



Official publication of the
Virginia Assisted Living Association

“Virginia’s Unified Voice of Assisted Living”

VALA
VOICE

**Elections 2009:
All Three Statewide Offices and
100 House Seats at Stake!**

Just when you thought it was safe to go back in the water after the 2008 elections, Virginia (along with New Jersey) is in full throttle campaign mode with three statewide offices (Governor, Lieutenant Governor, and Attorney General) as well as all 100 House of Delegate seats up for election. Many voters have yet to focus on their choice for these elected officials but actually only one week is left in this campaign season and a great deal is at stake.

VALA members know from experience that having good leaders in our Commonwealth’s Capital is important, because so much of the success of our industry depends on fair and reasonable laws and regulations. We have been fortunate in the assistance and open access we have received from our elected officials in the past, and it is important that this continues. Just as important are the new executive and agency head positions that will be appointed under a new administration. Again, a great deal is at stake.

So what does that mean for VALA members? It means it is vital that you get to know who your candidates are by attending town hall meetings, meet & greets, and debates; visiting their web sites and finding out where the candidates stand on matters that impact our industry and our assisted living communities. If you are not aware of who is running in your area, there is a simple link to find that out. The State Board of Elections has registered all candidates for offices and you can find out who your candidates are by going to www.sbe.virginia.gov.

(VA Legislation... Continued on page 4)

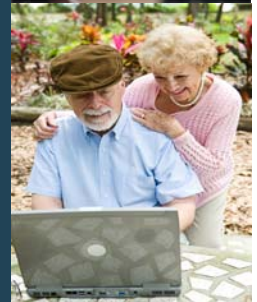
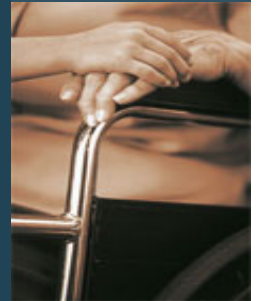
VALA Welcomes New Board Members...

On Tuesday, October 20, 2009, VALA held its Annual Membership Meeting at the Annual Fall Conference at the Doubletree Hotel in Charlottesville, Virginia where it updated its Bylaws and held an election for three positions on VALA’s Board of Trustees.

The terms of three individuals currently serving on VALA’s Board of Trustees will expire December 31, 2009. We offer a sincere ‘Thank You!’ to **Irvin Land**, **Elias Papasavvas**, and **Georgia Weiss**. These three individuals have dedicated much to the Virginia Assisted Living Association and to Virginia’s assisted living industry.

VALA invites you to help us welcome three individuals who will be new to VALA’s Board, but certainly not new to Virginia’s Assisted Living Industry: **Donna Crofts**, **Chris Cummins**, and **Kim Hurt**. Each of these elected representatives will take office starting January 1, 2010. Please feel free to contact them and VALA’s other Board members whenever you have suggestions, inquiries, or concerns about VALA or Virginia’s assisted living industry. You can read a little more about VALA’s new representatives on the inside of this newsletter.

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‘09
October



Create A Life That Matters

*A Message from VALA's Chairman...
Mathew A. Peponis, VALA Chairman
President of Greenfield Senior Living*

Ready or not, some, it will come to an end. There will be no more minutes, hours, or days. All the things that you collected, weathered treasured or forgotten will pass to someone else. Your wealth, fame and temporal power will shrivel to irrelevance.

It will not matter what you owned or what you were owed. Your grudges, resentments, frustrations, and jealousies will finally disappear. So too, your hopes, ambitions, plans and to-do lists will expire. The wins and losses that once seemed so important will fade away.

It won't matter where you came from or what side of the tracks you lived on at the end. It won't matter whether you were beautiful or brilliant.

So what will matter?

How will the value of your days be measured?

What will matter is not what you bought, but what you built, not what you got, but what you gave.

What will matter is not your success, but your significance.

What will matter is about what you learned as well as what you taught.

What will matter is every act of integrity, compassion, courage or sacrifice that enriched, empowered or encouraged other to emulate your example.

What will matter is not your competence, but your character.

What will matter is not how many people you know, but how many felt good when they were around you and how you served them.

What will matter is not your memories, but the memories that live in those who loved you.

What will matter is how long you will be remembered, by whom and for what.

Living a life that matters doesn't happen by accident. It's not a matter of circumstance but of choice. Choose to live a life that matters.

Thank you all for the support this past year, it has been an honor to serve our community of Assisted Living.

