

**Rose Villa Resident Forum**  
**Tuesday, June 18, 2019**

**Employee Anniversaries**

**ONE YEAR**

- Luis Becerril, CNA, Madrona Grove (1-year anniversary from his re-hire date)
- Grey Graham-Atkinson, Driver
- Emily Roundtree, CNA, Madrona Grove

This month, we are introducing the **Administrative Team!**

**Please Welcome New Residents**

**Marie Jennings-Holt & Rob Holt** moved from Pacific City, Oregon to Garden Grove Cottage 6203 on May 9. They like cycling, skiing and lots of outdoor and physical activity. (Rob was a locomotive engineer!)

**Jude Watson & Sue Matranga-Watson** moved to Garden Grove Cottage 6103 on May 14 with their 3 dogs, Tucker, Nickie & Bo, and 2 cats, Sophie & Shanti. They love cards, games, gardening, and travel. (And I think they like animals.)

**Caroline & Don Lehman** moved into Garden Grove Cottage 6301 on May 15. Just a few of the things they love include wellness, wine (great combo!), reading, music and poetry.

**Joanne & Ronald Rombalski** moved into Garden Grove Cottage 6201 on May 15 from their temporary digs in Rose Villa classic cottage #2 – before that, in Cottage Grove. They like bicycling, gardening, reading and history.

**Carolyn & Joe Shacter** moved into Garden Grove Cottage 6105 on May 16 with their dog, Maltby. They like walking (with and without the dog!), reading, movies, and travel.

**Roger & Mary Swick** moved into Garden Grove Cottage 6302 on May 21. They like being outside as well as photography, knitting, history, politics and science.

**Dianna Shaffer and Leanne Kerner** moved into North Pocket cottage #3057 on May 21 with their two cats, Toby and Lulu. They like to do just about everything – travel, yoga, games, anything outdoors.

**Arlin and Cindy Brown** moved into North Pocket cottage #3059 on May 23. They are interested in art, gardening, music, cooking, and video – among many other things.

**Jack and Sheila Jakobsen** moved into North Pocket cottage #3054 on May 28. They love travel, photography, and classic cars.

**Jerry & Jean Corn** moved from Beaverton to Garden Grove Cottage #6101 on May 29. They love music, movies, and international cuisine.

**Steve and Karen Morris** moved into North Pocket Cottage #3048 on June 6, and Steve's mother **Patricia Morris** will be moving in on June 25. Patricia joins us from her home in Pendleton. She loves music of all kinds – playing and listening – as well as weaving and horse shows (where she has been a competitor). Karen and Steve like all kinds of things – from dancing and genealogy to ham radio and nutrition.

### **Strategic Planning Work for Rose Villa**

Those of you who are devoted readers of the *Rose Villa News*, as I am, will know that I published the first part of a longer piece talking through both how my work for Rose Villa is changing, as our company structure changes, and what our efforts are to ensure future growth and stability.

Summarizing that article, my goal is to step out of operations completely, in order to focus on strategic and growth initiatives. Some folks might think it's ok to just keep doing what we do. (I am sure the people at Eastman Kodak also felt that way.) I do not feel that is ok because running along with our head down, minding our own business, is a great recipe for running smack into market disruptions of all kinds and sizes. You have seen this throughout our economy in every industry.

What disruptions am I worried about? New competition – especially large, well financed, multi-site for-profit operators. Or a large non-profit chain that wants to expand to the west coast? (We know they are shopping.) Even worse - how about two of our existing competitors affiliate into one large, well known, local non-profit competitor? New regulations – each time we get more, the cost to comply increases – with no new revenue to support them. Real estate downturn – our waitlist dries up, people are too afraid to think about moving, or have an

emotional attachment to an outdated idea of what their home is worth. Even more challenging labor issues – it becomes impossible to find a qualified nurse manager, for example.

The growth of Rose Villa as an entity (versus one bricks and mortar campus) is important to us all because creating a larger economic footprint positions us to weather any of these potential disruptions – and maybe even cause some of our own!

So how have I been proceeding?

