



2020 in Review

LeadingAge Georgia Members Rise to the Challenges...

No-one could have seen the coronavirus pandemic coming. When the virus hit, LeadingAge Georgia members throughout the continuum of care all pulled their teams together, strategized, created policies and protocols for ensuring the safety and well-being of older adults whose lives were entrusted to them.

We celebrate the staff who are tired, concerned about their own health and who show up every day and help provide the kindness that families normally bring. During the pandemic we saw members deepen commitment to fortifying staff who are the heartbeat of our communities and service organizations --- or as LeadingAge Georgia board member and CEO of A.G. Rhodes Deke Cateau says – staff are the secret sauce.

Throughout the pandemic, members had the support of each other, of LeadingAge Georgia and LeadingAge National. The LeadingAge Georgia board brought great leadership, insights and direction for every issue that the pandemic raised. LeadingAge National provided extraordinary public policy leadership on the federal level.

Together, we've worked to problem solve around issues like infection control, keeping staff safe, adequate personal protection equipment, funding to off-set the financial impact of the coronavirus, access to testing, combatting isolation, creating community during a pandemic and having safe visits with families.

We have hopes of an effective vaccine and we'll work together to bring safe vaccinations to those we serve. We'll work together to tackle other issues that arise as we get through the pandemic. We'll continue our focus on creating and maintaining mission-driven cultures that reflect the well-being of older adults and those who serve them.

LeadingAge National is an Extraordinary Leader...

We are very fortunate to have a president of Leading Age who is guided by the mission to be the trusted voice for aging, who welcomes hearing the challenges and concerns of members and who is passionate about public policy for advancing solutions.

Throughout the pandemic, LeadingAge president Katie Smith Sloan and Ruth Katz, Senior Vice President of Public Policy and Advocacy have led highly effective efforts on behalf of members.

Katie and Ruth have extensive backgrounds in public policy and over the years, as great leaders do, they built an incredibly talented team. The LeadingAge public policy team is comprised of specialists with expertise in housing, home and community based services, nursing homes, long-term care support services, hospice, palliative care, and life plan communities.

The team has extensive experience working with CMS, HUD and Congress and are supported by the great work that is done by their nationally renowned research center, the LeadingAge LTSS Center at UMass Boston. The research center blends the expertise of academic researchers at the University of Massachusetts Boston and the applied researchers at LeadingAge. Areas of research include workforce, housing, nursing homes, financing, aging and health and consumer engagement. Additionally, LeadingAge engages members from across the nation for maximum effectiveness with grassroots initiatives.

As soon as the pandemic began, Katie and Ruth engaged the team with the effectiveness of Winston Churchill and his cabinet -- only their war room was virtual.

Some of the extraordinary policy accomplishments of Katie, Ruth and the public policy team include securing CARES funding from Congress and educating members on how to access the funds. They helped pass crucial legislation and shaped policies within CMS and HUD. They helped secure personal protection equipment and testing and they advocated to fund telehealth and other programs that members needed.

The policy team kept members up-to-date with changes, requirements and opportunities through their regularly scheduled web-based coronavirus policy updates. They provided crucial information for accessing funding, infection control, accessing personal protection equipment and complying with policies, regulations and requirements of federal agencies.

The updates featured leaders across the country from all member types sharing their challenges and solutions. Ideas were shared for supporting staff and shoring up elders

experiencing isolation. They also created a forum for state executives from state affiliates to share challenges and solutions on the state level.

LeadingAge worked with leaders across the country to develop the Pandemic Playbook, an interactive collection of insight, wisdom, and critical lessons LeadingAge members have learned about serving older adults during a catastrophic health crisis.

Katie and her team worked with the media during the pandemic to bring awareness to the challenges the pandemic brought and proposed solutions for fortifying LeadingAge members.