Sincerely,

Mathew A. Peponis
Board Chairman
Virginia Assisted Living Association

Virginia Assisted Living Association **Board of Directors**

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VALA Chairman
Greenfield Senior Living

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Sunrise Senior Living

Marion Shackford
Mennowood Retirement
Community

Marco Warner
Trustpoint Insurance

Georgia Weiss
Avalon Assisted Living

May Fox
Government Relations Consultant
LeClair Ryan

Survey on Standards for Assisted Living Facilities

The Virginia Department of Social Services has published a survey developed for collecting data in assessing which standards should be modified or clarified in the *Standards for Licensed Assisted Living Facilities* (ALF Standards). The survey table follows the format of the ALF Standards' table of contents and includes standard number and standard description.

The standard number box includes a notation on whether there is technical assistance associated with the standard. The 'Survey on ALF Standards' and technical assistance document may be found on the following website: http://www.dss.virginia.gov/facility/alf_regulations.cgi.

The table has been designed to accept your written comments about individual standards in the description column. Please make any comments that you have about an individual standard in the grey comment area for the particular standard. Any details you can supply regarding specific recommendations for changes would be very helpful. Please comment on as many standards as you wish. A section for general or additional comments is included at the end of the survey.

If you have any questions about the survey please contact Judy McGreal, Program Development Consultant, at (804) 726-7157 or judith.mcgregal@dss.virginia.gov.

Please return the survey by **December 15, 2009** to licensinginfo@dss.virginia.gov or fax to Judy McGreal at (804) 726-7132 or mail to Judy McGreal, Division of Licensing Programs, 7 N. 8th Street, Richmond, Virginia 23219.

VALA Welcomes New Board Members...

Donna Crotts, MS, RD, Healthcare Sales Manager, US Foodservice—Roanoke Division.

Donna has worked in the long term care and assisted living industry for 20 years as a campus food service director for a large retirement community that has a 327 bed skilled nursing unit, a 78 bed assisted living facility, a 90 bed assisted living facility, and an 84 bed Alzheimer's unit and 3 independent living facilities. Donna is a registered dietitian with the American Dietetic Association, is a Certified ServSafe Instructor, and has a Certificate of Training in Adult Weight Management from the ADA

Chris Cummins, Executive VP, The Haven Assisted Living, Inc.

Chris has a very diverse background, including service in the US Air Force, where he was responsible for strict adherence to policy, procedures, and regulations. Chris currently works for The Haven Assisted Living, Inc., where he is directly responsible for the licensing and compliance of 10 assisted living facilities, and is in the process of licensing 4 more within the next 6 months. Each of the ALFs can provide services for up to 8 residents at a time. Chris is very versed in the Olmstead Decision, Federal Fair Housing Act, Americans with Disabilities Act, Code of Virginia, and other regulatory items as they pertain to assisted living.

Kim Hurt, LPN, LALFA, Corporate Administrator, American Retirement Homes

Kim started working with American Retirement Homes as an assisted living administrator 15 years ago, and served as a nurse for 6 years prior to that. Kim is a licensed assisted living administrator preceptor. Kim is dedicated to improving and maintaining the quality of care for each of the residents she serves. Kim has already been very active in working with VALA's Board of Directors on issues such as the registration of medication aides by providing valuable knowledge and experience that VALA was able to use in working with the Virginia Department of Health Professions—Board of Nursing while they reviewed the regulations.

The **VALA Voice** is published by the Virginia Assisted Living Association, an affiliate of the Assisted Living Federation of America.

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VALA Staff: Judy Hackler, Executive Director

Please forward articles or highlights you would like to include the next edition of the *VALA Voice* to the address above. All articles must include written permission from the author for VALA to reprint the article.



Elections 2009: All Three Statewide Offices and 100 House Seats at Stake!

