

# PRESIDENT'S MESSAGE

December 2019

Dear Members:

Founded in 1980, the Colorado Gerontological Society celebrates this, our 40<sup>th</sup> Annual Meeting. I am filled with a sense of pride and satisfaction as I look back over my years of service as a member of the Board of Directors. This past spring, Ron Wright who was the president joined The Society staff at which time I assumed the role of President.

Over the years the services offered, the initiatives undertaken and the amount of good work done by the Society has expanded, making its' programs and services a part of the lives of the senior community throughout the entire state of Colorado.

I have worked in the field of advocacy, legislative services, and public policy for more than 20 years in Washington DC, Illinois, and Colorado. Much of my work has focused on bringing change to the world of health care. As a leader in advocacy and policy on health care, I have had the privilege to lead the We Work for Health Colorado Coalition. Each year, The Society has been an active participant in this Coalition accompanying our team to Washington to meet with elected officials to advocate for improved changes in Medicare and other health care services.

A special "thank you" to all of the volunteers who have worked with the Society over the past year including: The Schwabies for Good (from Charles Schwab), and the Pro Bono Challenge Team Members, Xcel Energy, PharmD Students University of Colorado School of Pharmacy, Holiday Basket volunteers, audiologists, dentists, and optometrists who accept our clients at discounted rates, Salute to Seniors Planning Committee and Volunteers, Forney Museum of Transportation, Advance Care Planning Partners, community partners who provide either free or discounted services to our clients including attorneys, home care agencies, and emergency assistance agencies, as well as community partners who host events and provide refreshments and other support, and most of all, the Board of Directors.

The Society is continuing to implement the Strategic Plan that was approved in 2018. As part of our vision to expand our statewide presence, our work in 2019 included working in 28 counties providing health literacy, benefits counseling, Medicare Monday classes, expansion of dental services to the West Slope, technical assistance and training of assisted living residences and launching an interactive, searchable data base of housing and home care services on the website at [www.senioranswers.org](http://www.senioranswers.org). We continue to provide the *Colorado Senior Resource Guidebooks* to all of the libraries in the State, distribute the STA-Well News to individuals who have requested counseling assistance (which represents most zip codes in Colorado) and the expansive information on our website.

It is my pleasure to serve as President of this outstanding organization in 2020. It is our goal to continue to serve as a trusted source of information, training, and resources as we serve the needs of older adults in Colorado. Thank you for your support.

Respectfully submitted,

Sara N Froelich  
President, Board of Directors

## 2019 BOARD OF DIRECTORS

Sara Froelich President, *Consultant*  
 Karen Brown, *Secretary-Treasurer, Senior Matters*  
 Shauna Broadus, *Warner Pacific*  
 Sara Chavez, *Optum*  
 Carl Harris, *Retired*

Julia Kraft, *Kraft Home*  
 Arvella Lucas, *AAA Travel Services*  
 Karlene Martin, *Shield Health Care*  
 Shannon McNulty, *Consultant*  
 Carol Riggensbach, *Bridge at Alamosa*

## STAFF AND CONSULTANTS



Eileen Doherty  
Executive Director



Roger Doherty  
Business Manager



Pat Cook  
Special Projects Manager



Janet Weipert  
Volunteer



Phyllis Hirschfeld  
Policy Analyst



Maria Madrid  
Director  
Latino Services



Bernie Schmeits  
Project Manager  
Vision/Hearing



Lynn Davis  
Consultant  
Education & Training



Shewit Doherty  
Marketing Consultant



Eugene Doherty  
Data Management  
IT Consultant



Ron Wright  
Director of Marketing

## 2019 ANNUAL MEETING SPONSORS

### *Host of Annual Meeting*

Cherry Creek Retirement Village

### *Executive Sponsors*

UnitedHealthcare

Denver Department of Human Services  
City and County of Denver

### *Gold Sponsors*

Aetna

InnovAge

Professional Hearing Services

### *Silver Sponsors*

Agape Healthcare

Bath Fitter

Be Well Dexter

Electronic Caregiver

Clear Spring Health

Epoque Golden Apartments

Fairmount Funeral Home and Cemetery

Fidelis Consultants

Fine Art Memorials

Goodspeed & Merrill

Horan & McConaty

Humana

Iora Primary Care

Keystone Health and Wellness Center

People Places and Things Management

Services

Re/MAX Alliance

Relay Colorado

Senior Planet

Senior Technology Solutions of Colorado

Steri-Clean Colorado

The Grove at Stapleton

V-Espirit

Village Senior Living of Broomfield

### *Media Sponsors*

9News Senior Source

50+ Marketplace News

Audio Information Network of Colorado

KBNO 97.7 FM & 1280 AM

KUVO/RMPBS

Prime Time for Seniors

Seniors Blue Book

## ANNUAL MEETING AGENDA

**December 5, 2019**

**2:00 pm to 4:00 pm**

**St. Andrew's Village**

**13801 E Yale Av, Aurora, CO 80014**

2:00 Social Hour and Reception

2:30 50th Annual Meeting of the Membership

- Call To Order
- Secretary's Report
- Treasurer's Report
- Election of Board Members
- Scholarships
- Awards
- Online Launch of Housing and Home Care Guide
- Annual Report

4:00 Adjourn

*We are grateful for  
the many  
contributors and  
volunteers for their  
support of  
The Society's work.*

## 2019 AWARDS

### PIONEER IN AGING AWARD



**Terry Zamell, MSW**  
*Senior Policy Analyst  
LeadingAge Colorado  
Denver*

Terry Zamell, MSW, is currently the Senior Policy Analyst for LeadingAge Colorado, a leading membership trade association representing adult day, senior housing, assisted living and nursing homes.

A major area of advocacy includes working closely with the Colorado legislature on increasing Medicaid reimbursement for long term care.

Before consulting with LeadingAge Colorado, Terry retired from the Colorado Department of Public Health and Environment, Health Facilities and Emergency Medical Services Division where she worked for 26 years.

Her duties included program development, regulatory interpretation, oversight of survey and complaint processes, enforcement, and supervision of a team of health professionals. Terry received several awards during her tenure at CDPHE including surveyor of the year, Colorado state manager of the year and distinguished service award.

Terry began her career as a health surveyor and subsequently became the manager of the Assisted Living Residence and Medication Administration programs.

Prior to employment at CDPHE, Terry was the assistant to the state long term care ombudsman for five years, providing advocacy services to residents of nursing homes.

The Society is pleased to present the Pioneer in Aging Award to Terry Zamell.

The Pioneer in Aging Award was established to recognize individuals who have been working continuously in the field of aging making contributions at the federal, state, and local level for 30 years or more.

### YOUNG PROFESSIONAL IN AGING



**Shane Thomas**  
*Medicare Health Insurance Advisor  
Integrity Health Advisors  
Littleton*

Shane Thomas is a Medicare Health Insurance Advisor with over a decade of experience.

He specializes in those that have Medicare A and B. He meets with his clients one on one and goes through the stages of getting on Medicare and choosing a private plan. He advises his clients on a Medicare Advantage, Medicare Supplement or Part D prescription drug plans depending on the needs of the client.

Shane is a broker and represents a multitude of different carriers. He is a strong believer in providing unmatched service to his clients. His ethics and client focus have led him to grow his client base each year since 2008.

He is the founder and principal of *Integrity Health Advisors* which has over 20 agents in Colorado.

Shane has been a volunteer for The Society helping with the Salute to Seniors, as well as the Holiday Basket project.

He is a family man based out of Parker. He enjoys spending time in the mountains with his wife and two young boys. The family loves to hike and spend time kayaking. He enjoys the gym, hiking fourteeners, and trail running.

