue to include the cost of operating the vehicle, or leasing one, in their operating budgets as an allowable expense.
- FAHSA members and staff worked with officials from the U.S. Department of Housing and Urban Development (HUD) to allow residents to continue to receive bulk cable or discounted rates for cable and other telecommunication services. Our pleas were heard. In 2010, HUD released a waiver for the collection of telecommunications fees at elderly properties by the site manager.
- FAHSA members and staff successfully advocated for statutory relief from recently adopted changes to elevator regulations for apartment buildings, continuing care communities and other similar settings.
- When the House Medicaid reform plan was unveiled, FAHSA immediately responded with a list of recommended changes. Many of our suggestions were incorporated into the bill, which will be the starting point for debate during the 2011 Legislative Session.
- FAHSA opposed funding reductions for elder care services. Funding for home and community-based services was not cut. In fact, slots for PACE and Waiver programs were added.

Continued on Page 18

Honors and Award Recognitions



Honors and Award Recognitions



- Record attendance during FAHSA's 27th Annual Affordable Housing Conference with 283 participants.
- Offered scholarships to housing members to attend FAHSA's Annual Convention, FAHSA's 27th Annual Affordable Housing Conference and FAHSA's 18th Annual Maintenance and Environmental Services Workshop.
- Held weekly advocacy calls with housing members during legislative session.
- Wrote weekly articles regarding housing legislative issues for the weekly Legislative Alert.
- Held free conference calls with members during the year to discuss hot topics.
- Worked with staff from the Florida Housing Finance Corporation (FHFC) on preservation issues.
- Sent a comment letter to HUD regarding Florida's low Operating Cost Adjustment Factor (OCAF) rate – 1.8%, which is the lowest in the country.
- Sent comment letters regarding HUD's Section 8 renewal guide changes and HUD's Section 202 proposal.
- Worked with Senator Nelson's office to make sure there were no late Housing Assistance payments (HAP) in the fall of 2009.
- Worked directly with the Jacksonville HUD staff on a number of regulatory issues concerning MORs, REACs and guidance for senior housing development.
- Worked with Senator Nelson's office to have him co-sponsor S. 118, AAHSA's housing bill.
- Published 32 housing alerts and several technical briefs to help members keep abreast of regulatory changes, member issues and occupancy trends. A total of 50 issues of the weekly Link newsletter also provided members with the latest housing news.
- Held special web-based training for housing staff.
- Participated in the Sadowski Coalition to remove the cap on the state housing trust fund dollars.
- Participated in the Chamber of Commerce Affordable Housing Committee.
- Participated on various conference calls with staff from the National Low Income Housing Coalition to preserve the National Housing Trust Fund.
- Wrote a comment letter on the National Housing Trust Fund dollars.
- Participated in the Florida Department of Community Affairs re-write of the state's 5-year Consolidated Plan.
- Participated in the annual FHFC and Sadowski Housing Day Rally at Capitol.
- FAHSA member Melissa Gilreath participated on the Affordable Housing Study Commission.
- Participated in AAHSA national housing conference calls.
- Participated in other AAHSA state affiliates conference calls.
- Gave presentations during member meetings.
- For 26 years, presented Service Coordinators with FAHSA's Service Coordinator of the Year Award.
- Four FAHSA members currently serve on the FAHSA Board of Trustees and 14 additional members serve on FAHSA's Housing Public Policy Committee.

Caring for residents is both a service and a cause. FAHSA continues to be a strong advocate for affordable housing communities and supportive services. Fulfilling both obligations requires a strong public policy committee and staff that facilitate choice, flexibility and affordability. FAHSA would like to thank the members of the Housing Public Policy Committee for their invaluable service for implementing good public policy decisions that have an effect on affordable housing providers in Florida.

Assisted Living Facility / Home & Community-Based Services Public Policy Committee Report



**Mike Bell,
Committee Chair**

The trend continues toward reducing nursing home admissions while increasing assisted living and home and community-based services. As a result, there has been more legislative and regulatory activity around the state for assisted living facilities and home and community-based services.

