



The Hotline



Summertime nostalgia!

- Campfires and marshmallow roasts!
- The vacation house!
- Trips to the beach!
- Flip flops and Bathing suits!
- Lazy days and warm nights!
- Chairs that get up when you do!

- Many flavors of ice cream!
- Long evening walks!
- Hotdogs on the back yard grill!
- Gardening.
- Parties! Lots of parties!
- BBQ outdoors with friends!



A Big Success for the Eastern Region Meeting

Carol Woods in Chapel Hill was the host for the Eastern Region meeting on May 4. Because of continued restrictions concerning Covid, we decided to hold it by Zoom. Although we were not able to visit in person with the participants, we were able to open the meeting to all CCRC residents across the state. We had 178 registered participants and several CCRCs provided viewing rooms for the Zoom call.

The Keynote speak was Scott Townsley, who is the Managing Principal of Trilogy Consulting. His topic was *“Radical Introspection: CCRCs/LPCs Past, Pandemic and Future.”* Here are some of the highlights of his presentation.

What has the pandemic revealed about the infrastructure and other aspects of CCRCs?

- For health centers, we learned that certain building types (skilled nursing facilities with semi-private rooms) spread infection. Additionally, we were not prepared to address infection control although the policies were already in place. We learned that smaller facilities limited the spread of infection.

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The Hotline is published quarterly, in March, June, September and December by the North Carolina Continuing Care Residents Association. Submissions and other Hotline-related communications should be addressed to the

.....from *Sindy*

Eastern Region, continued:



- During the early stages of the pandemic, there was increased interest in moving to a CCRC. But that interest dwindled as the months drug on.
- Those interested in a “senior living community” became more interested in rentals than in paying large entrance fees. Therefore, over-55 communities were increasingly popular as well as hybrids of independent living/assisted living. ■
- The good news for CCRCs is that households over the age of 75 with sufficient income are becoming more interested. However, many of them have an active lifestyle and they are looking for a CCRC that can provide things such as golf, tennis, swimming, fine dining, in-house theater, etc.

What about the CCRC workforce?

- There is no evidence that the people willing to work in service jobs for less than optimal wages are going to want to return to work after the pandemic.
- This is not a new crisis. In a presentation in 2019, Mr. Townsley asked his audience how many had moderated their strategic plans because of workforce issues. He estimated about 80% responded “yes.”
- Because of these shortages, he suggests that artificial intelligence, robots, and a significant investment in technology are going to restructure the way work is performed.

Will there be free-standing CCRCs in the future?

- There is an increasing number of stronger CCRCs which are considering mergers and affiliations with other organizations to increase their competitive edge.
- There are many reasons that a CCRC might consider an affiliation: accessing capital, creating scale, building depth of people and tech resources, creating efficiencies, and facilitating growth.

Scott Townsley ended his presentation by quoting from *Seeing Around Corners*, a 2019 book written by Columbia professor Rita McGrath. “When you can see far ahead, you can adjust your trajectory with a small move of the steering wheel. But when you see only after the inflection point is upon you, it requires a big jerk of the steering wheel.”

NC Sales Tax Issue

NorCCRA has been working with LeadingAge to educate legislators on the issue. In 2021, the House of Representatives included the exemption in their version of the budget. However, it was not included in the Senate version. We are hopeful that during this short session that both houses will agree to the exemption. The General Assembly convened on May 18 and once we have information on the sales tax issue, we will send out a legislative announcement to your RA Presidents and NorCCRA representatives. Stay tuned!!

President's Message.....from John

Time passes rapidly, especially when you are busy

It seems like just yesterday I was writing about COVID, psyches, scams and CCRC residents for the March 2022 *Hotline*. The past 3 months have been a very busy time for NorCCRA and our volunteer officials. NorCCRA's highest priority remains blocking the possible imposition of sales tax on all or part of the materials and services provided by CCRCs to their residents, followed by the workforce intensive, total revision of the North Carolina CCRC statutes.



Additionally, we have been busy with the planning and execution involved with the Eastern Region Annual Meeting on May 4th; the planning for the Annual Board of Directors Meeting to be held on Zoom on Tuesday, June 7th; and the advanced planning for our all member Annual Meeting to be hosted by Croasdaile Village in Durham on Tuesday, October 4th, 2022. The Board of Directors is composed of all NorCCRA Community Representatives, and the statewide elected and appointed officers. I strongly encourage all community Reps and Co-reps to attend the important BoD meeting on June 7th.