The Society is pleased to present the Young Professional in Aging Award to Shane Thomas.

The Young Professional in Aging Award was established to recognize individuals who express interest in gerontology and are enthusiastic advocates for older adults. The Award is given to individuals who are under the age of 50.



## 2019 AWARDS

### AL BERGER DISTINGUISHED SERVICE IN AGING AWARD



**Reynaldo Mireles**  
*Director of Elder Services  
The Center on Colfax  
Denver*

Reynaldo Mireles is the Director of Elder Services at The Center on Colfax. Reynaldo earned his Bachelor of Science in Social Work from Metropolitan State University of Denver in 2013.

Since 2013 he has successfully led the SAGE of the Rockies program which provides social support, educational workshops, inclusivity training for senior service providers, and activities for adults 50 and better.

His professional experience throughout his career has always included working with underserved populations such as the Latino Spanish-speaking and LGBTQ communities and those living with HIV/AIDS.

Reynaldo is very passionate about building bridges that create meaningful connections and social engagement so everyone can live their life with integrity and respect no matter their sexual orientation, gender identity or socioeconomic status.

He also believes in developing partnerships with community service providers that can support and improve the lives of LGBTQ and non-LGBTQ older adults. One of his accomplishments is a long-standing relationship with The Society

The Society is pleased to present the Al Berger Distinguished Service in Aging Award to the Reynaldo Mireles for his work with the LGBTQ elders in our community.

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*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to the improve the quality of life efforts following the passage of OBRA in 1987.*

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Steven J. Zapien, DDS**  
*Owner  
Wheat Ridge Family Dentistry  
Wheat Ridge*

Steven J Zapien, DDS is a practicing dentist in Wheat Ridge with 29 years of experience.

Dr. Zapien practices general dentistry including fillings, extractions, dentures, crowns and root canals. The practice also offers periodontal services, implants, and cosmetic dental procedures.

Healthgrades, which is a national health index that ranks cities leading the way in health care based on factors that contribute to quality health care and a healthy lifestyle, ranks Dr. Zapien a 5, the highest rating an individual provider can receive.

The ranking is based on trustworthiness, clear explanations of procedures and conditions, answering patient questions, and time spent with the provider.

Dr. Zapien has participated in the dental program of The Society for more than 25 years, often taking some of our most difficult clients. He often makes special exceptions and works with these clients to ensure they experience a better quality of life and are able to meet their nutritional needs through good dental health.

His office also provides services in Spanish.

The Society is pleased to present the Al Berger Community Service in Aging Award to Steven Zapien, DDS for his work with low to middle income older adults who need extra special dental services.

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*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to the improve the quality of life efforts following the passage of OBRA in 1987.*

## 2019 AWARDS

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Janet Weipert**  
Volunteer  
Colorado Gerontological Society  
Highlands Ranch

Janet Weipert, formerly an Administrative Assistant for The Society, has continued her services to low-income older adults that are clients.

Following her work with The Society, Janet has continued to volunteer. Among her volunteer activities, have included such things as taking clients for cataract surgery at seven in the morning, as well as providing assistance with all of the follow-up appointments.

Janet brings an entire supply of art stamps and other creative items to the Holiday Baskets project each year, so volunteers can make holiday cards for each of the baskets. Her sorority collects hygiene items and other food stuffs for the baskets as well.

Janet is always on-call to volunteer with such difficult tasks as cleaning a client's apartment, adopting their pets (so they don't go to a shelter that puts the animal down, as most of the animals are as geriatric as the clients who are either unable to take care of them anymore or who are forced to go to an alternative living arrangement), and just being a friendly visitor.

Janet and her husband, Greg, are both artists. Janet is also in "charge" of the signage every year at the Salute to Seniors.

These are just a few of the ways that she has contributed to the growth and stability of The Society over the past 20 years.

The Society is pleased to present the Al Berger Community Service Award to Janet Weipert for her ongoing volunteer services to The Society.

*Al Berger was a past president of The Society who volunteered many hours to lead the long term care insurance initiative and to improve the quality of life efforts following the passage of OBRA in 1987.*

### AL BERGER COMMUNITY SERVICE IN AGING AWARD



**Bernard Buckley**  
Technical Product Owner,  
Business Systems Analyst  
Charles Schwab  
Highlands Ranch

Bernard Buckley is a Technical Product Owner and a Business Systems Analyst specializing in technology projects for financial services firms. He has worked for Charles Schwab since 2007, and previously with Prudential Insurance and software firms that served the life insurance and annuity markets. He earned a Bachelor of Arts degree from the University of Colorado at Boulder and a master's degree in Business Administration (MBA) from Rutgers Graduate School of Management in Newark.

Through his career, Bernie has served in roles that bridged the space between non-technical users and the highly technical teams that build and maintain programs and applications. His expertise has focused on solving user problems through efficient, practical solutions that emerge from clean, clear requirements.

Bernie and his wife Terre are the proud parents of three grown children, and grandparents of four. They have lived in Highlands Ranch since 1994. In addition to his technology career, Bernie is also a novelist. He wrote and self-published a paranormal thriller called "Medium High" in 2018.

Bernie participated in the Pro Bono Challenge project sponsored by Charles Schwab in 2017. He took the lead in expanding the Senior Resource Guidebook from a hard copy book to an online searchable database and is currently contributing to the development of a screening questionnaire to help families and others seeking help for a loved one to identify the services that are available in the community. He continues to provide technical assistance and consultation to this project as we continue the software development and launch.

The Society is pleased to present the Al Berger Community Service Award to Bernard Buckley for his ongoing technical support with The Society.

*Eugene Dawson was the first president of The Society from 1980-1982. His leadership has helped to bring increased awareness and recognition to the field of gerontology. The award recognizes elders who continue to work in the community and make a difference.*

## 2019 AWARDS

### EUGENE DAWSON LEADERSHIP IN AGING AWARD



**Mark Koebrich**  
*Retired*  
9News, KUSA  
Highlands Ranch

Mark Koebrich, joined Channel 9 in 1981 to reporter for the Southern Bureau in Colorado Springs. He went on to anchor the 4:00 pm, 5:00 pm, 6:00 pm and 10:00 pm news shows on a daily basis. He retired from 9News after 37 years on the air.

Among his accomplishments were covering the Olympic games in China, Salt Lake City and Atlanta for the NBC News Channel and KUSA. He also followed the Broncos to four Super Bowl games. He spent three weeks in the jungle of Guatemala following a group of Kentucky doctors and nurses.

More recently he has been the voice and name of 9SeniorSource, a resource for families and older adults. SeniorSource has information on housing, home care, economics, and more for users.

He is a native of Illinois, graduating from Ball State University with a degree in Journalism. His emphasis was in radio and television with a minor in speech and public relations.

Mark spends a great deal of his retirement volunteering with local charities and is a popular speaker. Mark has volunteered for many years as the emcee of the Salute to Seniors engaging his audiences with his own tales of being an older adult.

He and his wife, Cathy have two grown children and are caregivers to his mother-in-law.

The Society is pleased to present the Eugene Dawson Leadership in Aging Award to Mark Koebrich for his ongoing work on behalf of older adults.

The Corporate Award in Aging was established to recognize businesses and organizations that support the field of aging with leadership, community service, and improving the quality of life for older adults through their agency mission.

### CORPORATE AWARD IN AGING AWARD



**RPM Parking Companies**  
Matt and Michael Mills, Owner  
Denver CO

Since 1987, RPM Parking Companies has been serving the parking needs of our community.

They stand behind their mission statement which is "To do whatever it takes to exceed the expectations of our customers, one customer at a time."

RPM Parking Companies has been giving back to the community for over 30 years and have donated over 10,000 volunteer hours and over \$1,000,000 to local charities. That commitment to the community is unmatched in the parking industry.

