Cynthia Guzman, a resident at the Meadows of Napa Valley, is proud to be a National Early Stage Advisor for the Alzheimer's Association. You can read her inspiring story on page 12. You can also learn how you yourself can help the fight against Alzheimer's. See page 16 for details.
Note from the Editors: Our apologies for causing some readers confusion in the last issue (June 2014, Issue 2). The first issue featured an introductory letter from PRS President and CEO Brian McLemore. The second issue featured a letter from PRS Executive Director Lee Patterson, who leads the team at Trinity Terrace in Fort Worth, Texas.

Rather than include “the obligatory” letter from the CEO in every issue, we wanted to introduce readers to the Executive Management Team. That team includes our Executive Directors, and it also includes our Chief Healthcare Officer, our Chief Operations Officer, and others.

We were not clear in explaining that PRS is, in fact, the employer of record for each of the Executive Directors at our affiliated and managed retirement communities, including Lee at Trinity Terrace.

Brian McLemore remains the PRS President and CEO. Going forward we will identify the Executive Directors as, “(Name), Executive Director of (Community Name).”

This issue features Anthony Sabatini, who served as the Executive Director of Capitol Lakes in Madison, Wisconsin, prior to being reassigned as Executive Director of Mirabella in Portland, Oregon. We hope this clears up any confusion on the part of our readers. Again, our apologies.
A Letter from Anthony Sabatini, Executive Director of Mirabella Portland

On August 31st of this year, Mirabella completed its fourth year of operation. I can remember sitting in this empty building, anxiously awaiting the arrival of the first resident, Guy Woods. That day, Guy had 500,000 square feet of Mirabella all to himself!

But not for long. The moving trucks continued to arrive, and one household became two, became six, became twenty, and, suddenly, all 220 apartments were occupied.

Four years later I can say unequivocally: Being an Executive Director of a full house is far more exciting than presiding over an empty one. My main source of daily excitement is collaboration. There are nearly 600 individuals living or working here each day. There are roughly 14 advisory and association committees and an active nine-member Resident Council. And it's my job to collaborate with all of them.

Each resident committee and council is composed of talented, passionate, experienced individuals, all of whom continuously provide me with well-intentioned and well-considered feedback. It gives me great satisfaction to work with these people, and we are all delighted when our joint efforts result in something that makes life at Mirabella even more fulfilling. Conversely, one of the most challenging parts of my job is making an operational decision counter to what those same residents desire.

But sometimes, my job as Executive Director entails making decisions that not every resident agrees with—for the greater good of the Mirabella community now and in the future.

I've now been involved in senior living for 20 years of my life. Six of those years have been with PRS: the first two years as Executive Director at Capitol Lakes in Madison, Wisconsin, and now as Executive Director of Mirabella. In those six years, I've benefited greatly from PRS's experience, and, hopefully, I've contributed in some way to the sum of PRS's knowledge.

We all benefit from collaboration within the PRS Family. A Resident Council decision at Capitol Lakes can positively inform decisions made at Mirabella. A development project conceived in Medford can, a decade later, become home to 350 residents in Portland.

When we collaborate, it's important to recognize this connection. There are 8,000 different PRS perspectives and I believe we are all better for it.

Happy birthday, Mirabella, and thank you to all who collaborate to make PRS communities such special places to live and work.

Anthony Sabatini  
Executive Director, Mirabella Portland
Meet THE BOARD

All PRS communities are fortunate that so many talented, knowledgeable people are willing to contribute their time by serving on our Boards of Directors. Many of these people are still working professionals, others are retired, and still others are residents at PRS communities. Each issue of this newsletter will feature an interview with one.

Doug Schmor – Board Chair, Pacific Retirement Services

Douglass H. Schmor (Doug) has served on the PRS Board since 2010. At the PRS Annual Meeting of its Board of Directors in October 2013, Doug was elected as Board Chair.

He is a partner in the law firm of Brophy Schmor LLP in Medford, Oregon. He specializes in business law, business organizations, real estate and estate planning. Doug earned his Bachelor of Arts degree from Willamette University in 1973 and his Doctor of Jurisprudence degree from Harvard Law School in 1976. In addition to his service on the PRS Board, he has served as past chair of the Asante Foundation, as a Board Member of the Anna May Family Foundation, and as a member of the Oregon Community Foundation Regional Advisory Board.

Doug has lived in the Rogue Valley since 1976, when he moved here immediately after law school. He says, “I was looking for a great area to raise a family and avoid living in a large city. I found that here in southern Oregon. Through the years I’ve become very involved in the local community and have been fortunate to work with, and for, some very fine business people.”

When asked to describe his work on the PRS Board, he says, “As board members, we have a number of responsibilities. First and foremost, we need to be sure that the needs of the residents in each community are being met with superlative service. Second, we need to be sure that each community is operating from a sound financial foundation, in compliance with all regulatory requirements, so those needs can be met long into the future. Finally, we need to expand and grow the business where it is prudent to do so, either by expanding existing communities or developing new ones. This applies not only to our CCRCs but also the affordable senior housing centers we operate, our Community Volunteer Network, and the communities that we manage under contract.”

