

agenda™

LeadingAge California

JIM BREUER

MORE THAN ME

Find the humor in growing old.

directed by WILLIAM PHILBIN

"Compelling and
darkly comic."
The Jester



This Month...

Handy Topics.....	2
Feature: Documentary: “More Than Me”	3,10–11
Policy Matters	4–6
2013 Public Policy Conference Wrap up	7
Membership Matters	8-9, 12
AgeTech.....	13
Education Matters.....	14–15

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LeadingAge California represents more than 400 nonprofit providers of senior living services – including affordable housing, continuing care retirement communities, assisted living, skilled nursing, and home and community-based care. LeadingAge California's advocacy, educational programs, communications and other resources help its members best serve the needs of more than 100,000 seniors. Founded in 1961, LeadingAge California is celebrating its 50th year of public service.

Sequestration

By Joanne Handy

Once relegated to “wonky” conversations between staff members in back rooms of the U.S. Capitol, it seems nearly everyone knows about sequestration these days. But what is it and what does it mean? Simply put, it’s the formal term for cordoning off money that was authorized by Congress but is now prohibited from being spent. Literally, the money is being “sequestered” or taken away from the federal agencies.

It started with the 2011 standoff over the debt ceiling when Republicans demanded deep spending cuts in exchange for supporting a measure that essentially avoided a government shut-down. In the end, Congress and the Administration agreed to more than \$2 trillion in spending cuts – about half of which was laid out in the debt-ceiling bill and the rest imposed through sequestration. The intent was to force Congress to identify an equal amount of spending reductions by no later than March 1, 2013 – or face nearly \$1 trillion in automatic cuts.

March 1, 2013 came and went without Congress making the necessary reductions – triggering some \$85 billion in automatic, across-the-board spending cuts. And while more than half of that amount will come from defense programs, the rest comes from the domestic side of the ledger.

Those of us caring for older adults are all too familiar with funding reductions over the last few years – it’s become the norm rather than the exception. And while it remains to be seen if Congress and the Administration will break from this ideological stalemate and take action before the full impact of sequestration causes further harm, the simple truth is that we need a budget plan that does not impose a disproportionate burden on those least able to sustain cutbacks in health care, housing and long-term services. •••

Joanne Handy is president & CEO of LeadingAge California.


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In May of 2009, members of this association were treated to an exclusive, work-in-progress screening of a unique documentary film that examined caregiving in a very different way. “More Than Me” offered viewers a window into the world of Jim Breuer, actor-comedian and former “Saturday Night Live” cast member, as he cared for his then 84-year old father on a 30-city, cross-country comedy tour. Rough and unedited (because they were still in the process of filming), the screening offered an unexpected view – both hilarious and touching at the same time – of what it means to grow up and to grow old.

Four years in the making, the film – now complete – has been garnering praise (and awards), recently made its worldwide television premier to more than 60-million households and is quickly becoming one of the hottest downloads on iTunes. Pretty impressive considering that Breuer never set out to make a film in the first place. Originally, he just wanted to get his father out of the house, have some fun together and maybe post some short video clips of his father on his website. But early on in the tour, it became clear that there was more to this – that the two of them were connecting on a different level. So from that point on, he realized he had something so powerful that he wanted to expand it to a documentary.

continued on page 10

CCRCs & Assisted Living

Legislation Introduced Affecting Assisted Living Providers

A number of bills were introduced this year that have the potential to significantly impact assisted living providers in the coming months. Following a thorough vetting by the association's public policy staff and the relevant policy committees, the most relevant bills are described in greater detail below.

Assembly Bill 261

AB 261 (Chesbro, D-Eureka) is a reintroduction of last session's bill which would prohibit Residential Care Facilities for the Elderly from charging fees once the resident's unit has been vacated and personal belongings removed. The bill is sponsored by the California Assisted Living Association.

Assembly Bill 462

AB 462 (Stone, D-Monterey) would require RCFEs licensed up to 6 residents to install sprinkler systems in their buildings. The bill would require that every 6 bed RCFE have installed and maintained an operable automatic fire sprinkler system approved by the State Fire Marshal by January 1, 2016. The bill would also require the tenant pay the costs of the installation of the sprinkler system at least one year prior to installing the system. The bill also includes a provision that prohibits local water agencies from requiring a new meter or larger connection pipe be installed at the facility. Fees imposed by the Fire Marshal for inspection would be

capped at \$200 and local building inspections would also be capped at \$200 if the sole renovation is the installation of the sprinkler system.

Assembly Bill 364

AB 364 (Calderon, Ian, D-City of Industry), as introduced on February 14, 2013 only applies to community care facilities and would increase the licensing inspection frequency to once every two years. The current standard for Community Care Licensing Division visits is once every five years. Although Residential Care Facilities were no initially includes, LeadingAge California policy staff has learned that RCFE will likely be amended into the bill.