Highlights of our FAHSA committee's work included the following:

- **Enhanced Background Screening** – FAHSA staff participated in the drafting of this new law. Many of our suggestions were incorporated into it, including language to narrow the types of contractors that must be screened, a 5-year phase-in of the rescreening requirement for employees that must by law submit to background screening every 5 years, and language stating that employees who are fired because of a disqualifying offense are not eligible for unemployment compensation.
- **AHCA Deregulation** – During the 2010 Legislative Session, a bill was filed containing numerous changes that FAHSA worked on with AHCA and other interested parties to reduce regulatory duplication between AHCA, the Department of Health, and local fire authorities. Unfortunately, the bill was vetoed because of controversial abortion amendments that were added. FAHSA continues to advocate for this legislation to be adopted.
- **Limited Nursing Services License Collapsed with Standard License** – During the 2010 session, this proposed legislation was the result of a 2009 Senate Interim Study on ALF licensure categories that included recommendations made by FAHSA members. Prior to Session, FAHSA staff surveyed ALF members and worked with the FAHSA Public Policy Committee members to obtain input as to whether the cost associated with this proposal would negatively affect them. ALF members responded that they are willing to pay an increase in the fee for a standard license in exchange for more flexibility to provide a greater variety of services to residents.

Although the Senate bill did not have a companion, it was incorporated into another House bill that was vetoed because of controversial abortion amendments that were added. As proposed, the bill:

- Would repeal the limited nursing services (LNS) specialty license and authorizes LNS to be provided by a licensed nurse in ALFs with a standard license.
- Retains the Extended Congregate Care (ECC) license.
- Increases the per bed fee for a standard-licensed ALF by \$8.50 biennially for beds that are not designated for recipients of optional state supplementation payments (OSS), to offset the revenue that is currently generated from the fees associated with the LNS license.
- Increases the per bed amount that an ALF is required to pay for the standard licensure fee from \$59.00 to \$67.50.
- Requires additional monitoring, either onsite or by a desk review, for an ALF that has been cited with a class I or class II deficiency.
- Repeals the requirement for additional monitoring inspections of an ALF licensed with an ECC specialty license.
- Eliminates the requirement for the Department of Elder Affairs to report annually to the Governor and Legislature on the status of and recommendations related to ECC services.
- **State Ombudsman Rule** – FAHSA joined with other organizations in challenging a state ombudsman proposed rule that would have adopted a facility assessment form that was more appropriate for state surveyors to use. The fate of the rule is still pending, but we anticipate that we will prevail.

- **ALF Transfer/Discharge Notification** – FAHSA joined with other interested parties in successfully opposing this proposed legislation. The bill would have restricted the ability of an ALF to transfer or discharge a resident; required the Department of Elder Affairs to create a uniform transfer/discharge form; and required ALFs to submit copies of completed forms to the State Ombudsman.
- **Defibrillators Mandated in ALFs** – This new law requires ALFs that have 17 or more licensed beds to have a functioning automated external defibrillator (AED) on the premises at all times. In this new law, ALFs are encouraged to register the location of each AED with the local emergency medical services medical director. Facility staff is authorized to withhold or withdraw the use of an AED if presented with a do not resuscitate order. The immunity from criminal prosecution or civil liability that is granted to facility staff and facilities for withholding or withdrawing cardiopulmonary resuscitation is extended to the withholding or withdrawing of the use of an AED. The Department of Elder Affairs is authorized to adopt rules to implement the provisions in this bill relating to the use of an AED. The bill was amended at the request of FAHSA to extend the effective date to July 1, 2011, in order to allow sufficient time for ALFs to comply with the requirements of the bill.
- **Funding for Elder Care Services** – FAHSA joined forces with other organizations to oppose funding reductions for elder care services. Our appeals were heard and additional slots for the Program of All-Inclusive Care for the Elderly (PACE) and Waiver programs were added.
- **Home Health Rule Revisions** – FAHSA staff participated in a rule workshop and commented on proposed changes to rule 59A-8. Some of the draft changes address legislative concern about fraudulent home health agency activities. Our goal is to ensure that proposed regulatory changes do not create an unfair burden for home health agencies or consumers. Most home health agencies affiliated with FAHSA members are uncertified.

I have enjoyed serving as your chair this year and I want to thank the committee members for their willingness to serve on this committee and as a resource to FAHSA staff.