*May H. Fox, VALA Lobbyist, Non-Attorney Professional, LeClair Ryan
Nicole Riley, VALA Lobbyist, Non-Attorney Professional, LeClair Ryan*



(VA Legislation... Continued from page 1)

House Races

The irony is that although almost all of the 100 House of Delegates seats have contested battles, in reality only a very few are competitive races. The lack of competition is a result of the way in which districts have been drawn to create "safe" seats (i.e.: seats that are heavily Republican or heavily Democratic). But even with the "safe seats", there are indeed a number of very interesting races to watch, the outcomes of which could shift the House of Delegates from a Republican to a Democratic majority. Most political pundits predict the Democrats will have a hard time winning the majority, but no one is ready to count them out. The other interesting factor in the house races is that almost 20 percent of the seats are "open seats" i.e. there is no incumbent. The House races to watch are mostly in the Northern Virginia and Hampton Roads areas with a few in the Central part of the state:

HD 21 - Bobby Mathieson (D) and Ron Villanueva (R) – Incumbent Delegate Mathieson is facing a challenge from Virginia Beach City Councilman Ron Villanueva. While Republicans have targeted this race, demographics have slowly been changing over the years in Virginia Beach so that it's not quite the Republican stronghold it once was.

HD 83 – Joe Bouchard (D) and Chris Stolle (R) – Another incumbent Delegate in Virginia Beach, Joe Bouchard is facing off against Republican physician Chris Stolle who he narrowly defeated two years ago. Stolle came within 2% points last time and with his brother, State Senator Ken Stolle, also being on the ballot this time for Sheriff – things could become interesting in this race.

HD 67 - Chuck Cupato (D) and James LeMunyon (R) – Incumbent Delegate Cupato is facing a challenge from Republican technology entrepreneur James LeMunyon in this Northern Virginia swing district. However, Cupato is currently winning the money game as he has twice as much money on hand than LeMunyon. Both parties are closely watching this race and most likely will be providing resources to each campaign.

HD 23 - Shannon Valentine (D) and Scott Garrett (R) – Delegate Valentine faces Dr. Scott Garrett who is a current Lynchburg City Council member. Delegate Valentine has been successful in building a diverse local coalition of supporters in what has been a fairly conservative district. However, the District has increasingly become more moderate. The unknown factor will be whether the Liberty University community has any impact on the outcome on behalf of Dr. Garrett.

HD 17 - Gwen Mason (D) and Bill Cleveland (R) – This is probably the most watched open seat this year. When Delegate William Fralin announced his retirement, City Councilwoman, Gwen Mason threw her hat in the ring as the Democratic candidate and attorney Bill Cleveland won the Republican primary. While the District is considered a Republican district, it is still a possible pick up for the Democrats since a majority of the District is in the City of Roanoke where Mason is a well liked and popular council member.

Statewide Races

As we move closer to Election Day - November 3rd, most polls show Republican candidate Bob McDonnell in the lead over Democrat Creigh Deeds, although that lead is narrowing as more people tune into the campaigns. Neither candidate has made health care or assisted living a cornerstone of his campaign. The issues that appear to be on the top of their lists are the economy, transportation, taxes and education. McDonnell commits to not raise taxes while addressing the transportation problems through a combination of funds from off shore drilling,

(VA Legislation... Continued on page 5)

LEGISLATIVE UPDATE

(VA Legislation... Continued from page 4)

privatization of Virginia's ABC stores, and setting aside a portion of future surpluses. Deeds has not released a specific plan but says he will seek to bring about a bi-partisan solution that has eluded his two predecessors and has acknowledged he would sign a tax provision if the General Assembly sent him such a bill. Needless to say, in today's economy the next Governor will confront a serious set of problems with finding the funds to support not only the State's ailing infrastructure needs but also its continued commitment to education, public safety and the growing demands of the unemployed and disadvantaged Virginians who depend on Medicaid and safety net providers for health care.

The "down ticket" races of Lieutenant Governor and Attorney General do not usually receive the attention that surrounds the Governor's race. Running for re-election as Lt. Governor is Republican Bill Bolling and his Democratic opponent is former Finance Secretary Jody Wagner during the Kaine Administration. For Attorney General, Republican Ken Cuccinelli, a State Senator from Fairfax is running against Democrat Steve Shannon, a member of the House of Delegates from Fairfax County. In both of these races, recent polls show the Republican candidates leading their opponents by single digits. While, many pundits believe Bolling should have no problem with re-election, many feel Steve Shannon is the best positioned Democrat to pick up a win. He's been able to save his campaign funds for a TV commercial blitz late in the campaign that started just last week.

VALA's Political Action Committee

VALA has not sat idle during this campaign season. The Board of Directors established a Political Action Committee in 2008. Under the leadership of Richard Brewer, the VALA-PAC has raised in excess of \$15,000 and has made contributions of at least two thirds of that sum. VALA has participated in one-on-one meetings at private occasions with both gubernatorial candidates. VALA has also been able to assist in the campaigns of a number of the members who have helped us in the past and who hold leadership positions. Our PAC, though meager compared to many other PACs represents, a bold step for VALA and an important one we must continue. Thanks go to all VALA members who have contributed to the PAC and, as always, your continued support is needed and welcomed!