Assembly Bill 581

AB 581 (Ammiano, D-San Francisco) would prohibit RCFEs, including officers and employees, from discriminating or retaliating in any manner, including threats of eviction if a person, employee,

or any other person has initiated or participated in the filing of a complaint, grievance, or a request for inspection from the Department of Social Services, or the local or state Ombudsman against the RCFE.

In addition to the above bills, legislation related to home care licensing is also expected to be heard again this year – with two competing measures already having been introduced: AB 322 (Yamada, D-Davis) and AB 1217 (Lowenthal, D-Long Beach).

Another bill attracting attention from policy staff is AB 746 (Levine, D- San Rafael), which would prohibit smoking in all multi-family dwellings in California. AB 746 is covered in more detail on the following page.

Prepared by Eric Dowdy, vice president of policy for LeadingAge California. Dowdy can be reached at edowdy@aging.org or 916-469-3376.

Housing

HUD Reports Increase in "Worst Case Needs"

A report issued by the U.S. Department of Housing and Urban Development found that families with worst case housing needs increased from 7.1 million in 2009 to 8.5 million in 2011. Families with worst case housing needs are renters with very low income who do not receive

housing assistance that paid more than half their monthly income for rent, lived in severely substandard housing – or both.

HUD Secretary Shaun Donovan said, "These sobering numbers remind us that as we work to craft a balanced approach to our budget and priorities, we can't lose sight of those who may be teetering on the brink of homelessness" He went on to say, "Clearly, the economic

downturn that we're recovering from put tremendous stress on lower-income families who continue to be crowded out of the affordable housing marketplace."

The growing numbers of families with worst case needs can be attributed to number of homeowners that became renters as a result of the economic and housing markets. Housing needs found across all regions of the country, in cities, suburbs and rural areas and all racial and ethnic groups.

The full report entitled *Worst case Housing Needs 2011: A Summary Report to Congress* is available by clicking [here](#).

Bill Seeks Smoking Ban in Multifamily Housing

Assemblymember Mark Levine (D-San Rafael) introduced AB 746, which would make it illegal to smoke in any multifamily home, including apartment buildings and condominiums that share ventilation systems, walls or ceilings. Multi-unit homes make up about one-third of homes in the state.

Levine said in a statement "Californians should be able to breathe clean air in their own homes. In apartments or condominiums, whenever a neighbor lights up, everyone in the building smokes with them. This is especially troublesome for children who have no choice but to breathe the secondhand smoke of their neighbors."

Nine municipalities in the State – including San Rafael in Assemblymember Levine's own district – have already instituted similar smoking bans in multifamily housing.

It is unclear on how the smoking ban would be enforced, but violators would be subject to a fine of up to \$100. Smoking on properties could be allowed in designated smoking areas, as long as they were 100 feet away from a playground and 20 feet from housing units. The areas would be agreed upon by condominium residents, or designated by landlords of apartment buildings.

Skilled Nursing

Notice of CDPH and DOJ Employee Impersonation

Lately there have been several incidents of visitors visiting facilities impersonating California Department of Public Health or Department of Justice investigators. Providers should be sure to view the photo-identifying badge of any person claiming to be a CDPH or DOJ investigator. Providers are encouraged not to supply patient health information of any kind to someone who claims to represent either CDPH or DOJ and who cannot provide an identifying badge issued by the appropriate department. Doing so may subject the facility to a breach of medical information citation. If you need further assistance, please contact your local district office (a complete listing of which can be found [here](#)).

Aggressive Care Still the Norm for Dying Seniors

A recent report in the Journal of the American Medical Association found that even though deaths in acute hospitals

Landlord's currently have the option to go smoke-free and HUD has encouraged assisted properties to do so. HUD has recently published a smoke-free toolkit to guide assisted properties seeking to convert. The handbook can be found [here](#).

Prepared by Carrie Paine, policy analyst for LeadingAge California. Paine can be reached at cpaine@aging.org or 916-469-3372.

declined between 2000 and 2009, the use of intensive care units in the final 30-days of life increased as did short-term hospice use. The rate of changes to care for these patients – such as transitions within the last three days of life – also increased. The good news is that hospice use is increasing although the referrals are typically in the last hours of life. While respecting the patient's right to choose, the report emphasizes getting the right care at the right time for the right person at the right location.