Katie and Ruth have been vocal about the need to improve access to care, funding reform for long-term care and home and community-based services, the need to fortify and expand affordable housing and to fortify the workforce. We know they will continue to lead us as we work our way through the pandemic. We can expect Katie, Ruth and their team to continue their excellence in public policy and advocacy and to engage LeadingAge Georgia members on concerns, solutions and extraordinary policy wins.

LeadingAge provides exceptional opportunities for members to connect with each other to share ideas and develop solutions to challenges. The association offers an annual conference with experts from around the country. The conference will be held in Atlanta in November 2021. Additionally, LeadingAge hosts a conference in April for members to exchange ideas for policy solutions and to meet with members of Congress.

LeadingAge offers state-of-the-art training with the Learning Hub. The hub features a multidisciplinary approach and content is developed in partnership with LeadingAge members, experienced speakers and experts from various academic and professional disciplines. The online learning platform enables anyone to access education content from any location using any internet-connected device at any time. New educational content is added regularly to provide aging services professionals with ongoing opportunities to enhance their knowledgebase.

Fortifying our Members through Idea Sharing...

LeadingAge Georgia members have a long history of sharing “for the greater good.” As the pandemic hit, members buckled down and developed policies and procedures for keeping older adults and staff safe. They graciously shared initiatives for infection control, policies and procedures for visitations, information on procuring personal

protection equipment, staff incentives and ideas for engaging residents and overcoming isolation. Members joined LeadingAge Georgia and LeadingAge national calls for ideas. Throughout the pandemic, the LeadingAge Georgia board engaged to lead efforts for sharing ideas. There were calls, emails, Zoom meetings and board members gave great direction for every challenge members faced.

Advocating During the Pandemic...

Throughout the pandemic, LeadingAge Georgia has listened to the needs and challenges of members and has advocated on the state and federal level for relief and solutions. With great leadership from the LeadingAge Georgia board, we lobbied with the Governor's office on a number of issues including, waiving the fingerprint background check during the pandemic, help with infection control, help accessing personal protection equipment for all member types, access to testing and treatments. We asked that the Governor adopt the recommendation of the Society for Post-Acute and Long-Term Care Medicine and deploy alternative care settings so as to protect residents and staff without COVID-19. When in-door visitation policies were released, we asked and were granted less restrictive policies. We asked for a mask mandate due to the level of community spread which put staff at risk for themselves and bringing Covid-19 into buildings. We also asked that unemployment ratings not be impacted for members due to claims made during the pandemic.

We worked with the Georgia Departments of Community Health and Public Health on a number of issues including payment for adult day centers and access to PPE when the Georgia National Guard deployment ended.

During the Georgia legislative session, we advocated for reasonable requirements in the new assisted living bill. The final bill has good protections for older adults and requirements that LeadingAge members supported.

We worked with LeadingAge on federal legislative initiatives and engaged members to contact members of Congress on a number of issues including funding and other areas of support.

We had significant successes advocating during the pandemic; however there are still issues that need more work. We need to garner support on the state and federal level to appropriately fund adult day centers which are at risk for closing due to the poor funding opportunities during the pandemic. We need to ensure that members have

adequate financial support, access to treatments, testing, PPE and vaccines as we get through the pandemic.

Working with the Media...

LeadingAge Georgia strives to be the trusted voice in aging and we have worked closely with the media during the pandemic to provide context as they cover a number of issues regarding long-term care. We brought awareness to the need for personal protection equipment, access to testing and measures for keeping residents and staff safe. We engaged members to be featured in the media and worked together on important messaging.

When the media covered the issue of infection control putting residents at risk in long-term care, we engaged members to show the great infection control measures they are taking to keep older adults safe. We brought awareness of the need to control community spread and the need for the public to help keep staff and residents safe. We also brought awareness to the need for safe visits in long-term care and for safe visits during the holidays.