The PRS Board is made up of individuals with backgrounds in insurance, banking, law, construction, engineering, and general business. What’s more, it is made up of people who are local to where each PRS community is located. As Doug explains, “Each of our member CCRC communities has a representative on the PRS Board who, in turn, serves on the affiliate board of that organization. They are the eyes and ears that our parent company board relies upon to meet the needs of their community, along with the feedback received from the Executive Director of each community.”
In this way, each PRS community has a “voice at the table,” so to speak. “We are constantly reviewing feedback from these representatives from each campus, as well as the residents who serve as liaisons to the PRS Board or the boards of each community,” says Doug. “In business, you need good communication to make good decisions that are understood and supported, and our goal at PRS is to continue working every day to improve that communication and the quality of shared information in both directions. If we do that, we will all make better decisions for the benefit of our communities.

“I plan to retire someday at Rogue Valley Manor. I hope that when that day comes, PRS and each of its communities are even stronger than they are today, and that, as an organization, we are still working actively to expand our services to provide homes to an ever-growing number of residents.”

Members of the PRS Board of Directors:

**Doug Schmor** – Board Chair

**Larry Boeck** – Vice Chair. He is also the Chair of the Capitol Lakes Board, and Chair of the Community Housing Board.

**Doug Spani** – Secretary

**Carolyn (Lyn) Hennion** – Assistant Secretary

**Lynn Johnson** – Treasurer. He is also on the Mirabella Portland Board and on the Mirabella Foundation Board.

**Jacque Bartholomew.** She is also on the University Retirement Community Board.

**Marc Bayliss.** He is also on the Rogue Valley Manor Foundation Board.

**Edward A. Jolly**

**William (Bill) Leever**

**Todd Martin.** He is also on the Mirabella Seattle Board and the Holladay Park Plaza Foundation Board.

**Bob Mayers.** He is also on the Rogue Valley Manor Board.

**Bill Van Vactor.** He is also on the Cascade Manor Board and the Cascade Manor Foundation Board.

**Doug Wilson.** He is also on the Trinity Terrace Board and the Trinity Terrace Foundation Board.

**Christopher (Tiff) Wood.** He is also on the Holladay Park Plaza Board and the Holladay Park Plaza Foundation Board.
Letters

Trinity Terrace – How Things Look After One Year

The other day, Betty and I realized we have lived in Trinity Terrace for 14 months, and we were ruminating about what it’s been like. It’s truly been one of the most special years of our lives. Everything we hoped would happen has happened. If anything, the people who were in the Marketing Department actually understated just how much we would love this place. We are going to live here for the rest of our lives, and though that may seem a bit maudlin, it’s actually a joyous statement! Where else could we want to be other than here?

• We have a fabulous apartment looking out over Fort Worth, Texas.
• We don’t have to clean out the garage or feed the chickens.
• We have a lot less junk than we had, and we love it!
• We have more friends here than we have ever had. Real friends.
• And the more we get to know them, the more we love them.
• We are free to be who we are without concern for social status.
• We are involved in the ongoing life of our culture.
• And we get to contribute to the people and causes that we love and support.

There is something very special about getting to be a part of something bigger than yourself. Trinity Terrace is big enough to be stable and dependable, but it’s small enough to let us feel like, here, everybody is the only one!

Obviously, Trinity Terrace is all about its people: the people who live here as residents and the wonderful people who work here as paid staff. When you meet and get to know somebody like Thelma Swindell, you see for yourself the breadth and depth of who we really are. And when we lose our fabulous friend, Bobby, we feel the cohesiveness of our own humanity. And though I single Thelma and Bobby out, they are two of many living icons who live among us and let us see just what a loving, caring family Trinity Terrace is.

To me, Trinity Terrace is not an address defined by its buildings. The Terrace, the Tower, and our new River Tower are, and will be, beautiful, and we take great pride in them. But in fact, Trinity Terrace is not about its buildings; it’s all about the people who live in them.
Trinity Terrace (con’t.)
So, as we look back on our first year at Trinity Terrace, we rejoice to know we have found our home. And in truth, that’s what life is all about: coming home, being home, and knowing in your own heart that that’s what’s important.

—Dan and Betty Baker, Trinity Terrace

High Praise for Capitol Lakes Skilled Nursing and Rehab Center

Dear Ms. Vater:

As a recent patient at the Center’s rehab facility, I write to thank you and your staff for the superb care that I received during my admission. We made a pre-admission visit three weeks ago and Betty Jean, CNA, was kind enough to take us on a tour and outline how the center functions. She was a fine ambassador and very helpful. Resident Services Coordinator Paul Bernstein and I then chatted on the phone the next day, and he reassured me that things were in place for my post-hip replacement rehab.

At the time of my admission, Doris provided a nice transition and introduction, complemented by Bonita Ninnemann’s reassuring case management outline of what to expect and what goals to accomplish. Cherry Pulver, Nursing Supervisor, stopped by late that first day. I was so reassured to see her, as I knew her to be an outstanding health care provider from working with her several years in a busy ambulatory surgical center. She reinforced the tone of things to come.

