



Annual Report 2013

About Us

Mission

“Expanding Possibilities for Aging”

Brand Promise

Advocate. Educate. Serve.

Who We Are

LeadingAge Florida was established in 1963 as a Florida not-for-profit corporation. We are the only statewide association representing the full continuum of care for seniors.

We serve nearly 400 mission-driven communities trusted with providing quality care and services. We promote practices that support, enable and empower people to live fully as they age.

LeadingAge Florida is committed to assisting members in achieving excellence as providers, businesses, and employers. To accomplish this goal, the Association provides up-to-date regulatory information, a wide variety of educational opportunities, representation before the legislature and government agencies, group purchasing services, and opportunities for networking with peers.

LeadingAge Florida members are economic engines providing an estimated 25,000 jobs statewide. They are sponsored primarily by community-based nonprofit civic, religious, fraternal and other mission-driven organizations.



Stay Connected

LeadingAge Florida
1812 Riggins Road
Tallahassee, Florida 32308

Main Number: (850) 671-3700
FAX: (850) 671-3790
www.LeadingAgeFlorida.org

 [Twitter @LeadingAgeFL](#)

 [Facebook/LeadingAgeFlorida](#)

 Connect with Us on [LinkedIn](#)

 [Flickr/LeadingAgeFlorida](#)

National Partner Mission

“Expanding the World of Possibilities for Aging”

Brand Promise

Inspire. Educate. Serve.

Who We Are

To expand the world of possibilities for aging, LeadingAge members and affiliates touch the lives of millions of individuals, families, employees and volunteers every day. The LeadingAge community includes 6,000 not-for-profit organizations in the United States, 39 state partners, hundreds of businesses, research partners, consumer organizations, foundations and a broad global network of aging services organizations that reach over 30 countries.

The work of LeadingAge is focused on advocacy, leadership development, and applied research and promotion of effective services, home health, hospice, community services, senior housing, assisted living residences, continuing care communities, nursing homes, as well as technology solutions, to seniors, children, and others with special needs.



Stay Connected

LeadingAge
2519 Connecticut Avenue NW
Washington, D.C. 20008

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www.LeadingAge.org

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Annual Report 2013

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Looking Back, Looking Ahead



50th Annual Convention - A Commemorative Journal and Video were produced highlighting national aging timelines, association successes & honoring leadership through the decades.

Board Installation - In July 2013, the newly elected members of the 2013-2014 Board of Trustees were installed.

Bylaws Taskforce - In July 2013, Bylaws revisions proposed by the Bylaws Task Force were approved at the annual meeting.

Dues Transition - Planned for the implemented new dues structure based on member revenue millage.

Convention Record Year - Exhibit sales & registrants were at an all time high!

Joint Training - Planned and implemented a very successful Joint Training of Nursing Homes and ALF sessions across Florida.

Our 2013 Activity Highlights



A Message from our Chair

Diane Marcello

Below is Incoming Chair Diane Marcello's address as presented to the LeadingAge Florida Membership after her installation on Wednesday, July 17, 2013 at the 50th Annual Convention.

It is an honor and privilege to be your Chair for the LeadingAge Florida. It has been almost a year since I took office, and there have been many challenges on every front.

Nursing homes have gone through the transition to Medicaid Managed Care, and to date, there hasn't been too much of a hassle. I know we are all grateful to LeadingAge Florida for bringing FAHA Health and Services to us. Dana McHugh has been enormously helpful to those of us who have become members of FAHA Health and Services. I am personally indebted to FAHA Health and Services because my community, Sunnyside Village, had no experience with managed care.

I must say that I am extremely impressed with our new board members who have all rapidly assimilated into their positions and have been extremely active in their roles as advocates for senior living. Together with the staff, they have taken on the issues with great zeal. I want to thank all of them for their hard work and devotion to the needs of our members. I also want to say that I have garnered a new respect for the staff of LeadingAge Florida. They work tirelessly for their members and are right there at a moment's notice to assist members in their time of need.

Legislatively, we continue to be concerned about reimbursement issues and tort reform, which has popped up once again. However, the fight is never over. We must continue to remind lawmakers that state funds intended for affordable housing should not be shifted to other state programs, and we must advocate in Washington to assure that the Section 202 and other low income housing programs are there for seniors who have worked hard their entire lives and now need affordable homes. We must also advocate for the retention of certificate of need for nursing homes, work to keep assisted living

regulations to a minimum, continue to oppose cuts in Medicaid and Medicare reimbursement, and assure that Home and Community based services will be there when our seniors need them. We will continue to push for a regulatory environment that allows us to fulfill our missions and, at the same time, gives seniors the services they need to age in place for as long as possible.

Thanks to all our members and Board of Trustees 2013 was a good year for our Association. We achieved many goals and among those were the following highlights:

- Convention Registration at record level in 2013
- Successful celebration of 50 years at the Association's convention in 2013 – held in conjunction with LeadingAge Florida's Housing members
- Exhibits – 172 record number of exhibits
- Millage Dues System implemented
- Member retention – 98.6% - FY13
- 48% of Association's income is non-dues generated
- Association reserves can sustain operations for 14.7 months
- Members ranked Association advocacy strength at 98%
- 78% of members were engaged in Association events and programs
- Implemented successful Joint Training program with FHCA/ FALA/AHCA

LeadingAge Florida has a rich and strong 50 year history, earning it the respect of policymakers and elected officials. We are members of an organization that respects our missions. United under the LeadingAge umbrella, we are making a difference and will continue to be the voice of the frail seniors we serve.

Respectfully,

Diane Marcello
Chair, LeadingAge Florida



A Message from our Chair

Diane Marcello

Below is Incoming Chair Diane Marcello's address as presented to the LeadingAge Florida Membership after her installation on Wednesday, July 17, 2013 at the 50th Annual Convention.

“The bottom line is that long-term care and senior housing are changing which, as you know, presents new challenges and opportunities. By working together and playing an active part in developing law and regulations that affect our future, we can make the most of change. As your Chair, I invite and encourage you to join a committee and participate in our advocacy efforts.

We need each and every member to be a voice in Tallahassee and Washington.”



Our 2013 Board and Executive Committee

Our 2013 Board of Directors Officers/Executive Committee



**Diane
Marcello**
Chair



**Joshua
Ashby**
Chair-Elect



**Brian L.
Robare**
Immediate
Past Chair



**Maureen
Gartland**
Secretary



**Roger
Stevens**
Treasurer



**Darlene
Arbeit**
ALF/HCBS
Chair



**Melissa
Gilreath**
Affordable
Housing Chair



**Bruce
Jones**
CCRC Chair



**Jenny
George**
Nursing
Home Chair

2013 Board Activity Highlights

Bylaws Changes – The Bylaws Task Force was charged with reviewing and making changes to the Bylaws. Bylaws were rewritten to be consistent with state statutes and re-organized format. Approved at Annual Business Meeting.

Board Installation – In July, the newly elected members of the 2013-2015 LeadingAge Florida Board of Trustees were installed.

