



Pennsylvania Alliance of Retirement Community Residents

Linda J. Heck, Newsletter Editor

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THE PARCR POST **Issue 9.1 – July 2022**

Welcome to ***THE PARCR POST's*** July 2022 newsletter, which includes information on the following:

- **President Nancy Hann** shares her quarterly message regarding PARCR's accomplishments the past two years under her leadership. [Click here](#)
- **Vice President Lowell Starling** encourages all to visit the PARCR website. [Click here](#)
- **Legislative Chair Gail Stelger** introduces LeadingAgePA's new President & CEO. [Click here](#)
- **Membership Chair Susan Martin** reminds PARCR members to renew their PARCR dues. [Click here](#)
- **Newsletter Editor Linda Heck** provides readers with a tour of the 2022 PARCR Trifold Brochure, which made its debut at the recent LeadingAge PA Annual Conference held in June at Hershey Lodge. [Click here](#)
- **Program Chair Bill Stelger** announces that the topic for the July quarterly meeting, which will be coming to you via Zoom, is entitled ***"The Connected Community: Streaming and Conferencing for Today's Retirement Communities"*** presented by Chris Horsman, CTS and Fred Weidemann, Design Engineers for Morefield Communications, a technology solutions company based in Camp Hill, PA. [Click here](#)

Mark your calendars for October 12 PARCR Quarterly Meeting. Presenter will be Dr. G. Terry Madonna, speaking on the 2022 Midterm Elections. Save the date! [Click here](#)

- **PARCR Community Member, Brethren Village:** Celebrates its 125th Anniversary. [Click here.](#)
- **PARCR Community Member, Pleasant View Communities:** Shares plans for usage of Hoffer farmland. [Click here.](#)

AS A REMINDER

PARCR authorizes and encourages Member Communities to connect electronic communications including Zoom calls from PARCR Quarterly Meetings to their in-house TV networks so that as many as possible of their residents have the opportunity to watch the meetings and benefit from the content.

THE PARCR POST

A QUARTERLY NEWSLETTER FOR

PENNSYLVANIA **A**LLIANCE OF **R**ETIREMENT **C**OMMUNITY **R**ESIDENTS

President's Year-end Message...

As I began to consider what I would include in my letter for this issue of **The PARCR Post** I realized that it is the end of our current fiscal year. And, also, I regret to have to inform you that it is the end of my term in office as your president. So, maybe, it is most appropriate for me recap our accomplishments and summarize my thoughts for future opportunities.

My two years in this position have flown by very quickly and what a time it has been. Even before I took office July 1, 2020, we had started to feel the effects of COVID. I know that COVID was the one overriding factor that affected everything we did. As most of you know we ended up having to cancel both the April and July 2020 meetings as a result of its impact. The new executive committee that took

continued on page 2

QUARTERLY MEETING

July 13 — via Zoom

Topic:

**“The Connected Community:
Streaming and Conferencing for
Today’s Retirement Communities”**

Presented by:

**Chris Horsman, CTS and
Fred Weidemann, Design Engineers
Morefield Communications**

In This Issue

| | |
|--------------------------------------|-------|
| President's Year-end Message..... | 1 & 2 |
| July Quarterly Meeting Details..... | 3 |
| Dr. G. Terry Madonna to Speak..... | 3 |
| Membership News..... | 3 |
| PARCR Website Reminder..... | 4 |
| LeadingAge Names President/CEO..... | 5 |
| 2022 Trifold Promotes PARCR..... | 6 |
| Brethren Village Celebrates..... | 7 & 8 |
| Pleasant View 's Latest Project..... | 9 |
| Information Page..... | 10 |

VISION STATEMENT

**Recognized as an enhanced educational and
informational environment for PA CCRC residents**



Pennsylvania Alliance of
Retirement Community Residents

MISSION STATEMENT

**Promote the exchange of ideas, education, and civic
responsibilities of CCRC residents and encourage them
to aid in decision making within their communities**




Nancy Hann
PARCR President
president@parcr.org

PRESIDENT'S YEAR-END MESSAGE (con't)

office that July was determined to find a way to get us active again. Thanks to the efforts of the committee and Zoom we were able to resume our meeting virtually for the quarterly meeting in October. It was not our ideal solution but we found no other options. Unfortunately, here we are two years later and we are still meeting via Zoom. Hopefully, this pandemic won't last forever!