Program / Professional Development Committee



**Maureen Gartland,
Committee Chair**

“Who Decides?” was FAHSA’s 2010 convention theme, but early in the year, the message framed the direction of FAHSA’s Professional Development Committee and the vision for the development of educational programming in 2010. The theme stimulated rich dialogue and conversation as the committee and staff considered the types of programming that would stimulate thoughts, and add to their service and care delivery. We also wanted to provide programming and special events that the members would enjoy.

“Who Decides?” was more than a question, it was a shift in mindset – a recognition that the current landscape is changing. And as it changes, the role of everyone involved – from consumers to family members to direct care workers to CEOs and boards – is evolving. And it offered us the perfect opportunity to expand our programming ideas to help meet the needs of the ever-changing regulatory and systems environments for successful daily operations. It also allowed us to develop and present high quality courses in the most convenient manner, including webinars and workshops that represent areas of interest to FAHSA’s diverse membership.

The Professional Development Committee is charged with reviewing, evaluating, and selecting professional speakers and options for FAHSA’s continuing education courses. We want to extend a heartfelt thank you to the hard work and dedication of the Professional Development Committee for another successful year of programming ideas and suggestions.

In 2010, webinar topics were abundant and continued to be the best option for providing “hot topics” and pertinent information to the membership in a timely manner. Webinars offer many attractive alternatives to face-to-face meetings such as minimizing travel expenses and time away from the office, as well as an opportunity to hear from a wider selection of available speakers.

Eighteen successful webinars and conference calls were presented throughout 2010: CCRC Financial Summary and Benchmarking Performance • The Unexpected Hike in Unemployment Tax and Workers Compensation • Affirmative Fair Housing Marketing Plan • Focus on the New MDS 3.0 • Detecting Elder Abuse and Navigating the Hotline • Overflow Detecting Elder Abuse and Navigating the Hotline • Medicaid Integrity & RAC • MDS 3.0 & RUGS IV Primer • MDS 3.0 & RUGS IV Primer • Landlord-Tenant • OSHA’s Radar Screen: Are You On It? • The New MDS 3.0 Resident Assessment Instrument (RAI) Course • Unemployment Compensation Cost Increases • Background Screening • 2010 Background Screening Requirements • Liability & Legal Risks Related to Automated External Defibrillators • Liability & Legal Risks Related to Automated External Defibrillators • OIR Presentation on CCRC Statistical Information

Thirteen Regional Meetings offered a selection of topics ranging from grassroots advocacy, workforce issues, legislative session, health care reform, Employee Safety, and Best Practices for Falls, Workplace Hazards, Accidents, and Scooters.

Seven online courses were developed to offer members an opportunity to receive credits directly from their computers. These courses provide the latest information on Documentation, Managing Weight Loss, the Facts about HIV/AIDS, Successful Aging, Medical Errors, Six Strategies During Challenging Economic Times, and Domestic Violence and Human Trafficking.

Weekly legislative calls during Session conducted by Larry Overton, Larry J. Overton and Associates, and FAHSA’s public policy team consisting of Janegale Boyd, President/CEO; Erwin Bodo, Ph.D., COO; Mary Ellen Early, Sr. Vice President of Public Policy; Carol Berkowitz, Esq., Sr. Director of Regulation and Compliance; and Gail Matillo, Director of Housing and Education, provided members with up-to-date information on legislative activities.

Several on-site workshops were also held in 2010 including the following:

- In collaboration with Westminster Services, FAHSA continued its CNA Train-the-Trainer program by hosting two courses in Orlando. This program continued to grow in the past year. We would like to thank Mary Klein, Interim Executive Director, and Violet Breder, R.N., Westminster Services, for providing training and hands-on practical instruction.