Finally, it has been said before that Democracy is not a spectator sport – so whatever you do and whomever you support – It's important that you do your part and **VOTE on November 3rd**!

Visit the State Board of Elections' website to get more information: www.sbe.virginia.gov

May Fox is Director of Government Relations with LeClair Ryan in Richmond, Virginia, and has been VALA's lobbyist for the past five years. Nicole Riley is Government Relations Specialist with LeClairRyan and has worked on VALA's agenda for the past two years.

VALA PAC CHALLENGE

VALA's Political Action Committee (VALA PAC) was formed to proactively address issues within the assisted living industry. In order to continue to be effective in getting the appropriate legislation passed at the Virginia General Assembly, we challenge **EVERY ASSISTED LIVING PROVIDER** to donate **\$250** to the VALA PAC.

VALA has been and will continue to be dedicated to helping all AL providers regardless of size or national connections. Over the last year, VALA has worked closely with legislators and state departments on many issues. Some of these issues will continue to be discussed throughout the year, and new issues are being added to VALA's watch list on a regular basis. We encourage each AL provider to keep VALA updated on issues important to you. It is only with your support that we will be able to address those issues.

We look forward to working for you and ensuring our industry's ability to be successful in the future. Please make your checks payable to **VALA PAC** and mail them to **VALA PAC, PO Box 6266, Richmond, VA 23230**. Please include a business card with your donation or provide us with your name, mailing address, and phone number to satisfy reporting requirements by the Commonwealth of Virginia.

VALA's Annual Fall Conference
“CAUTION: Assisted Living Boom In Progress”
October 19-20, 2009

The Virginia Assisted Living Association recently held its Annual Fall Conference at the Doubletree Hotel in Charlottesville, Virginia. VALA had a record number of assisted living providers in attendance and when networked together with the conference sponsors and conference speakers, there were more than 200 people in attendance specifically for this event.

Local presenters from the central and western parts of Virginia brought a wealth of information and experience to the conference as did presenters from as far away as Maryland, North Carolina, and Wisconsin. Attendees were provided the opportunities to learn about a variety of topics that would assist them in their daily operations of Virginia's assisted living facilities. Some of the more popular sessions included presentations by Lynne Williams about the “Virginia Department of Social Services Culture Change,” by Senator Edd Houck on the “State of the Commonwealth's LTC Programs,” and by Judy Scheibe's on “Always Remember—There's Still a Person Inside There.” Other topics of interest to the attendees included information on retaining top employees, nutritional issues in ALFs, updates on the EFCA, the hidden epidemic of alcohol, medications, and the older adult, as well as emergency evacuations, best hiring practices, and preparing for the increasing demand of housing and care services for the baby boomer generation.

Each attendee was offered continuing education credits approved by the National Association of Long Term Care Administrators Boards (NAB), which can be applied to fulfilling the requirements of Virginia's Assisted Living Administrator licensure.

VALA's upcoming Annual Spring Conference will continue to provide informational sessions and networking opportunities for assisted living providers. Mark your calendars for April 20-21, 2010 to be at The Homestead in Hot Springs, VA! Registration information will be available in January.

SPECIAL THANKS TO OUR CONFERENCE SPONSORS:

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Omnicare

Partners Pharmacy

PFIZER

The Importance of Financial Protection for Senior Women

Kelly Decker, MS, LUTCF, Ph.D.
Financial Advisor, New York Life Insurance Company
(804) 935-5378 ~ www.kellydecker.com

You likely have great plans for your senior years and have saved money to fund those plans. But some people forget to plan for an extended retirement, inflation, or health and long-term care expenses.

Senior women face a unique set of realities that makes it even more crucial to ensure assets are protected. Since women, on average, live longer than men and the rate of divorce has risen, many senior women are alone. According to the Women's Institute for a Secure Retirement, more than 40% of older (65+) single women depend on Social Security for almost all of their income.¹ They can't count on a spouse's finances, and may not have familiarity with managing money to make what they have last.

Fortunately, it's never too late for senior women to put some strategies in place to help ensure that their golden years stay that way. Some of the goals worth considering include estate planning to help conserve your estate for your beneficiaries, accumulating funds while maintaining an income, and creating contingency plans in the event of long-term health needs.