Other noteworthy accomplishments include the redo of our website and continued improvements to *The PARCR Post* newsletter. I think both communications are greatly improved and, if you haven't done so already, I encourage you to check them out. On the website particularly, besides providing information, we wanted to be seen as a location for sharing questions, concerns and best practices among our communities and individual members. A big thanks to Dale Meadowcroft (website) and Linda Heck (newsletter) for spearheading these efforts.

The only other effort I want to mention is the work done by the executive committee on the strategic plan that sets the direction for PARCR in the future. The focus of this work can be summarized by the following statement – "Building a Better Offering for Residents". To accomplish this objective, we created a vision statement, updated our mission statement

and then established five objective areas to help us achieve the outcome. These objectives include:

- 1) Organizational Infrastructure
- 2) Enhanced Educate and Inform
- 3) Image - positioning and branding
- 4) Membership – growth
- 5) Advocacy

Detailed work packages were developed for the first four. Before taking this effort any further we want to share our plans with you, our membership, and get your feedback on what we want to do. However, since COVID is still around and has kept us from meeting live, this step has been delayed.

I am very proud of the work that was accomplished over these last two years by this dedicated group of volunteers that make up the Executive Committee for PARCR. As we look forward to beginning a new fiscal year, we can have a great future ahead but it takes people who believe in the value of this organization to setup and get involved if any of these goals are to become a reality. As outgoing president, I saw firsthand the value PARCR has to the member communities – its residents and management. So, won't you please consider giving your time and talents to this organization; they are greatly needed to ensure the existence of PARCR in the future.





Bill Stelger
Program Chair
program@parcr.org

THE CONNECTED COMMUNITY

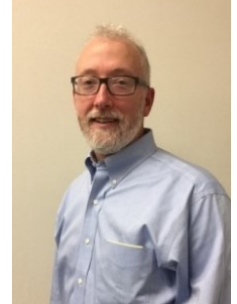
MOREFIELD
communications

July Quarterly Meeting



Chris Horsman

The topic and speakers for PARCR's July Quarterly Meeting will be *"The Connected Community: Streaming and Conferencing for Today's Retirement Communities."* Chris Horsman and Fred Weidemann of Morefield Communications, will discuss how video conferencing and streaming technologies enable retirement communities to be more inclusive, accessible and connected than ever before. The talk will also address strategies for helping residents adopt new technologies with simplicity while maintaining safe internet practices.



Fred Weidemann

SAVE THE DATE: October 12 2022
PARCR Quarterly Meeting
PRESENTER: Dr. G. Terry Madonna
TOPIC: The Midterm 2022 Election



Susan Martin
PARCR Membership Chair
membership@parcr.org

MEMBERSHIP NEWS

Time to Renew

As we turn the calendar to July, PARCR begins its new fiscal year. If your community or you, as an individual member, have not renewed your membership, now is the time to submit your renewal payment. The applications are available on the website (www.parcr.org) under the MEMBER tab.

We received your feedback letting us know you value the programs presented in the PARCR Quarterly Meetings. You acted on the legislative requests to contact your Senator and Representative regarding issues that affect your communities and seniors. Now the Board is requesting the delegates and individual members to understand its urgent need to fill the leadership and committee roles that are open. Our President will be unable to continue to serve the organization due to

medical reasons. The Secretary agreed to serve through 2021-2022 when she stepped into the role as temporary secretary as COVID forced us to virtual meetings in 2020. The Board also has an openings for Vice President and Program Committee Chair.

PARCR is recognized as an educational and informational resource for Pennsylvania CCRC residents with the mission to promote the exchange of ideas, education, and civic responsibilities of CCRC residents and encourage residents to become involved in the decision making process within their communities. For this vision and mission to be fulfilled, the Board needs leadership and involvement to come forward from you, its members, and residents in your community. Let your voice be heard. Contact membership@parcr.org.