"Nightmare" Bacteria Found in Nursing Homes

The Centers for Disease Control has announced that the bacteria Carbapenem Resistant Enterbacteriaceae has surfaced in 18 percent of nursing homes. It is a naturally occurring bacteria found in the human intestines, however, outside of the intestines it may cause serious infection. It also spreads easily between patients when lack of good hand



hygiene practices is present. CRE is resistant to strong antibiotics and has a mortality rate of nearly 50 percent. The CDC recommends the following steps to help prevent the spread of CRE:

- Enforce a rigorous infection control program;
- Keep patients with CRE together;
- Segregate staff, rooms and equipment to people with CRE; and
- Inform facilities when residents are transferred and use antibiotics carefully.

Due to the movement of patients throughout the healthcare system, if CRE are a problem in one facility, then typically they are a problem in other facilities in the region as well. To help protect patients and prevent transmission, CDC has released a CRE [toolkit](#) which continues to be updated as new information becomes available.

New Report by Health and Human Services Office of Inspector General

In February, the California Department of Health and Human Services, Office of Inspector General released a new report that found skilled nursing facilities often fail to meet care planning and discharge planning requirements. The report found that for 37 percent of the stays reviewed, SNFs did not develop care plans that met requirements or did not provide services in accordance with care plans. Care issues in areas such as wound care, medication management and therapy were identified. The report recommended the Centers for Medicare and Medicaid Services: 1) strengthen the regulations on care planning and discharge planning; 2) provide guidance to SNFs to improve care planning and discharge planning; 3) increase surveyors' efforts to identify SNFs that do not meet care planning and discharge planning requirements and to hold these SNFs accountable; 4) link payments to meeting quality-of-care requirements; and 5) follow up on the SNFs that failed to meet care planning and discharge planning requirements or that provided poor care. CMS has agreed with the recommendations.

Health Care Reform in California

Among the fifty states, California is leading the way in implementing the Affordable Care Act's provisions for expanding insurance coverage to the uninsured and for streamlining the delivery

of acute care and long term care supports and services to persons eligible for both Medicare and Medi-Cal – the so-called dual eligibles or medicaidis.

The ACA provides for the establishment of state-wide health insurance exchanges to facilitate the provision of health insurance coverage and premium subsidies to low-income persons otherwise unable to afford the cost of health insurance. The exchange in California is referred to as "Covered California," and has been making advancements in the process of establishing the structure and rules of the exchange as well as a standardized, robust benefit package that allows insurance seekers to easily compare prices plan to plan. Covered California expects to begin enrolling persons with incomes at or below 135 percent of the federal poverty limit for the size of the family beginning in September of 2013 and begin providing coverage on January 1, 2014.

The Affordable Care Act also provides new options for states and the federal government to streamline the delivery of services to persons eligible for both Medicare and Medicaid (Medi-Cal in California) – those that are dually eligible. California is one of fifteen states selected by the Center for Medicare & Medicaid Services (CMS) to demonstrate the efficacy of delivering long term care services and supports through managed care plans. Eight counties have agreed to participate in this demonstration project and the managed care plans participating in those counties are preparing for the state's readiness review of their networks and capabilities. The relationship and accountabilities between and among the state, the federal government and the plans will be formally spelled-out in a Memorandum of Understanding which is expected from CMS in the coming weeks. Until the MOU is issued, any information about the specific rates the plans will be paid will not be available. If the rates are not adequate to cover costs, the plans have indicated that they will not participate in the demonstration. • • •

Prepared by Lori Costa, regulatory and clinical consultant and Jack Christy, senior policy advisor for LeadingAge California. Costa can be reached at lcosta@aging.org or 916-469-3377 and Christy can be reached at jchristy@aging.org or 916-469-3366.



2013 Public Policy Conference Wrap Up



Assemblymember Paul Fong (R-Cupertino) with Deborah Gonzales



Assemblymember Brian Maienschein (R-San Diego) with Cheryl Wilson



Assemblymember Mike Gatto (D-Silver Lake), with Jacqueline Seegobin, Tiffanie Al-Nasser, Martha Friday, Edith Grady

More than 150 non-profit senior living and services leaders met in Sacramento for LeadingAge California's 2013 Public Policy Conference. This year's conference theme, "Leading Change," reflects the association's commitment to advancing the field of senior care by promoting home-based care settings, consumer choice and self-direction as well as advancing options for lower-income seniors.

California's Health and Human Services Secretary Diana S. Dooley opened the conference with a keynote addressing the challenges and opportunities that lie ahead for California as the state implements healthcare reform. Her remarks centered around transformation of the healthcare system as the state expands the role of managed care in the dual eligible population. Dr. Gretchen Alkema of The SCAN Foundation followed up on Secretary Dooley's remarks by further illustrating the shift in payment and delivery systems. Alkema illustrated the opportunities for nonprofit senior living and care providers to collaborate with Managed Care Plans and Accountable Care Organizations to become key component of the healthcare system.