(continued on page 6)
High Praise (con’t.)

Across the board, the care I received from the nurses (Gladys, Saran, Ishmael, Tenzien, just to name a few), CNAs (Olena, Fanny, Garrett, and others), social workers, and housekeeping and food services was outstanding. People really cared. You cannot mandate that, and I implore you to do all you can to maintain and support these fine folks. In the fast-paced medical world, it is so easy to lose the human touch, but you have it.

My time in physical therapy with Leah as my primary therapist, further aided by Desi, Seth, Bryan, Paul, and Bob (who is finishing his physical therapy degree), was terrific. They focused on my needs and were very supportive. The student volunteers and other volunteers like Bob also brought enthusiasm that brightened my days and lightened the workload.

Rhonda from occupational therapy was spot on. She complemented Amy’s nice introduction and took it from there, enhancing my comfort particularly while pursuing day-to-day activities. She provided a light touch and common sense answers to logistical challenges that I encountered: getting in and out of the car, navigating the shower, and maintaining my balance and post-op positional guidelines while traveling about the center.

All in all, I was impressed by the care I received, and I would strongly encourage any joint replacement patient to come to Capitol Lakes in the immediate post-op period. I cannot imagine coming directly home, and I am in good physical shape and have tremendous support from family and friends. I am stronger, better educated and safer now after my 10 days at the rehab center.

Please feel free to share my thoughts with your staff. I apologize for not mentioning all the names of folks who cared for me, but they were great. Please contact me directly should you have questions for me or if I can do something to pay back those who so kindly and competently cared for me.

Sincerely,
Douglas B. Coursin, MD
Professor of Anesthesiology and Medicine
New PRS Corporate Headquarters

On the weekend of September 13 and 14, 2014, PRS moved to its new headquarters in downtown Medford, Oregon. The address is One West Main (on Medford’s Main Street), and that is how the building has come to be known. The four-story, 117,000-square-foot structure will now be home to three local Medford businesses: PRS, Procare Software®, and Rogue Disposal and Recycling. The three companies are codevelopers and co-owners of the beautiful new building.

The first floor offers space available for leasing to retail shops, coffee houses, and restaurants.

Procare Software will take up most of the second floor, PRS will take up most of the third floor, and Rogue Disposal and Recycling will take up the major part of the fourth floor. All floors offer additional space for leasing.

PRS spearheaded the effort to build One West Main because the company had far outgrown its previous headquarters on Ellendale Drive, and staff members were spread out between several buildings along Ellendale. This will be the first time that all Medford-based PRS employees will be housed under the same roof. That includes Accounting, Administration, Community Housing, the Community Volunteer Network, Health Services, Human Resources, Information Technology, Legal Services, Media Services, and Operations.

Note:
PRS employees who will not have permanent offices at One West Main are those who work at the individual communities (the Executive Directors and the Health Care Administrators), and those who spend most of their time traveling between communities (Senior Vice President of Marketing and the Nurse Consultants on staff). The new building has three offices that can be used by off-site PRS employees when they are in Medford.
Mirabella Seattle Expands Healthcare Options

In late August, Mirabella Seattle received final licensure from the State of Washington for the 24 additional skilled nursing accommodations it added to its Skilled Nursing and Rehabilitation Center. This community now offers a total of 46 skilled nursing accommodations for residents and members of the local community who are in need of nursing and rehabilitation services.

In addition, Mirabella received approval from the State of Washington to begin operating its new In-Home Care Agency. They’ve hired several Certified Nursing Assistants and companions, and they are very excited to offer this expanded level of assistance to their residents.

Napa Valley Earthquake Shakes Up the Meadows

On Sunday, August 24, 2014, at 3:20 a.m., a 6.0 earthquake shook California’s Bay Area. The quake’s epicenter was just nine miles south of the City of Napa. Residents at the Meadows of Napa Valley were rudely awakened by the quake, and while some things fell off the walls and/or tipped over, thankfully no one was injured and the campus sustained no major damage.

The Meadows team of first responders was on campus and in action within 15 minutes after the quake hit. They performed a thorough search of the campus to make sure all residents were safe and unhurt, and to assess any damage that may have occurred. By Sunday afternoon, the maintenance staff was assisting residents who needed help with cleaning up in the aftermath.
University Retirement Community Receives Upgraded A- Fitch Bond Rating

In August 2014, University Retirement Community (URC) in Davis, California, had its implied general revenue bonds upgraded from BBB+ to A- by Fitch Ratings. The Rating Outlook remains Stable. The upgrade was based on the following Key Rating Drivers:

- Improved Liquidity: This is due to URC’s cash to debt ratio of 99% as of June 30, 2014, which was driven by continued solid operating cash flow, modest capital spending, and the release of a debt service reserve fund with debt restructuring in 2013. The majority of URC’s financial ratios exceed the ‘A’ category medians.

- Favorable Market Position: Fitch cites that URC is the only full-service retirement community in Davis and its nearest competitor is 20 miles away. It also cites favorable market conditions in Davis and URC’s historically strong occupancy rates, which result from a mix of product offerings, competitive pricing, and affiliation with UC Davis.