- FAHSA's 2010 Legislative Workshop highlighted presentations by well-known Tallahassee business leaders and staff from the Agency for Health Care Administration, the Department of Elder Affairs, and AAHSA. They shared the latest information on public policy developments and trends in long-term care and affordable housing, tort reform, regulatory issues and the latest in state and federal legislation. A special luncheon was held at the prestigious Governors Club, visits with legislators followed, and an exclusive reception was a highlight of the two-day event.
- For the 15th year, Robert P. Scharmann, Executive Director of John Knox Village of Florida, facilitated the annual six-hour Preceptor's Training Course in conjunction with FAHSA's convention.
- "Who Decides?" FAHSA's 47th Annual Convention and Exposition at the Boca Raton Resort featured more than 32 sessions and up to 23.5 hours of continuing education credit. The opening keynote presentation by Michael Abrashoff reminded us that organizations perform at their best when people feel safe and confident about their ability to navigate in troubled times. Traditional views of aging were challenged by Dr. Thomas Sattler. Dr. Francis Battisti left us with trusting one's instincts, relishing the moment, learning, respecting family and community, acting with dignity, accepting change and maintaining honesty are principles that can contribute dynamically and positively to an organization's transformation.
- FAHSA hosted its 7th annual Strategic Visioning Workshop on "Advanced Leadership Training." This annual workshop serves as an advanced training opportunity for leaders in long-term care and retirement housing and is known for its outstanding educational curriculum and the opportunity to share ideas and promising practices among peers.
- FAHSA's 27th Annual Affordable Housing and Service Coordinator Workshop and the 4th Annual Home and Community-based Workshops were held at the Hyatt in downtown Jacksonville. The meetings were well-attended and provided specialized training. Always a highlight of the meeting is the opportunity to network with the HUD Jacksonville field office staff, who presented many of the sessions.
- FAHSA's 17th Annual Maintenance Workshop featured some of the latest topics related to building management including mold and mildew, fire safety, elevator safety, effective communications, C-DIFF – Germ Elimination, Fire Damper training, hard floor care and developing a maintenance plan, proper lighting and illumination, sensible strategies and projects to consider during a slow economy, an update and training on REAC, locks and bolts, electrical and electronic systems, how to lower your overall operating expenses by assess – plan – execute, safety and health regulations and fair housing training.
- The inaugural Leadership Academy began in the fall of 2009. Twenty-two emerging leaders from member communities began the course in mid-October and completed the course in January 2010. The second Leadership Academy course was completed in the fall of 2010 with 32 participants. We would like to recognize and thank the following members of the Leadership Work Group for their hard work, communication efforts and continuous improvements to the program: Tim Ficker (Chair), Dr. J. David Yoder, Harry Hobson, Litha Berger, Alma Ballard, Dale Lind, Janegale Boyd and Gail Matillo. The Work Group continues to meet by conference call every three weeks to discuss the success of the program.

In addition, FAHSA would like to thank the following members who offered their courses to FAHSA members:

- Menorah Manor, which has written and developed "Dementia Training for the Special Care of Nursing Home Residents with Alzheimer's disease or Related Disorders," which features a certified one and three-hour workbook and train-the-trainer course for Assisted Living Facilities.
- ACTS, Inc., who has written and developed a set of video courses on resident abuse entitled, "Resident Abuse Prevention Program (RAPP): A Creative and Interactive Approach to Teach Staff about Resident Abuse." This program provides an interactive teaching approach in the prevention and detection of resident abuse.

FAHSA continues to provide an array of video and written courses as a resource for members who need required coursework for licensure renewal. Medical Errors and HIV/AIDS top the list of popular courses, along with Domestic Violence, and End-of-Life.

Thank you for participating in various educational programs this year. FAHSA's educational programs are an integral part of the association's core mission and vision and we look forward to keeping you up-to-date with cutting-edge hot topics, high quality presentations and presenters, all delivered to you at the most cost-effective means.

Provider / Shared Services Committee



**Kevin Smaage,
Committee Chair**

FAHSA's Provider / Shared Services Committee met periodically throughout the year to evaluate the effectiveness of ongoing programs and to consider new vendors for approval. The FAHSA Provider / Shared Services Committee was converted to the Business Relations Task Force to work towards converting the PBA program into a high-level sponsorship program and discuss the option of becoming part of the Value 1st program with other state associations. With the sponsorship program, the Business Relations Task Force will work to continue to raise non-dues revenue for FAHSA. The Business Relations Task Force continues to meet between FAHSA Board meetings via conference call in an effort to develop a sponsorship program and allow the Task Force more flexibility to attend without having to travel or interrupt their daily responsibilities.