Our 2013 Board of Directors



Joel Anderson
At-Large
Trustee



George Bryan
At-Large
Trustee



Charlotte Russell
Associate Member
Representative



Bruce Jones
North Region
Chair



Ansley Holt
Central
Region Chair



Keith Myers
Southeast
Region Chair



Seth Levy
Southwest
Region Chair

2013 Vice Chairs

North Region

Don Wilson, Advocacy
Sharon Griffith, Membership

Central Region

John Hehn, Advocacy
Rosalie McMasters, Membership

Southwest Region

Randy Long, Advocacy
Dawn Lucido, Membership

Southeast Florida

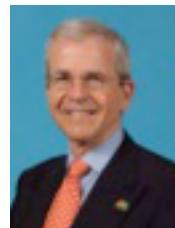
Mark Rayner, Advocacy
Aimee Hilton, Membership

Past Board Chairs

Alma Ballard
Scott Boord
Judy Buxo
Terri S. Cunliffe
E. Drew Gackenheimer
Raymond M. Johnson
Frank Mazziotta
Jack M. Norton
Brian L. Robare
Ann L. Thompson
Robin D. Wagoner
Bill Whitley
Barbara Wise

Our 2013 Board of Directors

LeadingAge Representatives



**Alma C.
Ballard**
House of
Delegates

**Peter
Dys**
House of
Delegates

**Jeffrey
Freimark**
House of
Delegates

**Steve
Protulis**
House of
Delegates

2013 House of Delegates Highlights

Alma C. Ballard (2011-2013)
Jeff Freimark (2011-2013)
Karen Reich (2011-2013)
Steve Protulis (2011-2013)

LeadingAge Florida Staff



**JaneGale
Boyd, RN**
President/CEO



**Al
Pasini, CAE**
Chief Operating
Officer



**Dana
McHugh**
Executive Director
Florida Association
of Homes for the
Aging Health and
Services Corp.



**Tom
Randle, MPA**
VP of Public
Policy and
Government
Affairs



**Carol
Berkowitz**
Sr. Director of
Regulatory and
Legal Affairs



**Mary Ellen
Early, MSW**
Public Policy
Liaison



**Erwin
Bodo, PhD**
Reimbursement
Specialist

Amaura Canty
Education and Advocacy Support

Julie Copeland
Exposition & Sponsorship Coordinator

Suzanne Cummings
Business Development ValueFirst

Kathy M. Keiffer, CMP
Executive Assistant

Jean Krier
Director of Membership & Communications

Nicole Liang
Information Technology Specialist

Susan Tobin, CAE, IOM
Director of Education and Events

Cathy Van Atta
Accounting and Office Coordinator



How we did in 2013

Financial Overview



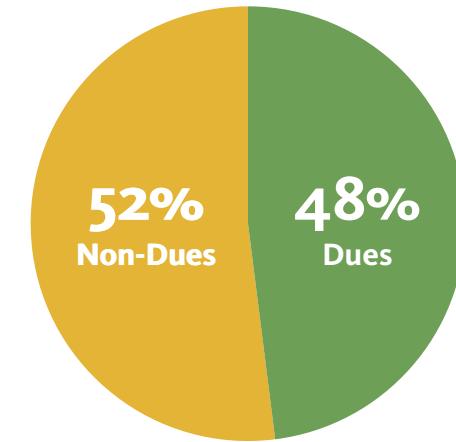
2013 Financial Overview

Roger Stevens, Treasurer

LeadingAge Florida continues its emphasis on generating the majority of its income through Non-Dues Revenue to provide quality advocacy, educational programming and high member value.

2013 Dashboard Measure	2013 Performance (Dec-Nov)
Operating Revenue	16 Months
Total Net Assets	\$2,311,527
Revenue Mix	48% Dues / 52% Non-Dues

Revenue Mix



Finance/Audit Committee Members

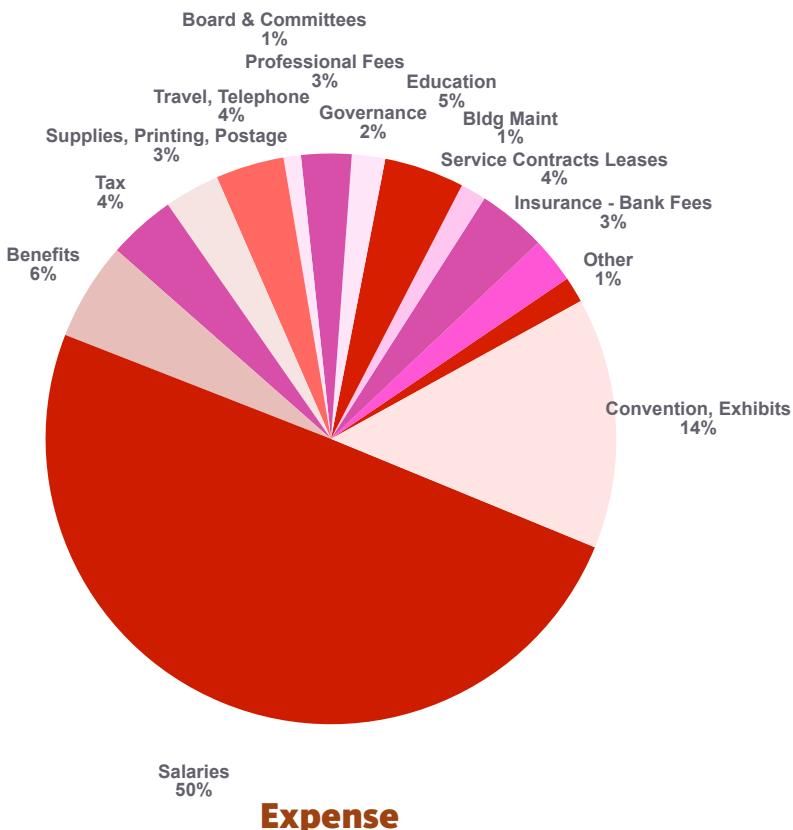
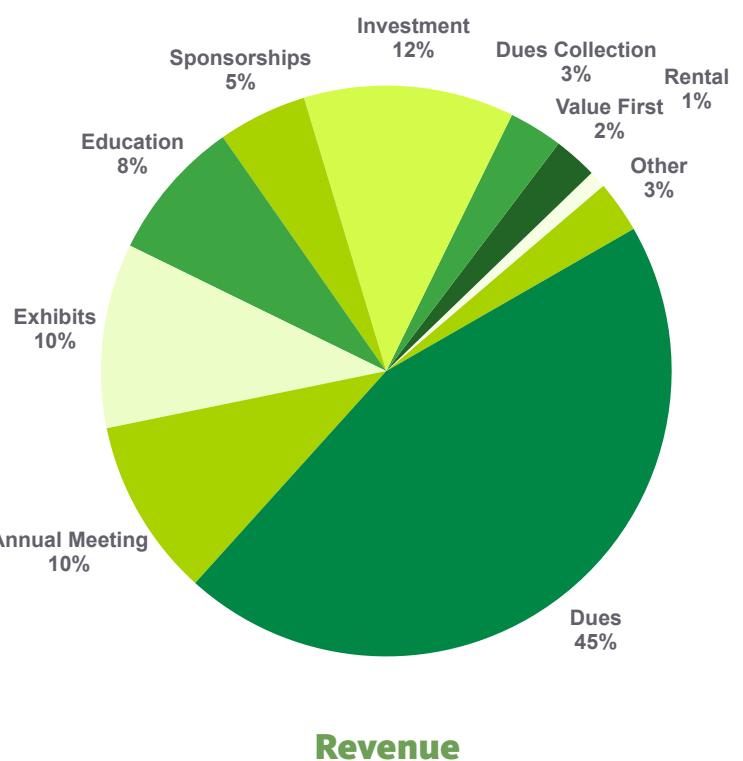
Roger Stevens, Chair
Joshua Ashby
Jeff Freimark
Diane Marcello
Brian Robare
Betty Sorna

