



The Tree Unites the Branches; The Branches Bear the Fruit

# The ORANJ TREE

Quarterly Newsletter of the Organization of Residents Associations of New Jersey

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## SAVE THE DATE

Forget the winter, forget the weather, and remember April 16. That's when we will all get together at Seabrook Village for a grand Spring Plenary Meeting. Make sure that your friends from other communities will be there as well.

It is particularly important that the President of your Resident Association (or a proxy) be at the meeting to represent you and vote on your behalf at the business meeting that starts right after the opening bell at 10 AM.

Michele Kent, President and CEO of LeadingAge NJ, will be our morning speaker. The tantalizing title of her presentation is "Toto, we're not in Kansas anymore: the changing face of CCRCs." Michele has been in her position since 2009. She is widely respected as a passionate advocate for quality human services and as a strong leader and manager. She served as Commissioner of Human Services and Deputy Chief of Staff for Governor Whitman. Prior to that, she served as Director of the Division of Youth and Family Services and Executive Director of the Commission on Rationalizing Health Care Resources.

Our afternoon speaker will be Donna Giovannetti, Head of the Mercer County Division of Consumer Affairs. She will talk to us about fraud and scams, especially those directed at seniors. She believes that the problem has become worse in recent years because seniors are particularly vulnerable.

Ms. Giovannetti has a degree in criminal justice from Trenton State College, now the College of New Jersey, and immediately after graduation went to work for the County as an investigator. She became Division Chief in 1987, a post she has held ever since. She is VP of a statewide consumer protection organization called County and Municipal Consumer Agencies of NJ, where she has lobbied for laws protecting consumers.

Come see your friends, learn from the speakers, and enjoy a delicious lunch. Sign up right away to guarantee yourself a seat at the Spring ORANJ Plenary Meeting.

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Wiley Christian Retirement  
Community, *Marlton*  
Winchester Gardens, *Maplewood*

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## FINANCE COMMITTEE

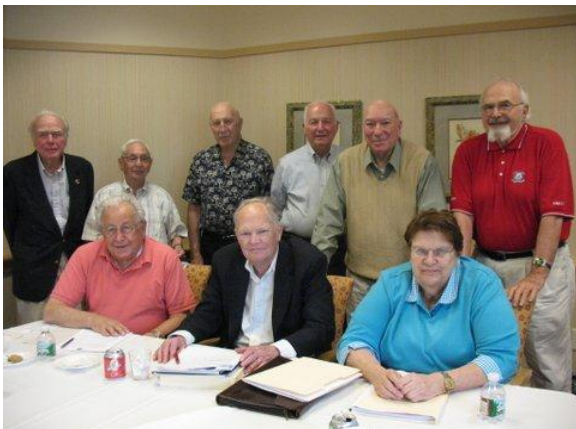
The committee met on January 29 at Crane's Mill with almost all members in attendance.

The purpose of the meeting was to consider the subject of CCRC affordability as the next topic for study. The subject was suggested because it was feared that CCRCs were pricing themselves out of the market, especially since the next generation were likely to have less generous retirement plans than current residents. Brill Brottman, Marketing Director of Winchester Gardens, provided his view of the issue. He did not think that, from a marketing perspective, this was a serious issue. He said that only about 2% of retirees had the wherewithal to enter a CCRC and he doubted if that proportion would change. The problem was to identify the 2% and market to them.

Subsequent discussion raised the question of whether current estimates of cost took into account changes in longevity caused by advancing medical care practices and the relative cost of other options for care for the elderly, such as staying at home with outside nursing/housekeeping as needed, staying in IL with extra care, or entering an AL unit and relying on the services provided.

It was decided that the Finance Committee conduct further preliminary study, including consulting with the Health Care Committee, before beginning any affordability investigation.