In 2010, we successfully negotiated a new Preferred Business Associates Contract. With 18 businesses plus five preferred attorney service firms, FAHSA now has a total of 23 PBAs!

New PBA relationships established in 2010 included:

- Wells Fargo Insurance Services (WFIS) — a leading international insurance broker. WFIS has 175 offices nationally and is the 3rd largest insurance broker in the United States. WFIS, a subsidiary of Wells Fargo Financial, has combined its efforts and abilities with Wachovia, a 2009 Wells Fargo acquisition.

Since 1974, WFIS has specialized in providing Property & Casualty Insurance Programs for Affordable and Elderly Housing throughout the country including a strong presence in Florida. Through their volume and risk management program, WFIS has grown tremendously, offering comprehensive Property and Casualty Coverage at competitive rates. Now they are able to offer this to FAHSA members. For instance, they do not rely on governmental programs such as Citizens for wind/hurricane coverage; instead, their programs compete aggressively against them offering better rates and improved coverage. Specifically, the governmental programs do not offer Loss of Income which is a lender requirement.

They are much more than a Property/Casualty Broker!

Relationships: they can expand your relationship into the financial world with Wells Fargo Financial including Treasury Management, Community Landing including Tax Credit Programs, Construction and Bridge Lending and much more from a \$1.2 Trillion organization!

Trust: Wells Fargo Insurance Service provides disclosure statements annually to all WFIS clients specifying what WFIS earns financially on your account. This is unique in the insurance industry.

We finished the year with \$77,167.84 in revenue from these relationships.

At the 2010 convention, 11 Preferred Business Associates hosted their fourth "By Invitation Only" reception for decision makers from long-term care and housing communities. Approximately 100 members attended this reception to meet with PBAs for an exclusive networking opportunity.

Remember, by using the services of these valued firms, you are assuring that your community receives quality services and competitive pricing while supporting FAHSA and its work on your behalf. Please see a list of all current PBAs on the next page.

2010 Preferred Business Associates

Your Money Saving Guide to Products and Services

AAHSA Group Purchasing Program (202) 465-4313
Scot Scurlock..... sscurlock@aahsa.org

Alvarez, Sambol & Winthrop, P.A. (407) 210-2796
Jeffrey M. Thompson, Partner jmt@aswmpa.com

Broad and Cassel (850) 681-6810
Doug Mannheimer dmannheimer@broadandcassel.com

Carlton Fields, P.A. (850) 224-1585
R. Terry Rigsby trigsby@carltonfields.com

Care Purchasing Services (800) 543-3491
Jannelle Urrutia-Tarble tarblejannelle@lcsnet.com

Evercare (813) 818-3208
Diane Bednar-Flynn..... diane_l_flynn@uhc.com

FMS Purchasing & Services (727) 725-2909
Timothy Gregson tgregson@fmspurchasing.com

Lancaster Pollard (770) 772-4778
Gerald Swiacki..... gswiacki@lancasterpollard.com

LarsonAllen LLP (813) 384-2700
Denny Schleper dschleper@larsonallen.com

Lewis Brisbois Bisgaard & Smith, LLP (813) 739-1900
Brian Bursa..... bbursa@lbbslaw.com

McCumber Daniels (813) 287-2822
Andrew McCumber..... amccumber@mccumberdaniels.com

Moore Stephens Lovelace, PA (727) 531-4477
Ronald Shuck rshuck@mslcpa.com

Paragon Rehabilitation (800) 335-1060
Bill Mullins..... billmullins@paragonrehab.com

Robinson-Adams Insurance (205) 414-2640
Martha Acker macker@robinsonadams.com

RXPPTS Pharmacy Services, Inc. (813) 579-7042
Jeff Wilkes jwilkes@rxpertspharmacy.com

Senior Crimestoppers (877) 232-0859
Kay Joest..... kay.joest@seniorcrimestoppers.org

ServiceMaster Clean by Robinson (954) 749-9544
Jim Robinson..... servicemasterbyrobinson@hotmail.com

Sodexo Senior Services (770) 509-0767
Nancy Engle nancy.engle@sodexo.com

Third Age, Inc. (610) 594-8100
Scott Townsley..... setattai@aol.com

Upstairs Solutions, LLC (404) 310-5644
Charlie English cenglish@upstairsolutions.com

