

# ABHOW Words

## SHARING OUR STORIES

News of the American  
Baptist Homes of the West



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## Residents Plug Into New Technology



They were the pioneers of 20th century technology, catching the game on a transistor radio, turning on the color TV, photocopying the tax return. It only makes sense that today's seniors are checking e-mail, too.

"Everybody wants to get on the Internet and use the e-mail," says Dick Kopp of his neighbors at The Terraces of Phoenix. A former IBM executive who started his career in the 1950s with punch-card technology, Kopp has been a key player in the development of The Terraces Technology Center, which celebrated its grand opening in January.

Residents are excited about the center and its state-of-the-art equipment. In fact, they raised \$12,000 to fund the project. And they are signing up for the center's computer classes, taught in part by

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Photo above: Dick Kopp observes resident Ruth Grove while participating in the technology classes at The Terraces Technology Center.



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Kopp. There's a waiting list for the Internet class.

That figures. Seniors represent a growing segment of the online population. From 17.7 million U.S. Internet users in 2006, "silver surfers" will swell to 25.3 million by 2011, according to market researcher eMarketer.

ABHOW communities like The Terraces are responding to this trend by offering computer classes and wiring new apartments for high-speed Internet access. These steps are part of a larger embrace of technology that touches all aspects of community life, from dining to health care to billing.

At the company's annual meeting Feb. 21-22, ABHOW leaders will explore how high-tech tools can improve the lives of residents. "Exploration Today ... Innovation Tomorrow" is the theme of the meeting, which will be hosted by Las Ventanas at Summerlin, located outside Las Vegas.

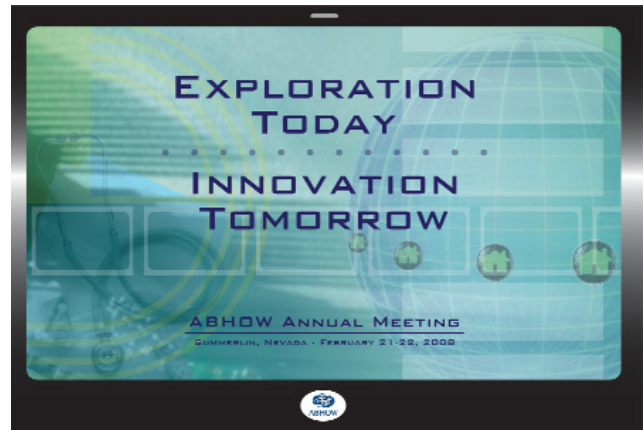
### TECH CENTER RISES IN PHOENIX

Andrea Schulte was in exploration and innovation mode when she dreamed up the idea of a computer lab for The Terraces of Phoenix. The activity director viewed the lab as an essential amenity for the three-year-old campus. "It's the technological age," she explains. "It is just so important."

But she needed money and she needed help. To raise funds, she put on The Terraces' own version of the Antique Road Show. Everyone who brought in a treasure for appraisal contributed \$5 to the lab fund. They raised \$205 – enough to sell The Terraces of Phoenix Foundation on the idea. Up went the thermometer. The fund-raising campaign had officially begun.



In January The Terraces of Phoenix held its first graduation for the Posit Science Brain Fitness classes.



ABHOW will take up technology at the company's annual meeting Feb. 21-22 in Las Vegas.

Next, Schulte put out the word she needed some expertise. Dick Kopp stepped forward. He had spent 10 years as a volunteer computer instructor for SeniorNet in Scottsdale following a 33-year career with IBM. When The Terraces opened in 2005, Kopp and his wife, Diane, were among the first residents. Kopp was getting a little tired of the 30-minute drive to Scottsdale. He also saw the need for computer training in his own community.

Kopp became Schulte's advisor. He outlined the courses and helped identify the equipment needed for the center, including a projector and screen for the instructor. They found a space on campus – previously a storage room – and received approval to convert the room for their purpose.

The checks started coming in "little by little," Schulte recalls. They pitched the project to residents via e-mail and the community's closed circuit TV, and the momentum picked up.