Herb Ehrich, Temporary Chair  
Finance Committee



Finance Committee meets at Cedar Crest, June 2013

## WEBSITE MAKEOVER

by Maggie Heineman

When I learned that Adam Gaus had extensive experience in web design, I asked him, pretty please, would he take over as webmaster for ORANJ. I was thrilled when he agreed and now I'm super-thrilled to see the changes he's made. So much so that I've done some modification of the Medford Leas residents' site modeled on the work that Adam has done at <http://oranjccrc.org/>.

The pages are narrower with menus at the top and bottom, not the side. This makes for easier viewing on devices with smaller screens – tablets and smart phones. The home page now has basic information about ORANJ including links to the mission statement, the websites of allies, and an essay on the 23-year history of ORANJ.

The "News" page is short and smartly designed. It has two equal-length columns with excerpts of two articles and, of course, links to the full articles in the "Action" and "Research" pages of the site. The "Research" page has the new look with the same content as before – an archive of the extensive research that has been performed since 2005, including the Occupancy Reports.

The "Members" page has been enhanced with a link to a Google map that shows the location of each CCRC, and its address and ORANJ region. At four of the 25 CCRCs, residents have created their own websites to complement the "official" marketing website. A link is provided to each.

Archives of the ORANJ Tree newsletter have been moved from a "Newsletter" page and joined the Legislative Handbook and the Finance Guidebook in the "Publications" page. The old newsletter page had a list of the articles in each of the issues. What Adam has done is much better – there's a search engine alongside the menu at the bottom of each page. Looking for one of the humor essays written by Gene Lanigan? Just type his name in quotes "Gene Lanigan" into the search engine. You'll find it.

# THE SANDY REPORT

by Ellen Handler

“Hurricane Sandy” is a study of the impact of Superstorm Sandy on New Jersey CCRCs, of the lessons learned from the study, and of the preparations needed for the future. It is based on the responses of 19 CCRCs that took part in a survey conducted by ORANJ concerning problems experienced by their CCRCs as a result of the storm and their efforts to deal with them.

The report was written by three CCRC residents: Frank Honn, of Crane’s Mill, Charles Taggart, of Stonebridge, and Ed Babbott, of Fellowship Village. The questionnaire for the study was designed by David Hibberson, VP of ORANJ and Ellen Handler, former President. Many others have contributed to this report and added to its value as a guide to preparing for the future. This article contains merely a few highlights of the report, which is located at [oranjccrc.org/research/2013/2013Sandy.pdf](http://oranjccrc.org/research/2013/2013Sandy.pdf)

The Sandy report along with the Arbor Glen experiences, described in the most recent issue of the *The ORANJ Tree*, are being used as a major source of ideas for rewriting the emergency plan at Winchester Gardens.

## Initial Observations

Although Sandy hit some CCRCs in NJ severely, it did not damage all of them. In fact, about a third of the CCRCs escaped altogether, another third had power outages for a relatively short time, one to three days, but one third were without power for four or more days, one for nine days. A number of experts on climate change have warned that we should expect more frequent and more violent storms in the future compared with historical trends. They suggest that torrential rains, heavy snowfalls, and hurricane-force winds will wreak major damage over a period of days rather than hours. So we may expect more superstorms in the near future.

The survey suggests that preparations for a storm of this severity and duration need im-

provement, both short- and long-term. It clearly demonstrated that adequate and reliable electric power supplies are essential to almost everything a CCRC does and that recovery from a storm like Sandy can be expensive and prolonged.

## Framework for the Report

The report contains specific recommendations for three phases of preparation:

- The “Before Period” before the storm strikes,
- The “During Period” when you are coping with the storm and immediate aftermath,
- The “After Period” when you are recovering from the damage.

In addition, the report is built around three major planning objectives that are essential for the successful operation of a CCRC during weather-induced emergencies:

- The safety and well-being of residents, especially in times of danger and uncertainty,
- The preservation and maintenance of physical facilities,
- Setting up of adequate capital and expense budgets to cover such contingencies.