Getting Started: Keep Your Life Insurance Policy in Force

Many seniors think that they no longer need life insurance once they've retired. After all, they have likely paid off their mortgage, college bills and other major debts. However, life insurance can be a vital part of an estate plan because – unlike many other assets – life insurance proceeds are not subject to probate and are immediately available to your heirs, usually income-tax free. Permanent life insurance offers additional benefits, such as tax-deferred accumulation, and access to policy cash values via loans. Life insurance can also be used to fund a trust.

Consider a Fixed Annuity

If you have a lump sum of money you have earmarked for retirement – perhaps from a pension or an inheritance – and are looking for a less risky vehicle than the stock market, one option can be a fixed annuity. Fixed annuities can provide tax-deferred growth of your money, competitive rates of return, and, depending on the option you choose, guaranteed income for the rest of your life! Money paid out from an annuity is only taxed as you receive it. Withdrawals may be subject to regular income tax, and if made prior to age 59 ½, may be subject to an additional 10% IRS penalty.

Protect Yourself In Case You Fall Ill

We all hope we could stay with an adult child if we became seriously ill or incapacitated. Unfortunately, with dual-income families on the rise, this is not always feasible. Even if you remained in your own home, it still could be difficult for children to care for you or quickly reach you in an emergency.

That's why it's important for senior adults to plan ahead and make contingencies for declining health. Several products can help pay for your care, should you require an assisted living facility, nursing home care or a variety of other home and community-based services.

You Can Make It Work

You've spent many years working and saving toward your retirement and have succeeded even with the pressures of being a woman. Now is the time to complete the circle and take control of your own future. With proper planning, these can truly be your “golden years.”

Neither New York Life nor its agents offer tax, legal or accounting advice. Please consult with your professional tax, legal and accounting advisors regarding your particular situation.

¹ Women's Institute for a Secure Retirement, www.network-democracy.org/social-security/bb/whc/wiser.html, 10/04/06.

² Loans against your policy accrue interest and decrease the death benefit and cash value by the amount of the outstanding loan and interest.

STAFF DEVELOPMENT

“ACHIEVING AND MAINTAINING REGULATORY COMPLIANCE”

Offered in partnership by the
Virginia Assisted Living Association and Vantage Advisory Group



Learn more about systems and processes that can be applied in any state to achieve regulatory compliance. Attendees at this seminar will use adult learning principles with interactive presentations to gain a more thorough knowledge about achieving and maintaining regulatory compliance. Group and individual table-top exercises and case studies will be used with real examples of citations from state regulators.

The workshop will be held from 9:30 AM - 4:30 PM each day.

This program has been presented to the National Association of Boards of Examiners of Long Term Care Administrators (NAB) to offer up to 6 hours of continuing education credits for assisted living administrators.

ABOUT THE PRESENTERS:



Dianne Doumas has 25+ years experience in the senior living field. Her expertise includes field operations management, program development, and training and leadership development. She has extensive experience managing multidisciplinary teams of senior care providers, health care professionals, and ancillary service providers including home health, physical therapy and hospice. Ms. Doumas is a veteran of day-to-day facility operations in independent, assisted, and dementia care services, including sales and marketing, facilities management and resident care, dining services, nursing/wellness, activities and volunteer programs. Ms. Doumas is a licensed Assisted Living Administrator in the Commonwealth of Virginia, earned her Bachelor of Science in Gerontology, and Master of Science in Organization Development / Knowledge Management.



Laurel Thomas is a Human Resources professional with more than 15 years of comprehensive strategic and tactical experience in the senior living and retail industries. She has guided the overall human resources functions including recruitment, on-boarding, training and regulatory compliance from preopening through post opening during development of multiple new senior living communities in several Mid Atlantic states. Ms. Thomas is accomplished in succession planning, employee relations and mediation, training and leadership development, full-cycle performance management, total compensation, benefits, workers compensation and unemployment administration. She has experience assisting in the development and launching of key programs such as the Gallup Employee Engagement surveys, International Targeted Selection Interviewing Methods, Assisted Living Leadership Training, and Union Avoidance Training. As an expert in change management, Ms. Thomas has provided hands on guidance and support throughout her career during acquisitions and divestitures with regard to communication and due diligence, and has worked with state and federal agencies to successfully mediate employee relations, workers compensation and unemployment issues.