Many residents had computers given to them by their adult children, Schulte says, and they didn't know how to operate them. A computer-learning center was the answer. Plus, for residents accustomed

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## Residents and New Technology *continued*



Residents of The Terraces of Phoenix take advantage of computer courses and open labs.

like Kopp to giving and volunteering, here was a tangible way to make their community better. “And that’s what motivated their contributions,” Kopp adds.

Today, residents are eager to take advantage

of the center’s courses and open labs. “As a community, residents appear open to exploring new ways of communicating, learning and also having fun,” says Schulte. “I believe most of our residents have flat screen TVs, are familiar with terms such as e-mail, Internet, and

Google, even if they haven’t actually learned these tasks, have expanded TV stations, watch in-house TV for their up-to-date community news, and are aware of the technological age that we are in.”

All of that interest keeps Kopp busy. Last year he was putting in about 20 hours a week as the center’s lead instructor – maybe a little too much time, he notes. “My wife will attest to that.” But Kopp has a solid group of volunteers in place now to lighten the load. And he has plenty of neighbors who share his enthusiasm for new technology.

“I get a great feeling,” he says, “about helping them use tools that can make their lives better.”

### Q and A

*Dick Kopp spent a career working around computers in IBM. So what does he do in retirement? He teaches his peers how to navigate the new technology. In 1997, retired and living in Arizona, Kopp was enlisted by IBM to help establish a SeniorNet program in Scottsdale. He volunteered as education coordinator, instructor and coach. In 2005, Kopp and his wife, Diane, moved to The Terraces of Phoenix. Today he trains his neighbors in the new Terraces Technology Center. How do seniors get along with the new technology? Kopp shared his perspective with ABHOW Words Editor Daniel Pryfogle – via e-mail, of course.*

**You’ve done computer training with seniors for over a decade, first through SeniorNet and now at The Terraces of Phoenix. What have you discovered about seniors and new technology?**

Some seniors are apprehensive, unsure about their ability to learn something that is so new. Seniors, myself included, slow down. They will overcome their concerns and learn if we don’t try to rush them. (Young bright computer whizzes may have trouble teaching at this slower pace.) I invite them to repeat the class, and when they do, they pick up things they may have missed previously.

**What kinds of students do your classes attract?**

A typical student may have received a computer as a gift from a son or daughter. Their knowledge and experience range from none to very little and/or outdated. A few have absolutely no exposure and no computer. Our classes are primarily introductions, intended for beginners.

**What’s the one thing every class participant wants to learn?**

Most everyone wants to do e-mail. Along the way, they also need to handle word processing (typing) and how their files (records) are organized. After that is accomplished, many want to learn more about processing photos, from their camera or scanning old prints.

**What do you get out of training your peers?**

I get a great feeling about helping them use tools that can make their lives better: communicating electronically with friends and family whether they are in Duluth or Dubai, creating good-looking documents, getting the satisfaction of mastering new technology, saying, “See what I can do!”



## More than 400 participants competed last fall in the first annual Senior Olympics of Kern County, hosted by Rosewood Retirement Community in Bakersfield, Calif.

The September event drew seniors and volunteers from the area's retirement communities and the public at-large. Sponsored by the Kern County Activities Directors Association, the event began with a parade and torch-lighting ceremony involving representatives from participating teams.

Throughout the morning, seniors competed in events ranging from wheelchair volleyball to a walk-a-thon. Participants also enjoyed a mini health fair, with free health checks, prizes and drawings, and information for seniors and families.



A member of the Valley Wildcats team shows his colors.

"We have a long list of people to thank for making this event a success," says Ted Burgess, Rosewood's executive director, who greeted guests and competitors and led the crowd in singing the national anthem.

One of the first people on Burgess' thank-you list is Rosewood's activities

director, Sharon Varner, who coordinated the event.

"It was a huge undertaking and was a great event thanks to the team," Burgess adds. "We're already planning for the second annual to be held this coming September!"

## Rosewood Reaches Out to Its Neighbors

Rosewood Retirement Community in Bakersfield has been reaching out to seniors in surrounding neighborhoods by hosting special events created just for them.