During the past few weeks, I became painfully aware that one of my favorite ornamental landscape trees, the Bradford Pear, is a bad actor. Bradford Pear trees are inexpensive, fast growing, produce elegant white blooms in the spring, and generally don't survive beyond 20 years. The last fact allows them to be planted closer to homes etc. than other long living breeds. The failed tree can be cut close to the ground, and a \$19 replacement can be planted just a few feet away. I should have realized 15 years ago that they were not all good. A portion of my waterfront property on Lake Tillery was leased from the power company that "owned" the Hydro, electricity producing lake. The lease required that any trees removed for any reason had to be replaced numerically. Nature grew many Sugar Gum trees on that property, and thousands of annual prickly gumballs are not conducive to enjoyable living. I had hoped to replace many of the Sugar Gums with Bradford Pears, but my request was promptly denied because Bradford Pear trees were not native to NC. I'll let interested readers Google Bradford Pear trees to discover all of the bad genetics and characteristics this breed harbors.

Save the Date "**October 4, 2022**" and plan to attend the NorCCRA Annual Meeting to be held in person at Croasdaile Village in Durham NC. The meeting agenda will include speakers discussing topics of current relevance, legislative updates and election of officers.

Outsmart the Store (Before It Outsmarts You)

If you've ever taken "just a quick trip" to the grocery store for a couple of things but ended up ringing up with an overflowing cart, you are not alone - or immune. This is just what the minds behind the design of supermarkets want to happen. Learn how to spot their strategies before you fall for them again.

The middle shelf on a tall rack is premium space - some brands might even be paying extra to be right at your eye level. Check other options on higher and lower shelves to make sure you score the best deal.

The store didn't plop that giant tower of paper towels in the middle of the cleaning aisle by mistake. Shoppers often think larger displays must mean the item is on sale. These displays are designed to engage consumers so they spend more time considering the product. Fight the subliminal pull by searching out the competing brands (even if they're in another aisle) before you put items in your cart.



Special signage might imply a sale but not actually mean much (think "hot item!" or "great price!"). And prices ending in ".99" make you think you're getting a bargain - even when you're not. But you can start to beat the store's game by only buying an item when you need it, and not because it appears next to a fancy sign.

When you spot a "two for" offer, check the price of a single item to confirm that it's a deal - it often isn't! As for those "Buy one, get one free" offers, it's only worth it if you'll use the food before it expires.

The checkout aisle hot spot for impulse shopping is packed with little splurges such as seasonal candy and magazines. Ignore the items in this aisle unless it's a must-buy item you already had on your shopping list. If you can manage the self-checkout aisle, go for it.

Many national retailers now feature their own in-house brand, which often adds up to instant savings for the consumer. Plus, some stores offer the generic level that's exactly the same as national brands or along with a premium brand that might offer something that's even better than the national brand.

Giant carts might feel convenient for family shopping, but they're really just another cue to get you to spend more. When shoppers have a cart that's not full, they start wondering if they missed anything. Stick to a basket or a smaller cart when possible.

Adapted from a Food Network article online

Meet your NorCCRA Officers:

These individuals are the 'front office' of NorCCRA for 2022.



**President:
John Olmstead**



**Vice-President:
Charles (Skip)
Kingan**



**Secretary:
Caroline Filbert**



**Treasurer:
Joe Liegl**

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Carolina Meadows -

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Follow-up on Scams and Frauds

Last Fall's annual meeting featured a review of scams affecting seniors and ways to avoid them. This is an update on that subject.

Last year on June 30, 2021 cellular phone users got a pleasant surprise from their phone carriers. That date was the deadline set by Congress for cellphone carriers (Verizon, ATT, T-Mobile and all the rest) to start using the technology known as "Stir/Shaken", which enables American networks to verify that caller ID information is legitimate.

The Stir/Shaken technology will help reduce fraud, but it is not a 'silver bullet. It can tell you accurately who is calling, but it cannot tell you whether the caller is a "good guy" or a scammer.

That Stir/Shaken technology, and the ruling by Congress, is meant to crack down on "spoofing" – a fraud practice that sends a false caller ID telephone number. Scammers use spoofing to try to convince you that the call comes from a friend, or someone in your home area code, or a local number.

Your help is needed in enforcing this ruling. If you receive a call on your cellphone that says it comes from a different phone number than it is actually using - - for example if it says it's from a neighbor back home but actually isn't - - you should do two things right away: (1) hang up. Don't even let the caller finish their "spiel"; and (2) report the incident to the FCC at consumercomplaints.fcc.gov.

CCRC Statute Revision

This revision is a much longer process than anyone on the Department of Insurance CCRC Legislation Task Force had envisioned. Of the 20 members on the Task Force, five are NorCCRA members. In addition, NorCCRA has put together a nine-member Workgroup adding four additional NorCCRA members to the five who are on the Task Force. The Workgroup is meeting weekly and the Task Force is meeting bi-weekly. It is no exaggeration to say that the NorCCRA members are averaging between 10 and 15 hours a week on this revision

In February we received the first five parts of the proposed language from DOI. There are an additional ten parts on the 48 pages that we have not seen because the Department's legal counsel is still reviewing those pages. The downside is that many of the first five parts reference proposed language in the remaining 48 pages which we have yet to see. Both NorCCRA and LeadingAge have workgroups who review and provide suggested revisions to the proposed statute. The other remaining ten members (representing "the senior living industry") respond with their own ideas.