Sarah Benson has 12 years in the senior living field focusing on her expertise for developing and implementing all areas of programming. Sarah has provided leadership and training in company policy and state regulations for over 130 communities covering the continuum of senior living care from Independent and Assisted Living to Dementia Care and Skilled Nursing. In addition to supporting the development of programs at a corporate level such as staffing models, assessment tools and activity design, Sarah effectively supported implementation and compliance in the field. Her areas of expertise include design and implementation of specialized dementia care activity programming, staffing and scheduling models designed to maximize expense control, as well as resident assessment and care management tools that focus on quality care delivery and revenue enhancement.

Go online to www.valainfo.org for a registration form.
Registration Fees: \$150 for VALA Members, \$210 for Non-Members

November 9, 2009
Sheraton Richmond West Hotel
Richmond, VA

November 13, 2009
Holiday Inn Tanglewood Hotel
Roanoke, VA

Skin Care & Prevention of Pressure Sores

Sara E. Vadakin, RN, MS, Vice President of Quality & Clinical Services, Assisted Living Concepts

As we are all aware, seniors are at increased risk for skin breakdown and a variety of alterations in skin integrity. Early identification, prompt treatment and intervention can prevent the development of serious skin issues including the development of pressure sores. The development of in-house acquired pressure sores is unacceptable in our environment and can lead to unnecessary pain and discomfort for the resident, increased healthcare costs and the potential for negative regulatory and legal outcomes for your community.

Common causes of skin breakdown include poor nutrition and hydration, sustained pressure on skin over bony prominences, damaging chemicals from urine and feces, and friction from bedding and clothing.

It is extremely important that we identify any existing or potential skin issues during the pre-move in screening process, whether the resident is coming to you from home, hospital or the skilled nursing environment. Most assisted living environments are ill equipped to deal with someone who has stage 3 or 4 pressure sores requiring complex wound care. Third party providers such as home healthcare or wound care clinics may be of assistance in treating identified skin issues, but it is important that our teams are also taking an active role in the prevention, care and documentation of alterations in resident skin integrity.

It is important that your teams work together to identify residents who may be at risk for skin breakdown. Simple interventions may include routine skin care and bathing, routine toileting and incontinence care, use of pressure relief cushions and/or mattresses, review of nutrition and hydration, and prompt notification and treatment of new areas of concern. Staff should pay special attention to areas of the resident's skin that show evidence of redness, swelling, irritation or warmth, excoriation, blisters, tears, rashes, and any type of tissue breakdown or draining or "weeping" from the skin.

Special care and attention should be given to residents who are incontinent or urine and/or stool. Routine schedules for bathing, incontinence care and toileting should be an essential part of the resident's service plan. Protective barrier creams may help to prevent excoriation and breakdown. Also pay special attention to residents who may have a lack of feeling due to strokes, circulatory problems or diabetic neuropathy, as they don't always feel pressure spots and may not reposition themselves when they should.

Please remember that a proactive team approach to the identification and prevention of pressure sores is MUCH easier than healing a new or existing wound.

How Much Do You Know About Pressure Sores?...

1. The following things happen to aging skin:
 - a. The skin and fatty tissue get thinner
 - b. The skin becomes less elastic
 - c. Oil glands produce less oil, so skin is dry
 - d. Circulation slows down, so the skin is not getting as much oxygen and nutrition from the blood, causing skin to become poorly nourished and fragile
2. Older adults tend to:
 - a. Sustain skin tears easily
 - b. Develop pressure sores and heal slowly
 - c. Feel cold
 - d. Become wrinkled
3. TRUE or FALSE: Functions of the skin include protection against injury, infection, and disease
4. TRUE or FALSE: Sustained pressure on the skin compresses the blood vessels and prevents nutrition and oxygen from getting to the skin cells.
5. TRUE or FALSE: Friction from clothing or bedding should not be a concern to your staff, as this will not injure skin or lead to a breakdown
6. Skin breakdown can be prevented by:
 - a. Encouraging residents to walk or exercise several times a day
 - b. Encouraging/assisted residents to keep their skin clean, dry and lubricated
 - c. Encouraging residents to eat well and drink plenty of liquids
 - d. Encouraging/assisted residents to keep bed linens clean, dry and free of wrinkles

Answers: 1: All, 2: All, 3: True, 4: True, 5: True, 6: All

INDUSTRY PARTNERS

2009 VALA Industry Partner Members

The following companies have are dedicated to helping Virginia's assisted living providers. Please contact each of these companies for additional information about the products and services they offer.