One thing I have done over the past several months is to position our senior management team as a consulting group that can provide advice to others in the senior living business. We signed our first (very small) contract last month. We are providing advice on a site, program development, marketing, and staffing for a medium-sized rental community for independent residents only. It is very different from Rose Villa in many respects – no health care, no food service, no Foundation – and it does not compete with our own marketing efforts or campus. We think we will learn a lot, and it does not cost Rose Villa one cent, as we are leveraging the staff that already work here. (For all kinds of good reasons, I do not feel it's a great idea to name the group we are working with at this time.)

Our consulting work positions us as an expert (ok, or at least knowledgeable!) in all things senior living. Not only do I expect it to help us stay on top of developing trends and surface potential partners we might want to work with, but in a very tight labor market it can attract the best candidates to us. I want to be ready. I want to be aware of potential developments BEFORE they impact us. The broader the net, the more likely this will happen.

I am continuing to build a stronger and deeper network of potential partners to Rose Villa. The types of things we could do are only limited by the people we know (and the resources, ideas, and networks they bring to us). There are several ways to do this. The most basic is to be sure I go to the right meetings, conferences, and events – this is by no means only in the senior living field. I include groups involved in sustainability, end of life, medical and academic research, finance, public-private partnerships, other non-profit and mission driven fields, and business trends and markets.

One way to measure this is to plan to meet (and by “meet” I mean have a substantial conversation in which the other person comes away knowing exactly what Rose Villa stands for and what we are interested in and I know the same about them) at least one new person or organization a week. Initially, I thought it might be hard to do this, but I find I am exceeding this goal on a regular basis. Then I take every suggested contact from each of these meetings and follow up. With every single one.

The follow up is critically important. It's the difference from randomly throwing pasta at the ceiling and really making a meal. This was virtually impossible while I was still 90% in an operational role. There is simply too much day-to-day business to deal with to attend to anything outside of the regular on a consistent and informed basis.

Another way we are broadening our footprint is speaking engagements and written articles. These surface all kinds of people who are interested in meeting us. I generally give 4-5 speeches, talks, or presentations a year in a variety of venues and write 3-4 articles, again with a wide range of topics. This continual outflow builds brand awareness for Rose Villa and continues to put us in a position of thought leadership in our industry.

We are now able to become more deeply networked into our local/regional land use and political systems. This is important because one avenue of partnership that I am keenly interested in is developing a wider, deeper menu of options for housing and services for seniors – at different price points, using different models. Working with our county and regional partners on these ideas is crucial to their success. (This also means more meetings and more homework.) I specifically seek to incubate some sort of lower income elder housing in the next 12-24 months.

Of course, I am the main driver in our own campus redevelopment and improvements as well, which takes a considerable amount of time. I don't expect this to lessen for the next several years, as we are just getting started on Phase 3. There can be operational snags that require me to weigh in and, of course, I remain aware of personnel management issues and resident relations. But for others to step forward and build their own expertise, it is really necessary to give them some room. We have a great management team and I have deep confidence in them.

I hope that gives you some idea of the kinds of things I am focusing on currently. It is a level change for me and for Rose Villa, one that I think is critical for our long-term financial health. Beyond financial survival (or, perhaps ...domination?), I think our expansion will bring riches beyond our dreams in terms of human capital, creative approaches to the future, a deeper connection to meaningful work and purpose, and an impact well beyond our own borders.

I have never made a secret of my desire to change the face of aging in America. So here we go.

## **Announcements**

The **Rose Villa Foundation** is involved in a couple new programs:

### **Mini Medical Grant Program**

This program provides qualifying residents with a one-time annual grant of financial assistance for medically-related services and products that enhance their well-being and independence. Grants might include hearing aids, glasses, major dental work, assist chairs – items that are not covered by insurance but add to the quality of life.

Funding for this program comes from the Financial Assistance Pillar and mirrors the current financial assistance policies except:

- Residents can have assets of no more than \$30,000 as an individual, or \$40,000 as a couple versus regular financial assistance, which is \$5,000 in assets for a single person and or a couple has no more than \$10,000 in assets.
- The historical financial information you provide is only for two years, instead of five.
- Financial assistance policies are available on Touchtown or from the Foundation office.