2013 Financial Overview *continued*

**Florida Association of Homes and Services for the Aging, Inc.
d/b/a LeadingAge Florida and Subsidiary
Consolidated Statements of Financial Position**

<i>November 30,</i>	2013	2012
Assets		
Current assets		
Cash and cash equivalents	\$ 642,071	\$ 512,421
Investments	1,640,177	1,382,592
Accounts receivable	24,515	31,575
Prepaid expenses	15,791	4,848
Other assets	2,775	2,775
Total current assets	2,325,329	1,934,209
Property and equipment - net	602,701	569,295
Total assets	\$ 2,928,030	\$ 2,503,504
 Liabilities and Net Assets		
Current liabilities		
Accounts payable and accrued expenses	\$ 27,112	\$ 42,898
Accrued payroll expenses	63,750	62,532
Income taxes payable	3,723	-
Due to LeadingAge	85,989	186,809
Deferred income	395,183	368,181
Total current liabilities	575,757	640,420
Net assets - unrestricted		
Net assets - undesignated	2,074,237	1,587,806
Net assets - designated	233,784	233,784
Total net assets - unrestricted	2,308,021	1,821,590
Net assets - temporarily restricted	44,252	41,494
Total net assets	2,352,273	1,863,084
Total liabilities and net assets	\$ 2,928,030	\$ 2,503,504

2013 Financial Overview *continued*



Things are Looking Bright



How we did in 2013
Membership Overview



2013 Membership Snapshot

George Bryan, Membership Relations Committee Chair
Jean Krier, Director of Membership & Communications

**497 Total Members for 2013,
adding:**

- 10 HUDs
- 1 Nursing Home
- 1 Assisted Living
- 1 Multi

Member Relations Committee Members

George Bryan, Chair

Jenny George

Sharon Griffith

Jay Groesser

Aimee Hilton

Ansley Holt

Lisa James

Judy Johnson

Bruce Jones

Sonja Jorgensen

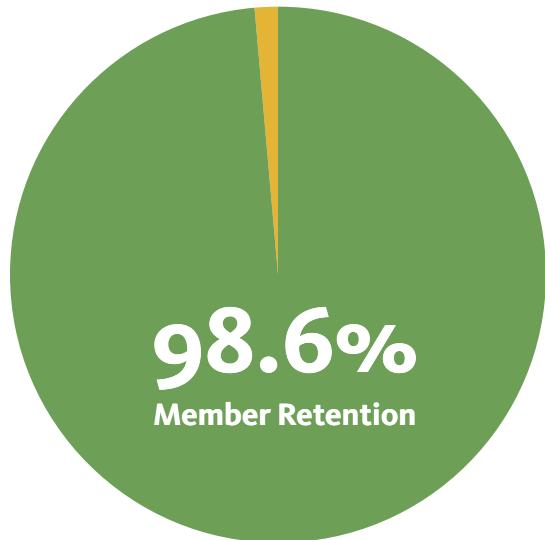
Luanne Reese

Roger Stevens

Gretchen Ward

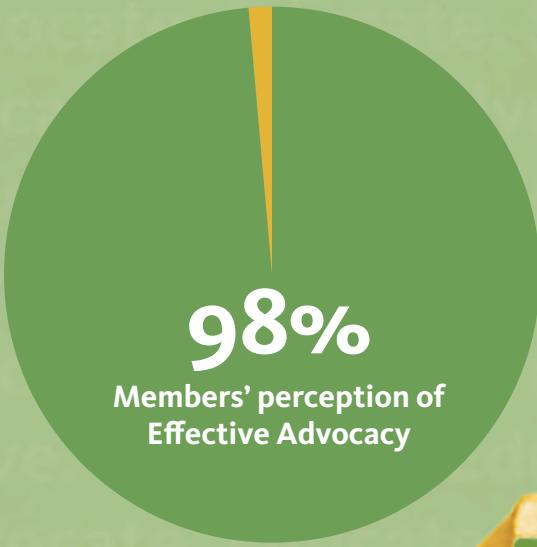
For more information on membership, please contact:

2013 Membership Overview



2013 Dashboard Measure	2013 Performance*
Annual Rate of Member Retention (<i>Goal 95%</i>)	98.6%
Membership Growth Rate (<i>Goal 3%</i>)	0.4%
Member Satisfaction Loyalty Index (<i>Goal 50%</i>)	86.4%
Member Engagement (<i>Goal 75%</i>)	78.2%
Members' Perception of Effectiveness in Advocacy	98%

* Dec-Nov



98%

Members' perception of
Effective Advocacy



2013 Advocacy Accomplishments

Year in Review by Member Type

Assisted Living

2013 Year in Review

AL/HCBS Public Policy Committee

Darlene Arbeit, Chair

Jeffrey Freimark

Jason Pincus

Luanne Reese

Advocacy

Assisted Living – LeadingAge Florida, along with other assisted living advocates, closely worked with Sen. Sobel to sort through the various proposals related to SB 646, the assisted living bill that she sponsored.

During the last two weeks of session, LeadingAge Florida repeatedly met with Sen. Sobel to identify amendments to improve the bill, which she intended to support. They included provisions to create a new specialty license, known as the flexible bed license, for independent living in retirement communities; lower the fine amounts originally proposed in the bills; authorize trained unlicensed staff to assist with oxygen, Ted hose (compression stockings), etc.; require a study regarding the creation of a medication technician position in ALFs that would allow trained unlicensed staff to administer some medications; require provider input in the development of a proposed ALF rating system; and the availability for both consumers and providers to respond to an ALF rating system website.

Although the ALF regulatory bill did not pass, a considerable amount of work was done to improve the bill and will lay the groundwork for ALF legislation which is sure to be addressed next legislative session.

ALF Waiver Program - LeadingAge Florida staff met with the Department of Elder Affairs (DOEA) on the ALF waiver program and provided their input. AL/HCBS Public Policy



Darlene Arbeit
AL/HCBS
Public Policy Chair



Carol Berkowitz
Staff Liaison to Assisted Living Members
(850) 702-0309 | CBerkowitz@LeadingAgeFlorida.org



Continuing Care Retirement Communities 2013

Year in Review

CCRC Public Policy Committee

Bruce Jones, Chair

Joel Anderson

Joshua Ashby

George Bryan

Scott Cairns

John Capes

Peter Dys

Jenny George

Troy Hart

John Hehn

Ansley Holt

Judy Johnson

Randy Long

Mike Lucas

Luanne Reese

Bob Rigel

Brian Robare

Roger Stevens

Domenica Wehmann

Jolynn Whitten

Advocacy

Meetings with the Office of Insurance Regulation (OIR) - LeadingAge Florida staff met with the regulators of Chapter 651, Florida Statutes several times throughout 2013.