Attendees were immersed in the current issues in three issue intensives in the morning presented by LeadingAge California public policy staff. That afternoon over lunch – Scot Sinclair of O'Connor Woods and chair of the association's Public Policy Committee – led the discussion as the policy staff prepared attendees for their legislative visits. Peter Kellison, LeadingAge California's contract lobbyist provided attendees with a briefing on the mood at the Capitol.

More than 100 attendees made visits to their legislators advocating for such issues as advancing the VA Medical Foster Home in California or supporting a resolution calling on the President and Congress to act on Housing with Services.

Senator Mark DeSaulnier (D-Concord) was named LeadingAge California's 2012 Legislator of the Year for his work on developing a permanent affordable housing trust fund in California. Accepting on his behalf was Mark Stivers, committee consultant for the Senate Transportation and Housing Committee.

The association's 2014 Public Policy Conference is scheduled for March 4-6, 2014 at the Sheraton Grand Hotel Sacramento.



Toussin Sr. Apartments Recognized in Affordable Housing Journal

Long-time LeadingAge California member Petaluma Ecumenical Properties was recently recognized as a Novogradac Journal of Tax Credits Development of Distinction for its vision and outstanding contributions in the field of tax credit development for its work on Toussin Sr. Apartments. The development was selected as the Low Income Housing Tax Credit project that best demonstrates financial innovation and serves as a consummate example of how tax credits may be used to create jobs, develop affordable housing or provide new opportunities and economic vitality of communities in need.

The Developments of Distinction Awards recognize excellence, ingenuity and perseverance in the development of tax credit projects using the low-income housing tax credit and tax credit projects using U.S. Department of Housing and Urban Development program financing.

“We created these awards to bring attention to truly meaningful and innovative projects, and I continue to be amazed by the caliber of winners and nominees,

each and every year,” said Michael J. Novogradac, managing partner of Novogradac & Company LLP. “It is inspiring to hear stories of tireless perseverance and ingenuity in the name of serving residents in need and enriching communities as a whole.”

Toussin Sr. Apartments is the first affordable housing project for seniors to be built in Kentfield, Calif. The development consists of 13 one-person apartments and is home to retired seniors with annual household incomes ranging from \$3,380 to \$21,249. To finance the project, developer PEP Housing utilized state and federal funding leveraged by local funding from partners including the County of Marin, Marin Housing Authority and Marin Community Foundation. The project took seven years from start to finish and includes features like a living roof, transportation services and provides resident service coordinators to assess individual resident needs. Total development costs for the project were just over \$5 million.

Judges were impressed by the sheer amount of funding sources used to finance this project, which they felt demonstrated a remarkable amount of ingenuity and patience. PEP Housing utilized 19 layers of funding, more than the amount of total units in the building – and also faced major challenges coordinating these different sources. In particular, the timing of funds through the American Recovery and Reinvestment Act was an unknown

element that required PEP Housing to secure two bridge loans from separate sources from the County of Marin. PEP Housing also partnered with Burbank Housing and EAH in order to secure maximum points in California’s nine percent LIHTC allocation round in 2009. Two appeals were also necessary to obtain maximum points for site amenities.

For additional information on the Novogradac Journal of Tax Credits or the Developments of Distinction Awards, please contact [Daniel Stern](#) or visit the Novogradac [website](#). To learn more about PEP Housing or Toussin Sr. Apartments, please contact Mary Stompe, executive director, at (707) 762-2336.

Keiro Senior HealthCare Remembers its Founder

The Keiro Senior HealthCare community was saddened by the passing of Keiro founder George Aratani on February 19 of this year. “George Aratani was a father to our community, lending his wisdom and generous support to numerous organizations,” said Shawn Miyake, Keiro Senior HealthCare president and CEO. “He was also a visionary who helped establish Keiro Senior HealthCare to provide culturally sensitive senior care for the Japanese American community. Over 50 years later, we consider it a privilege to have been able to provide George and his family peace-of-mind and comfort during the last months of his life.”

In 1961, Aratani was a central founder of Keiro Senior HealthCare, which today has enabled over 130,000 families to receive affordable, culturally sensitive senior care. It was Aratani who suggested

the name Keiro, which means “respect for our elders,” as the name for the organization.

Aratani had great compassion for the elderly and foresight in planning for future needs. In 1999, moved by the plight of a personal friend, he advocated for the establishment of a special care facility at Keiro Nursing Home for community members afflicted with dementia and Alzheimer’s disease. Later, he supported Keiro’s healthy aging initiatives and genki living programs through The Institute for Healthy Aging.

