



BETTER LIVING FOR SENIORS MONTHLY MEETING

November 20, 2013

Board Members Present:

Cindy Clouse

Larry Powell

Randy Brock

Greg West

Temi Charrier

Dorene Yates

MEETING LOCATION AND HOST:

- Our location and breakfast was hosted at Spring Haven Retirement, 1225 Havendale Boulevard NW, in Winter Haven. A welcome was given by Scott Smith, Executive Director; he introduced his community sales leader and offered a tour after the event. Thank you for the delicious breakfast!

CALL TO ORDER:

- The meeting was called to order by Cindy Clouse, President at 9:15 a.m.

APPROVAL OF MINUTES

- A motion was made that the minutes from the October 2013 Meeting, now posted on the website at www.blfspolk.com, be approved. The motion was seconded, a vote taken and the minutes were approved unanimously with no changes.

TREASURER'S REPORT

- YDT inflows: \$26,606.93
- YDT outflows: \$8, 827.71
- YTD net income total \$16, 779.22
- Account Balances \$25,701.64

MEMBERSHIP REPORT

- Randy Brock reported that BLFS has 211 current active members.
- Randy announced that the BLFS web site had over 2,900 hits last month. He explained how user-friendly it is and the search options.
- A motion was made that the treasurer's report be approved. The motion was seconded, a vote taken and the report was approved unanimously.

COMMITTEE REPORTS:

- **Elections for the Board:** Elections will be held in January, members who are interested in serving on the board (or on committees) were encouraged to consider running for election.
- **Education Committee:** "Exposed, Shedding Light on Senior Myths," and "Empathy for Elders," are two seminars that are available, please contact Ashley Vogel, Chair of the Educational Committee, for more information.

- **The 2014 Directory:** The new cover of the directory was displayed. The directory is currently being printed and 20,000 will be out in January for distribution.
- **Better Season for Seniors:** This is a program that provides gifts for seniors in our community who have no family and would receive no Christmas gift. Four hundred and ninety six requests came in! Tamara Rowland introduced the ‘Elves”, and December 20, 2013, 9:00 a.m. was announced as “Elf Day” when the gifts are distributed (the location is at Bella Vista); more elves are needed!
- **Cribbage Sponsor at Polk Senior Games:** Cindy announced that BLFS will be sponsoring the Cribbage Event at the Polk Senior Games in February. This event will give BLFS significant exposure.
- **Grandparents Essay Contest:** Cindy announced the results of the Grandparent’s Essay Contest on the 16th of November; there were five winners in five categories. The winners were announced in the Polk County Family Week section of The Ledger on Wednesday, November 20, 2013.
- **Social Media:** Dorene Yates reminded members of the BLFS Facebook page and that photos of each event are posted there for members to tag. She also mentioned that this is a good place to post promotional events so the BLFS membership can be aware of what is going on various services.

SPEAKERS AND LOCATIONS:

- The Estates at Carpenters, 1001 Carpenters Way, Lakeland, FL 33809, is confirmed as the location for the December 18, 2013 meeting; the program is our annual Christmas gift exchange and presentation of BLFS Gives Back awards. Bring a \$25 gift to exchange.

GUESTS AND MEMBER INTRODUCTION

- Cecile Morgrage, of Emeritus at Oakbridge, took the names of guests at the door. Members and guests introduced themselves and gave a short explanation of their services, agencies, businesses and upcoming events.

GUEST SPEAKER

Today’s program was presented by Jean Berken of SHINE. Jean spends over 400 hours a year volunteering and has received an award for serving 1,900 clients. The SHINE program is a state health insurance program with federal funding. It is a free, unbiased, confidential service that deals with Medicare issues and breaks it down for seniors to understand. This year the challenge is the notices of changes that are mailed to seniors; many put it aside and don’t pay attention. Doctors are dropping and changing plans (HMO and PPO) which can be confusing to seniors. Jean encouraged BLFS members to tell seniors that changes need to be reviewed (such as payment for prescriptions) and seniors need to decide if they should stay with their current programs. SHINE does not sell insurance, they help seniors make informed decisions.

ADJOURNMENT

- A motion to adjourn was made; it was seconded. A vote was taken and the motion was carried unanimously.

Respectfully submitted by Dorene Yates, Secretary, on November 20, 2013.