RMP Parking Companies is being recognized for their service and significance in making a difference in the lives of older adults through the services to participants of the Salute to Seniors.

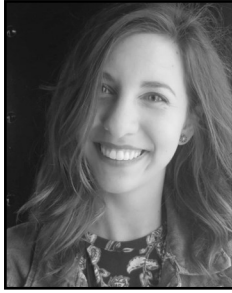
For more than 10 years, RMP Parking Companies has been providing complimentary parking at one of their lots to attendees of the Salute to Seniors. Through the generous support of another community partner, Sunrise Senior Living, older adults and other attendees have been able to attend the Salute for very little cost, a major goal of The Society.

Matt and Michael Mills, the owners, are here to accept the award. The Society is most grateful for all of the support RMP Parking Companies has given to helping better meet the needs of our community, especially older adults in Colorado at the Salute to Seniors.

The Society is pleased to present the Corporate Award in Aging award to RMP Parking Companies.

The Corporate Award in Aging was established to recognize businesses and organizations that support the field of aging with leadership, community service, and improving the quality of life for older adults through their agency mission.

## 2019 HENRY WELCH SCHOLARSHIPS



**Anna Robertson**  
Colorado Springs  
University of Colorado at Colorado  
Springs  
Graduate of Professional Degree  
Major: Clinical Geropsychology  
Expected Graduation: May 2025

Anna Robertson is currently studying clinical geropsychology at the University of Colorado at Colorado Springs.

She came to Colorado after earning a psychology degree from Northern Arizona University. During her undergraduate work, she completed an internship at a hospice where she assisted with admission and grief support. Her capstone project was a *Death Café*, in which community members gathered in a safe space to discuss the taboo of death and dying. Through her internship and later employment at a hospice, she addressed the nuances of death, grief, and life with adults, helping them to search for meaning as they grapple with these concepts regardless of age.

She served as a research assistant in the Aging and Cognition Lab at the University of Arizona studying healthy older adults living independently in the community and how their cognition and physical abilities decline. Currently she is working on a research project to study the relationship between sleep quality, type 2 diabetes, and cognition.

Her expected graduation date is May 2025. The Society is proud to present a \$1000 Henry Welch Scholarship to Anna Robertson.



**Hailee Griffin**  
Denver  
University of Colorado Denver/  
Anschutz Medical Campus  
Graduate of Professional Degree  
Major: Pharmacy  
Expected Graduation: May 2021

Hailee Griffin is currently studying to be a pharmacist at the University of Colorado Denver Anschutz Medical Campus.

Much of her work has focused on geriatrics. She is a student member of the American Geriatric Society and the Society of Pain and Palliative Care Pharmacists.

Hailee is currently engaged in a geriatric research project which will result in presenting two poster sessions at national meetings.

She has organized a very unique project, the Geriatric Storybook Project, in conjunction with the University of Colorado Medical School and the Colorado State Veterans Home at Fitzsimmons in Aurora. The goal of the project is to provide opportunities for residents to engage in life reviews that can improve quality of care.

Her expected graduation date is May 2021. The Society is proud to present a \$1000 Henry Welch Scholarship to Hailee Griffin.

## HENRY WELCH SCHOLARSHIPS

The Henry Welch Scholarships are made possible through the generous support of the members of the Colorado Gerontological Society.

Henry Welch was a founding member of the Board of Directors of the Colorado Gerontological Society. Henry served as the first treasurer of The Society, helped to write the articles of incorporation and the by-laws, and provided parliamentary support. The Scholarship Fund was established to continue his vision of educating professionals in the field of aging.

For most of his career, Henry served the Denver community and Colorado, at the Metropolitan Council for Community Services, which is now the planning division of Mile High United Way. He excelled at community organization. Henry helped to found the Institute of Gerontology at the University of Denver in 1977 with support from the Administration on Aging.

# 2019 ANNUAL REPORT

Organizations are like babies. They must continuously grow and develop. Growth happens in spurts. The Colorado Gerontological Society is in a constant state of growth and development, ever evolving to meet the growing needs of the aging population.

Meeting the needs of Baby Boomers is foremost and now a critical component of future strategic planning. Although Baby Boomers have enjoyed a higher standard of living, many of them will enter retirement less financially stable and in poorer health than their parents.

While more Baby Boomers and their parents are college educated, The Society is expanding our health literacy tools to include multiple modalities for learning to meet the needs of the ever-growing Medicare/Medicaid population, including written materials, videos, and use of web based applications to manage personal health care.

The Society is expanding our infrastructure to better serve Latino elders, the fastest growing cohort in the aging population as well as African American older adults. This effort has included Increasing internal staff capacity with bi-lingual staff, specialized staff training in serving Latinos, serving on committees and boards of minority focused agencies, increasing outreach and programming to

## STRATEGIC PLAN GOALS

- ◆ To develop strong Board Leadership
- ◆ To implement a Succession Plan for a new Executive Director by 2021
- ◆ To provide Benefit Counseling to 5000 older annually by 2020
- ◆ To advocate for ten legislative and policy discussions annually at the federal, state or local level by 2020
- ◆ To provide 75 professional education and training programs annually by 2020
- ◆ To provide outreach, community education and training for 5000 older adults annually by 2020
- ◆ To increase membership to 1000 individuals by 2020

serve minority populations. Providing training to the community to increase staff competencies in other agencies is also a significant part of the plan.

In 2019, The Society expanded our programming to better meet the needs of African American older adults. A focus group to identify advocacy strategies to provide culturally and linguistically appropriate services to increase participation in benefit programs such as SNAP, Old Age Pension, and Medicaid was sponsored with local African American leaders in the community. A Medicare Monday event was hosted in densely populated African American community center.

The Society is very data driven in our work, using evidence based practices and community directed methodologies to deliver services, as well as focus on the impact of education and training services. Many of our programs enjoy more than a 95% degree of satisfaction from our participants.

## MEDICARE AND MEDICAID INITIATIVES

- ◆ Provided counseling and enrollment for 628 Medicare beneficiaries on benefits, enrollment, and Medicare Savings Program and Low Income Subsidy enrollment.
- ◆ Conducted Medicare Monday on October 21, 28, 29 and November 4 and 5 in 16 locations including: Alamosa, Colorado Springs, Grand Junction, Aurora, Denver, Littleton, Centennial, Greeley, Carbondale, Salida, Delta, Montrose, Lakewood, Westminster, and Northglenn. Total attendance was 789. Additional seminars were provided to Medicare beneficiaries upon request. Support was received from Rose Community Foundation, PhRMA and the health plans.

## MEMBERSHIP SERVICES

- ◆ Maintained a membership of approximately 359 individuals, and 71 organizations.
- ◆ Continued expansion of social networking initiatives. Currently there are 995 LinkedIn connections, 348 Twitter followers, and more than 522 Facebook followers.
- ◆ The Society is highly engaged with the external environment. Staff regularly attend more than 35 stakeholder meetings to represent older adults on Task Forces, Advisory Committees, Planning Committees, Boards and Commissions, focusing on policy, networking, systems change, cultural diversity, and regulatory reforms.

# 2019 ANNUAL REPORT

## CONSUMER EDUCATION

- ◆ Promoted utilization of the website at [www.senioranswers.org](http://www.senioranswers.org). The site had 67,848 views and more than 23,246 visitors with 2.52 views per visitor.
- ◆ Distributed and authored for publication a monthly column for the senior newspapers in the state on senior issues reaching more than 400,000 older adults and their families each month.
- ◆ Exhibited and/or presented at 138 consumer education fairs or programs in metro Denver area, Boulder, Longmont, Montrose, Salida, and Fort Collins in which 16,306 educational pieces of information were distributed.
- ◆ Distributed 20,000 copies of the *Colorado Senior Resource Guidebook* to families and older adults., with more than 10,000 going to libraries throughout Colorado.
- ◆ Distributed copies of three issues of the *STA-Well News* to 25,000 households.
- ◆ Appeared on eight radio and television programs throughout the year in Metro Denver and Alamosa.