- Reduction in Debt Profile Risk: URC has been in the process of reducing its debt profile risk, including paying down $25 million in debt and refinancing 100% of its outstanding debt.

- Potential Capital Plans: URC’s projected capital spending is moderate; however, several projects are being considered. Fitch believes these to be in the longer term and will evaluate them when the plans are finalized.
Trinity Terrace River Tower Construction Bid Awarded

Trinity Terrace, in Fort Worth, Texas, has chosen Manhattan Construction Company to be the building contractors on its new River Tower (which is 80% sold out!). Manhattan Construction is a nationally known, award-winning construction company with locations in 10 US cities. Their portfolio spans the range of large sports arenas, healthcare facilities, commercial and residential buildings, and state and federal government buildings. Projects of note include the Globe Life Park in Arlington, Texas (home of the Texas Rangers); the brand-new AT&T Stadium in Dallas, Texas (home of the Dallas Cowboys); the NRG Stadium (formerly Reliant Stadium) in Houston, Texas (home of the Houston Texans); the U.S. Capitol Visitor Center in Washington, DC; and the NASA Exploration Sciences Building in Greenbelt, Maryland. Construction on the new River Tower is set to start in mid November 2014.

Holladay Place Welcomes First Residents

Holladay Place, the new building expansion at Holladay Park Plaza in Portland, Oregon, welcomed its first residents early in October. New residents are thrilled with the spacious, beautifully appointed apartments, all of which feature a stunning combination of wood flooring, tile, high-quality carpet, fine wood cabinetry, high-end appliances, and a private outdoor balcony. Many of the apartments are two-bedroom, two-bath. All 19 Holladay Place apartments have been sold, and the new building should be fully occupied by the end of 2014.
Moldaw Residences Update

In July 2014, Moldaw Residences, a CCRC in Palo Alto, California, signed a management contract with PRS. Since then, the two organizations have been working together extremely well. On July 8 and 9, several members of the PRS Executive Staff participated in Moldaw’s strategic planning session. It was a great opportunity for Moldaw residents and staff, the Moldaw Residences Board of Directors, and PRS staff to collaborate on future initiatives.

Then, in August, PRS helped Moldaw Residences hire a new Director of Human Services. Plus, PRS Human Resources led a very successful two-day supervisory training for 12 Moldaw supervisors, all of whom are very excited to move in a new direction with PRS assistance.

PRS Management and Consulting – New Contract

PRS Management and Consulting has signed a contract with AF Village West, a 221-acre CCRC located in Riverside, California. Under this agreement, PRS will provide marketing and consulting oversight, with the goal of increasing the community’s overall census. The contract began on June 1, 2014.

Trinity Terrace Receives OSHA’s SHARP Certification

The staff at Trinity Terrace in Fort Worth, Texas, has achieved workplace safety excellence and is achieving such excellence on a day-to-day basis. OSHA’s Safety and Health Achievement Recognition Program (SHARP) recognizes small employers who operate an exemplary safety and health management system. As long as Trinity Terrace maintains its SHARP designation, the community will be exempt from unannounced OSHA inspections and fines. The SHARP designation creates a better working environment and encourages a culture of safety. In 2013, 2,328 inspections occurred in the State of Texas resulting in only 36 companies receiving the SHARP certification. Trinity Terrace holds the distinction of being one of those companies, and it is unique as the only company in Fort Worth with an active SHARP certification.
When you meet Cynthia Guzman, who lives at the Meadows of Napa Valley, you are immediately taken in by her personal warmth, her friendly smile, and her enthusiasm for life. She has a clear intelligence, a keen sense of humor, and an easy laugh. She loves to interact socially with other residents and the Meadows’ friendly staff, and she’s happy to hear what’s going on in people’s lives and on campus.

She’s also very willing to tell you her personal story. She has three children and several grandchildren, all of whom she’s very close with. She is not married. She was a nurse for 30 years, and for eight of those years she was a contract nurse, driving between 300 and 400 miles a week without ever getting lost.

But that started to change. Cynthia began noticing she was having problems with her memory. She says, “The first time I really noticed it, I was driving home from a medical appointment and I suddenly found myself at a stop sign, but I didn’t remember getting in the car, driving, how I got to the stop sign, or where I was going. I immediately looked down to make sure I was dressed in street clothes, because I didn’t know at what point I had left the house. I continued driving for a while, and it finally came to me that I was on my way to a medical appointment. It was unnerving, but I said to myself, ‘You know, you didn’t hurt anybody, you didn’t get hurt yourself, and I wasn’t really lost because once I remembered where I was going, I was okay.’”

Another episode involved Cynthia “getting lost” in a parking lot. “I couldn’t find my way out for some reason,” she says. “I just kept going around and around. I don’t know how long I was there or even how I eventually found my way out. Once I did get out of the lot, I didn’t know which way to go. The streets that had been so familiar to me for years were suddenly unfamiliar. But once I got home, I used the same rationale as before to excuse the lapse.”