### **Staff Education Assistance Program**

In 2019, the Staff Education Assistance Program will award in total up to \$5,000 in assistance to eligible Rose Villa employees. Award amounts will vary depending on number of applicants, amounts requested and alignment with program objectives. The purpose of this program is to support staff seeking to increase their knowledge, skills, to obtain certifications, credentials or degree programs relevant to their work at Rose Villa. Awards may be used for courses, certification or credential programs; vocational/technical schools and/or two or four- year degree programs.

Funding for this program will come out of the Board Designated Pillar.

Applicants must meet specific eligibility requirements and go through a screening process and awardees will be announced at the July Resident Forum.

The Foundation Board felt this program will assist Rose Villa with recruiting and retaining new staff and the resident will benefit from consistent and highly trained staff.

Come and try out **water volleyball**. The Rose Villains practice Mondays and Wednesdays from 1:30 – 2:30 pm and Fridays from 1:00 – 2:00 pm (The team is here to entice you!!)

**The Welcoming Committee** is here to talk about how they help new residents find their footing at Rose Villa. Please welcome Suzanne Townsend and John Wetten! The Welcoming Committee welcomes new Rose Villa residents and assists them in settling into their new homes. New residents receive a packet of information and are assigned a “buddy” who answers questions and assists them in making the transition to our community. The packets include selected materials that are comprehensive and needed by all residents of Rose Villa. Included in the packet is a \$15 gift certificate for the Harvest Grill for each person and a \$10 gift certificate to the Treasure House for the Household.

The transition to a senior living community is a major change in someone’s life. Through its “buddies,” the Welcoming Committee works to make this transition less stressful, more comfortable and as positive an experience as possible. If you’d like to be a buddy, please talk to John or Marilee Wetten

**SEEDS Volunteers Needed!** (Please welcome Nancy Barrett-Dennehy to talk about SEEDS.) For those of you who are new to Rose Villa or for our seasoned residents, SEEDS Garden Center is located on Rose Villa’s main street. SEEDS provides a variety of services for residents, guests and members of our community:

- Fresh cut flowers and custom bouquets
- A wonderful selection of indoor plants in pots and seasonal outdoor plants
- A potting service at your place or SEEDS
- A lovely assortment of garden-themed home Decor items, Greeting cards and tasty local Oregon raw honey - they offer gift wrapping and on campus delivery, too!

SEEDS is looking for volunteers to help in the retail shop, water plants, help with social media or special events. If you are interested, please contact the SEEDS manager, Patti Haltom (x3203) for more details.

- SEEDS is open Monday through Friday from 11 a.m. to 3 p.m., and all proceeds from SEEDS sales benefit the Rose Villa Foundation!

The **Rose Villa Produce Market** is starting! There is a **sneak peek on June 19 and 26, in the Atrium (in South Main), during Happy Hour from 4-5 pm** The market gets fully underway on **July 2** with a slight variation on their location, incorporating the Club Room this year as well as outside along South Main. (Yes, the bulk organic blueberries are BACK! Same price as last year, too!)

Starting July 2, NEW TIME: Tuesdays, 10:30-11:30 am

The Produce Market will be followed by a **NEW Friday Market** (produce only) in the **Garden Grove Event Space**, which is in the Community Garden. Starting Fridays, noon to 1 p.m., **August 16, 23, 30, September 6** (dates are approximate)  
Includes garden tours and BYOL (bring your own lunch)

### **Upcoming Dates:**

On **Wednesday, June 19, at 3:00 pm in the PAC**, we will be showing the film **“Breaking the Silence: Stories from Oregon’s LGBTQ Veterans and Service Members.”** This film chronicles the lives and experiences of five LGBTQ Oregonians who served their country in the military, even though official military policy sought to prohibit them from doing so. This film tells a story you may not have heard, one in which lesbian, gay and transgender patriots and service members faced not only the risks that are common to those who serve, but also the risk of discovery, disgrace and even prosecution, simply because of their sexual orientation or gender identity.