## PROFESSIONAL EDUCATION

- ◆ Offered a fax/e-mail broadcast system to keep members and the community informed of current senior issues .



Sara Froelich, President and Ron Wright, Director of Marketing, work The Society booth at the senior fair hosted by Congresswoman Diana DeGette.

- ◆ Conducted Network North in Boulder with 11 meetings for persons employed in aging with an average attendance of 10 persons at each session.
- ◆ Conducted 11 Senior Issues Briefings in Denver for persons working in aging with an average attendance of 20 persons at each session.

## ANNUAL MEETING

- ◆ Conducted the annual meeting and social hour for members and guests on December 5 with 50 members and guests attending. Published the *40th Annual Report*.
- ◆ Presented the annual awards
  - Al Berger Distinguished Service in Aging Award*  
Reynaldo Mireles, The Center on Colfax  
Steven J Zapien, Wheat Ridge Family Dentistry  
Janet Weipert, Volunteer
  - Young Professional Award in Aging*  
Shane Thomas, Integrity Health Consultants
  - Pioneer in Aging Award*  
Terry Zamell, MSW, LeadingAge
  - Eugene Dawson Leadership Award*  
Mark Koebrich, 9News Senior Source
  - Corporate Award in Aging*  
RPM Parking Companies
- ◆ Awarded two \$1000 scholarships to Anna Robertson, University of Colorado at Colorado Springs studying geropsychology and Hailee Griffen, University of Colorado Anschutz Medical Campus studying pharmacy.

## PUBLIC POLICY

- ◆ Eileen Doherty continued to serve as a national co-chair of the We Work For Health Coalition to promote positive relationships between the health care industry, government regulators, and consumer advocates. We consult with members of the Congressional delegation requesting their support for Medicare and bio-science research support.
- ◆ Conducted a comparative research study using the 2018 survey of STA-Well News readers and two focus groups on the Homestead Exemption. Based on the findings, 1) older adults want the Homestead

# 2019 ANNUAL REPORT

Exemption to continue as it allows older adults to continue to live in their own home, 2) helps with unexpected medical bills, and 3) pays for crucial home repairs.

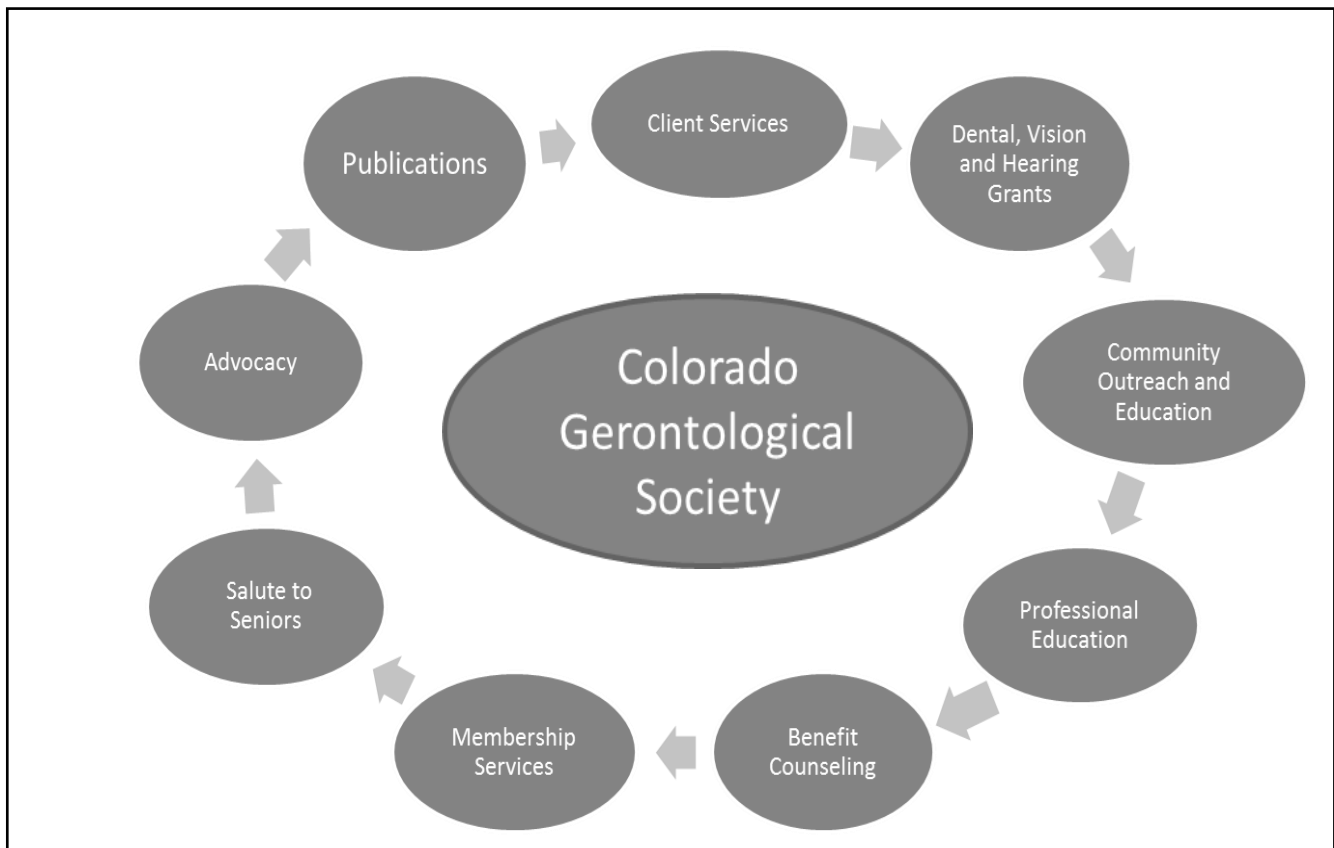
- ◆ The 2019, Rep Ton Exum (D-Colorado Springs) and Sen Rachel Zenzinger (D-Jefferson) increased the grant amount for the Property Tax Rent and Heat for Low Income individuals. The bill expanded the rebate to individuals living in government and non-profit housing.
- ◆ Continued to monitor changes in Medicare, Medicaid, housing, transportation, homestead exemption, property tax/rent/heat rebate, home care, Home Care Allowance, prescription drugs, Homestead Exemption, Medicare Supplement changes, Old Age Pension, Older Americans Act, Old Age Pension Health and Medical Fund, Adult Foster Care, and Social Security by meeting with community groups, state elected officials, and congressional representatives. The Society frequently provides testimony, supports (or opposes) specific policies, provides technical support and consultation to

policy makers to positively affect the quality of life for older adults.

- ◆ Actively involved in the implementation of the Assisted Living rules and regulations including stakeholder meetings, providing input to Department staff, providing public testimony, training, consultation, and technical assistance.

## SALUTE TO SENIORS

- ◆ The theme was The Wild West, designed to look at Colorado's roots and where we have come.
- ◆ Entertainment included: The Drifting Cowboy Poet by Fred Ellis; The Glenn Campbell Show and Tribute by Jimmy Mazz, and Country Rock 'N Roll by A Country And Roll N' Roll Classics Medley.
- ◆ Other features included Vintage Pick Ups by Forney Museum of Transportation, Wild West Activities sponsored by The Center on Colfax, Wild West Renowned Collections sponsored by the Black American West Museum and Buffalo Bill Museum.