One of the purposes was to keep abreast of the progress of the Office of Insurance Regulation (OIR) on the handling of OIR's Triennial Audits, and the use of the "Hybrid" procedure when conducting Triennial Audits.

Members Serving on the Governor's Continuing Care Advisory Council –

LeadingAge Florida members Roger Stevens and Richard Scanlon were appointed by the Governor to serve on the Continuing Care Advisory Council for various terms.

LeadingAge Florida/FLiCRA Task Force --The following LeadingAge Florida members were appointed to serve on a joint LeadingAge Florida FLiCRA Task Force to have open dialogue with the residents group on potential legislation. FLiCRA/ LeadingAge Florida Task Force was created and they met one time to discuss the Flex-license issue.

The members appointed to serve from LeadingAge Florida were Peter Dys, Shell Point Village , Charlie Coxson, ACTS, & Ray Johnson, Vicar's Landing. The FLiCRA appointees were: Charlie Paultk, The Estates at Carpenters, Jim Kenton, Indian River Estates, and Pat Arends, Freedom Village.



Bruce Jones

CCRC Public Policy Chair



Tom Randle

Staff Liaison to CCRC Members

(850) 702-0307 | TRandle@LeadingAgeFlorida.org

Affordable Housing

2013 Year in Review

Housing Public Policy Committee Members

Melissa Gilreath, Chair
Alma Ballard
Kathy Bergloff
Dawn Lucido
Rosalie McMasters
Steve Protulis
Charlotte Russell
Linda Williams

Advocacy

Housing Funds - SB 1852 by the Appropriations Committee appropriated \$200,080,474 to several state entities. LeadingAge Florida, along with the Florida Housing Coalition, worked to increase funding for various housing and foreclosure-related programs and services. Funds were appropriated, with specific restrictions and requirements, as follows:

- \$70 million for the State Housing Initiatives Partnership (SHIP) program.
- \$65 million for the State Apartment Incentive Loan Program (SAIL).
- \$10 million for housing for homeless persons.

On the national level, LeadingAge Florida members met with Senator Nelson's staff to explore ways to increase funding for the FY 2013 HUD budget and to advocate for Section 202 funding.

Worked with staff from the Florida Housing Finance Corporation (FHFC) on preservation issues. Specifically, we began discussions with FHFC staff to set up meeting with HUD officials to discuss easing restrictions of using state funds for restoration and rehabilitation of HUD buildings.

Worked directly with the Jacksonville, Atlanta and Washington D.C. HUD staff on a number of regulatory issues concerning MORs, REACs, guidance for senior housing development and budgetary issues.

Participated in the Sadowski Housing Coalition.



Melissa Gilreath
Affordable Housing
Public Policy Chair



Tom Randle
Staff Liaison to Affordable Housing Members
(850) 702-0307 | TRandle@LeadingAgeFlorida.org

Home & Community Based Services 2013 Year in Review

AL/HCBS Committee

Darlene Arbeit, Chair

Jordan Cowart

Jeff Freimark

Jean Kramer

Luanne Reese

Bob Rigel

LaRelle Szumski

Advocacy

Funding For Elder Care Services – LeadingAge Florida joined forces with other organizations to increase funding for elder care services. These include:

- Alzheimer's Disease Initiative - The legislature appropriated \$2.3 million in general revenue to restore Alzheimer's respite care services statewide, including funding for Memory Disorder Clinics and other Alzheimer initiatives.
- Agency for Persons With Disabilities (APD) Medicaid Waiver Waitlist – This area was provided \$24.2 million in funding to increase those served through the Medicaid Home and Community Based Services waiver. An additional \$40.2 million was also provided for the 2012/2013 fiscal year to cover carry forward deficits.
- The new PACE slots include:
 - Broward County - 50 (Miami Jewish Health Systems)
 - Palm Beach County - 100 (Morse Life)
 - Hillsborough County - 75
 - Lee County - 100



Darlene Arbeit
AL/HCBS
Public Policy Chair



Carol Berkowitz
Staff Liaison to HCBS Members
(850) 702-0309 | CBerkowitz@LeadingAgeFlorida.org

Nursing Homes

2013 Year in Review

Nursing Home Public Policy Committee

Keith Myers, Chair
Joe Devore
Jeff Freimark
Maureen Gartland
Jenny George
Marty Goetz
Keri Hilliard
Aimee Hilton
Judy Johnson
Jack Norton
Mark Rayner
Seth Levy
Diane Marcello
Maria Owens-Wicker
Elliott Palevsky
Luanne Reese
Jim Richman
Teresa Butts-Scott
Kevin Smaage

Advocacy

Nursing Home Budget – The Florida House of Representatives and the Florida Senate passed the state budget with no cuts to Nursing Homes compared to previous years. Another budget item passed was Funding for Additional Elder Waiver Slots –\$69.6 M total/\$33.1 M GR—which provides funding to serve an additional 5,543 individuals through the nursing home diversion Program, the Assisted Living for the Elderly Waiver, the Aged and Disabled Waiver, and Community Care for the Elderly.

Nursing Home Certificate of Need/Moratorium Exemption—House Bill 1159 initially would have created an exemption for an unnamed age -restricted community to the nursing home certificate of need (CON) and the moratorium on new beds. The criteria for obtaining the exemption were intended to help The Villages, but were broad enough to cover The Top of the World --another large age -restricted community. As the bill move through committee and encountered opposition, the bill was amended to require an expedited review by AHCA staff that takes into account a specific formula to calculate bed need. The bill limits the number of community nursing home beds that can be approved under each application for expedited review to 120, and the total number of community nursing home beds for any single deed restricted community CON is capped at 240 beds, regardless of whether the retirement community is located in more than one qualifying county. The bill became law.



Keith Myers
Nursing Home
Public Policy Chair



Carol Berkowitz
Staff Liaison to Nursing Home Members
(850) 702-0309 | CBerkowitz@LeadingAgeFlorida.org



2013 FAHA H&S Corp.

Brian Robare, FAHA H&S Chair

Dana W. McHugh, Executive Director

2013 Annual Meeting – FAHA H&S Corp. held its first annual meeting July 15, 2013. The meeting was held in conjunction with the annual LeadingAge Florida Convention.

Executive Director – Dana W. McHugh was hired as FAHA H&S Executive Director effective May 28, 2013.

FAHA H&S initial nursing home participants included 2,883 beds statewide with an additional 1,327 ALF beds included in the network.

Priorities – The Medicaid Long Term Care rollout was the priority for much of 2013. FAHA H&S has agreements with all the health plans awarded the bid from the State to administer the Long Term Care Medicaid program.

Medicare Advantage & Commercial – FAHA H&S has positioned itself as a quality network both payor types are interested in doing business. FAHA H&S has negotiated agreements with both Medicare Advantage and Commercial payors throughout the state.