### **Celebrate Solstice on Friday, June 21!**

**Labyrinth Walk**, between the hours of 10:00 am and 3:00 pm. Come to the PAC to walk the portable labyrinth during our Spirit of Solstice event! This self-guided walk is an opportunity to walk an ancient path that will assist you in engaging in a centuries-old method of prayer, meditation, and self-reflection. Instructions and soft music will be provided to help you enter into this sacred space. Residents, staff, and family are all welcome; come as you are and take it at your own pace!

**Mandala Nature Art with KCM and Marianna**, between the hours of 11:00 am and 1:00 pm in the Community Garden. We will create mandalas using found and foraged objects (such as feathers, sticks, stones) to honor the beauty of our Earth and community. Our collection of mandalas will remain in the garden for others to enjoy and contribute to throughout the day. Residents and staff are welcome! **Accessibility:** must be comfortable moving across uneven ground. Questions can be directed to Marianna or KCM.

**Goat Yoga for Sun Worshipers** in the Tranquility Garden (replaces regularly scheduled yoga this day only), Session 1 is at 3:00-3:25pm, Session 2 is at 3:30-3:55pm. Yoga, with GOATS! Join Marianna for a gentle Summer Solstice yoga practice in the Tranquility Garden. Mats and goats will be provided for two 25-minute sessions. You can attend one or both sessions, no sign-ups necessary.

**Exploring the Photos App on Your iPhone**, Monday, **June 24**, 3:00 pm - 4:30 pm, Training Room. This session will explore the features of the Photos App for iPhone users. Learn how to sync to the Cloud on one or more Apple devices, create and organize albums, edit, share, email and create slideshows. Space is limited. Sign up by calling ext. 3289 or via Touchtown.

**Listen and Explore**, Tuesday, June 25, 4:00 pm - 5:00 pm, Vista Lounge. The Rose Villa Foundation invites you to an engaging and informal gathering to: Learn about the Foundation's work, discover information about new and exciting programs, and explore what you can do if you or your neighbor ever need financial assistance. Resident Board members will be on hand to answer any questions that you may have. Please call ext. 3289 or via Touchtown by June 22.

We will be hiking the **Catherine Creek Universal Access Trail on Tuesday, June 25**. This trail is a paved 1.4 mile round-trip hike, offering views of the Columbia River and Mount Hood as it gently winds down a grassy slope. Accessible for wheelchairs and walkers. You do not have to stay with the group during this hike. Please bring water and snacks to take with you on the hike. After the hike, we'll eat a late lunch at Riverside in Hood River. Bring money for lunch with you. Bus leaves at 9:00 am and will return around 4:30 pm. Sign up required.

Join us for a **book reading by author Susan Stoner on Tuesday, June 25 at 7:00 pm in the PAC**. Susan Stoner is a native Portlander and retired labor union and civil rights lawyer who spent most of her adult life in fights for economic and social justice. There are seven "Sage Adair Historical Mysteries" in her series, told as fast-paced adventures crafted around actual historical facts. Books will be for sale at the event at a discounted rate for residents. This event is open to the public.

We're looking for **volunteers** to get artsy with multicultural kids **on Wednesday, June 26**. Kateri Park is an affordable housing community located in SE Portland that houses refugee families.

On Wednesday evenings, the apartment puts together an arts activity night for about 20 kids. They work on individual and collective art projects like drawing, cut outs, collages, or whatever they might have in their supply closet. The arts activities are volunteer led and may not be structured. Since this isn't a formal art class, they need awesome, flexible, and go-with-the-flow volunteers to come and add creativity and assistance to the class. You will have a great time **exploring art with kids from Somalia, Ethiopia, Burma and Nepal**. Bus leaves at 3:45 pm. No



charge for transportation. Limited space. At this time, the project is not ADA accessible. Sign up required.

### **Fall Down and Get Back Up, Practice Session**

Join Rene' Swar and Laura Lou Pape-McCarthy on **Friday, June 28, at 2:00 pm** in the Training Room. Falls are a leading concern among older adults. Learn about the importance of exercise and fall prevention. Proper fall technique and strategies for getting back up will be demonstrated. If you have questions, please contact Rene' at ext. 3284 or at [rswar@rosevilla.org](mailto:rswar@rosevilla.org).

