



# Communicator

ASSISTED LIVING ASSOCIATION OF ALABAMA

## HAPPY NEW YEAR! HAPPY NEW DECADE!

Barring some new unforeseen disaster, 2010 brings with it great hope for the new year! If for no other reason than “we have survived 2009!”

The financial markets have rebounded—even if occupancy and move-ins are slow. Most ALAA members are reporting adequate occupancy rates.

There were a number of communities closed in 2009. The Assisted Living world in Alabama continues to reflect growth rates lower than national average.

But the good news is that 2009 saw the opening of several new multi-level senior housing

developments. The expansion of Redstone in Huntsville (new 32 bed SCALF), a new ALF in Jacksonville, AL, the new Somerby property in Shelby County, Danbury in Birmingham, and a new Assisted Living community in Baldwin County.

Several other projects are under construction.

The new year offers new opportunities for professional development and some regulatory reform.

Anticipate the release of the committee report on Long Term Care Rebalancing in February, which we expect will recommend more public policy attention on the Assisted Living model.

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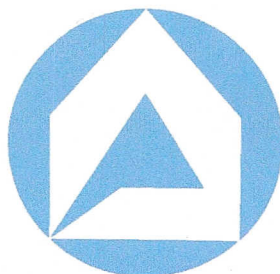
## Join Us in Montgomery for the 2010 ALAA SPRING CONFERENCE

### Featuring Jacqueline Marcell

Author of the Best Selling book “Elder Rage”

Registration Form included in this issue of

“The Communicator”. Get your registration in TODAY!



**MARCH 9-10, 2010**

**2010 ALAA Spring Conference**

## 2010 A New Decade for Assisted Living in Alabama

Just My Opinion

Frank Holden

Oh boy! With every new turn of the calendar page we get to “start over”.

New Year’s is a time for reflection and resolutions to lose weight, stop eating Krispy Kreme’s, visit Grandma more often, and set new personal goals.

ALAA is renewing its commitment to Education. We are nearing the selection of a new Education Director. The Education Calendar for 2010 is included in this issue of “The Communicator”. The registration for 2010 Spring Conference is attached, as well.

The Conference is shaping up to be one of our very best ever! Jacqueline Marcell is a national best-selling author, radio show host, and nationally respected speaker.

We are fortunate to have her as our Keynote Speaker in March.

The Education Calendar for AIT, Food Sanitation, and Region Meetings is aggressive and we have some excellent programs slated for this year.

The first Regional Meeting round begins January 26 and features a presentation of great value. It will

demonstrate several methods of organizing required administrative responsibilities and “best practices” for aiding Administrators in keeping track of things like fire drills, inspections, resident assessments, and reporting.

Two important by-products of these technical procedures are Resident satisfaction, and ADPH compliance for “Green” surveys!

### *Politics!*

You may have noticed, 2010 is an election year!

We will re-elect many members of the state legislature, an Attorney General, a Lieutenant Governor, and a new Governor.

The ALAA ALFPAC has been reorganized and will be seeking your input on which candidates to support with campaign donations.

One resolution you can make personally is to become active in the ALAA committee structure or run for office on the Board of Directors.

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### *ADPH ALF Resident Eligibility Testing*

We have been informed that ADPH has considered our request for a reform of the regulations regarding ALF resident eligibility testing.

New regulatory language has been written in draft form. We expect the draft to be made available to ALAA in the next week or two.

You will be asked to review this new policy and express your opinions to ALAA prior to the public hearings that will likely take place before our Spring Conference.

2010 Spring Conference

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**Elder  
RAGE**



In addition to Ms. Marcell, we will have David Hutchings (*back by popular demand!*), Cheryl Thrasher presenting a "View from a CNA", presentations on Marketing, Activities, and a surprise presentation from Alabama's own *Dr. Guitar!*...and Much, Much, more!

Also, back by popular demand...the 2010 Spring Conference will feature entertainment by central Alabama ALF Residents!!

ALAA anticipates a total of 12.5 ceu credit hours to be approved; 5.5 of those qualified for Dementia credit.

### ADPH Facility License Renewals

Some of you who have pending license renewals have received a letter from ADPH notifying the facility that the delay is the result of some internal data management changes in the Department.

If your license renewal is pending and you have not received a letter from Rick Harris, you may check your license status at [www.adph.org](http://www.adph.org) click on "Find a Directory of Healthcare Facilities" on the right hand side of the page.

The on-line directory is updated every time there is a change.

If you have not received your renewal license or a letter from Mr. Harris, you may contact the Department at (334) 206-5175.

## 2010 ALAA EDUCATION CALENDAR

<u>Month</u>	<u>Day</u>	<u>Description</u>	<u>Month</u>	<u>Day</u>	<u>Description</u>	
January	26	Region 1	July	20	Food Sanitation	
	27	Region 2		27	Region 1	
	28	Region 3		28	Region 2	
February	1	Region 4	August	29	Region 3	
	3	Region 5		3	Region 5	
	4	Region 6		4	Region 6	
	9-11	AIT		5	Region 4	
				10-12	AIT	
April	13	Food Sanitation	October	19	Food Sanitation	
	20	Region 1		November	9-11	AIT
	21	Region 2			30	Region 1
May	3	Region 4	December	1	Region 2	
	4	Region 3		2	Region 3	
	5	Region 5		7	Region 5	
	6	Region 6		8	Region 6	
	11-13	AIT		9	Region 4	
June	15	ServSafe		14	ServSafe	