Education & Training – A benefit of membership includes training and education for staff members. All FAHA H&S members' designated staff received on-site training on the Medicaid Long Term Care product.

Board of Directors

Brian Robare, Chair

Diane Marcello, Vice Chair

Kevin Smaage, Treasurer

Melissa Gilbreath, Secretary

Darlene Arbeit

Teri Barton

Janegale Boyd

Terri Cunliffe

Maureen Gartland

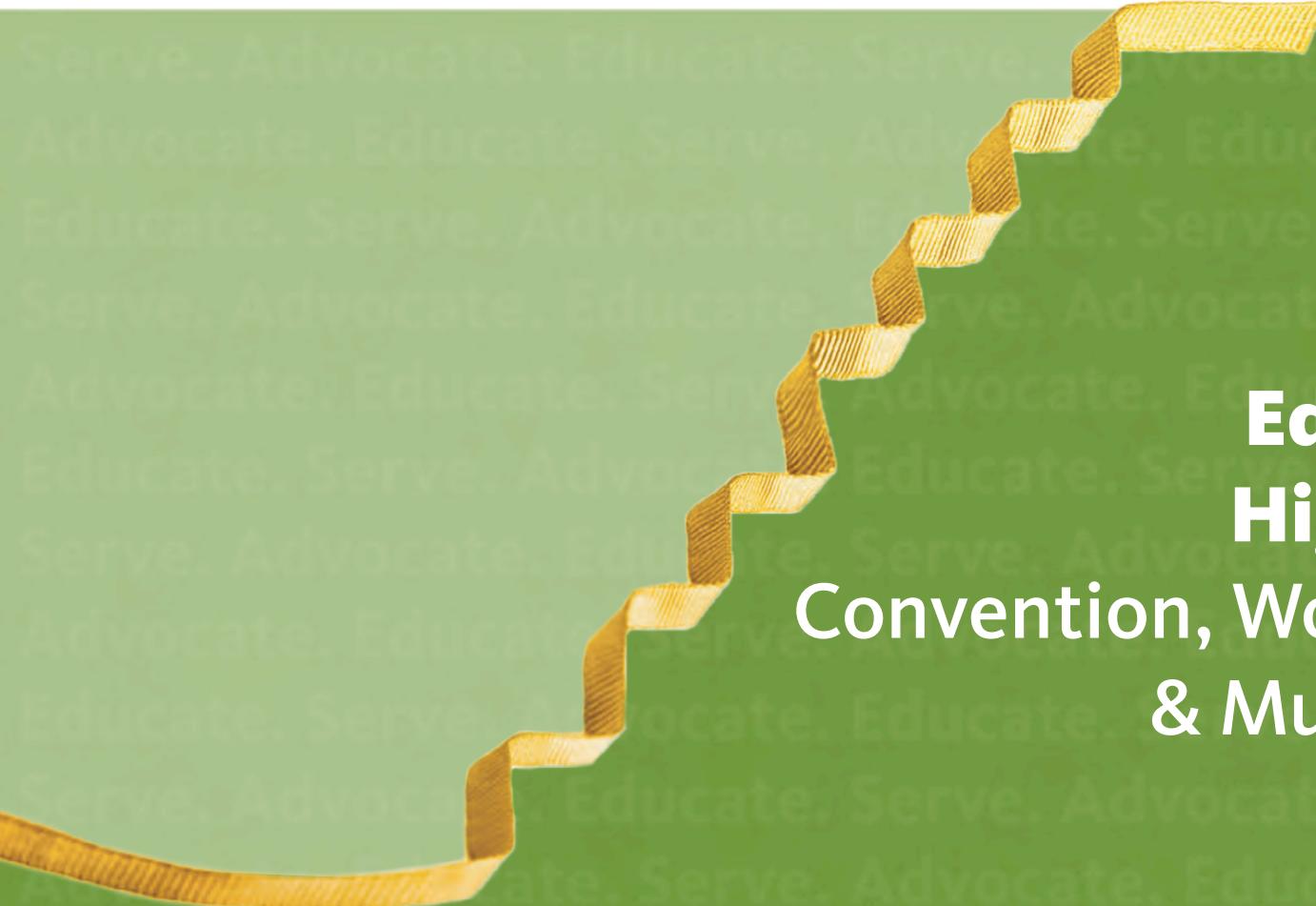
Gary Hennis

Keith Myers

David Randazzo

For more information on FAHA H&S, please contact:

Dana W. McHugh Executive Director (850) 702-0308 | DMcHugh@LeadingAgeFlorida.org



Education Highlights

Convention, Workshops & Much More



2013 Education Highlights

Bruce Jones, Professional Development Committee Chair
Susan Tobin, Director of Education and Events

Worth Noting: Signature Events

• 50th Annual Convention & Exposition (July)

- Pre-Convention Sessions
 - Strategic Visioning
 - Preceptor
 - Preceptor Refresher Course
- Over 500 attendees
- 67 educational sessions
- 169 exhibitors

• Successful Legislative & Regulatory Workshop

• Joint Training – conducted a successful series of education programs for LeadingAge Florida's implementation year 2013.

Professional Development Committee Members

Bruce Jones, Chair
Alma C. Ballard
Kathy B. Bergloff
John Capes
Terri Cunliffe
Joe Devore
Maureen Gartland
Harry Hobson
Randy Holmes
Sandie Hugg
Mike Lucas
Diane Marcello
Joya Marotta
mark Rayner
Luanne Reese
Kevin Smaage
Linda A. Williams

For more information on our Education and Events, please contact:

Susan Tobin Director of Education and Events (850) 702-0308 | STobin@LeadingAgeFlorida.org

2013 Education Highlights

Overview

Conferences

- More than **500 attendees** networked and attended 67 education sessions at the 50th Annual Convention and Exposition in Orlando, FL
- The Association **sold 169 exhibit booths – a record number!** Association also held education vignettes for the first time in the exhibit hall.
- More than 90 persons attended the 20th Annual Maintenance and Environmental workshop in June 2013.
- 24 persons attended the LeadingAge Florida HR workshop.

Webinars and Conference Calls

- Over 200 members participated in webinars throughout the year on subjects such as Background Screening, Therapy Caps, Medical Review, HUD Handbook, Medicaid Update, Dining Practices, Rules and Regulations for Nurses, Preceptor Refresher, Dues and Bylaws, Compliance Program, Best Practices in Documentation as well as other programs.

Joint Training

- Over 1,400 persons attended the Joint Training sessions for Nursing Homes and Assisted Living update presented in four different regions of the state by LeadingAge Florida, Agency for Health Care Administration, and the Florida Health Care Association.
- 320 LeadingAge Florida members attended eight Joint Training sessions in Florida.
- 106 ALF members attended Joint Training in Orlando, Ft. Lauderdale, Tampa, and Tallahassee.
- 214 NH members attended Joint Training in Orlando, Ft. Lauderdale, Tampa, and Tallahassee.

Regional Meetings with educational component

- Over 100 persons attended the Spring and Fall free Regional Meetings that included presentations on topics of interest to the membership.