**Drink wine with llamas on Friday, June 28.** Located at the base of the Chehalem Mountains, Rain Dance Vineyards embraces the natural beauty of the area and provides an intimate tasting experience. During your exploration, sip and savor small-production wines while eating a picnic lunch outside on a relaxing patio. You will even have the opportunity to interact with and feed the vineyard llamas, Blue Ice & Bonzi. A minimum purchase and/or wine tasting of \$15/person is required to go on this trip. *Please pack your lunch.* There is no food offered at the vineyard. Bus leaves at 11:00 am. Sign up required.

**OMA Art Show Friday, June 28, 6:30 - 8:00 pm, PAC.** OMA Artists and volunteers will host an OMA art show with an opening reception that features art created during this springs class series. Come meet the artists and celebrate with them! Evening includes refreshments and silent auction. No cost to attend.

**Produce Market Opening Date – July 2, 10:30am,** Club Room and South Main walkway.

### **Beyond Sustainability: Building a Resilient Rose Villa, Monday, July 8, 1:00-3:00 pm,** Performing Arts Center

The Rose Villa Resident Green Team invites you to come learn more about our community's environmental programs and policies. We will be celebrating the ways in which each department models Rose Villa's values and commitments to sustainability. You can expect another creative effort from our managers; remember the last talent show? You never know what to expect.....

Q&A with the Green Team, Vassar, and other managers about Rose Villa's vision for a sustainable future. Co-sponsored by RV Environmental Services.

**LeadingAge Leadership Academy Visit (FYI), Wednesday, July 10, 11:30 am – 4:30 pm.** Over 50 LeadingAge leaders from across the nation will be visiting

Rose Villa! They will be meeting in the Performing Arts Center, touring our beautiful campus and having lunch. Harvest Grill lunch service may be impacted, so stay tuned for more information coming your way.

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Q1. How can we add more residents to our campus without increasing the capacity of Madrona Grove?

A. Madrona Grove has capacity for 40 residents, and we currently have 38 people living there. Because only 23 people are Rose Villa CCRC residents, out of our 40-person capacity, we have been able to offer 15 beds for outside admissions, meaning these folks moved directly into Madrona Grove without first living in independent living. They are not members of our CCRC. Our practice is that we accept outside admissions when the number of open spaces exceeds the anticipated demand from the Rose Villa community - which it currently does by a long shot. As demand from Rose Villa residents grows (which is not correlated with simple numbers, but with age and health status), we can decrease the number of outside admissions that we accept in order to accommodate the increased need from within our community. In the meantime, the overall community does not have to subsidize empty beds.

Q2. Can you explain why there are so many California Poppies growing on campus? I know they have lots of uses but can also be somewhat invasive. They are never pretty amongst the rose bushes in my opinion!! They are not native plants originally coming from California...are they???

A. California poppies are considered to be native to the Pacific Slope of north America, including Western Oregon - southward into Baja California. In milder winter climates they can survive perennially for several years. When winters are colder they behave as an annual and renew via seed each year. California poppies are enjoyed by many gardeners for their ease of care, drought tolerance and lively flowers. If there is a patch of California poppies in your garden that seem overbearing, please let the Grounds Department know via a work order and we can work on thinning them out for you.

Q3. With changes to our campus as things get underway for Phase 3 at the end of this year, where can we have an indoor walking route, on resilient wooden flooring, with adequate ventilation to replace the walking route in the Rec Hall?

A. Rene is developing a walking map of both North and South Main with approximate mileage (for example, how many times does walking South Main from the mailroom to art gallery equal a mile?). Her target release date is early August.

She suggests another alternative is the weight room where you can ride a bike, or use the elliptical or treadmill in a very nice clean atmosphere.

Q4. I noticed a sign on Laurie Avenue for Uber/Lyft pickups. Could a bench be installed there for people to sit on while they wait?

