

# *Notes and News from* **NaCCRA**

Monday, May 8, 2017

Many NaCCRA members and prospective members do not have email to receive these Notes and News. Still, we want to reach as many people as we can – residents, providers, families, and prospective residents. We urge you to share this news with anyone who you think might be interested.

Most particularly, if your CCRC has in-house mailboxes, put a copy in every mailbox. It can print on one piece of paper both sides. We need all the help we can get, and we thank you for helping us get the message out.

## **The First 45 Days.**

By now, we hope you know that NaCCRA has new vigor and is moving forward, working on your behalf. Our Board meetings are now greatly enhanced by video conference so we can see each other as well as hearing.

The highlight of the May 3 Board meeting was an assessment by NaCCRA President Basil Pflumm on where we are after his first 45 days in office and where we need to be going. His message is just 3 minutes long, and you can view and hear it by clicking on the button below.

[President Basil Pflumm's 45 Day Report – 3 Minutes](#)

## **Loss and Renewal.**

No sooner had we learned that Jim McClaine from Washington State would be leaving our Board because he and his wife are moving back to Maine, than we learned of the sudden and sad death of President-Elect Bob Levine. That has both shaken us and left us with a void.

Bob Levine was an exceptional person. Less than a week before we learned of his passing, he was working to develop a fundraising program to move us forward effectively. Bob recognized that dues and members are key to success but are not sufficient to fund the advocacy that residents require.

For instance, it is estimated that it would require at least \$100,000 for representation to gain the attention of the National Office of the Internal Revenue Service to amend

the nonprofit CCRC Revenue Ruling (72-124) to require capital adequacy and resident empowerment.

Bob showed us that we can't raise that kind of money just with dues of \$20 a year for an individual and \$35 for a couple. People of means, though, who might support us philanthropically, will not step forward unless they see sufficient interest from those who would be benefitted. That means that we need membership growth both to lend credibility to our advocacy and to inspire philanthropic support.

Unfortunately, with a cause-oriented organization like NaCCRA it's easy for many to gain the benefits without supporting the effort. We all know residents who support what we're doing but who have yet to send in a check for a \$20 membership. Economists call them free riders. It's a bit like those who want the benefits of society but who shirk from the civic duty of citizens in a democracy.

It was Bob Levine who brought these funding challenges to light and who was beginning to develop an approach to fund raising to help our members. It will be hard to fill the hole that his passing has left in our ranks. We are determined to carry on as best we can as a tribute to his memory.

## **Taking a Breath.**

As with any organization, there are a number of administrative and housekeeping matters that have to be attended to in order to allow us to focus on mission and achievement. One of these matters, for instance, involved the dissolution of a redundant Florida corporation. That's been accomplished but there are many other details, too numerous to list, which require attention.

While that means that it may appear that we are not addressing your concerns with the alacrity to which we are committed, that is not the case. We are juggling many tasks to be sure that NaCCRA is professionally operated and that we maintain high standards for ourselves as we advance our advocacy on your behalf.

## Volunteer Development.

NaCCRA depends on committed volunteers as the means toward accomplishment. The vignette above about Bob Levine illustrates the kind of difference that capable volunteers can make in improving the lives of continuing care residents.

Accordingly, we are asking you to share with our President, Basil Pflumm, your capabilities and how you might be able to help out. If you would be willing to give us even one hour per month, we would very much like to hear from you.

Please write to Basil at [bpflumm@cfl.rr.com](mailto:bpflumm@cfl.rr.com), to let him know what interests you the most; what background you have that can help; and what you would like to see NaCCRA accomplish. We have a reinvigorated committee structure, and we need people from all over the country to help with the work of those committees.

In an earlier Notes and News we listed the committees that were forming. They included: Capital Adequacy; Communications; Membership Development; Fellowship; Congressional Legislation; State Regulation; Governance and Compliance; Litigation; and Legislative Action. Let us know if any of these is of interest to you or if you see another need that we're not addressing. We can only be as effective as all of us working together.

## Action Fellowship.

One of the committees that has been most active in these early days is one that you are unlikely to have heard of or, if you did, not one that you might have thought to be effective this early. That committee is the



Fellowship Committee which is developing a program under the branding banner of Action Fellowship Together.

The Fellowship Committee is chaired by Jack Mathison, who was NaCCRA's President some years ago. If you don't know Jack, he's a very remarkable fellow who flew with the Eighth Air Force in World War II and spent much of the war in the custody of the Germans after he was shot down over Bavaria.

Bob Nicholson, also Past President, Beth High of Virginia, and Page Hawk of Washington, DC, have come together with Jack as a Fellowship Committee. The Committee reached out to the family of Bob Levine to provide support.

Moreover, Bob Nicholson, who is now on pastoral duty in Alaska, has begun to establish an outreach program there to bring people from remote areas together through NaCCRA within the Fellowship Committee. Bob is exploring the possible use of the video conferencing, which NaCCRA is working with, to allow people from remote communities to find fellowship through his organizing efforts.

This is a good example of how most of the good that NaCCRA does is accomplished through the unsung work of committees and committee members. Together we are making a difference for the positive.

## Technology.

Technology has been a persistent theme in the first few issues of Notes and News. It's evident that our nation is going through a technology revolution. Many observers believe that digitization, i.e. the use of computer enabled devices and services, is an engine for change on a par with the industrial revolution itself. It may foster prosperity but there will also be much dislocation.

We, in NaCCRA, are part of that revolution. Recently, we've substituted video conferences for exchanges that, in earlier years, would have required in person meetings. We are also working on a Membership System to improve services and to allow members to interact with each other around topics of mutual interest.

The great hope for CCRC residents is that expanding technologies can not only improve the resident experience, say, with devices like the Amazon Echo which NaCCRA first reported in the [June-July 2015 Lifeline](#), but can also reduce the cost of residence to make CCRC living more affordable to attract middle income Americans.

Of course, not all CCRC residents are comfortable with technology. We understand the discomfort of some with what is new. There will be transition disruption as technology takes hold in senior services, and there is a steep learning curve which can seem daunting for people of our age.

Despite these transition challenges, technology promises to bring many advances to aging Americans.

**Notes and News from NaCCRA** appears from time to time, whenever there is a need to keep NaCCRA members informed about current developments. **Please reproduce and distribute these Notes in your in-house mail boxes so others can know of NaCCRA.** Thank you for supporting NaCCRA. Our mission is to serve you.