## Conclusion

The Sandy Report is a valuable contribution to the literature on the superstorm for several reasons. First, it is written from the point of view of residents of a retirement community. Second, its suggestions for best practices are based on what actually occurred, as reported by people who lived there. Third, the Sandy Report contains a flexible framework and many concrete strategies and suggestions that can be adapted to a variety of communities. Finally, it provides guidelines for action not just for coping with the storm during the period of greatest danger but also for the planning period before the storm descends, and for its aftermath. These were the “lessons learned” in its title.

## LEGISLATIVE COMMITTEE

The Committee was scheduled to meet on February 11 at Meadow Lakes. Unfortunately only the Chairman attended. However, I did meet with Glenn Brewer, the resident trustee from Meadow Lakes to the Springpoint CCRC Board.

Meadow Lakes is one of the six Springpoint Senior Living Communities in New Jersey. All are members of ORANJ. Springpoint SL established a CCRC Board to provide a forum for the six representatives from its six CCRCs. Two members from the parent Springpoint Board attend the CCRC Board meetings.

Glenn explained how the CCRC Board functions. Items pertinent to CCRCs are discussed so that the attendees from the parent board are aware of CCRC concerns. In turn, parent board representatives report on pertinent actions taken by their board. The resident/trustees serving on the CCRC Board have requested that one of them be a member of each parent board committee concerned with CCRCs. This request is now being considered by the parent board.

Glenn reports on the Springpoint CCRC Board meetings at the Meadow Lakes Resident Association Executive Committee meetings.

Next on the planned agenda was the New Jersey Death with Dignity Act currently being considered by the New Jersey Legislature.  
[www.njleg.state.nj.us/2012/Bills/A3500/3328\\_S1.htm](http://www.njleg.state.nj.us/2012/Bills/A3500/3328_S1.htm)

The bills have been reintroduced and are expected to be passed by the Assembly and Senate. The key uncertainty is what action the Governor will take. He may sign, veto, or do nothing. In the last case it becomes law after six months.

Prior to this meeting, I met with Evan Nison, who is a local representative of the Compassion and Choices organization. This organization has seven sites in New Jersey and Evan is in East Brunswick. He welcomes our support and we will communicate regularly. A public hearing will be held at the New Jersey State House in Trenton, but the date and time have not yet been set. Evan gave me a packet with Compassion and Choices literature. I have packets for other members of the legislative committee.

[www.compassionandchoices.org](http://www.compassionandchoices.org)

I await instruction from the ORANJ Executive Committee regarding how we should proceed. Does this Death with Dignity law have wide approval of ORANJ members? All of those with whom I have discussed this law are quite supportive.

I believe ORANJ should act both to encourage implementation of POLST and to consider means for reducing scams on residents. This will be pursued if and when the Legislative Committee meets again.

The Goals of Care website provides helpful information about POLST including a number of instructional Videos. Dr. David Barile, Medical Director of Goals of Care, spoke at the ORANJ plenary meeting in October 2011.

<http://www.goalsofcare.org>

Gene Wachspress, Chair  
Legislative Committee

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## HEALTH CARE COMMITTEE

The Health Care Committee met on December 5, 2013 at Stonebridge. At the meeting, with 12 attendees, there was considerable interest in the report of a new venture, called SpringPoint at Home. Its primary purpose is to provide services, such as home health aides, to residents currently living in independent living units. The SpringPoint person in charge is Donna Drum.

The main agenda item was to plan a comprehensive study of medical services available to Independent Living (IL) residents on site at their CCRCs. A brief, preliminary study of primary medical care in CCRCs serves as background. The following are some of the subjects that have been suggested for inclusion in a questionnaire:

- Number of primary care physicians and nurse practitioners, frequency of service, availability for house calls, contracts with CCRC.
- Other staff: Physicians Assistants, LPNs, RNs, CNAs, CHHAs, specialized physicians.
- Administration of health services, accessibility to residents, staff training.

Netty Lowenstein, Chair  
Health Care Committee