“The passing of George Aratani is a great loss to our community,” said Frank Kawana, chairman of the Keiro Senior HealthCare Board of Directors. “The values he lived by – compassion, respect, harmony and community, to name a few – have built our community and our future. We join with our community in remembering his life and legacy.” *Excerpted from The Rafu Shimpō Los Angeles Japanese Daily News.*


New Alzheimer’s Disease Progress Report Published: Intensifying the Effort

A new online report from the National Institutes of Health highlights recent progress in NIH-supported Alzheimer’s disease research. Prepared annually by the NIHs National Institute on Aging, the latest report – 2011-2012 Alzheimer’s Disease Progress Report: Intensifying the Research Effort – describes new a number of investments and summarizes key research in several areas:

- Prevalence of Alzheimer’s disease;
- Biology of Alzheimer’s and the aging brain;
- Genes that may play a role in the disease;
- Risk factors for cognitive decline and dementia;
- Neuro-imaging and biomarkers that detect and track the disease;
- Translational research to identify and test new drugs;
- Potential new therapies to treat, delay or even prevent Alzheimer’s;
- Caregiving; and
- Gender and racial differences in the impact of Alzheimer’s.














Other features included in the report are a primer on Alzheimer’s disease and the brain, tables listing NIA-funded clinical trials and videos that further explain critical areas of the research. To learn more about report or to download a copy, please visit the National Institute on Aging [website](#).

continued on page 12



Providing Innovative and Comprehensive Financial Services*


- > Investment Banking
- > Investment Management
- > Financial Risk Management
- > Seed Capital
- > Affiliations, Mergers & Acquisitions
- > FHA/HUD Approved Mortgage Lender
- > Sponsorship Transitions
- > Capital & Strategic Planning
- > Post-Acute Consulting & Advisory
- > Research, Education & Communication

 Five Centers CA FHA Financing JANUARY 2012 \$30,102,600	 Pleasanton, CA JANUARY 2012 SEPTEMBER 2011 \$20,000,000 \$15,000,000	 Walnut Creek, CA California Obligated Group OCTOBER 2011 \$62,200,000
 National Obligated Group & CA Obligated Group LOC Replacement OCTOBER 2011 \$117,615,000	 La Mesa, CA FHA Financing JUNE 2011 \$14,934,000	 Palo Alto, CA Bank Placement MARCH 2011 \$11,885,000
 Castro Valley, CA JUNE 2010 \$18,940,000	 Pleasanton, CA FEBRUARY 2010 SEPTEMBER 2006 \$106,580,000 \$50,000,000	 Pasadena, CA DECEMBER 2009 \$26,150,000
 Fresno, CA FHA Financing OCTOBER 2009 \$11,038,000	 Alma Via of San Francisco San Francisco, CA NOVEMBER 2008 \$33,895,000	 Glendale, CA AUGUST 2008 DECEMBER 2006 \$77,805,000 \$62,185,000
 Burbank, CA MAY 2007 \$110,000,000		

For more information on the structure and use of these issues, please visit emma.msrb.org

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MORE THAN ME

continued from page 3

Using comedy, Breuer is able to shine a light on a topic that often goes unmentioned in today's society – caring for older adults. An unlikely spokesperson to be sure, he offers up a unique, totally honest and at times hilarious take on the challenges associated with caring for his father. The pair's journey across the country is documented in an award-winning documentary, "More Than Me." Part road trip, part buddy comedy, part of coming-of-age narrative (where the age is pretty advanced) – Breuer manages to inject humor and warmth into otherwise uncomfortable situations that happen during their time together – finding a diaper for his dad, wheeling him across a busy highway in his wheelchair or pointing out that he may not have made it to the bathroom in time.

While Breuer hopes the film will be entertaining, he also wants to focus on the difficult problems faced by Baby Boomers confronted with caring for aging parents. The film shows him struggling with being a caregiver while coming to terms with his own mortality.

In a series of recent interviews with his home town newspaper and Current TV, Breuer offered up a behind the scenes look at the making of the film.

Roll Film...Action

"People see me on stage but they don't see me cleaning up after

my dad, showering him, putting clothes on him and caring for him," said Breuer. "The film shows us in a realistic, funny, raw way... it's inspirational and educational for anyone who has been blessed with having parents who will be elderly and need care," he said.

"We get so caught up in appearances and money and we use that to measure success," said Breuer. "Success is nice, but it doesn't teach you how to take care of one another. I thought it would be good if we could say, 'Here's a guy from quote-unquote Hollywood, who is taking the time to help out another person, in this case, his father, who was a very important part of his life,'" he added.

"So many of us have moms and dads who we're proud of but at the end of the day – their pride is shot," Breuer added. "You being a child may be the only one who could step in and guide them until it's over."