Rosewood chaplain Gary Bashor serves lunch to Kern City residents.

An example is "A Taste of Rosewood," held last September at Kern City, a senior neighborhood that borders Rosewood. During the event, Kern City residents enjoyed lunch, prizes and a mini health fair.

The event was held at the Kern City Town Hall, which was filled with residents who gathered for the special luncheon featuring Rosewood's Chef Signature Menu. Guests were invited to have their blood pressure and glucose levels checked, and also could enjoy chair massages, courtesy of Rosewood.

"These events present an opportunity for us to interact with prospective residents in a way that is low-key," says Executive Director Ted Burgess. "We have as many of our staff members in attendance as possible so that it really is a very personal introduction. Our staff members serve our guests and talk to as many people as they can."

**A** BHOW residents have another opportunity to rate the quality of their community experience. The annual Resident Satisfaction Survey will again be administered by Holleran Consulting Company, which provides survey services to continuing care retirement communities across the country.

The survey focuses on administration, daily living, Health Center, facilities/environment, dining services and overall satisfaction. Residents rate a total of 33 subjects and provide written comments as well.

The survey questions are fundamentally the same each year to ensure continuity in the process. Residents and staff worked with Holleran to select questions most appropriate to the communities.

“We are in our final year of a four-year survey cycle,” says Kay Kallander, senior vice president for planning. “Resident opinions are greatly appreciated and critical for strategic planning at the corporate and community level.”

The survey is administered at every CCRC. Once results are tabulated in May, each CCRC receives a community-specific report that provides valuable informa-

tion for celebration, areas of focus for improvement, and input for future planning. Each executive director meets with residents, staff and board to share the report and develop an action plan for improvement.

“The results are very important to our CCRCs,” Kallander notes. “So we encourage all residents to fill out the survey based upon their experience in their local community.”

Surveys were delivered to residents in mid-February. Residents unable to complete the survey may request



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*“Resident opinions are greatly appreciated and critical for strategic planning at the corporate and community level.”*  
– Kay Kallander, senior vice president for planning

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the assistance of family members. Residents will have until March 7 to complete the survey. All results go directly to Holleran.

Since the 2007 survey, communities have been working diligently on improvement plans. “We hope that residents have seen progress in areas they addressed,” Kallander says. “This survey is a critical tool in every community’s ongoing development. So we thank residents in advance for providing this important information so that each CCRC can continue to improve its resident satisfaction.”



The ABHOW Communications Box, a collection of important corporate and community-specific documents, will be available on the ABHOW web site beginning March 1.

For several years, every ABHOW CCRC has had a Communications Box, a depository of materials including financial reports, board minutes, financial statements, annual reports, corporate bylaws, and strategic plans. The box includes information that is required as well as other materials that ABHOW wants to make available to residents, employees and board members.

These materials will be available at [www.abhow.com](http://www.abhow.com). A link to the Communications Box can be found at the bottom of each web site page.

“The online Communications Box is a wonderful tool for ABHOW’s use,” says Kay Kallander, senior vice



president for planning. “It provides an opportunity to ensure transparency with all our stakeholders.”

This section of the ABHOW web site is password-protected. Residents and staff should see their executive directors for user name and password.

Residents who are not comfortable with the Internet should see their executive director, who will be happy to provide hard copies. A full table of contents for the Communications Box will be published in the March edition of ABHOW Words.



**ABHOW, National and State Websites:**

ABHOW: [abhow.com](http://abhow.com)

AAHSA: [www.aahsa.org](http://www.aahsa.org) (National)

WAHSA: [www.wahsa.com](http://www.wahsa.com) (Washington)

AzAHA: [www.azaha.org](http://www.azaha.org) (Arizona)

Aging Services of California (ASC):  
[www.aging.org](http://www.aging.org) (formerly CAHSA)

“American Baptist Homes of the West, as an expression of Christian mission, seeks to enhance the independence, well-being and security of older people through the provision of housing, health care and supportive services.”