Lowell Starling
PARCR Vice President
vp@parcr.org

PARCR WEBSITE Information Source for Senior Living Communities

As we shared in the past, the new website achieves one of our goals to provide new methods for dialogue and sharing of information between member communities. The Community Questions function supports this by allowing a member community to seek information on how to solve a particular problem. When the question is submitted using "Create New Question" under the Members menu tab, it is reviewed by the Webmaster and if approved posted to the "Community Question" page. After the question is posted it will remain for 14 days. When the time limit is reached, the answers will be pulled from the database containing them and posted or provided to the PARCR member asking the question. The responses received for each community question will remain available for all members on "Community Feedback" under the Members tab.

Several communities have successfully used this Community Questions feature. Perhaps your community could benefit from other PARCR member communities to help solve some of your problems?

Another goal identified during PARCR's work on a new strategic plan is to be an information resource for senior living communities. The result was to add a Resources for Seniors Page with links to information from useful sources including the PA Department of Aging and Dementia Friends of Pennsylvania. Since last fall we have added NaCCRA's publications to the resource page. This provides easy access to the publications such as a Bill of Rights for CCRC residents and a Consumer Guide to CCRCs. The most recent addition to the PARCR website is a link to the PA General Assembly's "Find your Legislator" feature so anyone can enter their address and find the names and contact details for their state Senator and Representative. You can find that link under the Legislative tab.

We know that the website is providing value to our members because it has attracted several new members from communities outside our normal geographic footprint.

**Informative
Guest Speakers**

**Legislative
Information**

**Annual
Membership**

**Quarterly
Meetings**

**Community
Question Section**

**Resources
For Seniors**

**Quarterly
Newsletter
The PARCR Post**





Gail Stelger
PARCR Legislative Chair
legislative@parcr.org



NAMES PRESIDENT & CEO

On March 24, 2022, LeadingAge PA announced the appointment of Garry Pezzano, EMBA, MS/CCC-SLP, FNAP as the new LeadingAge PA president and CEO. LeadingAge PA reported Mr. Pezzano is a highly experienced clinical operations and post-acute care leader, recognized nationally as a thought leader in post-acute care. He served more than 10 years in executive roles within Genesis Healthcare and Genesis Rehabilitation Services, most recently as senior vice president of clinical practice. He earned his Executive Master of Business Administration (EMBA) and a Master of Science in speech-language pathology from Rutgers University, as well as his Bachelor of Science in speech-language pathology from the College of New Jersey.



Garry Pezzano
LeadingAgePA President and CEO

to continue to be employed, all TNAs must complete testing through Credentia to become Certified Nurse Aides (CNA). Credentia has experienced significant delays and limited availability. PARCR Members are aware that staffing issues continue to be an issue. To

lose these individuals from nursing home employment would just add to the staffing crisis. LeadingAge PA has been working with Credentia and LeadingAge PA members to assist in resolving problems that are slowing the certification process.

The LeadingAge PA press conference at the State Capitol on March 1, 2022, as detailed and reported in the April issue of **The PARCR Post**, was the kick off of a strong campaign to urge state lawmakers to approve increased Medicaid funding.

LeadingAge PA released information for getting to know Garry Pezzano, President & CEO, in their May Meet the Team. To find out why reading is his favorite hobby, which book is a regular source of inspiration, and why Friday is his favorite day of the week visit <https://www.leadingagepa.org/about-us/bio/pezzano>

On April 7, the Centers for Medicare and Medicaid Services (CMS) terminated the waiver allowing the hiring of temporary nurse aides (TNA) to offer care for more than four months. Facilities could continue to hire temporary nurse aides through June 6. But there is a time limit for training and testing. In order

According to Austin Cawley, Director, Legislative Affairs, the feedback from members of the General Assembly has been positive. Legislators have indicated understanding that nursing homes have been underfunded and there needs to be an increase in Medicaid funding. As much as I would love to provide a glowing, positive report of the results of the 2022-2023 state budget, as of this writing, the General Assembly has not voted on the budget.

PARCR MEMBERS: Stay alert for a Tidbit Update or Alert from me when the final results are available.