Wells Fargo Insurance Services (312) 658-4125
Edward Goesel ed.goesel@wellsfargo.com

Ziegler Capital Markets Group (727) 895-0202
Richard Scanlon rscanlon@ziegler.com

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Karen Reich
James Richman
Brian Robare





State and National Recognition and Appointments in 2010

Continuing Care Retirement Community Division

- ***Governor's Continuing Care Advisory Council – Governor Appointment***

Peter Dys – Chairman, Shell Point Retirement Community; Harry E. Hobson, Plymouth Harbor; Theresa Bertram, Harbour's Edge; Dennis Schleper, LarsonAllen, LLP; James F. Emerson, Westminster Services, Inc.; and Richard J. Scanlon, Ziegler Capital Markets were appointed or reappointed.

Assisted Living Facility/Home and Community-Based Services Division

- ***Department of Elder Affairs Advisory Board – Governor Appointment***

William Edelstein, Chair, Memorial Manor

Housing Division

- ***Affordable Housing Study Commission – Governor Appointment***

Melissa Gilreath, Elderly Housing Management Corporation

Nursing Home Division

- ***Florida's Medicare Quality Improvement Organization (FMQAI)***

Diane Marcello, Board of Directors, Sunnyside Nursing Home

- ***Panel on Excellence in Long-Term Care***

Elliott Palevsky, River Garden Hebrew Home Wolfson Health & Aging Center

- ***Department of Children and Families Select Advisory Panel on Adult Protective Services***

Gwen Kaldenberg, MSW, Menorah Manor's Bresler Alzheimer's and Related Disorders Program

- ***Board of Nursing Home Administrators***

Patricia Freeman, Palatka Health Care Center

- ***Health Information Exchange Coordinating Committee, Agency for Health Care Administration***

Peter Kress, ACTS Retirement-Life Communities, Inc.

SPECIAL AWARDS OR RECOGNITION

A number of FAHSA members and individuals were recognized in 2010 for their exemplary services and care. The administration, staff, and volunteer leadership of these communities are to be commended for their efforts.

Dr. Herbert Shore Award of Honor, Association of Jewish Aging Services – Marshall Seiden, Menorah Manor

Nursing Home Gold Seal Recipients:

- | | |
|--|--|
| <ul style="list-style-type: none">• Bay Village of Sarasota, Sarasota• Brooksville Healthcare Center, Brooksville• Florida Presbyterian Homes, Inc., Lakeland• Harbour's Edge, Delray Beach• Indian River Center, West Melbourne• John Knox Village Medical Center, Tampa• Joseph L. Morse Geriatric Center, Haverhill• The Manor at Carpenters, Lakeland | <ul style="list-style-type: none">• The Mayflower Healthcare Center, Winter Park• Memorial Manor, Pembroke Pines• The Pavilion for Health Care, Penney Farms• River Garden Hebrew Home for the Aged, Jacksonville• Sunnyside Nursing Home, Sarasota• Vicar's Landing Nursing Home, Ponte Vedra Beach• Village on the Green, Longwood |
|--|--|

2010 Florida Members Serving on AAHSA Board and Committees

- Alma Ballard, Family Housing Management Company, Inc., **Leadership Circle**
- Michael Bell, The Hospice of the Florida Suncoast, **Education Planning Committee, Philanthropy Steering Committee**
- Daniel Brady, Miami Jewish Health Systems, **Program of All-Inclusive Care for the Elderly (PACE) Council, Transitions/Integrated Services Task Force**
- Hong Chae, MorseLife, **Budget and Finance Committee**
- Peter Dys, Shell Point Retirement Community, **Leadership Circle, Access Capital Task Force**
- James Emerson, Westminster Communities of Florida, **Access Capital Task Force, Affordable Housing Financing Cabinet**
- Raymond Johnson, Vicar's Landing, **Board of Directors, Quality First Task Force, Audit Committee**
- Andy McCumber, McCumber, Daniels, Buntz, Hartig, & Puig, P.A., **AAHSA Legal Committee, Florida Representative**
- Keith Myers, MorseLife, **Leadership Circle**
- Elsie Norton, ACTS Retirement-Life Communities, Inc., Southern Division – **Quality First Task Force**
- Steve Protulis, EHDOC, **Leadership Circle, IAHSA Board of Directors**
- Luanne Reese, Mease Manor, Inc. – **Marketing Professional Steering Committee**
- Alan Sadowsky, Kramer Senior Services Agency, **Center for Aging Services Technologies (CAST) Commission**
- Patty Sawyer, The Hospice of the Florida Suncoast, **AAHSA Advisory Committee**
- Kristi Quick, CFO/COO, LCPS Management, Inc, Vicar's Landing, **Leadership AAHSA Class**