2013 Education Highlights

Overview

Member Value:

24 CEUs per member employee offered at no charge; mix of onsite and webinar programs.

- LeadingAge Florida is an approved provider for Nursing Home Administrators (#FNHAP-18), Nurses (#FBN-2192), and Clinical Social Workers (#BAP-684). Select Convention sessions are also approved for National Accreditation Board (NAB) credit.
- The Association is also approved by SHRM for HR courses that are offered to CEOs and CFOs.

Best pricing for LeadingAge Florida members.

Deep discounts for 3rd and subsequent participants from the same member community.

Other Accomplishments in 2013

New Non-Dues Revenue Streams

2013 Accomplishments

Value First GPO

Worth Noting:

ValueFirst is owned by LeadingAge, LeadingAge Florida, and 24 other state associations and is a partner of MedAssets, a national group of purchasing specialists.

- **ValueFirst posted revenue growth of 30% in 2013**
- **ValueFirst was recognized by MedAssets as the top performing affiliate in 2012: the first time a long-term care affiliate has won that award.**
- **ValueFirst was exclusively designed for providers for cost savings with vendor contracts they know and trust.**

For members of LeadingAge Florida the ValueFirst service comes with no additional cost. For more information about ValueFirst, visit our ValueFirst section of the website. www.leadingageflorida.org under “Products” or call Robert Bernal at LeadingAge Florida (850) 228-3001 or (850) 671-3700.



2013

Volume: \$3,054,369.80 *

Revenue: \$ 74,477.88

**There is a one quarter lag in reporting income activity.*

2013 Accomplishments

Annual Sponsorship Program

Annual Sponsorship - \$112,205

Convention Exhibits - \$230,460

Convention Golf Sponsors - \$5,104

Maintenance Workshop

- Exhibits - \$1,000

Legislative Conference

- Exhibits - \$1,350
- Sponsors - \$3,090

HR Workshop

- Exhibits - \$500

Newsletter Advertisements - \$1,200

Membership Directory

Advertisements - \$1,467.60

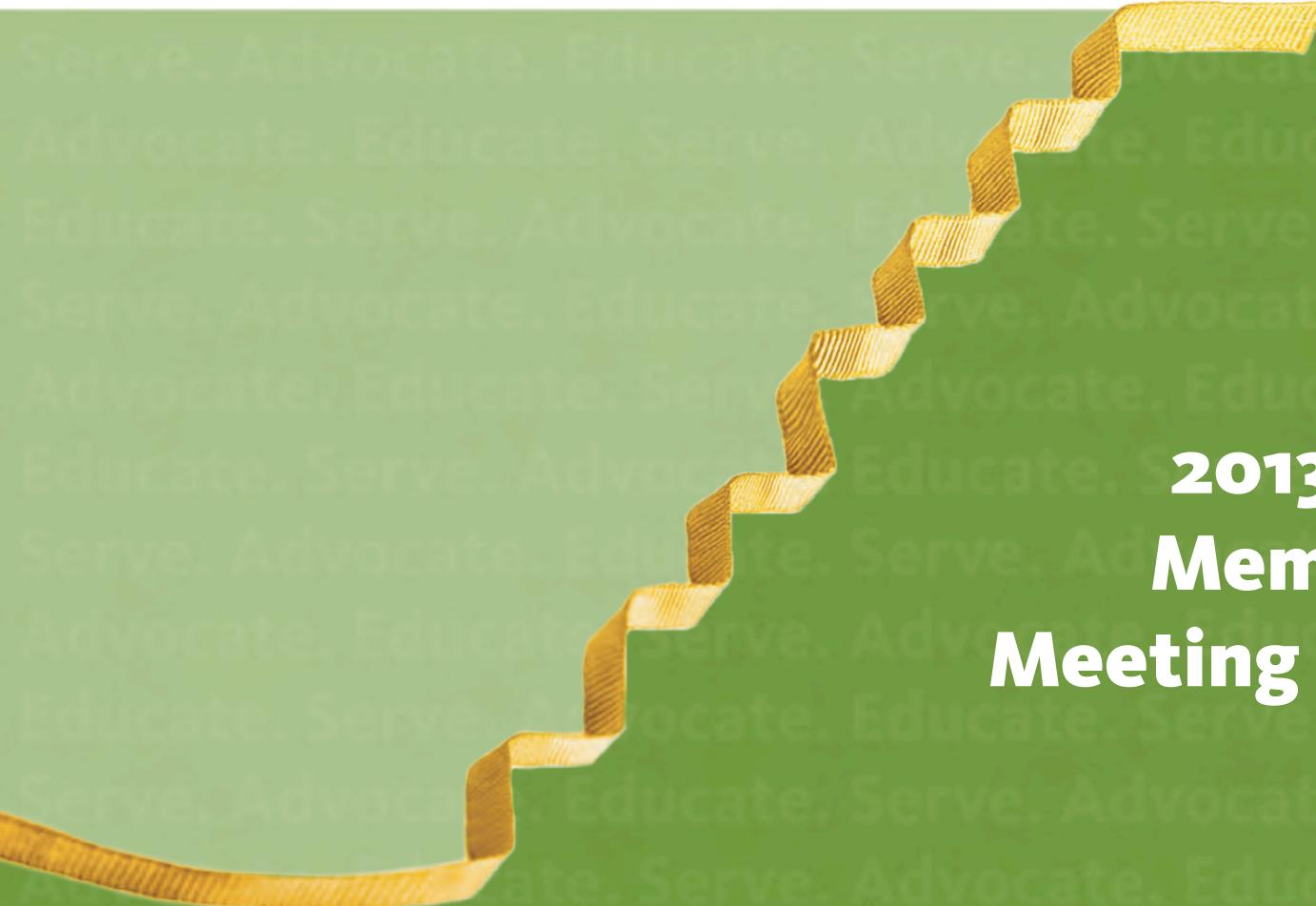
Shared Service - \$45,399.95

2013

Revenue: Over \$400,000

For more information on sponsorships, please contact:

Julie Copeland Exposition and Sponsorship Coordinator (850) 702-0317 | JCopeland@LeadingAgeFlorida.org



2013 Annual Membership Meeting Minutes

Annual Membership Meeting

July 2013 Overview

Worth Noting:

- Association Bylaws revisions were approved.
- Officers and members of the 2013/14 Board of Trustees were elect
- Past Association Chairs were recognized and presented with plaques honoring them on the Association's 50th Anniversary.
- A celebratory Commemorative Journal and video presentation was produced to mark the 50th Anniversary of the LeadingAge Florida.

Governance Committee Members

Terri Cunliffe, Chair
Alma C. Ballard
Kathy B. Bergloff
Ansley Holt
Diane Marcello
Brian L. Robare

Annual Business Meeting Minutes

General Assembly Wed, July 17, 2013

LEADINGAGE FLORIDA ANNUAL BUSINESS MEETING MINUTES GENERAL ASSEMBLY

Wednesday, July 17, 2013

Chair Brian Robare welcomed the assembly and asked for a moment of silence.