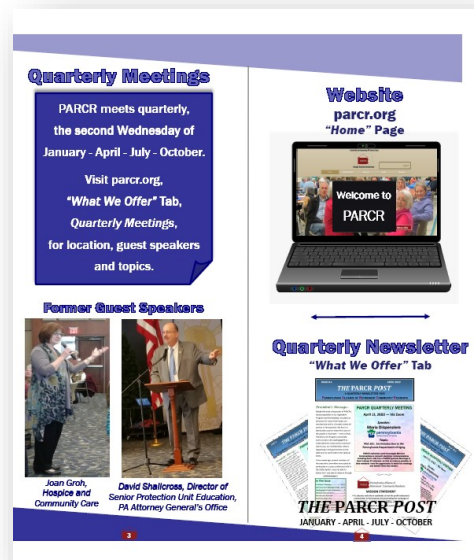


Linda Heck
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2022 TRIFOLD BROCHURE Promotes PARCR

PARCR has added another item to its communications tool chest — **2022 Trifold Brochure**.

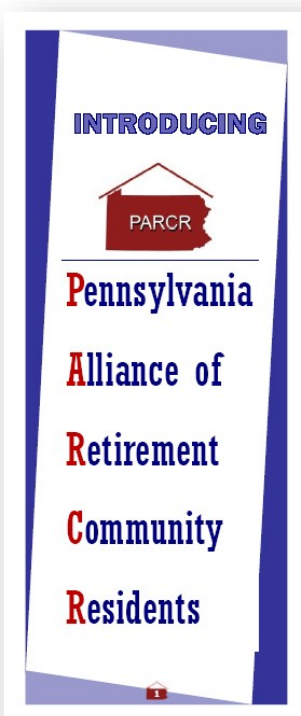
In preparation for PARCR's participation in LeadingAge PA's Annual Conference, June 22-24 at Hershey Lodge, the PARCR Communications Team, consisting of Nancy Hann, Lowell Starling, Linda Heck, and Susan Martin, met to discuss the display for PARCR's booth at this annual conference. In early April, the group approved the PARCR 2022 Trifold Brochure, designed by Linda Heck for inclusion. Linda has also served as newsletter editor since 2017.



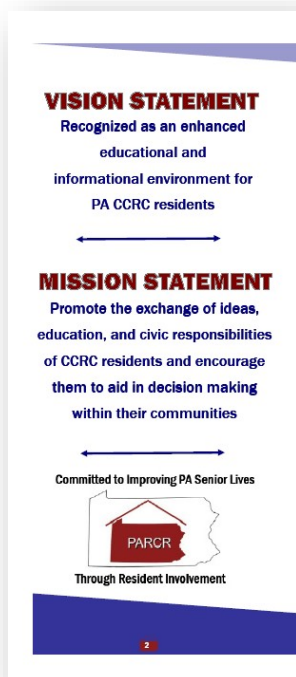
Pages 3 and 4 showcase PARCR's mechanisms to achieve the organization's goals — quarterly meetings with quality speakers, website, and **The PARCR Post** newsletter.



Turning to page 5, the reader learns about membership options and how/where to acquire additional information. And finally, page 6 lists two important PARCR resources — LeadingAge PA and NaCCRA. **The Communications Team is pleased to include the 2022 brochure to the PARCR communications tool chest.**



PARCR's story begins on the front cover with an introduction of the PARCR logo and name definition.



Opening the brochure to page 2, gives the reader insight as to organization's Vision, Mission and Commitment.



CELEBRATING 125 YEARS

Tara Marie Ober

Vice President of Communications & Resident Life

Brethren Village is celebrating 125 years in 2022, and while the mission of Brethren Village has evolved in many ways since its founding, on a farm near Manheim, PA, as a “home for the homeless” in 1897, the care and services that Brethren Village provides are built on the solid foundation of the founding individuals and congregations.



Manheim, PA 1897

Originally located in Rapho Township, the Brethren Home moved to its current location on Lititz Pike in 1910 and established the Brethren Orphanage on its



Humorously, Residents were once called “inmates”. They are pictured here on the steps of Founders’ Hall, along Lititz Pike.

campus in 1912. Many buildings and expansions increased the footprint of the facility in the years that followed.