Similar things kept happening to Cynthia. But it wasn’t until she went with a friend to a doctor for some fluid on her knee, and totally forgot what the doctor had told her, that she realized something serious was happening. So she went to see her primary care physician and told her what was going on. Her doctor referred her to a neurologist.

Cynthia underwent a series of tests, and on her 63rd birthday, she was told by the neurologist that she had early-onset dementia. She went to an Alzheimer’s clinic in Phoenix, Arizona, for a second opinion. She took more tests and was told that she was in the early stages of Alzheimer’s Disease (AD).

She says, “The doctor that diagnosed me with AD said, ‘I need your family to come in. I need them to get their questions answered. And I want to explain your prognosis, and what they are going to have to do for you from now on. And I want you to see a social worker.’ So all of my kids came to Phoenix and spoke with the doctor. He explained that my prognosis was that I’d have about three years of functioning memory, and that my life would end within 10 years.”

Cynthia says that her family was devastated, but that she herself was not really surprised or upset by the diagnosis. She also understands that her emotional states are blunted overall, a symptom of AD. She says,

(continued on page 13)
Cynthia Guzman (con’t)

“I was actually relieved to know what was causing the problems I’d been experiencing for two years. I’m not happy I have the disease, but I don’t dwell on it either. I wake up every day and accept who I am that day and try to be as positive and active as I can be.”

That type of reaction to being diagnosed with AD is not exactly common, something that Cynthia’s doctor pointed out to her. As Cynthia recounts: “After I’d taken all the tests, the doctor called my son into the room and said to me, ‘You know, you’re a rare one, because you’re accepting your disease really well, and your attitude is so positive about it, and you still have your sense of humor. So what I want you to do when you leave here is contact the Alzheimer’s Association®—but not for what they can do for you, but what you can do for them. You could be a huge help in helping them raise awareness.’”

She laughs, and says, “So I always tell everyone at my speaking engagements that this isn’t just so I can hear myself talk; I’m doing it because it’s the doctor’s orders!”

Cynthia did indeed follow her doctor’s orders. Once she moved from Phoenix to the Meadows of Napa Valley (which her son Ed and his partner found) she contacted the Alzheimer’s Association and, in the two years since her diagnosis, she has been actively involved. “I accept my disease, and I’m proud to be a National Early Stage Advisor for the Association,” she says. “I’ve been to the Association headquarters in Chicago, I’ve been to the State Capitol in Sacramento twice, and I’ve been to Washington, DC, twice, where I’ve spoken at events and met with people in congress to advocate for the needs of others with AD. To put an end to this fatal disease, we need to advocate for more research and more funding. It’s also critical that we recruit more participants for clinical studies.”

Cynthia herself is enrolled in a clinical study at UC Berkeley, and urges others to do the same. “It’s important to be diagnosed early, and it’s important to enroll in a clinical study. We need healthy volunteers as well. It’s part of my advocacy to get the word out about these things. I meet regularly with Congressman Mike Thompson, and I also speak at various gatherings and events locally. Last year I spoke at the Napa Valley Walk to End Alzheimer’s.”

Congressman Mike Thompson (D-CA-5) currently serves on several national committees, one of which is the House Ways and Means Committee, which has jurisdiction over Medicare, Social Security, and several issues related to healthcare.

He says, “Cynthia is doing incredible work to raise awareness for the fight against Alzheimer’s in our community. Working with Cynthia, I co-authored the HOPE for Alzheimer’s Act. This important bill encourages doctors and

(continued on page 14)
families to set up care plans for Alzheimer’s patients, so they can make sure their affairs are in order as the disease progresses.”

At the 2013 Napa Valley Walk to End Alzheimer’s, Congressman Thompson attended the walk and introduced Cynthia to the audience. Cynthia says, “He and his staff have been just wonderful. They always take the time to hear us. It’s been very good for the advocates and for the Association.”

The Meadows of Napa Valley has been one of the Walk’s participating sponsors for the past two years (the first Walk was in 2013). The Meadows’ Executive Director, Wayne Panchesson, says, “Supporting the Alzheimer’s Association is something that we are very proud to do. And Cynthia is such a remarkable woman and an enthusiastic advocate. She is a hero telling her story, in essence, before it happens. She moved to the Meadows because our continuum of care includes Memory Care, with a secure area and specialized programming designed for residents with Alzheimer’s and other types of dementia. And she and her son know that someday I will be coming to them and telling them that it’s time for Cynthia to move to Memory Care.”

Cynthia and her son Ed do understand that the time to move to Memory Care will one day come, but for right now, Cynthia is enjoying every moment of her actively independent life. She says, “My life here at the Meadows is wonderful. I’ve made so many friends. I live a rich, full life that is very much worth living.”

Editor’s Note: Be sure to read the accompanying story about the book Chicken Soup for the Soul®: Living with Alzheimer’s & Other Dementias. Cynthia wrote a beautiful piece about her personal journey with AD, and it was selected for publication in the book.