2010 FAHSA AWARDS

Distinguished Service Award – Robin Wagoner, Asbury Arms and Asbury Arms North

Chair's Award – Charlie Coxson, ACTS Retirement-Life Communities, Southern Division

Executive of the Year Award – Maria “Tere” Spring, Elderly Housing for Catholic Housing Management

Trustee of the Year Award – Orville Brink, John Knox Village of Florida

Employee of the Year Award – Joseph Julmeus, Shell Point Retirement Community

Public Servant Award – Chief William McElligott, Fire Marshall, City of Dunedin; Chris Struk, Office of Insurance Regulation; and Gary Mills, Office of Insurance Regulation

Volunteer of the Year Award – Margaret Westervelt, St. Andrews Estates South

Caregiver of the Year Award – Maxine Hamilton, St. Andrews Estates North

Best Practice Award – Health Center of Winter Park Towers

Resident Council Award – The Senate of John Knox Village

Legislators of the Year – State Sen. Mike Fasano & State Rep. William “Bill” Proctor

Advocacy Award – Ron Shuck, Moore Stephens Lovelace, P.A

FAHSA Employee Recognition – Mary Ellen Early and Cathy Van Atta

Annual Business Meeting Minutes

GENERAL ASSEMBLY Wednesday, July 28, 2010

Chair Terri Cunliffe welcomed the assembly and asked for a moment of silence.

Executive Committee members sitting on the riser included: Alma Ballard, Immediate Past Chair; Mike Bell, ALF/ HCBS Chair; Charles Coxson, Treasurer; Terri Cunliffe, Chair; Diane Marcello, Nursing Home Chair; John Meserve, Chair Elect; Jason Pincus, Housing Chair; Brian Robare, Senior Vice-Chair; Kevin Smaage, CCRC Chair; Ray Johnson, AAHSA Board. Janegale Boyd, FAHSA President/CEO, was also seated on the riser.

Chair Terri Cunliffe called the meeting to order at 1:50 p.m. and at 1:56 p.m. announced that a quorum was present.

Secretary's Report – Diane Marcello, Nursing Home Chair, was called to the podium to confirm that a quorum was present and to give the Secretary's Report. A **MOTION** was made, **SECONDED** and **PASSED** to accept the July 9, 2009, Annual General Business Meeting Minutes as written. The minutes are printed on page 31 of the FAHSA Annual Report for 2009.

Appointment of Election Ballot Counters – Chair Ballard appointed the following members as Ballot Counters: Dawn Lucido, Administrator, Jefferson Center; Francine Hennessy, Chief Operating Officer, Council on Aging of Florida, Inc.; and Tim Ficker, Cypress Cove.

Governance Committee Report – Alma Ballard, Immediate Past Chair and Chair of the Governance Committee, presented the Governance Committee Report. She noted that the committee is recommending:

Proposed Bylaws Change for 2010 – Alma Ballard explained the following proposed Bylaws change:

1) Eliminate the Senior Vice-Chair position from the Board of Trustees: The elimination of the Senior Vice-Chair position on the FAHSA Board of Trustees is recommended as part of the ongoing Board restructuring changes. It is anticipated that this change will not materially affect the operations of the Board, as the Senior Vice-Chair position does not currently have specific designated duties. Further, this Bylaw change will not impact the current serving Senior Vice-Chair, because it will not go into effect until his term of office is completed in July 2011.

Relevant changes to Bylaws, eliminating the Senior Vice-Chair position, can be found in the following sections:

- Article V-State Officers, Section 1. State Officers
- Article XII-Powers of Officers, Section 3 and Section 6
- Article XV-Committees, Section 2. a. Executive Committee

Dale Lind made a **MOTION** and it was **SECONDED** and unanimously **PASSED** to approve changes by acclamation.