Aerial photo of Founders’ Hall and Brethren Orphanage

In 2017 when Brethren Village celebrated its 120th anniversary, it couldn’t be known that the following five years were going to be so historically important. Living through a pandemic the past two



Current aerial photo of campus

years has caused the organization to think about how history will remember this chapter in BV’s history.

continued on page 8



CELEBRATING 125 YEARS (con't)

Tara Marie Ober

Vice President of Communications & Resident Life

Being in the midst of the pandemic was challenging, and the ripple effects of the pandemic are a reminder that it's not completely behind us. But reflecting on all the world historical events that have occurred in the past 125 years, we can see the enduring values that sustained BV all these years.

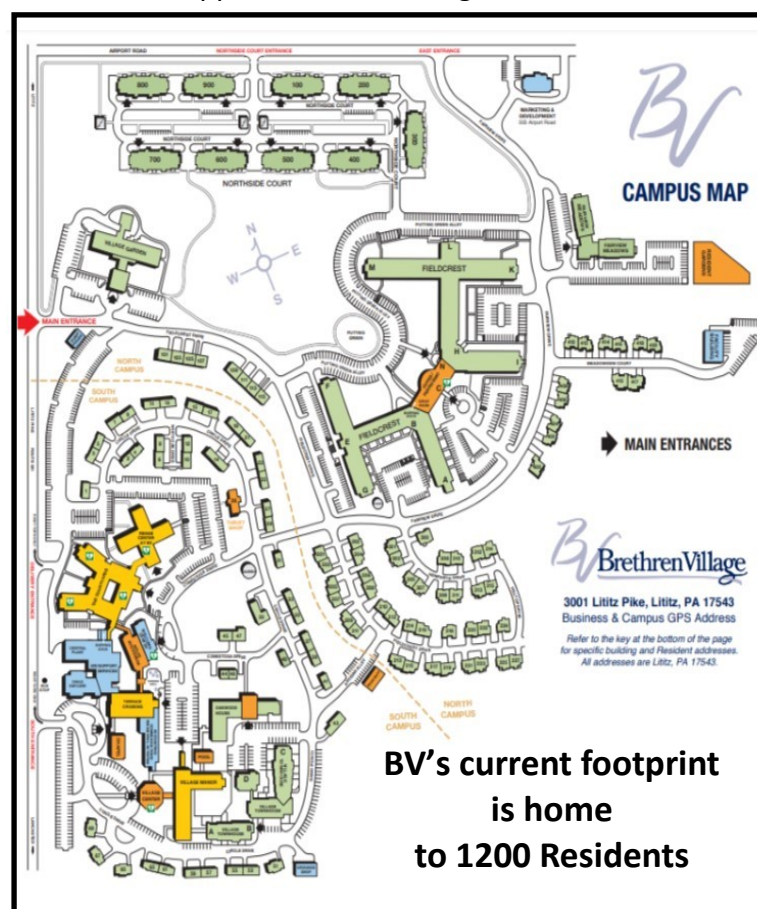
Brethren Village's value of caring is rooted in our historic and shared history with the Church of the Brethren. The Brethren, as Jesus' followers, love God and each other—and take that love into the world as the outflowing love that seeks not to receive but to give. In the future, we hope that our community will be marked by the ability to live together in an increasingly divided and polarized world. Even as our community is rapidly diversifying, this sense of common unity around shared values is deeply Brethren.

Throughout its history, Brethren Village has been blessed with quality leadership and extraordinarily committed Team Members. Past leaders navigated Brethren Village through world wars, economic recession and depressions, and seismic cultural changes. Today our board and management leadership, guided by our mission and core values, are committed to high standards of professionalism, consistency in performance and dedicated to excellence which will be tested as we navigate the complexities of healthcare. We are proud of and grateful for the commitment of our Team Members who exemplify our core value of caring every day.

Six generations have passed in Brethren Village's history. Two of our current Residents, Tom Taylor and Priscilla Michael-Enck, are descendants of one of the founding board members, I.W. Taylor. There are

current Residents whose grandparents lived here in the 1960s! And, there are numerous Team Members whose grandparents, or parents, live at Brethren Village. This enhances the deep sense of community that accompanies our 125 years.