A. Yes! I am happy to hear you are using this pick up option! We can have a bench installed in the next 2 weeks.

Q5. Why was there a change in cable TV policy and why weren't residents informed? In the Resident Handbook and in the Tech Services description on Touchtown, it says "Basic cable service and up to two digital converter receivers are provided to all Rose Villa residents." We were told by Tech Services there has been a change and now we will receive only one cable box, with a voice activated remote. We really want the two boxes.

A. Although not specifically called out in our contract with Comcast, up until recently we have been able to request and receive secondary boxes for residents through Comcast at no additional charge. In the last year, however, we have been receiving poor cooperation from Comcast on both the new construction side as well as in the service provision to our community through our bulk agreement with them. An example of this has been their resistance to provide secondary cable boxes to our Phase 2 residents and limiting our choices of equipment. This was not a Rose Villa policy change; it was more like the existential despair every Comcast customer faces at least once in their relationship with the Dark Lord.

The GOOD NEWS IS we have just secured an agreement from Comcast to provide an additional box per apartment. They are amending the contract right now and we should be receiving them in the next week.

Q6. Will we saving the two trees in the front lawn of the gray house on Schroeder, just west of the Treasure House, as Phase 3 gets underway?

A. No. Given the site constraints and the design for Phase 3, those trees will not remain.

Q7. Is the Oaks generating more power than the residents use? What are the numbers like?

A. The solar array for the Oaks neighborhood has only been online for about 3 months. It will take a whole year for us to accurately determine if the total amount of energy for the whole year will offset and “zero out” the TOTAL amount of energy the Oaks is consuming for that same year.

Usage and generation for the last 3 months shows that the amount generated has been 14.8 megawatts and the total usage has been 32.4 Megawatts, but with longer sunny days ahead, we are hoping to see this gap reduced. We share your curiosity and enthusiasm regarding the success of the Oaks project and will be sharing updates as the year progresses.

Q8. Does it make sense to install solar panels on more of our south-facing roofs? (Even on the older buildings if it would be compatible with their structures.) I realize there would likely be a large upfront capital outlay and I don't know how much PGE pays for buying back excess power or how long the payback period would be. If there were some way to do this without losing money in the long run, it might be worth looking into for the sake of our planet. I also read about innovative installations of panels separate from buildings that are regulated by motors so that they follow the sun and thus are more efficient.

A. We are very interested in this question – thank you for asking it! We are committed to moving ahead with utilizing solar power and our next zero energy neighborhood is already in the design stage. In addition, we built in several optimal areas of our Phase 1 redevelopment to accept solar panels as this technology becomes feasible – meaning less expensive upfront.

In addition to the upfront costs of installing a solar array on an existing structure, there are also operational costs to re-sell generated energy back to the grid, and a changing landscape when it comes to State reimbursements and incentives. Since we are a 501(c)3, we don't benefit from tax credits which are the most common incentive. We are monitoring this closely and will also be working with PGE in advance, so we are ready to move when the time is right. Frankly, we

hope to see the day when we can purchase the panels and install in-house, which would cut costs considerably. Homeowners are doing this as DIY kits are hitting the market.

Q9. Will Rose Villa be formulating a campus-wide night lighting plan that is non-intrusive to residents yet adequately takes care of all safety issues with walking at night - and also allows us to see the night sky?

A. There are many approaches to night lighting on our large campus. It certainly isn't consistent, as areas have developed based on the needs and requests of the people who live in them, as well as age of our campus in combination with changing technology available at different times. Believe it or not, it's difficult to get everyone to agree on lighting- there have been situations where some residents would prefer more lighting in the exact same areas where we receive requests for less lighting. We also have been experimenting with different types of solar lighting in areas of campus as this technology has matured. Some fixtures have performed poorly, while others are working well. All that is to say, there is no easy path! We do consult with lighting experts and lighting at night is a discussion with every area of campus that I have developed over the past 13 years. (And the light from City of Portland is one of the biggest variable in terms of what you can see of the stars at night.)

NEXT FORUM: Wednesday, July 17, 2019 at 2pm, in the Performing Arts Center