Greetings,

The Center for Excellence in Assisted Living (CEAL) continued to build on the progress achieved in 2016 with respect to our mission and primary goals. Through expansion and structure, the CEAL Advisory Council now plays a stronger role, providing awareness, information-sharing and collaborative opportunities for many assisted living stakeholders.

**PRACTICE**

In our role as an objective national center, CEAL continued to develop and offer resources for the assisted living consumer and professional on our website: [Quality Tools]; [Resource Center]; and [Pocket Guides for Medication Administration for Technicians and Infection Control for Direct Care Workers].

**RESEARCH**

CEAL continues our collaborative efforts on research projects.

CEAL and RTI International completed the study that examined the potential impact wage increases would have on assisted living and continuing care retirement communities.

**PUBLIC POLICY**

CEAL continued its advocacy by meeting with the staff from the Senate Special Committee on Aging to offer CEAL as a resource on assisted living issues. CEAL shared a newly developed infographic that was distributed during these meetings.

The Senate Special Committee on Aging specifically solicited comments from CEAL on the issue of older Americans in the workforce.

**TECHNICAL EXPERTISE**

CEAL continues to provide technical expertise for research projects and national initiatives. AMDA – The Society for Post-Acute and Long-Term Care Medicine and CEAL partnered for the 3rd [National Assisted Living (AL) Summit], bringing together industry leaders, providers, physicians, and thought leaders. Participants identified challenges to determine how best to provide care via an integrated care model.
CEAL is on the advisory group for the Antipsychotics and Other Psychotropics in Assisted Living: Scope and Alternatives study being conducted by the University of North Carolina for the National Institutes of Health.

CEAL has embarked on a campaign to strengthen our membership including the Board of Directors and the Advisory Council.

In a move for cost containment and efficiencies, CEAL contracted with Bostrom, a professional association management company. Bostrom brings a greater depth of experience and expertise, and a centralized headquarters to improve communications, administrative support, back office functions, and a meetings headquarters.

Elections were held at the November 9, 2017 Annual Meeting. I am honored to have been re-elected to chair as well as Doug Pace as Vice Chair and Cathy Lieblich as Secretary. We welcomed Steve Maag as Treasurer, and Robert Jenkens continued as Immediate Past Chair.

I continue to be inspired by our volunteer leaders and am grateful for their support. With our joint efforts and commitment to CEAL’s mission, we continue to make a positive impact on the assisted living profession.

Sincerely,
Lindsay B. Schwartz, Ph.D.
Board Chair, Center for Excellence in Assisted Living
2017 FINANCIAL HIGHLIGHTS

REVENUE

In 2017, the majority of CEAL’s revenue was generated through member dues. CEAL’s membership remained at 11 members with one board member due to cycle off at the end of 2017.

EXPENSES

CEAL moved its operations to Bostrom, an association management company. This allowed for previously outsourced items to be brought back in-house, thereby streamlining operations and allowing the Board to remain focused on CEAL’s core mission. Work on the various research projects continued.
2017 CEAL BOARD OF DIRECTORS

CHAIR
Lindsay Schwartz, Ph.D.

VICE CHAIR
Douglas D. Pace, NHA

SECRETARY
Cathy Lieblich, MA

TREASURER
Steve Maag, J.D.

IMMEDIATE PAST CHAIR
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CENTER FOR EXCELLENCE IN ASSISTED LIVING

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