In an era where the shortcomings of long-term care are often featured, we brought awareness to the caring that is found in LeadingAge Georgia member communities. When the AJC featured an article on holiday visits and the visits are being discouraged due to the risks, board member and CEO of A.G. Rhodes represented his communities and LeadingAge Georgia members beautifully with his quote "We're trying to think out of the box with what we're doing. The heart of the plan is to have nursing home staff serve as surrogate family for residents."

We have more work to do in the area of bringing awareness to the fact that LeadingAge Georgia members create and maintain mission-driven cultures that reflect the well-being of older adults and those who serve them. We expect there to be more media coverage on the shortcomings in long-term care and we will work hard to show how LeadingAge Georgia members strive to ensure that those they serve thrive.

Fortifying our Members through Education...

With great guidance from our Georgia Institute on Aging board and professional development committee, LeadingAge Georgia provided education throughout the pandemic. We provided updates throughout the pandemic to keep members up-to-date on state and federal regulations, funding opportunities and best practices for ensuring safety and well-being of older adults and staff. We shared information from the Governor's office, the Georgia Departments of Public Health and Community Health as well as from the federal agencies like HUD and CMS.

We provided training throughout the pandemic on issues like the infection control policies from DCH for long-term care and residents rights for affordable housing communities. We also provided training on the new assisted living bill and the fingerprint background requirements.

With a grant from our partner, Alliant Health Solutions, Inc., we hosted our Walter O. Leadership Academy. Our initial session was in person and due to the pandemic the remaining sessions were via Zoom. The Leadership Academy included coaching sessions and attendees reported appreciating the one-on-one sessions which focused on their chosen areas for growth. This year, twenty-seven LeadingAge Georgia members completed the leadership academy.

Due to the pandemic, we cancelled our in-person annual conference. With great leadership from Scott Bassett, our director of education and member development and our professional development committee we hosted a successful virtual conference. We had great topics and speakers and were able to provide members with needed CEUS.

We launched a Policy Governance Training Series led by Larry Minnix, former president & CEO of LeadingAge. The training is for leadership of our member communities along with their board members. The training will resume when it is safe to have in-person gatherings.

We worked to obtain scholarships for nursing home members to attend virtual Eden training in order to deepen knowledge on person centered care. We house the Culture Change Network of Georgia whose mission is to change the culture of aging in Georgia to become more person-centered. This year, the annual summit was cancelled due to the pandemic. However, members can access a wide variety of educational videos on person-centered care by visiting the Culture Change Network of Georgia website. The videos were developed by the Georgia State University Gerontology Institute under the leadership of Jennifer Craft Morgan, PhD and a team that includes CCNG founders,

Walter Coffey and Kim McCrae, Rose Marie Fagan co-founder of the Pioneer Network and others.

Fortifying our Members through Partnerships...

Affordable housing members have told us that unmet behavioral health needs are one of the biggest challenges they face. This year, we worked with the Atlanta Regional Commission to bring behavioral health coaches to two of our affordable housing members. The coaches meet with staff to determine which residents need support and then build relationships with residents and help them access clinical services and resources. We are very grateful to the Atlanta Regional Commission for their support and partnership. The Atlanta Regional Commission also provided meals during the pandemic to one of our member communities.

The Thanks Mom & Dad Foundation provided grants for meals during the pandemic for twenty of our affordable housing communities. They also provided masks which were made to residents in approximately forty-five communities/organizations. We are grateful for the support of the Thanks Mom & Dad Foundation.

Fortifying our Members through Cost Savings...

We have an exceptional Group Purchasing Organization in Value 1st. We recognize that any dollars our members save can be put into their mission. Our members who have taken advantage of our GPO have seen substantial savings in areas like food purchasing and maintenance of buildings. We encourage all members to have a participation agreement and take advantage of the savings.

Our Commitment to Promoting Positive Aging...

LeadingAge Georgia is committed to bringing awareness to positive aging and the culture of well-being that our members create and maintain for older adults.