# 2019 ANNUAL REPORT

- ◆ Attendance of 1300 older adults and families.
- ◆ Hosted a total of 94 exhibit booths giving sponsors the opportunity to increase sales leads, expand community awareness, and provide education to consumers about resources and services in the community. Partnered with UnitedHealthcare as the Title Sponsor. Media Sponsors included: KUVU/RMPBS, 9NEWS SeniorSource, Seniors Blue Book, KBNO 97.7 FM & 1280 AM, 50+ Marketplace News, and The Prime Time for Seniors.
- ◆ Published 1500 copies of the *Official Program Guide* for distribution.

## ASSISTED LIVING RESIDENCE LEADERSHIP TRAINING

- ◆ Trained and certified 86 persons as assisted living residence operators, an increase of 9% from 2018.
- ◆ Attended the monthly Colorado Department of Public Health Assisted Living Advisory Committee meetings.
- ◆ Trained and provided Quality Management Program Implementation strategies to be in compliance with state regulations on quality management plans starting January 1, 2018. Staff have been certified to meet state-approved requirements to bring companies in compliance with the law.
- ◆ Provided training for more than 300 professionals

working in assisted living on the updated rules and regulations in 2018 and 2019.

- ◆ Provided training and technical assistance. on “Preparing for a Survey with the New Rules”.

## CULTURAL COMPETENCY

- ◆ Continued to offer Spanish language promotion materials of selected print, training, videos, and outreach materials. Translated promotional materials such as applications for grant programs, advance care planning documents, Salute to Seniors, benefits flyers, and other programming materials in English and Spanish.
- ◆ Mid-level Career completion of advanced training through the Aspiring Leaders Program by the Hispanic Chamber of Commerce Metro Denver.
- ◆ Improving leadership skills through training at the National Latino Leadership Symposium by Lideramos.
- ◆ Expanding skills to improve technical knowledge on using advocacy and knowledge of the community to improve intersectionality at the 2019 Unity Summit by Change Philanthropy.
- ◆ Continued distribution of the Health Literacy toolkit in English, Spanish, Chinese, and Russian.
- ◆ Finalized for YouTube 11 videos on “Words to Know About Health Insurance”, “Immunizations, including Shingles”, “Medicare Part A, B, C and D” and “Advance Care Planning” in English and Spanish (selected videos only).
- ◆ Conducted one Medicare Monday sessions in Spanish and one in a predominately African American neighborhood.
- ◆ Increased infrastructure and support for increasing services to Latino, African American and LGBTQIA older adults.
- ◆ The Society participated in four African American outreach events distributing 1062 promotional materials. Two grants specifically serving the African American community were submitted, but not funded.



Patricia Comeaux, Dancing for My Heart, serves food at the 30th Annual Salute to Seniors.



# 2019 ANNUAL REPORT

## CLIENT SERVICES

- ◆ A total of 1981 individuals requested assistance and received 4697 services. Of those 18% received counseling, 5% received assistance with completing documents, 44% had documents mailed to them, 28% received information only, and 5% received a referral.
- ◆ Since July 1, 2019 provided 113 grants to low income seniors for hearing aids and 119 grants for eye glasses through a contract with Denver Regional Council of Governments and Daniels Fund. Total grant funding from July 1, 2019 to June 30, 2020 is \$696,000. The 2018 program audit was deemed in compliance with state and federal statutes.
- ◆ Since July 1, 2019 provided 104 grants to low income seniors for dental services through a contract with Colorado Department of Health Care Policy and Financing and Daniels Fund. The 2018 program audit for this program was deemed in compliance with state and federal statutes.
- ◆ Delivered 200 holiday baskets to low income seniors on December 21. Twelve locations collected food and about 100 volunteers assisted in assembly and delivery. In addition, corporations and individuals donated chickens, potatoes, stuffing, fruit, beans and corn, bread, deserts, candy, and paper products. The value of each basket is approximately \$130.00 in food for a holiday meal, food pantry items, personal hygiene items, paper products and a gift.
- ◆ Provided 1204 advance care planning services to 227 individuals including information materials and consultation on advance directives, powers of attorney, wills, estates and probate, life insurance, and pre-need funerals. The goal is to start the conversation about advance care planning and guide them to take action and complete the planning process.
- ◆ Health Literacy including distribution of 1617 toolkits, counseling of 451 individuals with 1349 services including Medicare, advance directives, and health benefits. Provided vaccine education to 789 individuals at Medicare Monday and 77 individuals through Senior Roundtables. Conducted 5 vaccine clinics as part of Medicare Monday with the support of Walgreen's and Safeway. One of our most watched health literacy videos on YouTube the Spanish video on shingles.



Agape Healthcare was the 1st Place Winner of the Exhibit Booth Contest at the Salute to Seniors. Karlene Martin, Board Member presented the award.

## RURAL OUTREACH

- ◆ The Society is continuing to implement the Strategic Plan that was approved in 2019. As part of our vision to expand our statewide presence, our work in 2019 included working in 20 rural counties (and 8 urban counties). Programming included Medicare Monday events, gathering community input for the development and design of benefits counseling Decision Trees, assisted living technical assistance and consultation, and participation in senior fairs.

## HOUSING AND HOME CARE GUIDE

- ◆ Launched an online searchable housing and home care guide for older adults and families in the areas of assisted living, nursing homes, retirement communities, low income housing, home care, adult day programs, and hospice programs.
- ◆ The database is searchable on payment types, room size, cost, and services.
- ◆ Through a subscription service agencies will be able to provide listings of vacancies, website links, amenities, and photos.

## SUMMARY

In summary, the goals for 2019 have been achieved. As we look toward 2020, we will be celebrating 40 years of services to the community. We invite you all to join us.

The Board of Directors and Staff look forward to many more years of serving Colorado seniors.

Eileen Doherty, MS  
Executive Director

## 2020 CALENDAR OF EVENTS

February 20, May 21,  
August 29, November 19

**Board of Directors Meetings**  
1129 Pennsylvania 1st Fl, Denver

First Quarter  
8:30 am to noon

**Colorado PALs**  
Location to be determined

First Tues of the month  
8:30 am — 9:30 am

**Network North**  
Brookdale Meridian Boulder  
801 Gillaspie Dr, Boulder

Second Tues of month  
8:30 am to 9:30 am

**Senior Issues Briefing**  
Balfour Senior Living at Stapleton  
2979 Uinta, Denver

2nd Friday of month  
9:15 am to 10:30 am  
(no meetings in summer)

**Salute to Seniors Committee**  
1129 Pennsylvania 1st Fl, Denver

January 27-31  
April 27-May 1  
July 27-31  
September 28-October 2

**Assisted Living Administrator Training**  
Parkplace, 111 Emerson, Denver

January 16-17  
May 7-8  
August 13-14  
October 8-9

**Assisted Living Administrator Supplemental Training**  
1129 Pennsylvania 1st Fl, Denver

Technical Assistance  
available on request

**Purchase, Compliance, and Waivers for Assisted Living**  
1129 Pennsylvania 1st Fl, Denver

Technical Assistance  
Available on request

April 4  
9:00 am - 3:00 pm

**Preparing for a Survey New ALR Rules**  
1129 Pennsylvania 1st Fl, Denver

**30th Annual Salute to Seniors**  
Colorado Convention Center,  
700 14th Street, Denver 80202

March 15

**Senior Resource Guidebook**  
28th Edition to be released

October 15  
- December 7

**Medicare Outreach and Training for Annual Enrollment Period**  
Times and locations to be determined

October 19, 26  
- November 2

**Medicare Monday**  
Locations vary

December 3

**41st Annual Meeting and Holiday Social Hour**  
Location to be determined

December 17, 18, and 19

**Holiday Baskets to Needy Older Adults**  
First Baptist Church  
1373 Grant, Denver

## WHO WE SERVE

GENDER	
Male	29%
Female	71%

Area Median Income 2019	
< 30%	35%
31-50%	11%
51-80%	12%
> 80%	41%

AGE	
1900-1919	1%
1920-1929	5%
1930-1939	28%
1940-1949	45%
1950-1959	15%
1950 and after	7%

RACE/ETHNICITY	
Hispanic	21%
Asian	2%
Black	10%
Native American	2%
White	65%

MOST UTILIZED SERVICES				
Benefits	Advance Care Planning	Medicare	Vision/hearing/Dental	PTC 104/Homestead Exemption
19%	20%	13%	20%	9%

## THE SOCIETY OFFICES AT THE BUTTERS MANSION

The Colorado Gerontological Society is proud to announce that our offices moved in June, 2019 to the Butters Mansion at 1129 Pennsylvania, Denver.