Hear Cynthia Online
You can go online to see Cynthia talk about her wonderful life at the Meadows, and what her diagnosis means to her and her family.
Visit: http://www.retirement.org/meadowsnapa/about-us/testimonials
“Remember Me”

The Chicken Soup for the Soul® book series was spearheaded in 1993 by motivational speakers Jack Canfield and Mark Victor Hansen. They believed they could help people help each other by sharing stories about their lives. They compiled a collection of 101 short inspirational stories and motivational essays.

The book became a #1 New York Times best seller, and thus began a publishing phenomenon that now offers more than 250 different titles. By 2008, the two original creators realized that the book series had grown into something much larger than they wanted to handle, so they sold the enterprise to William Rouhana, Amy Newmark, and Robert Jacobs.

According to the website ChickenSoup.com, the publisher's goal is to allow ordinary people to share their personal stories in order to inspire, uplift, and help others effect change within their lives. Everyone is welcome to share his or her story, which can easily be done by submitting it online. The publishers provide writing guidelines, read each and every submission, and encourage people to submit their stories and poems for consideration.

Through her advocacy on the part of the Alzheimer's Association®, Meadows resident Cynthia Guzman learned that the Chicken Soup publishers were developing a new installment in collaboration with the Association. The book is subtitled Living with Alzheimer’s & Other Dementias, and it is geared to help people suffering from dementia, their loved ones, and caregivers. All royalties from the book go to the Alzheimer's Association.

Cynthia wrote up her personal experience, sent it in, and it was selected for publication. It appears on page 29 and is titled “Remember Me.”

Barbara LoMonaco, the Senior Editor at Chicken Soup for the Soul Publishing, LLC, says, “As the Senior Editor on that title, I worked closely with the people at the national Alzheimer's Association. This book is on such an important topic and we have been so pleased and excited with the reception it has received. It was released on April 22, and on April 23 Amazon.com had already run out of stock. We ordered a second printing of the book one day after its release—pretty amazing.

“We received thousands of submissions for the book—Cynthia’s story being one of them. Each and every story and poem that was submitted was read and considered. We wanted the stories and poems in the book to cover a broad base, touching on every stage and facet of the Alzheimer's journey, from the beginning diagnosis to the end. We look at this book as a portable support group for family members, loved ones, and caregivers that can be picked up and read over and over again as the disease progresses and different stories become relevant. That is the criteria we used and why Cynthia’s story and the other stories and poems in the book were selected to be published.”
How to Help Support the Fight Against Alzheimer’s

According to the Alzheimer’s Association, at least 50,000 volunteers are urgently needed to participate in ongoing and planned clinical trials. They need healthy volunteers, as well as people who have received a diagnosis of Alzheimer’s, Mild Cognitive Impairment (MCI), or another type of dementia.

Through clinical trials, researchers test new ways to detect, treat, and hopefully to prevent Alzheimer’s and dementia. Recruiting clinical trial participants is now the greatest obstacle—even greater than funding—in developing the next generation of Alzheimer’s treatments.

You can find out more about participating in a clinical trial by visiting the Alzheimer’s Association’s TrialMatch service, a free online tool for people with dementia, caregivers, families, and physicians to locate clinical trials based on personal criteria and location.

Visit www.alz.org/trialmatch or call 1-800-272-3900.

Alzheimer’s-related clinical trials include:

- Treatment trials – test new treatments or combinations of treatments.
- Diagnostic studies – find new tests or procedures for diagnosing a disease or condition.
- Prevention trials – investigate ways to prevent the onset of diseases.
- Screening studies – test methods to identify diseases or conditions at the earliest stages.
- Quality of life studies – explore different ways to improve quality of life for individuals who have a chronic illness, their caregivers and family members.
New Vice President of Culinary Services

PRS is very happy to introduce James Hoevertsz as the new Vice President of Culinary Services. This is a newly defined position within the corporation, and it was created to help each individual community within the PRS family enhance their dining program.

James has more than 20 years of experience in the food and hospitality industry. His experience includes creating unique dining programs and overseeing the culinary operations for major hotels, colleges, resorts, and CCRCs. His past employers have included Scripps Hospital, along with the Marriott, Hyatt, Hilton, and Sheraton Hotels.

While James was at the Marriott, he was approached by Palomar Community College in San Diego's North County. They asked him to create a Culinary Degree Program from the ground up. He says, “That was a wonderful opportunity. Until that point, there were no accredited degree programs for the culinary arts in our area. We created a whole program, with state-of-the-art equipment and a thorough education in culinary arts and sciences. Sadly, in 2008, the Great Recession hit, and the college was forced to close the program down due to lack of funding.”

In 2008, James was hired as the Corporate Director of Culinary Operations for Brookdale Senior Living®, where he oversaw the culinary programs for their senior-living communities across the US.

When asked why he decided to leave that position and join the team at PRS, he says, “Primarily, PRS presented me with an exciting opportunity to work with one of the best senior-living operators in the country. PRS employees have very high standards and solid values—values that I share. They are all about serving the residents, and that’s my job at PRS now: to develop products and services that will serve our residents even better.”