If you tell the truth, you don't have to remember anything. --Mark Twain

Need Any Help? Call Scooter

Carolina Meadows has a new employee that is 100 per cent reliable, never ill, always on time, totally agreeable and does not have accidents. It delivers meals from the kitchen, and dirty dishes back to the kitchen.

Scooter is a robot that has many skills. For instance, it can speak. When human servers have removed the last dinner plate, the robot says, "Enjoy" and heads back to the kitchen. Scooter maneuvers from the kitchen around tables and chairs, knowing exactly where to deliver the food. If a person steps in front of the robot, Scooter politely stops or goes around to avoid a collision.

So far, the only negatives are that Scooter can only deliver four meals at a time; it does not do well with brothy soups; it can't navigate doors; and has no arms so can't move dishes to and from the table.

There have been no accidents, no scares and only one glitch when a human failed to plug Scooter into its overnight charger. Fully charged, it runs eight to ten hours, no breaks needed.

But Scooter is no April fool's joke. Residents are curious about and amused by Scooter's presence, and are disappointed if Scooter does not deliver their meal. The staff is very pleased with the new helper that picks up orders in the kitchen, and returns empty dishes back to the kitchen, allowing greater staff presence in the informal dining room. Serving robots are not cheap, but the costs are about half those of a human server. Carolina Meadows has a three-year robot



GIVENS ESTATES RESIDENTS SHOW COMMITMENT TO THE ENVIRONMENT

Givens Estates residents celebrated Earth Week with a series of activities, beginning with "Earth Day" on April 22nd. The event was organized and directed by the Earth Week Planning Task Force, which is affiliated with the Givens Estates Resident Council and consists of members from a variety of resident-led committees. Events included an electric car show featuring some early models and the newest e-auto technologies. The week's activities culminated with a ribbon-cutting ceremony for the campus's new electric vehicle charging station. The EV charging station is solar-powered and can support up to four vehicles at one time.



The environment enjoys broad support from residents and leaders of the community. Resident Gerry Meyer, the chairperson of the Environment Committee, remarked, "The environment is one of many things Givens Estates residents are passionate about. Earth Week brings together people who love not only the environment but also science and

technology.

From Gerry Meyer and Jeanne La Roe

Questions? See NorCCRA's Sustainability Forum, norccra-sustainability@googlegroups.com.

If not a member, send an email to zircher@me.com to join.

MEMBERSHIP NUMBERS MATTER - RECRUIT A FRIEND

The current session of the NC State Legislature is especially important to you, because this is the year that there will be or won't be a sales tax exemption for your monthly CCRC fee. It's going to be decision time on that issue in Raleigh during this year's legislative session. Membership allows you to be heard!

During this legislative session would be a very good time to recruit one friend or neighbor to join NorCCRA. Politicians know for certain just two things: the first one is that their elected positions depend on voter numbers, and the other one is that seniors vote. Your membership will help.

News Flash! Your Brains do NOT deteriorate with age!

New studies from the AARP Global Council on Brain Health demonstrate how we can sustain healthier brains across our entire life span. The reports are dispelling the false assumption that when you get old your mind fails you. Check out their Staying Sharp website at <http://stayingsharp.aarp.org/> and learn how you can apply their knowledge to your life.

As you may know, NorCCRA is the only North Carolina organization that focuses entirely and exclusively on the needs and interests of CCRC) residents, and monitors state rules and regulations concerning each CCRC's financial viability.

We are an organization staffed by volunteers, and for our continuing viability we need to fill leadership roles with members that understand what is required in these positions. Accordingly, we have developed job descriptions for each of these important positions. Each CCRC Community Representative has access to these position descriptions. In addition to the traditional administrators (President, Vice President, Secretary and Treasurer), we have a need for volunteer personnel in many positions.

If you might be thinking about working with us for the benefit of all CCRC residents, please let your Community Representative know about it today.



Application for membership in North Carolina Continuing Care Residents Association

Name: _____ Community: _____

Spouse's name (if applicable): _____

Address: _____

Email address: _____

Fee: \$12 for individual; \$20 for couple; \$80 individual life membership; \$135 life membership for a couple

Please make check payable to **NorCCRA**. Give your check and application to your local NorCCRA rep.

Otherwise, mail to Susan Rhyne, 3913 Muhlenberg Court, Burlington NC 27215

Thank you.