The renowned Denver architect Frank Edbrooke designed and built The Butters Mansion, as well as numerous homes and buildings throughout Colorado. The beautiful building is a combination between a Victorian Queen Anne style and a Colonial Revival style.

It was built in 1890 for Alfred Butters who was a Colorado Senator and territorial legislator. It is located in Capitol Hill in an area known as Quality Hill because of the high number of homes owned by wealthy bankers, businessmen, lawyers, industrialists and such. The famed Molly Brown House is just 2 blocks north. More recently it was home to Senator Ben Nighthorse Campbell when he served in the United States Congress.

Over the years there were multiple residents of

the Alfred Butters House of notable significance. From 1908 to 1916, the Alfred Butters House was home to Charles M. Wilcox who was the general manager and vice-president of the Daniels and Fisher Dry Goods Company.

The Alfred Butters House was added to The National Register of Historic Places in 1982. Although a historic mansion, the first floor is open for meetings and handicapped accessible. We invite you to visit and park in the two guest parking spaces in the adjacent lot. Street parking is also available.

From this beautiful mansion, The Society will continue to serve older adults .



## 2019 LAUNCH OF HOUSING AND HOME CARE GUIDE

The Society launched the *Colorado Housing and Home Care Guide*, an online resource guide to help with housing and home care searches throughout Colorado. Armed with 27 years of experience publishing the printed copy of the *Colorado Senior Resource Guidebook*, the data is now available online. Users can now search online for assisted living, nursing homes, low income housing, retirement communities, home care, hospices, and adult day programs.

To make it easy for users, searches can be conducted in the privacy of one's own home. Searches are available based on location, price, payment type, services, and size of facility. Additional search functions include vacancies, amenities showing such things as swimming pools, fitness centers, transportation; quality of care ratings; and the latest surveys by regulatory agencies including the Colorado Department of Public Health and Environment and the Centers for Medicare and Medicaid Services.

The *Online Housing and Home Care Guide* also features an online screening questionnaire to help older adults, families and loved ones better identify the type of help that is needed when they conduct a search, especially if they are not familiar with the different levels and types of care that are available.

The *Colorado Housing and Home Care Guide* is supported through a subscription service. All licensed agencies in Colorado receive a complimentary listing. Those agencies that wish to upgrade their listing which includes vacancies, amenities, photographs, and links to their websites will pay a monthly fee for each service. In addition, some banner advertising will be available from partner agencies that want to promote their services, but whose services do not specifically fit in a specific category.

The *Colorado Senior Resource Guidebook* has been a long-sought after guide for families, friends, case managers, hospital and nursing home discharge planners, and just about anyone who faces the hurdle of looking for services to help a loved one with housing, home care, Medicare/Medicaid and/or advance care planning.

Realizing that many of our constituents are not computer literate or prefer to have a printed copy, 20,000 copies were delivered to libraries or distributed through community outreach and programming with much of the same basic information.

Searches can be conducted at <https://www.senioranswers.org/guide/>. Counselors are also available to discuss personal situations and provide free consultations.

### Schwab Volunteers Provide Technical Assistance

Through the Schwab Pro Bono Challenge programs, Schwabbies4Good provided technical support and consultation for the third consecutive year as we continue the implementation of the *Online Housing and Home Care Guide*. The 2019 efforts focused on search engine optimization and the user's experience when using the *Guide*.



Pro Bono Challenge Team (L to R). Tony Samour, Anne Gorman, Serena Ake, Karen Brown, Eileen Doherty, Carol Riggenbach, Mike Aragon, Tobin Petit, Shannah Pittman (team lead). October 16, 2019.

## 2019 LONG TERM CARE LEADERSHIP PROGRAMMING

The Society has committed significant staff and financial resources to improving the quality of care as well as the quality of life for residents in long term care, especially those who reside in assisted living.

The Society continues to be a leader in offering the recently required 40-hour training administrator program. The current training meets the content, as well as the competency exam requirements of the regulations that were implemented on July 1, 2018.

Since the Society has offered the administrator training for more than 25 years, many individuals who took the training did not meet the new 40-hour training requirements, thus a 16-hour supplementary training program and competency exam is now being provided to improve skills and allow individuals to be in compliance with the new rules and regulations.

In 2018 and 2019, The Society offered training on Chapter 7 updates to more than 300 individuals currently working in the industry. The curriculum included administrator requirements, kitchen, resident rights, staff training, and policies and procedures.

In 2019, The Society offered technical assistance and consultation services in the areas of onsite review of existing policies and procedures in compliance with the new rules, quality management training, application for new licensure, assistance with waivers for non-compliant buildings and associated needs, and interim oversight of residences whose license was not in full compliance with the existing regulations.

In the 2019 legislative session, a bill was

passed to establish a process for reviewing and enforcing initial and ongoing training requirements for home care workers who provide care to patients through Class A and Class B (skilled and non-skilled) home care agencies. Society staff were appointed to serve on the Training Advisory Committee to provide stakeholder input on curriculum design, scope of the training, and other workforce needs.

Most recently, the Centers for Medicare and Medicaid Services implemented the “red hand” to alert consumers using Nursing Home Compare that the nursing home has had allegations and/or substantiated findings of elder abuse.

The Society was involved in the development and planning of the Colorado Adult Protective Services (CAPS) Check Unit. The purpose is to identify employee perpetrators who have been identified by county Departments of Human Services Adult Protective Services Departments as having committed elder abuse and/or accused of committing elder abuse, but have not been convicted. The legislation mandated many agencies to conduct the mandatory CAPS checks. As of the first ten months of operation ending October 31, 2019, 2,282 agencies were registered, 99,103 checks were completed, 124 individuals were identified as potentially causing harm, and 83 individuals were flagged as causing harm.

The Society continues to offer a two-hour training on how to successfully identify and report elder abuse directed at individuals who are mandatory reporters.



Rob Moore, Paramedic, Mile High Ambulance provides training on Medical Emergencies for Assisted Living Administrator Training .

## 2019 SENIOR HOMESTEAD EXEMPTION

### FOCUS GROUP RECOMMENDATIONS FOR ADVOCACY TO PROTECT THE HOMESTEAD EXEMPTION

The priority based on the findings of the survey and the focus groups is to keep the Homestead Exemption intact by:

1. Engaging with legislators about possible changes in the funding structure of the exemption or supplemental funding avenues as an alternative to the exemption's eradication.
2. Support legislation that is designed to remove the General Assembly's ability to deny funding to the Homestead Exemption (HB19-1141).
3. Create resources to help older adult protest their assessments successfully.

In 2018, The Society conducted a survey of the 22,000 households that receive the STA-Well News to identify the preferences of homeowners on the Senior Homestead Exemption. 274 readers responded to the survey.

