

Notes and News from **NaCCRA**

Great News of Renewal.

On a blustery, cold, rainy weekend in Virginia, NaCCRA experienced the budding vigor of springtime, and you will be uplifted with the news. I wish you could have been here with us to share in the excitement. Some of you were, and those who were present are now taking the news home with them.

You were central to this transformation from the dormancy of NaCCRA's winter to new life, new action, and new vision. You depend on your CCRC to provide for you when you need provision; we want to ensure that those you trust act with integrity and are committed to give you what you were promised.

You want peace of mind. That begins with providers who shepherd your fees – entrance and other – to give you that assurance and fair value. If your CCRC has a negative net asset position (and many do), you do not now have what you expected. We are committed to working with providers to place all CCRCs on a sound financial footing.

NaCCRA's Action Vision.

In Virginia, Basil Pflumm of Florida and Bob Levine of Arizona were elected as new leaders to move NaCCRA, and your interests, forward with an action orientation. The pace of NaCCRA is accelerating. The vision is clear. President Basil Pflumm spoke to it. "Our mission," he said, "is to change the industry culture to one that represents and respects residents."

Now there may be providers who already try to do that, though we know of no CCRCs in which the residents are voting members as they are, say, in NaCCRA or AARP. But culture tends to be pervasive, and we need to change the mindset of the industry to recognize the value and strength that residents can bring to their deliberations.

President Pflumm went on to articulate education as the means to accomplish this. Of course, legislation can ensure that the least responsible providers are held to a minimum standard. And when all else fails, we will not shirk litigation. But those are not the best paths to give residents what they need and expect. We aim to win

through persuasion, friendship, and education an industry-wide culture of responsible management operating with integrity.

What Needs to be Done.

NaCCRA's leaders know, and respect, that many of you are active in your state associations. Some things can be accomplished at the state level, but many cannot. NaCCRA is striving to bring you:

- IRS nonprofit rules that empower residents and require financial soundness. That's a national cause; it can't be done in state capitols.
- Principled accounting that recognizes resident entrance fee investments with the same vigor as debt investments are accounted for. That's a national cause; it can't be done in state capitols.
- Affordable, quality healthcare that doesn't confuse and deceive you with technicalities like the 3-day inpatient rule. That's a national cause; it can't be done in state capitols.
- Uniform state CCRC regulations so that residents in all states can have the benefit of the best regulations and so that multi-state providers are held to a high standard. That's a national cause; it can't be done in state capitols.

There are many actions that cross state lines, and NaCCRA is there to help you. Your new Directors and your new Officers are committed to moving at the rapid pace of business today to put in place for you the protections that you need and that you may believe that you now have. If you do have that belief, we want to make sure that you're right in your faith.

Transition Needs.

We need to start by getting NaCCRA's fiscal house in order. Many CCRC residents have not joined NaCCRA. We serve them anyway but they have deprived us of the funds needed for a vibrant organization. Even though we may be advanced in years, there remains a duty... a kind of civic duty... to still work together for the benefit of all.

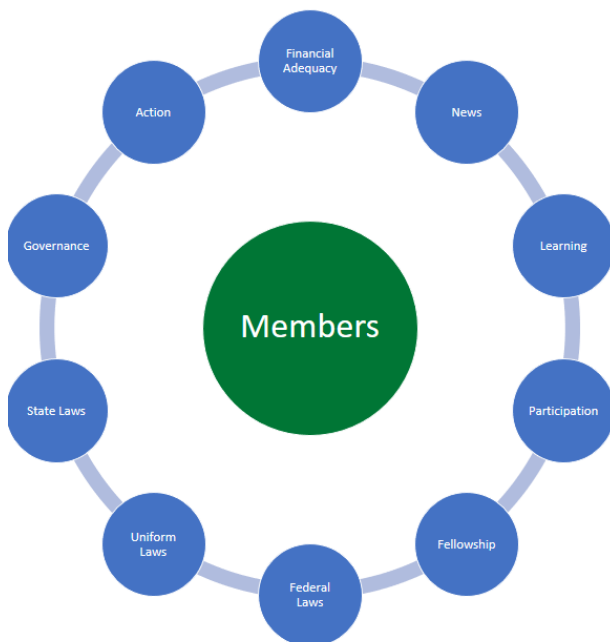
NaCCRA has not yet succeeded in building the membership numbers and financial resources necessary to serve you as you expect. We must do better. Hence, our first step in Virginia was to enact austerity steps to bring our spending into line with the dues income you have given us.

Our plan is only to start with austerity. We hope quickly to demonstrate by our example responsible financial stewardship. This will be painful. Most of your leaders who work on your behalf in addition pay their own expense and for many of the services from which you benefit. The work is that important. The objective of a secure retirement in a CCRC with resident peace of mind matters that much to your leaders.

Still, as we demonstrate performance we hope that you will join with us in this great cause. We can then move from austerity toward frugality and that will give us the means to pursue initiatives that require funding, including as just one example, gaining the attention of the National Office of the Internal Revenue Service so that non-profits are required to empower their residents and to operate in a financially principled way. That takes money.

Member Empowerment.

NaCCRA exists to empower you, NaCCRA's members and all CCRC residents. You are central to everything that NaCCRA does. President Pflumm sees it schematically.



You, the member, stand at the middle of all we do. Without you, we are futile and have no strength.

Hitting the Ground Running.

Your newly refreshed Board and Officers are hitting the ground running. Within the next few months you can expect to see:

- A fair, but informative, consumer guide for prospective residents.
- A new look at membership development and a guide to help you in your CCRC and in your state to join with us more effectively to achieve all that is needed.
- New web materials to help you to understand the complexities of CCRCs and to empower you to interact intelligently with your provider executives as a peer.
- More publicity aimed at the general public to alert others to the benefits of the continuum of care model for aging and to show providers the way forward, and, as a long shot,
- An analysis of America's healthcare conundrum to raise your views and your needs above the turmoil of partisan advantage.

We have much work to do. It can't be done by a few. Please get in touch with us to volunteer to lend your wisdom, your experience, and your energy to the tasks that we are now undertaking on your behalf.

Technology.

With the meeting this weekend, we tried live streaming for the first time. All of you could have linked in to audit or participate in all of our meetings. The meetings began on Saturday morning, March 18th, with a General Membership Meeting and continued that afternoon with the Board meeting described above.

We weren't sure if streaming would work, but it did. We learned and will do better next time, but it was good enough now for a beginning.

We hope that you can arrange future viewing parties in your CCRCs so that more and more residents and members can become involved with NaCCRA.

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.