We host an annual event, Profiles of Positive Aging to bring awareness to the meaningful ways older adults engage in the communities where they live. We highlight their roles as mentors, educators, philanthropists, community organizers and great neighbors. We also bring awareness to the ways our members create and

maintain the sense of community and a culture that helps older adults be their best selves as they age.

This year, we chose to move our Profiles of Positive Aging to next Spring. Look for us to work especially hard to get media coverage of individuals who inspire others to have positive aging and to our communities who help make it possible.

Funding to Support the Work of LeadingAge Georgia...

LeadingAge Georgia and our educational arm, the LeadingAge Georgia Institute on Aging and our consumer arm, the LeadingAge Georgia Center for Positive Aging had a combined budget in 2020 of \$853,409. Income consists primarily of membership dues, sponsorships, educational revenue, grants and contributions.

LeadingAge Georgia members contribute substantially to support the mission of the Association. Member contributions include membership dues, support of our golf tournament as well as board pledges and contributions.

Our other primary source of income from non-dues revenue includes sponsorships from our valued business members including our partners including diamond level sponsors Mauldin & Jenkins and Five Nineteen, our platinum sponsor Truist, our gold sponsors Aegis Therapies, Cooper Carry, Dixon Hughes Goodman, Firestar/Parker Young, HJ Sims, Occupied Renovations, Shaw Contract, Simple C, THW Design, Ziegler and Value First as well as our bronze level sponsor Metz Culinary.

We are fortunate to have two partners who have provided funding for scholarships for our members and to support the work of LeadingAge Georgia. Alliant Health Solutions, Inc. provided funding to support the Leadership Academy and Georgia State University Gerontology Institute has provided funding for scholarships for Eden Alternative training as well as educational videos on the Culture Change Network of Georgia website.

With safety precautions to protect members and guests, we had a successful golf and exceeded our fundraising goal. The success of the tournament is due to the great work of Scott Bassett, LeadingAge Georgia director of education and member development, guidance from Jerry Dean Weber of Presbyterian Village and support from a great golf committee. The golf committee includes Weyman Perry, chair elect of the Georgia Institute on Aging board, LeadingAge board members Mark Lowell and Kyle Huhtanen, Walter Constantine of Hauser and others. We moved our tournament to Lanier Islands Legacy Golf Course and members greatly enjoyed the new location.

We secured a paycheck protection program loan for the Georgia Institute on Aging to offset expected income impacted by the pandemic.

Leadership of LeadingAge Georgia...

LeadingAge Georgia has an outstanding board of directors, each of whom are committed to ensuring the highest level of support for all of our members throughout the continuum of care. Board meetings include generative conversations on innovation, member support as well as routine business. Board members have provided outstanding leadership during the pandemic.

LeadingAge Georgia board members include:

Chris Keysor, Board Chair & President/CEO of Lenbrook

Gwen Hardy, Chair Elect & Chief Operating Officer of Presbyterian Homes of Georgia

Mark Lowell, Past Chair & Executive Director of St. George Village

Pam Kauffman, Secretary & Executive Director of Lanier Village Estates

Kyle Huhtanen, Treasurer & Executive Director of Decatur Christian Towers

Dorothy Davis, Board Member & Chief Executive Officer of Visiting Nurse Health System

Eve Anthony, Board Member & President/CEO of Athens Community Council on Aging

Debi McNeil, Board Member & President/CEO of Canterbury Court

John Sims, Board Member & Executive Director of The Lodge in Columbus

Deke Cateau, Board Member & Chief Executive Officer of A.G. Rhodes

Terry Barcroft, Board Member, Chair of Public Policy Committee & President/CEO of Wesley Woods Senior Living

Maria Manahan, Board Member, President & CEO of Campbell-Stone

Leadership of The Georgia Institute on Aging...

The Georgia Institute on Aging board provided great guidance for educational programs and for our golf tournament.

Georgia Institute on Aging board members include:

Karon Winston, Board Chair & Director of Business Services for Lutheran Towers

Weyman Perry, Chair Elect & President of Personal Care, Inc.

