



Winter  
Weekly

# Reader

Volume 142, Issue 202, January 21, 2016

The Plano Rotary Club  
www.PlanoRotary.com

## INFOMERCIAL!

### UPCOMING MEETINGS

Jan 21st  
"Annual MLK Holiday Presentation"

Jan 28th  
"Plano Symphony Orchestra"

Feb 4th  
"Club Assembly"

### JANUARY BIRTHDAYS

Pamela Little	Jan 04
Jo Vai	Jan 05
Lynette Pieper	Jan 06
Yoram Solomon	Jan 08
David McWhorter	Jan 15
Jerry Aris	Jan 17
L.B. Showalter	Jan 17
John Brodhead	Jan 20
Alan Feigenbaum	Jan 21

**R**ANDY WRIGHT leapt from his hospital bed to lecture us yet again about the proper way to introduce a guest (in this case, his nephew, **Brad Taylor**), named last so us fossils of the



*Geriatric Club of Plano* don't forget the name by the time you finish. He was also showing off his super-glued throat where a portion of his thyroid is missing. Those of us at his table weren't hungry anyway.

Since **President Paperweight** was AWOL, President-in-Waiting, **David McWhorter**, chaired the meeting, opening it at 12:15 and summoning **Ean Sullivan** for the Invocation and **Bob Pikna** for the Pledge. **FLASH Flannery** offered a prayer for Ean's memory since this was the 2<sup>nd</sup> meeting of 2016. **Odysseus'** Alter Ego<sup>1</sup> was again our Greeter.

**Earnest Burke** read us the January birthdays, gallantly omitting the years, and brought forth Ean Sullivan to command us in song, **Happy Birthday to January**.

<sup>1</sup> Odysseus organized his men's escape from the Cyclops by blinding him and exiting his cave under the bellies of his sheep. When the enraged Cyclops demanded Odysseus' name, he was told "*Noman*." The Cyclops reported this to his father, and the god Neptune said, "*If NO MAN did this to you, it must be the work of the gods*," and Odysseus escaped Neptune's Wrath.

**Rick Horne** substituted for **SERGEANT BARBERA**, permitting us to escape **INSIDE THE ROTARIAN STUDIO**. Rick welcomed **Jim Adams** (*Richardson Central*) and from *Metro*, **Mike Zack** and **Alexis Naccarato**. Besides Brad Taylor, former Rotarian **Blake Whitehouse** was the guest of **Herb Hoxie**, and **Charles Milby** introduced colleague **Rob Pettiti**.



"Service Awards" went to **Chris Parr** (14), **Mary Jo Dean** (21), **Olin Jaye** (22), **Mark Johnson** (23), **Rick Maucieri** and **Johnny Lewis** (both 28), **Howard Matson** and **Larry Flannery** (both 32).

Olin Jaye introduced our infomercial speakers of the day: **Avery de Sostoa** with *Brookdale Corporate* and **Sharon Reed** from *Brookdale Plano*, whose birthday also



continued on page 2



fell in January and so enjoyed Ean's birthday wishes.

Olin contrasted the 20K employees brought recently to Plano by corporate relocations with an aging population in need of senior housing. This was the cue for the sales pitch that followed.



Avery spoke about "*Caregiving as a Corporate Issue*," urging us to pay attention to our butts which were sitting on her flyer.

She began with an anecdote about a daughter whose 89-year-old mother was found driving around town immediately after cataract surgery. The daughter rushed to the mother's home in rural Texas to discover an empty refrigerator, the mother having canceled *Meals on Wheels*. She knew "*she needed her mother closer*."

Our national longer lifespan and tendency toward late parenthood means that more people find it necessary to care for their parents AND their children at the same time. Avery called this "*the Sandwich Generation*." And they discover that "*their parents need more emotional support than their children*." So there is a market of **33M** unpaid caregivers to which *Brookdale* and its ilk to sell solutions.

