



Rotary Club of Santa Rosa West

Bulletin for December 3, 2007 Assisted Living

By Bill Dodson

Preliminaries

President **Fred Zmarzly** eloquently called the meeting to order of this very fine chapter of a great organization at the St Rose Meeting Hall.

Pledge: "**Von**" **Von der Mehden** did a fine job of leading us in the Pledge of Allegiance.

Rotary Moment: **Harry Rubins** reminded us of the connection between luck and opportunity.

Our Greeter: **Gail Johnson** was our official greeter and announced our two visiting Rotarians: **Mark Burchell** and **Larry Myano**.

Guests: No guests today!

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Coming Up:

12/10 – Jeff Gilman, SR Rescue Mission

12/17 – Michael Frank, SR Asst City Manager

12/24 - Dark

12/31 - Dark

1/7 - Jack Lawrence - SRCA

1/14 - Chris Parr Rotary Membership

Announcements and Such:

John Palmer and **Ralph Lassa** are birthday boys this week.

Chuck and **Barbara Baker** are celebrating being married this month a LONG time. Congratulations!

Roger Olson has transferred to the Healdsburg Rotary Club to reduce his commute.

Ruth Lincoln is very supportive of the students of Ridgeway High's accomplishments, often under trying circumstances. **Ken Dansie** also acknowledged the exceptional rate the graduating class is continuing their education at the Junior College and elsewhere. So **Ruth** passed the hat to contributions to help those students meet their goals.

Ray Mattison offered up two tickets to the Symphony for the following Saturday.

In the continuation of a very fine tradition, **Harry Rubins** extended his match of \$100 each to the first ten people who agreed to contribute another \$100 beyond the original \$140 pledge for the year to the Rotary Foundation. Ten Rotarians quickly stepped up to the plate. Harry is what Rotary is all about. Thank you!!

Crab feed tickets are available from **Bob Zeni** again this year for \$60 each. And **Susan Nowacki** suggested we contribute unwanted Christmas gifts to the silent auction. **Jim Benoit** handed out raffle tickets to sell and Harry Rubins suggested using them as gifts to favorite clients/customers for the holiday season.

Ginny Pitts noted the recent news item about the Gates Foundation working with Rotary International to help finally eradicate polio once and for all.

Recognition

Recognition from master finer **Mike Moore**:

Pam Davis is extremely happy to report the arrival of her first grandchild! Grandma Davis said her son and the new mom are doing well.

Ginny Pitts was recognized for visiting New York City, seeing 'Hairspray' and going to Radio City Music Hall to see the Rockettes Christmas show!

Raffle

Bryan Jamar had the winning ticket but managed to avoid the winning marble. **Von von der Mahden** won the great bottle of wine.

Program: Assisted Living, Lisa Longhearst

David Wattell introduced **Lisa Longhearst**, Piner High School graduate of '93 and public relations person with Avalon Assisted Care Living in Santa Rosa and Sonoma.

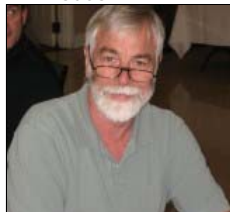
Lisa pointed out the difference between assisted living (non medical model) and a skilled nursing home (medical model). The main reason people choose assisted living is due to their loneliness.

Regulated by California's Title 22 codes, assisted living costs an average of \$6,234 per month for a private room. Of that amount, only \$2,714 is for rent. The remainder provides for services such as meals, cleaning, help bathing or help with medications. Assisted living facilities are required to respond to any clients needs within five minutes of a request.

Dementia and memory care type facilities are becoming more numerous as the population ages. Currently five million people in the US suffer from such conditions; the number will increase to sixteen million by 2016.

Lisa suggested people consider long term health care insurance as medicare does not cover many of the costs of long term care.

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