Of those responding 73% stated the Homestead Exemption was "very important"; an additional 10% reported it was "important". Of those responding 80% want to keep the Homestead Exemption.

In Spring 2019, a graduate student from the University of Colorado performed a comparative study of the survey results with qualitative data by conducting two focus groups of 24 older adults.

Based on the findings, the Homestead Exemption 1) lends financial support to allow older adults to stay in their own homes; 2) offsets the burden of out-of-pocket medical costs, and 3) allows discretionary money to make crucial home repairs.

The survey concludes that the majority of older adults want to keep the exemption as it currently is in the constitution. This finding is consistent with the survey results.

The Society testified against HB19-1317 to means-test the Homestead Exemption (although it would have provided benefits to renters) and testified for HB19-1141 which would have eliminated the General Assembly's ability to de-fund the Homestead Exemption. Both bills were postponed indefinitely.

### "WE'RE NOT IRRELEVANT"

"What I think is that they consider this group irrelevant when they do that (try to take the exemption away) and we are just as important. How many years have we paid taxes and supported the school system and any kind of public works situation? We should not be discounted as being insignificant or irrelevant, and really when they do that, they are discounting our entire group, our segment of the population. It's just totally unacceptable."

*A Homestead Exemption Focus Group Participant*

# 2019 CULTURAL LEADERSHIP, INCLUSION AND DIVERSITY

## LEADERSHIP

1. Aspiring Leaders Program by the Hispanic Chamber Foundation a part of the Hispanic Chamber of Commerce Metro Denver provided a full scholarship to The Society staff to participate in the 2019 Cohort. The Aspiring Leaders Program is a 7-month culturally relevant leadership development program delivering training for mid-level career
2. National Latino Leadership Symposium by Lideramos. The symposium allowed participants to:
  - Learn to lead with influence, passion, and determination
  - Tap into the power of story-telling, cultural traditions, and rituals
  - Acquire the latest leadership tools, techniques, and research
  - Increase the impact on critical issues in the Latino community
  - Build a talented and experienced Latino Leaders Network
  - Improve leadership programming and alumni engagement
  - Strengthen fundraising and sustainability skills
3. 2019 Unity Summit by Change Philanthropy, in



Maria Madrid with fellow attendees of the National Latino Leadership Symposium by Lideramos.

partnership with our coalition partners, is transforming philanthropy from within by building knowledge, fostering diversity, and creating connections through advocacy with an intersectional approach

4. Training materials in English and Spanish
  - Health Insurance Literacy Videos
  - Health insurance Toolkit
  - Promotional materials/flyers

## DIVERSITY AND INCLUSION PROGRAMMING

### Colorado Health Network

Advance Care Planning for HIV Aids as Part of Aging Mastery Program with National Council on Aging

### Latino Age Wave

1. Provide support for Connectoras in Montbello on systems, processes, and benefits for older adults
2. Present at Opening Doors Wider training

### The Center on Colfax

1. Exhibit at 30<sup>th</sup> Annual Salute to Seniors
2. Honor Elder Services Manager at 40<sup>th</sup> Annual Meeting
3. Ongoing support of LGBTQIA older adults

### Dancing for My Heart

1. Staff volunteered for the 30<sup>th</sup> Annual Salute to Seniors
2. Educational roundtables
3. Community leader information
4. Advisory Committee member

### Colorado Black Health Collaborative

1. Annual Block Party at Dahlia Campus
2. Panelist on Medicare and Medicaid at the Understanding Health Insurance forum (also exhibit table)

### Decision Trees

1. Use of community directed methodologies to develop 20 decision trees on government benefits for older adults
2. 16 focus groups in rural and urban areas to define processes for successfully enrolling Latinos in government benefits.

### Medicare Monday

1. Presented Medicare information at Dahlia Campus; Congresswoman Diana DeGette made a guest appearance
2. Presented Medicare information at Servicios de La Raza (in Spanish)

### Health Care Benefits Advocacy

Convened a group of 12 African American community leaders to seek input on advocacy to improve enrollment in government benefits

### Software Developers for Housing and Home Care Guide

A minority-owned firm is conducting the software development for the newly launched Housing and Home Care Guide on the website.

# 2019 CLIENT SERVICES

## SALUTE TO SENIORS

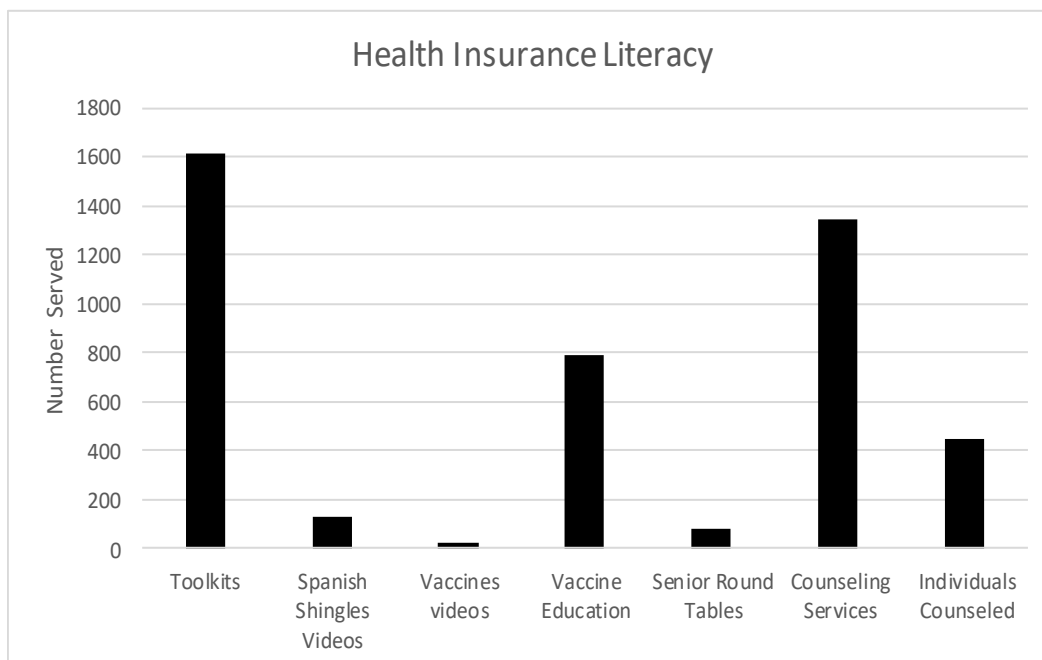


1300 older adults braved the cold and snow to attend the 30th Annual Salute to Seniors (March 2).

## STA-WELL NEWS



The Society distributed 16,306 promotional materials at 138 senior fairs. Participants receive the STA-Well News.

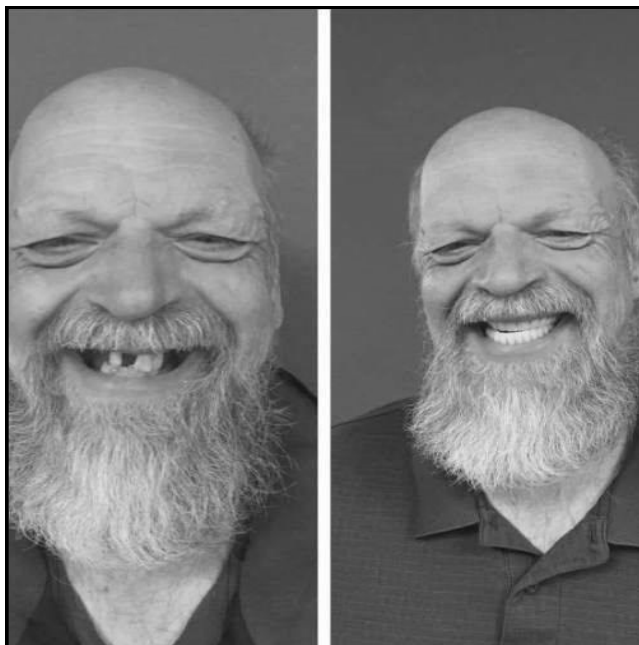


The most important health insurance literacy tool for older adults is a tool kit. These are distributed at community outreach programs. Counseling services are the second most important service. Each individual receives an average of four health insurance literacy services per visit.