In addition to improving menus and helping design new dining venues, James will also direct corporate training programs for staff at each of the PRS communities. He says, “I will continue to live in Temecula, California, for now, but I’ll also have a remote office at the PRS headquarters in Medford, when I’m in town. But mainly, I’ll be on the ground at each individual community. I’ll be creating a standard “Best Practices in Dining” for the brand as a whole, but then I’ll help each community customize their dining program to suit the needs and desires of their particular residents.”

One of the many things James looks forward to doing is introducing several signature dining programs. As an example, he cited what he calls the Passport Program. “Each month we will explore the cuisine of a different country. We’ll prepare dishes from various regions of each country and educate our staff on the cuisine so they can explain the dishes we’re serving to the residents. We’ll also offer interesting wine and beverage pairings. And, we’ll coordinate with the recreation and activities departments so there will be regional music and décor. The goal is to provide residents with an exciting and immersive dining experience, similar to what they’d find at a resort or on a cruise ship.”
Piloting Needy Seniors into Decent, Safe Housing
by Adrienne Casey

This article originally appeared in 3550 Magazine, published by and for residents of Mirabella Portland. © 2014, Residents Association of Mirabella Portland. Used by permission of Editor Steve Casey.

Gwen Luhta takes big strides. It was a big step to raise funds from fellow residents for Northwest Pilot Project's 35th annual Walk-A-Thon, and she strode out again when she led a first-time Mirabella team to meet other walkers at Harrison and Park last month, as they did laps around the South Park Blocks near Portland State. She also helped organize the Mirabella community's adoption of NW Pilot Project as one of two charities to be supported during last year's holiday season. Residents donated more than $2,700 in cash, along with a stunning array of bedding kits and linens to help the project's clients as they settle into housing.

Northwest Pilot Project began in 1969 as an all-volunteer agency to provide basic support for seniors at risk of losing their ability to live independently. At the time, it was the only agency providing support specifically for the elderly poor. Its mission resonated with members of the Mirabella community, as a committee weighed what worthy nonprofits to recommend that the resident council designate as our “official” charities last December.

“They serve people just like us, people our age who have not been as fortunate as we have been,” said committee member Sivia Kaye at the time. “There is a certain ‘there but for the grace of God’ element here.”
Piloting Needy Seniors (con’t)

Although it serves many needs, perhaps the most important is assisting homeless, underemployed or unemployed seniors find decent, affordable housing. The program also provides emergency funds for moving costs, when necessary, and volunteers to help with the physical work of settling into new digs. Today, Northwest Pilot Project has a professional staff, giving it expertise in bringing resources to a population in need.

The Mirabella cash contributions and donations of kitchen utensils, bedding, towels and other linen items were part of that effort.

As Portland’s stock of affordable housing has dwindled due to building closures and “gentrification,” the elderly and handicapped poor increasingly find themselves on the street or on the edge.

The gap between the throng of homeless who need housing and the available units is a vexing problem. Temporary shelters are provided by local agencies, but they are generally filled, with six-to-eight-week waits. Beds for the night at Portland Rescue Mission and City Team Ministries are also filled. The demand there is so high that beds are allocated by a lottery or vouchers.

Not all the seniors served by Northwest Pilot Project are candidates for a rescue mission, but many are edging ever closer. While most of us at Mirabella have never experienced such uncertainty, for many Portlanders of our age, homelessness is a paycheck away. The project’s clients are the working or work-spent poor.

“The people served through our housing program reflect a broad spectrum of backgrounds,” the Pilot Project says in its publication, Piloting Change. “We work with people who were bank tellers, nurses, teachers, long-distance truckers, custodians, bookkeepers, construction workers, cooks, farm laborers, veterans, waitresses, loggers and social workers.

“What they hold in common is that most are now living on an income of $975 per month or less,” the article continues. “They are people who worked hard all their lives, but did not have retirement benefits attached to their jobs and are now living on a limited income from Social Security.” The average Social Security benefit is $11,700 a year. By comparison, a full-time worker making minimum wage earns $18,928, according to the Northwest Pilot Project publication, which cites federal figures showing the median “family” income for a single person in Multnomah County to be $48,580.

Northwest Pilot Project also helps needy seniors access public transportation and legal services. Its transportation program takes seniors and disabled people downtown to medical appointments, exercise programs, grocery stores, and on other important errands when they would otherwise be unable to get there.

To help support all this charitable work, and to enjoy a day on Portland’s streets, Northwest Pilot Project supporters gathered for the May Walk-A-Thon.

For days, Gwen and her husband, John, and other volunteers such as Norma Paulus, sat at a table in Mirabella’s lobby, encouraging residents to walk or to sponsor a walker. Nine walkers who raised at least $500 in sponsor support were eligible to win a new iPad, and other prizes were awarded in various age categories. Participants all enjoyed free pizza and music, with the cost of the event picked up by corporate sponsors.

Mirabella’s generous holiday support was greatly appreciated. The need continues.
THE PRS FRIDAY DEVELOPMENT CALL
It's 9:59 a.m. on Friday. PRS’s most fast-paced meeting is about to begin.

The weekly PRS development call, led by Construction Project Manager John Tamminga, is a weekly review of all construction or substantial remodel projects in the PRS Family. For the next hour, eight different PRS construction projects will be discussed as a group.