Attention VALA members: Should you need the products or services offered by VALA's Industry Partners, mention to them that you are a VALA member, and you may receive additional discounts.

Access Designs, Inc.

Virginia A. Piper, President
434-295-0654
email@tubcut.com
Bathtub Conversions

AFrame Digital.

Kelly Besecker, Marketing
571-308-0147
kelly@aframedigital.com
Monitoring Devices

Assisted Living Insurance by PCALIC

Brian Barrick, President
800-673-2558
brian@pcalic.com
Insurance and Risk Management Services

CCRx

Mark Edwards,
Director of Pharmacy Development
866-999-7962
medwards@ccrx.org
Pharmacy Services

Dynamic Mobile Imaging

Debbie Burger, President
804-513-6225
daburger@dynamicmobileimaging.com
Mobile X-Ray Services

Elderlife Financial Services (EFS)

Elias Papasavvas, Chief Executive Officer
888-228-4500
eliasp@elderlifefinancial.com
Financial Services

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Charlie Caprio,
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charles.caprio@americanhospice.com
Hospice Care

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rflye@mastdrug.com
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MobilexUSA

Elena Deblasio, Executive Assistant
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elena.deblasio@mobilexusa.com
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National Healthcare Services, Inc.

Michael B. Team, Regional Manager
804-754-7601
mike.team@nationalhs.com
Group Purchasing Organization

New York Life Insurance Co.

Dr. Kelly Decker, Financial Advisor
804-935-5378
drkdecker@comcast.net
Financial Services

Partners Pharmacy of Virginia

Marc Altholz, EVP Sales and Marketing
877-919-9399
Marc.Altolz@partnerspharmacy.com
Pharmacy Services

Rutherford

Eddie Smith
540-982-3511
eddie.smith@rutherford.com
Insurance Brokerage

(Industry Partners... Continued on page 11)



Get Ready for Winter Weather

Nov. 30 – Dec. 6 is Winter Preparedness Week

Prepared by the Virginia Department of Emergency Management, (804) 897-6510

Fall's pretty leaves and crisp nights remind us winter is near. Take three steps now to get ready.

Get a kit. If the power is out and roads are closed, then you'll need supplies. Build an emergency kit to last your family and pets at least three days. Include a battery-powered radio and extra batteries (a weather radio is a good choice); canned and packaged food and a manual can opener; water; blankets and warm clothing; medications and a first aid kit; flashlights and extra batteries. Don't rely on candles for light because they can cause fires.

Make a family plan. Talk with your family about what to do. Decide on a meeting place if you cannot return home. Choose an out-of-town friend or relative as a point-of-contact if you are separated. Always tell someone before you travel on snowy roads where you are going and when you expect to arrive. Better yet, don't drive during snow and ice storms.

Stay informed. Listen to your local media and emergency officials for current weather and road conditions.

Protect yourself and your home with these tips:

- If there is a severe storm, then power outages could occur. If possible stay in a place that has power (friend's house, hotel, shelter).
- If you must stay home during power outages, decide how you will stay warm. Choose a room in your home that can be closed off and heated by something other than electricity.
- If you will heat with a fireplace or wood stove, have a professional take a look at it before winter sets in, especially if it has been a long time since the last cleaning. Residue can build up that can cause fires.
- Portable generators and kerosene and propane heaters should be inspected and cleaned by professionals so that they work safely. Proper ventilation is essential. Closely follow manufacturer's directions when hooking them up.
- Plug space heaters into wall outlets. Keep them at least three feet from other objects. Never leave them unattended.
- Protect interior pipes from freezing by wrapping them in insulation or layers of newspaper and then covering with plastic to keep out moisture. Let faucets drip a little.

Go to www.readyvirginia.gov for more about getting ready for winter weather.

(Industry Partners... Continued from page 10)

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**Ensure your information will be listed in the next edition of the VALA VOICE
Send in your Industry Partner Application today!**

Contact VALA at (804) 332-2111 or information@valainfo.org to get more information.



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PUBLISH YOUR ARTICLES AND ANNOUNCEMENTS...

If you have a story to tell, a best practice to share, or a recognition to give, send it to connections@valainfo.org. *The deadline for submission for the next edition is **December 15, 2009**.*

VALA serves Virginia's assisted living community. Please contact us if there is a specific topic or issue you would like to see addressed in the VALA Voice or at future VALA events.