With the ongoing support of our valued stakeholders, BV will be home to many more who will experience the ministry and mission that was sparked to life in 1897. As always, our roots are the people who live, work, and support Brethren Village.





FARMING IS IN THE BLOOD OF PLEASANT VIEW

Kailah Buckwalter, Marketing Specialist

Pleasant View Communities opened its doors as a rest home over 67 years ago across the street from a little farm in Manheim. That farm was the childhood home of Edna Hoffer, the founder of Pleasant View, and was used to supply the home with food and other necessities required to care for residents. To this day, Pleasant View still owns acres of surrounding farmland, including the original Hoffer Farm. It is plain to see when you step onto campus that farming is in the blood of Pleasant View, where many residents are retired farmers or come from an agricultural background, and can participate in a variety of shared garden plots and greenhouses to keep their hobbies alive.

A recent addition to those shared interests is hydroponic farming. Using a water circulation system and timed artificial light, Pleasant View is successfully growing micro greens and herbs, some of which are used in the on-



campus restaurant, Hearth and Harrow. Basil, cilantro, parsley, dill, chives, arugula, kale, and more are currently thriving in the hydroponics farm. Residents have the opportunity to learn about the process and help care for the plants, providing more opportunities to get in touch with their farming roots, or start a new hobby.

There are big plans for the Hoffer Farm, and some of them are being implemented as early as this summer. On the north end of the farm, hoop barns have been constructed, along with fencing and a chicken coop. By the

end of summer, Pleasant View will be home to three



female alpacas, three winter-born sheep, three pygmy goat kids, and eighteen chickens. The goat kids are expected to arrive first, as soon as a few weeks, and the alpacas will arrive at Pleasant View bred, so residents, staff, and visitors can look forward to seeing and interacting with baby animals in the near future!

The future plans for the fifty acres of farmland are currently underway, and will offer new and exciting opportunities for residents as well as the larger Manheim community. It will include a Cultural Center, a day care, makers space, event space, and will be the new home to the Manheim Library. There are also plans



to cultivate native plants and flower gardens, as well as orchards, creating potential for a market, farm-to-table opportunities with Hearth and Harrow Restaurant, and a way to give back by providing food to organizations feeding hungry families in the community. There will also be a walking path built that will carve its way around the farm, expanding the already existing walking path around campus that many currently enjoy.

Pleasant View is hoping to begin construction on this exciting project in the spring of 2023. If you would like more information on how to support the Hoffer Farm project or to keep up with progress, please call 717-665-2445 or visit www.pleasantviewcommunities.org.

PARCR LEADERSHIP TEAM

OFFICERS

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Nancy Hann
Pleasant View Communities

Vice President
Lowell Starling
Bethany Village

Secretary
Cheryl Rhodes
Quincy Village

Treasurer
Terry DiGruttolo
Masonic Village

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Cornwall Manor

Tony Wright
Bethany Village

Jim Markell
Quincy Village

Susan DiGruttolo
Masonic Village

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Gail Stelger
Cross Keys Village

Membership
Susan Martin
Normandie Ridge

Newsletter
Linda Heck
Brethren Village

Program
Bill Stelger
Cross Keys Village

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Jonathan Hollinger
President/CEO
Pleasant View Communities

Steve Lindsey, CEO
Garden Spot Communities

Larry Zook
President/CEO
Landis Communities

WEBMASTER

Dale Meadowcroft
Bethany Village



OFFICIAL WEBSITES & CONTACTS

LeadingAge PA, www.leadingagepa.org

Austin Cawley, Director, Legislative Affairs

NaCCRA (National Continuing Care Residents Association), www.naccra.com

Dan Seeger, Representative



THE PARCR POST INFORMATION

THE PARCR POST is a quarterly newsletter for **PENNSYLVANIA ALLIANCE OF RETIREMENT COMMUNITY RESIDENTS**. Its purpose is to share PARCR information, and ideas/happenings from PARCR member not-for-profit CCRCs. If you are a PARCR Member Community Staff Contact and would like to share an article of interest from your community, contact the editor at parcrpost@parcr.org.

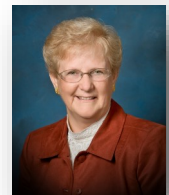
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Linda Heck, Editor