According to John, group collaboration is key to bringing a project to life. “Successful projects are built by teams working together,” says John. “PRS Construction has the pleasure of leading these teams to build projects that typically come in on schedule and under budget.”

Schedule and budget are among John's highest priorities on the call.

“There are four main factors to every construction project: quality, cost, schedule, and safety. We use every possible strategy to deliver this high level of quality while minimizing costs and accelerating schedule.”

By 10:28 a.m., Executive Directors from Trinity Terrace, Holladay Park Plaza, and Cascade Manor have given their on-the-ground project updates. Architects from Ankrom Moisan Associated Architects (AMA), PRS's long-time architectural partner, also update the team about each respective project.

One of the AMA architects on the call is Managing Principle Tuan Luu. Tuan says that PRS’s leadership is unique compared to AMA’s other senior-living clients. “PRS usually drives the programming because they thoroughly understand their own needs. With other clients, we assist and drive the programming in many of the projects.”

Tuan also points out that PRS’s consideration of future needs is also beneficial. “PRS is always thinking about the future of the campuses and not just focusing on the current project. An example is, while working on Trinity Terrace’s City Tower, we also developed schematic plans for the future River Tower to see what impact that may have on the campus.”

This is evident throughout today's development call. Brian McLemore, President and CEO, brings up the need to convert semiprivate skilled nursing rooms to private rooms at several campuses. At another point, he identifies an opportunity to reduce construction costs in the future by completing a task today.

Brian’s ability to alternate from visionary brainstorming to nuts-and-bolts construction detail is admired by many on the call.

“Brian will pitch a new idea, do a back-of-the-envelope cost calculation, and then pivot to a detailed plan for moving the project through the planning commission,” says Eric Mineart, PRS Vice President of Marketing. “Sometimes he’s on step number four while I’m still on step one.”

It's now 10:51 a.m. Sarah Smith, Executive Director of the Rogue Valley Manor, joins the meeting to discuss options for skilled nursing private room conversion. Like so many projects discussed on the call, the focus is on enhancing life for residents while minimizing the monthly fee impact. The team discusses ideas for generating new offsetting revenue to pay for the project. Next steps are discussed, and at 11:03 a.m. the meeting ends.

John collects his notes and returns to his office. For the next week he’ll continue to keep the construction projects moving forward, on budget and on schedule.
The PRS Family

PRS Affiliates

Central Point Retirement Community • Central Point, OR
Columbia Terrace Retirement Community • Portland, OR
Donald E. Lewis Retirement Center • Ashland, OR
Fairview Retirement Community • Fort Worth, TX
Foothill Retirement Center • Grants Pass, OR
Foothill Retirement Center II • Grants Pass, OR
Glenridge Terrace Apartments • Medford, OR
Kingsley Court Retirement Center • Eugene, OR
Klamath View Retirement Center • Klamath Falls, OR
Larson Creek Retirement Center • Medford, OR
Magnolia Heights Retirement Community • Mansfield, TX
Meadow Creek Retirement Community • Roseburg, OR
Oak Grove Retirement Center • Roseburg, OR
Pilot Butte Retirement Center I • Bend, OR
Pilot Butte Retirement Center II • Bend, OR
Plaza Retirement Community • Myrtle Creek, OR
Quail Ridge Retirement Community • Medford, OR
Ross Knotts Retirement Center • Medford, OR
Royal Loto Apartments • Eagle Point, OR
Shasta Point Retirement Community • Davis, CA
Sierra Vista Retirement Center • Yreka, CA
Silverstone Retirement Community • Fort Worth, TX
Timber Ridge Retirement Center • Reedsport, OR
Valley View Retirement Center • Myrtle Creek, OR
Woodland Heights Retirement Community • Portland, OR

PRS Affordable Housing

 Managed by:

PRS Management & Consulting

The Meadows of Napa Valley
Napa, CA

Moldaw Residences
Saratoga, CA

Middleton Glen
Middleton, WI

Saratoga, CA

Santa Rosa, CA

Middleton, WI

FRIENDS HOUSE

TM
PRS CORE VALUES

EXCELLENCE
We believe in the continuous pursuit of excellence in delivering the highest quality accommodations, services, and care throughout our organization. We are joyfully committed to doing our best, and being our best.

INNOVATION
Our organization is inventive and resourceful, utilizing the latest business strategies, information, and technology to enhance the lives of residents.

INTEGRITY
Every decision we make and every action we take is informed by our adherence to high moral and ethical principles.

STEWARDSHIP
PRS values all of our resources: human, financial, and physical. As good stewards of these resources, we will prudently and judiciously employ and maintain them to ensure that our affiliates remain strong and vital for current and future generations.

COMPASSION
Considered one of humankind’s most important virtues, compassion means recognizing the suffering or distress of others, then taking action to help. Whether we are providing housing, services, and care to seniors; assisting low-income families; or reaching out to community members in need through volunteerism, PRS recognizes the importance of practicing compassion.

COLLABORATION
We work together harnessing the talents, skills, and knowledge of each person to continuously enhance the retirement experience.