The time the two spend together was inspired partially by the comedian's desire to inject some much-needed excitement into his dad's life and to find a way for the pair to reconnect.

"He just kind of gave up, so I decided, 'Let me give this a shot.' I knew he needed to get out of the house. I knew this would give him so much life," Breuer says. "This tour really was

to take care of him. You know, he's not going to be here much longer."

His father served in World War II and then worked for many years driving a garbage truck near the family home in Long Island. Breuer said that as a youth, he had no idea that his father could be funny. Breuer was in his late teens and friends who worked summers on the garbage truck would tell him about his father's sense of humor.

"I couldn't believe it," Breuer said. "I didn't discover he was funny until we were able to hang out at drinking age."

One time, the father and son were at a bar in Florida, where they lived at the time. Breuer went out for while and returned to the bar to see, "a circle of guys looking down." He thought his dad had suffered a heart attack. "I go over and it was dad holding court," Breuer said. "All these guys were howling."

Breuer said his father was raised with 10 siblings in a Kentucky – an experience that helped fuel his father's biting humor. "He is so dry," Breuer said. "I've never seen him belly laugh. He grunts and smiles." But in the film, Breuer said it is often his dad who gets the biggest laughs.

"He curses like a sailor and loves being the center of attention,"

Breuer added.

“He knows how to command a room with a one-liner. He looks straight into the camera and uses straight talk to tell me what I should do to myself,” Breuer said. “He’s always deadpan.”

This isn’t a feature film starring Jack Nicholson and Morgan Freeman. There is no bucket list. These are men – father and son – and they bicker more than they hug. No matter – the devotion between the pair is abundantly evident and moving. “My dad will not say, ‘Hey, Jim, I love you,’” Breuer says, “but I know he loves me.”

Life After the Film

As the tour wrapped up, Breuer began putting thoughts to paper in what would eventually become an autobiography of sorts. Entitled *I’m Not High (But I’ve Got a Lot of Crazy Stories About Life as a Goat Boy, a Dad and a Spiritual Warrior)*, the book chronicles Breuer’s journey from a small boy growing up in New Jersey – to a grown man caring for his aging father.

According to Breuer, “When dad was on the road with me – the schedule, the pace of it and all the new faces every day – stimulated him and some of his old wit and personality returned. Once the tour ended, I was doing one-off gigs and couldn’t always bring

dad because it just wasn’t cost-effective. I have to pay for his

flight, his hotel room and all of his meals. So I’d take him about half the time. When I’d leave him, I’d come back and see that he was further behind. Withdrawing. Sleeping all day.”

So with his wife’s blessing, they started having his father stay with them for a couple of weeks at a time. “When he was first staying with us, he’d come in a room, look at me, and ask ‘Should I sit here?’ I think my mom had some stern rules for him. But being around the kids and a house full of activity helps keep him fresh – and it actually takes some of the stress off of my mom. He still doesn’t ever want to get too deep with me. Everything is an Abbot and Costello routine.”

“There are times when Dad’s staying with us and I’ll pull up to see an ambulance in front of our house. They’re there all the time because he’ll have episodes where he has trouble breathing or completely zones out. If I’m around, I usually don’t call them because I’ve just been around the symptoms long enough that I’ve got a pretty good hunch if we really need medical help. But I wonder what I’ll do when he needs more than the paramedics can provide. What if he needs to be put in a hospital? Do I want that? He’s had a full life. Maybe it would be better to just let him die in my arms,” Breuer confided.

He went on to say, “Every time Dad passes out they want to ship him to the hospital...hospitals are overrated. They’re great if you have to have surgery. They’re great if you need that emergency care. But if you’re old, do they really need to keep you for two

weeks? Here’s what’s wrong with him – he’s 87-years old.”

Breuer noted, “There are a lot of people in my predicament, and we’ve been brought up not knowing how to take care of our parents as they get older. No one wants to face it. My generation and even the Baby Boomers have traditionally been like: ‘I’m really smart and I make lots of money and that money will buy my health and my parents’ health. When they slow down, I’ll stick them in a nice nursing home.’ To me, senior citizens are just like kids. They don’t want to be stuck in a facility. They want to socialize and feel valuable – not degraded. They want human contact. Which is how I got to where I am with my parents today. I don’t have to tell the guy I love him because I’m sure he knows it.” •••

“More Than Me” has made the rounds on the festival circuit, including a screening at the inaugural ArcLight Documentary Film Festival in Hollywood in 2011 and a Best Documentary award at the United Film Festival-New York in 2012. Produced by Pilotfish Productions (who also created this association’s award-winning PSAs), the film will make its next stop at LeadingAge California’s 2013 Annual Conference & Exposition in Monterey for an encore screening.