## 2019 CLIENT SERVICES

### VISION, HEARING AND DENTAL SERVICES



336 Individuals received grants for vision, hearing and dental services. Services were expanded to the West Slope.

### HOLIDAY BASKETS



Volunteers sort and pack boxes of donated food to deliver to 200 low income older adults so they can enjoy a Holiday Meal.

### MEDICARE, MEDICAID AND BENEFITS



Almost 800 Medicare Beneficiaries attended Medicare Monday event s and 629 receive individual counseling Fall 2019.

### COMMUNITY OUTREACH

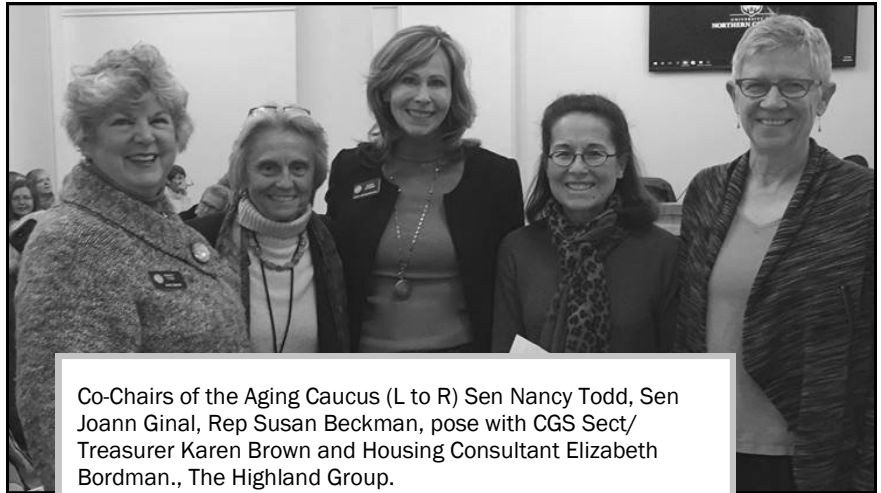


Patricia Cook presents at community outreach programs including Medicare Monday and Senior Roundtables.

## 2019 PUBLIC POLICY AND ADVOCACY



Congressman Ed Perlmutter with Bernie Schmeits at Senior Fair



Co-Chairs of the Aging Caucus (L to R) Sen Nancy Todd, Sen Joann Ginal, Rep Susan Beckman, pose with CGS Sect/Treasurer Karen Brown and Housing Consultant Elizabeth Bordman., The Highland Group.



Mo Keller, Director of Advocacy for Mental Health America reviews behavioral health legislation, including the Advance Directives for Mental Health bill at Senior Issues Briefing.



Eileen Doherty with Congressman Jason Crow at Chamber of Commerce Bi-Annual Congressional luncheon.

**BRINGING FEDERAL, STATE  
AND LOCAL POLICIES  
TOGETHER AT SENIOR  
FAIRS, CAUCUSES,  
TRAINING PROGRAMS AND  
POLICY DISCUSSIONS**



Congresswoman Diana DeGette appears at Medicare Monday at Dahlia Square to share information from Washington DC.

## 2019 CENTERS OF INFLUENCE

Representatives of The Society participate in Federal, State, and Local discussions for the purpose of affecting change in the areas of Regulations, Social Networks, Policy, Systems, and Cultural Diversity. The Society works with these agencies, task forces, advisory committees, and boards to influence service to older adults.

### REGULATORY

HCPF- Senior Low Income Dental Committee	Hospital Transformation Program	Denver Human Services Adult Protection Services Committee
DRCOG - Aging Contractors Meeting	Physician Advisory Committee - Right at Home	HCPF - Caregiver Training Advisory Committee
HCPF - Medical Services Board	CDPHE - Board of Health	DHS - Human Services Board
	Division of Insurance - Commissioners	

### NETWORKING

Hispanic Chamber of Commerce of Denver	Aurora Health Access Senior Circle	Community Resource Network
Jefferson County Aging Well	East Coalition at Medical Center of Aurora	Life Care Centers of America Industry Meetings
Saint Joseph Hospital Community Forum	Northwest Coalition for Seniors	Southwest Coalition on Aging
	East Denver Coalition for Seniors	

### POLICY

HCPF - Older Adults Stakeholders Committee	CDPHE - Assisted Living Advisory Committee
Colorado Senior Lobby	Strategic Action Planning Group on Aging

### SYSTEMS CHANGE

Colorado Access Advisory Council	We Work For Health	HCPF - Accountable Care Collaborative Program Improvement Advisory Committee
CDPHE - HB 1250 Committee	Capitol Hill Complex Case Management Cohort	Health Advocates Alliance
Aging Dialogue	University of Colorado Ortho Advisory Committee	Colorado Health Foundation Advocacy Convening
Next Fifty Convening	Center for Improving Value in Health Care	Aging 2.0

### CULTURAL DIVERSITY

Kids First Health Care	Alzheimer's Association CO Chapter
	Dancing for My Heart



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The screenshot displays the Seniors BlueBook website interface for the Denver Local Edition. At the top, there's a navigation bar with links for HOME, LOCAL MARKETS, ARTICLES, EDITIONS, EVENTS, CONTACT, and SENIOR PROFESSIONALS. A search bar is prominently featured. The main content area includes a section for 'Denver Senior Housing, Home Health, Resources & Activities' with a brief description and a link to 'View More Events'. To the right, there's a 'Upcoming Events in Denver' section listing several events with dates and titles. Below this, there's a 'DENVER ARTICLES' section with a list of recent articles. A 'FEATURED LISTING' for 'Lakewood Memory Care' is also visible. The bottom section highlights the 'SENIORS BLUE BOOK SPEED NETWORKING MEETING, HOSTED BY: CALEY RIDGE ASSISTED LIVING' with a detailed flyer. On the right side, there's a 'COMING SOON!' section for the 'THE ALL NEW 2018-19 DENVER NORTH & SOUTH EDITIONS of the Seniors Blue Books ARE COMING!' with a contact link. At the very bottom, there's a footer with social media links and a newsletter sign-up prompt.

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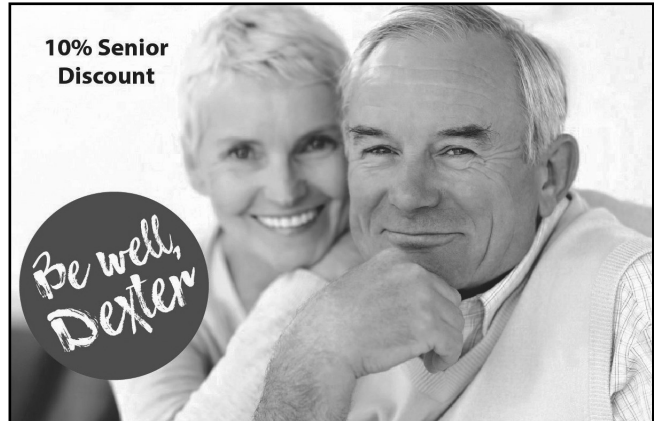
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