Understanding that her audience probably included more employers than Sandwiches, she framed her arguments in terms of the disasters that befall the workplace when it inadvertently hires a Sandwich.

- 81% routinely took time off during a workday
- 64% arrived late and/or left early
- 11% take a leave of absence, and
- 7% seek jobs with fewer hours or demands.

The workplace reacts to this with several strategies:

- 43% refer the Sandwich to Elder Care facilities
- 41% offer Dependent Care Assistance
- 7% offer Respite Care Services.

74% of employers say that these tactics lead to improved productivity. And retention increases; 58% stay in the

workforce longer. These strategies also lead to a decrease in absenteeism.

Noble to its core, *Brookdale* offers to "*help partner between employers and employees*" to make available "*reliable information*" and "*tell you what to look for*." It sets up workshops and even offers "*onsite support*."

Ms. de Sostoa introduced her "*expert in the Plano market*," Sharon Reed, who took over the presentation.



Sharon described the many levels of elder care starting with **Independent Living Communities** where seniors "*go to have fun*." These offer minimal to no medical assistance.

Further along the spectrum lie **Assisted Living** facilities that offer "*help with daily living*," medication management, and the like. These can cost

\$2.5K per month or more.

**Memory Care** is for patients whose "*cognition has declined*," while **Dementia Care** is for those who are "*exit-seeking or misbehave*" in other ways.

**Skilled Nursing** facilities are often **Rehabilitation Centers** which also offer **Occupational Therapy**.

Then there is **Long-Term Care** where a patient is treated at home under their doctor's plan. This can include **Pain Management**, **Wound Management**, **Physical** and **Speech Therapy**.

And finally **Hospice** which "*no longer means End-of-Life care*." But all of it costs, and the expenses are borne in many ways.

- Private Pay
- Long-Term Care Insurance
- VA Benefit Programs
- Medicare funds service "but not care."
- Life Insurance (cashing in)
- Home sales



Olin Jaye inquired about “the range of costs” of these many services. He was told that Independent Living facility expenses start at \$1,300 per month. Assisted Living begins at \$2,500 plus the “cost of care.” Memory Care might run \$4,500 per month, and Skilled Nursing comes in around \$5K.

**Alex Johnson** asked what Medicare provides. He was told “there are some beds for Medicaid” patients who were “grandfathered.” And “Star Plus” may be available.

Rick Maucieri asked about facilities in Plano. Brookdale has three in the City and one in McKinney makes four. The Midway facility is pictured in page 2.

**David Bowman** asked about reviews and ratings. He was referred to QRSDADS to Google for public information and State Survey results.

David McWhorter offered our woefully dangerous **Perpetual Rotary Paperweight** with suitable warnings.

Earnest gave us a teasing preview of next week’s MLK program which includes neither singers nor “**Doc**” Gibbs, “but don’t use that for a reason not to be there!” He promised a speaker “well-known in the Dallas area.”



He also walked us through the Plano MLK celebratory events beginning this (last) Saturday at 8 am with the Power Leadership Breakfast at Collin College’s Spring Creek Campus. There’ll be a Wellness Fair as well.

On Monday, the MLK March begins at the Archerwood (Parker Road) DART Station.

**Dr. Myrtle Hightower** invites us all next Thursday at 7 pm to Williams High School for the PISD MLK Program.



**FLASH** told us of an aging beauty queen whose New Year resolution was to take milk baths to preserve her perfect skin. She left a note for the milkman (it’s an OLD joke, but that’s

only appropriate: Larry’s telling it) for 26 gallons, which he misread as 2.6. He rang her bell to confirm the order, and she told him that 26 was the correct amount for her intended purpose. “Must it be pasteurized?” he asked. She said, “No. I’ll just pour it on my chest and rub it all over my face.” Then Larry sat down before he could be knocked down.

Dave led us in the Four-Way Test and closed the proceedings at 12:59.



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