James Larson, Treasurer & Managing Director, Healthcare Advisory Services of Dixon Hughes Goodman

Suzanne Brown, Secretary & Human Resources Manager of St. George Village

Carolyn Roper, Board Member & Consumer Representative

Kevin Shaw, Board Member & Executive Director of Kings Bridge Retirement Center

Antoinette Sturm, Board Member & Director of Marketing for St. Anne's Terrace

Beth Cayce, Board Member and Chief Executive Officer of CaraVita Home Care

Mary Helton, Board Member & Corporate Human Resources Director for A.G. Rhodes Health & Rehab

Pat Coppin, Board Member & Senior Multi Property Manager of Housing Resource Center

Laura Rice, Board Member & Administrator of Briarcliff Oaks

Ross Cannon, Board Member & Partner with Mauldin & Jenkins

Julie Parker, Board Member & Chief Operating Officer of Canterbury Court

Tim Knight, Board Member & Executive Director of Health & Wellness Services at Parks Springs Communities

Our Road Map for the Future...

This year, our focus was largely on the pandemic. We all worked together to ensure the safety and well-being of residents/clients and staff. As we move forward we'll continue to focus on the overarching goal of LeadingAge Georgia which is to help members create and maintain mission-driven cultures that reflect the well-being of older adults and those who serve them.

We'll work to meet the goals of our strategic plan which include fortifying the workforce, championing the well-being of older adults, bringing awareness to positive aging and the culture our members create to sustain positive aging, fortifying our members through advancing best practices as well as seeking funding and policies that support the work of our members and growing our reach to serve more not-for-profit and other mission driven organizations who serve older adults.

Prior to the pandemic, we were aware of areas that we need to address by working together through public policy efforts. The pandemic showed cracks in systems and areas that must be addressed in order for our members to thrive. We are committed to

addressing these issues such as fortifying the workforce, obtaining adequate funding so adult day centers and nursing homes don't close and working to fortify affordable housing and other member types. We'll seek legislative funding to expand the behavioral health program in affordable housing. We'll also work with state agencies to ensure reasonable regulations and enforcement. Look for us to engage members for maximum effectiveness as we move past the pandemic and into the future.

Volunteers Help Accomplish our Mission....

We are very grateful to our volunteers. They give us great guidance, help plan educational programs including our conference and our education events throughout the year, our golf event, Profiles of Positive Aging, Georgia Night and other initiatives. They help with smiles and grace on behalf of LeadingAge Georgia members.

Our Professional Development Committee volunteers include Karon Winston, Liana Sisco, Laura Rice, George Tucker, Julie Parker, Suzanne Brown, Walter Constantine, and Antoinette Sturm.

Our golf tournament which is made incredibly special due to the leadership of long-time friend of LeadingAge Georgia, Harry Haisten includes a committee of volunteers including Jerry Dean Weber, Walter Constantine, George Tucker, Weyman Perry, Lauri Ann Brooks and Carolyn Roper.

Our Public Policy Committee is chaired by Terry Barcroft and has members that include Jacque Thornton, Mark Lowell, Chris Keysor, Gwen Hardy, Ned Morgens and George Tucker.

Our Nominating/Awards Committee for LeadingAge is chaired by Mark Lowell and has members of Terry Barcroft and Antoinette Sturm. The Nominating Committee for the LeadingAge Georgia Institute on Aging includes Karon Winston, James Larson, Weyman Perry and Suzanne Brown.

Staff of LeadingAge Georgia include:

Ginny Helms, President

Scott Bassett, Director of Education & Member Development

Susan Watkins, Director of Member Services

Our Exemplary Contract Professionals Include:

Tom Bauer, Lobbyist

Christina Lopez, Accountant

Chris Giles, IT Consultant

Phil Pendergrass, CPA

Walter Coffey, Leadership Academy Instructor

David Sprowl, Leadership Academy Instructor