DATE: Tuesday, May 7, 2013

TIME: 4:30pm

LOCATION: Portola Hotel



Membership Matters

continued from page 9

LeadingAge California Welcomes New Staff to Membership Department

LeadingAge California is excited to welcome Courtney Weidmann as the newest addition to the association's staff. Courtney joins the team as a Purchasing Specialist, to assist members with taking advantage of cost savings available to them through Value First. She has a strong background in member service, needs assessment and solutions development. Courtney will be reaching out to LeadingAge California members to learn about the membership, help facilitate cost studies through Value First and generally assist members with their purchasing needs. She can be reached directly at cweidmann@aging.org or 916-469-3392.

Rotary Plaza Joins ABHOW Family

American Baptist Homes of the West has added Rotary Plaza, a major provider of affordable housing for seniors in the San Francisco Bay Area, to its expanding list of communities. "Over the next six months to a year, Rotary Plaza will be integrated into the ABHOW family," says Kendra Roberts, ABHOW's

regional property supervisor for Rotary Plaza. "It's been going well. The Rotarians are excited about ABHOW taking over."

ABHOW assumed management of Rotary Plaza in November of 2012. All of its 181 apartments will undergo major renovations over the next several years. "The most important thing for me is that we can take a community and improve the services for the residents there," says Travis Hanna, director of operations for affordable housing at ABHOW. It is anticipated that renovations will be complete by mid-2014.

Apply for 2013 LeadingAge National Awards

Applications for the 2013 LeadingAge national awards are now being accepted. Winners in nine categories will receive free registration to the national LeadingAge Annual Meeting in Dallas, Texas later this year – where they will be honored. Learn more about the awards (or nominate yourself, your organization or someone you know who is making a difference) by clicking [here](#). The deadline to enter is April 30, 2013. If you have any questions, please contact Deborah Cloud at dcloud@leadingage.org. •••

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For more than 50 years our attorneys have worked side-by-side with the nonprofit communities that form Aging Services of California. We continue to be inspired by our clients' commitment to the people they serve. We are proud to share that commitment and look forward to helping build a better future for seniors in California.

We understand your legal needs because we understand your world. Turn to us for: Business, Tax Exemption and Regulatory Issues; Litigation; License Deficiency Appeals; Long-Term Care Acquisitions, Financings, Leases, Management Contracts; RCFE and CCRC Development and Operations; Labor and Employment Matters; Insurance Recovery Issues.



SAN FRANCISCO

NORTH BAY

SACRAMENTO

SILICON VALLEY

EAST BAY



Advancing a Technology-Enabled Standard of Care

New Technology Deployment Resources

A number of new resources are available from AgeTech affinity partner LeadingAge CAST and the Center for Technology and Aging. These resources are free to use and are designed to help members better incorporate technology into their operations.

LeadingAge CAST recently added several elements to its [Electronic Health Record Selection Tool and Matrix](#) – which now includes close to 200 features and functionalities. The expanded Matrix will be released in mid-June. LeadingAge CAST is also developing a similar matrix on Telehealth and Remote Patient Monitoring – the details of which will be released this summer.

The Center for Technology and Aging has added care transitions and medication optimization modules to its [ADOPT Toolkit](#). Offering tested mechanisms that improve and expand providers' capacity for adopting technologies, the toolkit will soon include a module on mobile health technologies. Members can learn more about these resources at the upcoming AgeTech West conference.

Save the Date – AgeTech West Conference

The 2013 AgeTech West Conference & Tech Expo will be held November 14-15, 2013 at the San Jose Marriot in San Jose, Calif. This year's conference will feature a 1.5-day format and will include venues and content to take advantage of the Silicon Valley location.

Win an Apple iPad2 for Your Community

AgeTech West is giving away an Apple iPad2 to one of the first 200 members to complete its technology survey. Responses must be submitted by April 15th. Please contact Susan Holt at sholt@aging.org for additional information.

Prepared by Scott Peifer, executive director for AgeTech West. Peifer can be reached at speifer@aging.org.



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2013 Annual Conference & Exposition: Leading Change

Make plans to arrive in Monterey early and experience one of the five pre-conference programs that will be offered on Monday, May 6, 2013. Join Dr. Robert Winningham, professor and chair of the Psychology Division at Western Oregon University, as he presents a full-day program on “Cognitive Rehabilitation and Memory Enhancement.”

Join in the discussion with the Health Services Advisory Group of California to learn more about the current initiatives underway at both the state and federal in “Nursing Home Quality Care Collaborative.”

“Good Grief – Finding the Meaning of Grief through the Five Stages” will be presented by David Kessler, death and grieving specialist and co-author of *On Grief and Grieving*.