Executive Committee members sitting on the table included: Brian Robare (Chair), Diane Marcelli (Chair-Elect), Terri Cudliff (Immediate Past Chair), Joshua Ashby (Treasurer), Maureen Garland (Secretary), Denise Adcox (ALF/HCBSS Chair), Kevin Smaga (CCRC Chair), Melinda Gilstrap (Housing Chair), Keith Myers (Nursing Home Chair), Robin Wagner (Past FAHA Chair), Ann Guilerson (Parliamentarian) and Annette Boyd (LeadingAge Florida President/CEO).

Chair Brian Robare called the meeting to order at 7:15 p.m.

Secretary's Report – Maureen Garland, Secretary, reported that a quorum was present.

The minutes of the July 25, 2012 Annual General Business Meeting were approved as written.

Governance Committee Report – Terri Cudliff, Immediate Past Chair and Chair of the Governance Committee presented the Governance Committee Report. She noted that the committee distributed the proposed revised Bylaws according to the requirements in the current Bylaws. The following Bylaws procedure and summary of changes was presented:

- The Bylaws Task Force objectives were to produce a streamlined document including all the essential elements while ensuring that the revised Bylaws adhere to Florida Statues.
- Keep related items in one section. For example, language governing non-voting members should be in one paragraph and not appear in several other sections or paragraphs. This will allow for easy reference and consistency.
- The following Bylaw Article(s) had changes as summarized:
 - Article II, Definitions – These definitions had changes (Housing Community definition, HCBS and General Assembly definition).
 - Article III, Membership – The categories of membership were addressed and clarified.
 - Article IV, Meetings of the General Assembly – Created separate sections for Board and Membership Meetings. Clarified procedure and added election by mail ballot provision. New section added permitting action by written consent without a meeting.
 - Article V, Membership Components – Regional Chairs and Vice Chairs were moved to this section. This is important because Region Chairs serve on the Board. Clarified that Vice Chair terms are the same as the Region Chairs and elections maybe conducted by mail ballot.
 - Article VI, Board of Trustees – Deleted the ex-officio positions from serving on the LeadingAge Florida Board (LeadingAge Florida members serving on the LeadingAge Board and the Chair of any organization wholly owned by LeadingAge Florida). Revised in accordance with Florida Statues on the filling of vacancies. Changed the language for resignations and removal from office to clarify that a Board member must be serving in an administrative capacity to remain on the LeadingAge Florida Board. If a Board member is unemployed for 30 days they will be automatically removed from the

Board. Further, a member may be removed from the Board at any time with or without cause by a majority vote of the full Board.

- Article VII, Board meetings - Waiver of Notice is only for Board Meetings. Addressed actions without meeting and added a new section governing procedure. Region Vice Chairs and representative serving on the LeadingAge, Inc. Board are welcome to attend as non-voting members at the discretion of the LeadingAge Florida Board.
- Article VIII, Officers - Redefined the candidate requirement that a member could be eligible for an officer position without currently serving on the Board. A new provision was added to fill a vacancy to meet Florida statute requirements.
- Article IX, Nominations and Elections - clarifies that both self-nominations and nominations by another are permitted. Further clarifies that qualifications for officer may also be established by Board adopted policy.
- Article X, Committees – is a new section governing Board committees to meet the requirements of Florida statute. This article also addresses other non-Board committees.
- Article XII, Identification - Changed to include Trustees, Officers and employees.
- Article XIII, Miscellaneous - New fiscal and record keeping provisions added to be consistent with best practices and the "Florida not for profit corporation act."

Motion by Terri Cudliff, Chairman, made on behalf of the Governance Committee, to adopt the revised Bylaws was adopted.

Motion by Terri Cudliff, Governance Chair to amend Article IX, NOMINATIONS AND ELECTIONS, SECTION 3. By adding new language: "If there is only one candidate for any office to be filled, that election may be made by acclamation." was adopted.

Mr. Cudliff presented the Governance Committee's recommended candidate for Board of Trustees. She further reported that all candidates are qualified to hold the office for which they are recommended:

- Diane Marcelli, Chair
- Joshua Ashby, Chair-Elect
- Brian Robare, Immediate Past Chair
- Maureen Garland, Secretary
- Roger Stevens, Treasurer
- Denise Adcox, ALF/HCBSS Chair
- Bruce Jones, CCRC Chair
- Melinda Gilstrap, Housing Chair
- Jenny George, Nursing Home Chair
- Joji Anderton, At-Large Trustee
- George Bryan, At-Large Trustee
- Chazze Russell, Associate Member Trustee
- Troy Hart, Chair, North Region
- Keith Myers, Chair, Southwest Region
- Seth Levy, Chair, Southwest Region
- Alexley Holt, Central Region Chair (continuing term from 2012)
- Alma Bellard, LeadingAge Advocate
- Peter Dye, LeadingAge Advocate

Meeting minutes are available on our website:
LeadingAgeFlorida.com

Annual Business Meeting Minutes

General Assembly Wed, July 17, 2013

- Jeffrey Ermack, LeadingAge Advocate
- Steve Pruzak, LeadingAge Advocate

Since there were no other candidates nominated the slate of candidates as presented for the 2013-2015 Board of Trustees as presented was elected by acclamation:

- Diane Massillo, Chair
- Joshua Atchley, Chair-Elect
- Brian ~~Reinke~~, Immediate Past Chair
- Maureen Gorlitz, Secretary
- Roger Sverns, Treasurer
- Darlene ~~Atchley~~, ALF/NICB3 Chair
- Bruce Jones, CRC Chair
- Melinda Gilbreath, Housing Chair
- Jessie George, Nursing Home Chair
- Andi Anderson, At-Large Trustee
- George Bryant, At-Large Trustee
- ~~Chaz~~ Russell, Associate Member Trustee
- Tony Hart, Chair, North Region
- Keith Myers, Chair, Southeast Region
- Seth Levy, Chair, Southwest Region
- Aasley Holt, Central Region Chair (commencing/overlapping her term that began in 2012)
- Alma Bolland, LeadingAge Advocate
- Peter ~~Dys~~, LeadingAge Advocate
- Jeffrey ~~Ermisch~~, LeadingAge Advocate
- Steve Frumila, LeadingAge Advocate

Treasurer's Report – Joshua A. Bly, Treasurer, presented the audited financials to the 2012 LeadingAge Florida Treasurer's Report for the year ending November 30, 2012.

- LeadingAge Florida's Auditor, Carl Riggs and Ingram (CRI), rendered an unqualified opinion. This is the highest standard as they complimented management on their outstanding fiscal controls.

Motion to approve the auditor's report was adopted.

The Treasurer gave the Investment Report summary as prepared by Rodney Rama, CPA, Thomson Block, Lupton & Co.

Installation of new Board of Trustees members - Robin Wagster, past FAHA Chair, conducted the installation ceremony.

The members of LeadingAge Florida Board of Trustees affirmed their commitment and accepted the oath of office in which they are elected.