Presentation of Slate of Candidates for FAHSA Board of Trustees – Governance Committee Chair Alma Ballard stated the Governance Committee reviewed all applications that were submitted for open positions on the FAHSA Board of Trustees and determined that all candidates have officially qualified as eligible to run for election. Chair Ballard referred attendees to the 2010 Election Information Booklet which contained biographical information on each candidate. Chair Ballard then presented the Governance Committee's Recommended Slate of Candidates and asked the candidates to stand when called by name.

Nominees:

- At-Large Trustee – Morris "Mo" Funk
- AAHSA House of Delegates – Alma Ballard
- AAHSA House of Delegates – Diane Marcello
- AAHSA House of Delegates – Robert Scharmann

Jim Emerson made a **MOTION** to approve the candidates for board ballot by acclamation. Pat Koehke requested clarification regarding the candidates' terms. The **MOTION** was restated to include for a "three year term" for all positions on the ballot. Harry Hobson **SECONDED** the restated motion and it was unanimously **PASSED**.

Recognition of Retiring Board Members – Chair Ballard recognized 3 Board members who were retiring from the FAHSA Board: Joshua Ashby, Joann Buckles, and Chris Mulrooney.

She thanked them for their Board service. A memento was presented to Josh Ashby and Joann Buckles, who were in attendance.

Treasurer's Report – Charles Coxson, Treasurer, presented the audited financials as the 2009 FAHSA Treasurer's Report for the year ending November 30, 2009. A **MOTION** was made, **SECONDED** and unanimously **PASSED** to accept the report as presented. The audited FAHSA Financial Report is also in the FAHSA Annual Report for 2009 on pages 5-7.

Election of FAHSA Board of Trustees – Chair Cunliffe asked if there were any nominations from the floor for any of the FAHSA offices. No motions for nominations from the floor were made. A **MOTION** was made, **SECONDED** and unanimously **PASSED** to accept the Governance Committee's Slate of Candidates as presented. Chair Cunliffe congratulated the candidates on their election.

Installation of Board of Trustees – Chair Cunliffe asked Ray Johnson, Past Chair, to come to the podium and conduct the installation ceremony. Ms. Ballard called the newly-elected officers to the dais.

Mr. Johnson installed the FAHSA board members in three sections.

First, the newly-elected members of the board included:

- Morris "Mo" Funk, At-Large Trustee
- Alma Ballard, AAHSA House of Delegates
- Ansley Holt, Central Region Chair
- Robert P. Scharmann, AAHSA House of Delegates
- Judy Johnson, North Region Chair
- Diane Marcello, AAHSA House of Delegates

Second, the members of the board present and continuing their service who were re-installed included:

- Charles W. Coxson, Treasurer
- Litha S. Berger, Secretary
- Mike Bell, ALF/HCBS Chair
- Kevin Smaage, CCRC Chair
- Jason Pincus, Housing Chair
- Diane I. Marcello, Nursing Home Chair
- Brian L. Robare, Sr. Vice Chair
- John S. Meserve, Chair-Elect
- Alma C. Ballard, Past Chair
- Jeffrey M. Rock, At-Large Trustee
- Judy Johnson, Southeast Region Chair
- Dorothy M. Barichak, Southwest Region Chair
- Kathy B. Bergloff, Associate Member Representative

Third, members of the AAHSA House of Delegates (HOD) continuing to serve on the FAHSA Board included:

- James F. Emerson
- Steve Protulis
- Luanne Reese

Terri Cunliffe, Chair

Mr. Johnson recognized Terri Cunliffe in her role as Chair for her second term and asked that all members provide Terri their input and suggestions.

He then asked the members to stand to support and state their acceptance of the board members who were elected to represent FAHSA as their Board of Trustees. Members responded, Yes I do.

AAHSA Board Member:

Raymond M. Johnson

Terri thanked the board for the tremendous work that they have done this past year and asked the members to get involved, search, contribute with their time and share their gifts and talents with the association.

There being no further business, a **MOTION** was made, **SECONDED** and **PASSED** to adjourn the meeting at 2:28 p.m.

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