If the largest percentage of your philanthropy revenue comes from the residents and/or participants of your program, then “Innovation Drives External Fundraising” is for you. Learn about new fundraising ideas from Marsha Bryan, senior director of philanthropy for be.group and Kim Rhinehelder, vice president of philanthropy from Eskaton Foundation.

William Pomeranz, managing director with Cain Brothers and a panel of experts will talk about the multi-dimensional impact of losing Medicare SNF and home care referral access in “Strategies & Opportunities with HealthCare Reform.”

The hotel reservation deadline for the Portola Hotel & Spa is Friday, April 12. Attendees can also save \$100 by registering before the April 17 registration deadline. For registration information or to download the conference brochure, please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

Certificate Program for Directors of Nursing Starts June 2013

Today’s Director of Nursing must keep pace with new strategies and challenges while creating a culture that promotes a satisfied workforce and quality standards of care for the resident. Research has shown improvements in overall quality of care when an organization has a Director of Nursing with strong leadership abilities. Staff retention, job satisfaction and the organizational culture all improve with good leadership. This unique program is targeted at developing nurse leaders who can use their knowledge and skills to make a positive difference within their organization and among the residents they serve.

The program will be offered in both Northern and Southern California and is open to all LeadingAge California members as well as non-members.

For additional information on the program (including registration details), please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

Brown Bag It! HR Updates for 2013 Webinar Series

Join Terry A. Willis, partner with Cook Brown, LLP as she discusses the dozens of new California labor laws and legislative bills that were passed and went into effect January 1, 2013. It is a daily challenge to deal with the legal pitfalls of human resources without continuing education to keep abreast of the latest legal changes and the best employment practices. Each 60-minute webinar offers NHAP, RCFE, CASP BRN and HRCI continuing education units. For registration information, please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

MDS 3.0 Distance Learning Series: April – July 2013

LeadingAge California has partnered with LeadingAge Ohio and Plante Moran to offer a series of affordable, up-to-date educational sessions about the process of completing the Minimum Data Set 3.0 and the impact of its accuracy. MDS is the focal point of everything in long-term care (survey, quality measures, Five-Star, corporate compliance, Nursing Home Compare data and reimbursement).

Each teleconference is 90-minutes in length. BRN and BBS continuing education units are available for each session. For registration information, please visit the LeadingAge California [website](#), or contact Margaret Morneau at 916-469-3371.

Dates to Remember

Save the Date

2013 Annual Conference & Exposition

May 6-8, 2013 – Monterey, Calif.

2013-14 Director of Nursing Certificate Program

Eskaton: Carmichael, Calif.

Module I – February 15-16, 2013

Module II – April 11-12, 2013

Module III – July 11-12, 2013

Module IV – October 10-11, 2013

Module V - 4 On-Demand Webinars

Hillcrest: LaVerne, Calif.

Module I – February 22-23, 2013

Module II – April 18-19, 2013

Module III – July 18-19, 2013

Module IV – October 17-18, 2013

Module V - 4 On-Demand Webinars

Web Seminars

For more information and to register, visit the LeadingAge California [website](#).

AGE-ucation – Weekly Web seminars on finance, audits, human resources, legal issues, reimbursement and more.

Care2Learn – Online courses that help care professionals build leadership skills and meet licensing requirements.

MDS 3.0/RUG IV Distance Learning Series – January - July 2013

Brown Bag It! HR Updates for 2013 Webinar Series

April 11, 2013

May 2, 2013

May 30, 2013

Contact Margaret Morneau
at mmorneau@aging.org
or 916-469-3371.

Region Meetings

Delta Region – April 3, 2013

10:00 a.m.–Noon

Topic: Public Policy Challenges in 2013

Location: Bethany Home Society

930 West Main Street

Ripon, Calif. 95366

South Coast Region – April 5, 2013

11:30 a.m.–1:30 p.m.

Topic: Public Policy Challenges in 2013

Location: Kirkwood Orange

1525 East Taft Avenue

Orange, Calif., 92865

Los Padres Region – April 11, 2013

Noon–2:00 p.m.

Topic: Public Policy Challenges in 2013

Location: Alma Via of Camarillo

2500 Ponderosa Drive, North

Camarillo, Calif., 93010

Golden Gate Region – April 19, 2013

Noon–2:00 p.m.

Topic: Public Policy Challenges in 2013

Location: Odyssey Hospice of Alameda County

22320 Foothill Blvd., Suite 200

Hayward, Calif., 94541

San Diego Region – April 19, 2013

7:30 a.m.–9:30 a.m.

Topic: Public Policy Challenges in 2013

Location: Carlsbad by the Sea

2855 Carlsbad Blvd.

Carlsbad, Calif., 92008



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For more information contact:

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