The following Regional reaffirmed their commitment to the Regions they serve as vital link to the Board of Trustees:

- Sharon Griffith, Vice-Chair Membership, North Region
- John John, Vice-Chair Advocacy, Central Florida Region
- Aimée Hilton, Vice-Chair Membership (renominating/confirming her term that began in 2012)
- Randy Long, Vice-Chair Advocacy, Southwest Region
- Dawn Lucido, Vice-Chair Membership, Southwest Region
- Rosalie McManus, Vice-Chair Membership, Central Florida Region

- Mark Rayner, Vice-Chair Advocacy, Southern Region
- Don Wilson, Vice-Chair Advocacy, North Region

Recognition of Leadership Academy Class IV and Alumni – Chair Brian Robart invited the Leadership Academy Class IV to come forward and stand at the front of the room. Mr. Robart asked that all former Leadership Academy alumni please stand at their place to be recognized. The individuals and their sponsoring organizations were thanked for their commitment to being mission-driven providers of quality elder care services and housing.

Special Presentations

LeadingAge Florida Report on Value First – Ingegale Boyd, President/CEO of LeadingAge Florida, noting that Florida sales have experienced significant growth this year. Suzanne Cummings, Business Development Director was thanked for her service to the membership.

FAITH Health and Services Corp. - Mrs. Boyd provided an update on the status of FAITH Health and Services Corp. Mrs. Boyd reported that this non-profit, wholly owned subsidiary of LeadingAge Florida has 38 percent of the LeadingAge Florida Nursing Home members participating and signed Contracts with Medicaid Health Plans. The Board members and Executive Director were presented as follows:

- Brian Kalena, Chair
- Mary Harrison, Immediate Past Chair
- Joshua Astley, Treasurer
- Melinda Günther, Secretary
- Diane Marvallo, Member
- Terri Cudlitz, Member
- David Radatz, Member
- Kevin Smale, Member
- Keith Myers, Member
- Gary Hanna, Member
- Darlene Athan, Member
- Terri Burton, Member
- Janisole Boyd, Member
- Diane McHugh, Executive Director

LeadingAge Report - March Consultation, with LeadingAge presented the LeadingAge report

LeadingAge Florida Report - Janegale Boyd, President/CEO, and LeadingAge Florida, presented by LeadingAge Florida report

There being no further business, the meeting was adjourned at 3:05 p.m.

LeadingAge Florida

2013 Awards

Distinguished Service Award – **Diane Marcello**, Director of Health Services, Sunnyside Nursing Home

Chairman's Award – **Kevin Smaage**, Director of Health Services, The Alliance for Community for Retirement Living.

Executive of the Year Award – **Harry E. Hobson**, President/CEO, Plymouth Harbor on Sarasota Bay

Trustee of the Year Award – **Donna Jacobi, M.D.**, Volunteer Board Member, ACTS Retirement Life Communities

Employee of the Year Award – **Ester McMillan**, Manager of Grants Programs, Aging True

Volunteer of the Year Award – **Lillian Liston**, Volunteer, Westminster Palms Retirement Community

Caregiver of the Year Award – **Shirley Schultz**, Director of Nursing Services, Good Samaritan Florida Lutheran

Public Servant Award – **Elizabeth "Liz" Dudek**, Secretary for the Agency for Health Care Administration, State of Florida

Quality First – **Bon Secours**, St. Petersburg Health System

Best Practice Award – **Sharing and Caring Program**, John Knox Village of Florida, Inc.

Advocate of the Year Award – **Melissa Gilreath**, Executive Director, Elderly Housing Management Corporation

Service Coordinator – **Robin Trapane**, Service Coordinator, Westminster Gardens

Legislative Aide Award – **Greg Giordano**, Aide to Representative Mike Fasano

Residents Council Award – **Oak Hammock**, at the University of Florida

LeadingAge Florida

2013 Other Committees & Awards

Continuing Care Retirement Community Division

Governor's Continuing Care Advisory Council – Governor Appointment

- **Peter Dys**, CEO, Shell Point Retirement Community, Ft. Myers
- **Troy R. Hart**, CEO, Santa Fe Senior Living, Gainesville
- **Harry E. Hobson**, CEO, Plymouth Harbor on Sarasota Bay, Sarasota
- **Richard J. Scanlon**, Managing Director, B.C. Ziegler and Company, St. Petersburg
- **Denny Schleper**, CPA and CPO, CliftonLarsonAllen
- **Roger A. Stevens**, CEO, Westminster Communities of Florida, Orlando

Assisted Living Facility/Home and Community Based Services Division

Department of Elder Affairs Advisory Board – Governor Appointment

- **William Edelstein**, Chair (Memorial Manor)

Nursing Home Division

Gold Seal Panel on Excellence in Long-Term Care

- **Elliott Palevsky** (River Garden Hebrew Home Wolfson Health & Aging Center)

FLiCRA/LeadingAge Florida Task Force

- **Charles Coxson**, ACTS Southern Division, Boca Raton
- **Peter Dys**, Shell Point Retirement Community, Ft. Myers
- **Ray Johnson**, LPCS Management, Jacksonville

LeadingAge Florida

2013 Special Awards of Recognition

A number of LeadingAge Florida members and individuals were recognized in 2013 for their exemplary services and care. The administration, staff and volunteer leadership of these communities are to be commended for their efforts.

- **National Award for Excellence in Geriatric Research & Education** - Miami Jewish Health Systems, Marco Agronin, M.D.
- **Florida Dietetic Association Overall Excellence Award** - Shell Point Retirement Community
- **Miami Ultimate CEO Award** – Jeffrey P. Freimark, Miami Jewish Health Systems
- **Deland Area Chamber of Commerce Beautification Award** – College Arms Towers

2013 Members on LeadingAge National Board and Committees

- **Alma Ballard**, Family Housing Management Company, Inc. – **Policy Congress**
- **Peter Dys**, Shell Point Retirement Community – **Finance Cabinet**
- **Jeffrey Freimark**, Miami Jewish Health Systems – **CEMO & Policy Congress**
- **Gary Hennis**, Westminster Communities of Florida – **COOMO Network Steering Committee**
- **Andrew McCumber**, McCumber, Daniels, Buntz, Hartig & Puig, P.A. – **Legal Committee**
- **Keith Myers**, MorseLife – **Finance Cabinet**
- **Marian Pearlman Nease**, Berger Singerman – **Legal Committee**
- **Steve Protulis**, EHDOC – **Policy Congress & IAHSA Board**
- **Karen Reich**, Bon Secours St. Petersburg – **Policy Congress**

Member Gold Seal Recipients

2013

There were 16 Leading Age Florida members that were recognized as Gold Seal recipients in the state as follows:

-  Ayers Health and Rehabilitation Center
-  Bear Creek Nursing Center
-  Bon Secours Maria Manor Nursing Care Center
-  Brooksville Healthcare Center
-  The Chateau at Moorings Park
-  Florida Presbyterian Homes, Inc.
-  Harbours Edge
-  John Knox Village of Florida
-  Joseph L. Morse Geriatric Center, Inc.
-  The Manor at Carpenters
-  Mayflower Healthcare Center
-  Pavilion For Healthcare, Inc.
-  River Garden Hebrew Home for the Aged
-  Sunnyside Nursing Home
-  Vicar's Landing Nursing Home
-  Village on the Green

Thanks for your continued support!
Here's looking forward to a great 2014!