

**CADBURY AT LEWES
EVENING EXCHANGE
April 5, 2011**

Vic Amey, President & CEO, welcomed residents to the Evening Exchange.

Vic indicated that earlier in the day a letter advising apartment and cottage residents of a landscaping opportunity was distributed. The letter outlined clear parameters that must be followed and we will run this season as a trial. If all goes well, we will continue to incorporate as a permanent practice. He reminded everyone that any modifications to the residence or grounds must first be submitted to Support Services for approval. Also, all contractors must be licensed, insured and approved before any work can begin.

Chuck Rendulic, Director of Support Services, reviewed some PMI's that we recently received.

- Comcast – he has received assurance from Comcast that a device they have will eliminate the need for boxes. We will continue to have the Cadbury channel. Call Maintenance if you cannot access this channel and they will have to split the cable.
- Irrigation installation is moving along quickly. They hope to have completed toward the end of April. Please keep an eye out for crews as they will be putting lines under some roadways.
- Sidewalks have been completed and some driveways were fixed. They took care of the hump in the health care entranceway and leveled it out.
- Fencing along the West Wing parking lot should be installed within the next week or so.
- East Wing Parking Lot – Many staff and visitors are going through. A crosswalk will be installed and a temporary, rubber speed bump will be installed for everyone's safety.
- Recycling – The State is doing some things with recycling, but our cans will stay. Cottage residents are welcome to use.
- Fountains – will be going in on Thursday, with the exception of the new fountain in the back pond. This one requires electric but will be up after electric work is complete.
- Drainage – the first of three French drains will be installed between cottages 46 and 47 to solve the puddling issue.

Carol Holzman, Director of Resident Services, advised that she has information on subscriptions for ambulance service with the Lewes Fire Department. There is absolutely no obligation, but residents have an opportunity to pay a minimum donation of \$45 in return for free ambulance service to Beebe Medical Center. Non-member transportation would cost \$250-\$300 per trip.

Carol highlighted some April calendar events:

- 4/06 – Dinner at Striper Bites at 5:00 pm on Wednesdays – Striper Bites has an agreement with Cadbury whereby they donate a percentage of the dining cost to the Foundation if you tell them you are with Cadbury.
- 4/08 – Grief Support Group at 11:00 am in the Auditorium. All are welcome to attend.
- 4/17– Clear Space Productions presents The Secret Garden at 2:15 pm. Tickets cost \$16.
- 4/27 – Lunch and trip to Trapp Pond State Park at 10:30 am
- 4/30 – Trip to Shorebird Baseball Game in Salisbury at 5:30 pm

Hillary is on vacation next week, so there will be no exercise classes.

The attendees to the men's lunch are invited to the Volunteer Luncheon in the Chart Room. The men's lunch will be rescheduled.

Carol has been working on a Social Accountability statement. A full page ad will run in the Cape Gazette highlighting charity care that is provided to the community. She provided the following information:

- Cadbury at Lewes' total persons served:
 - 126 apartment and cottage residents
 - 35 Assisted Living and Memory Care residents
 - 164 individuals throughout the year in Skilled Care living
- Cadbury at Lewes provided meaningful employment for 187 individuals in 2010, with a payroll of \$4,524,000, much of which is spent in this area.
- Cadbury at Lewes residents and board members contributed 4,403 volunteer hours to the well being of the community.
- Cadbury at Lewes staff provided 1444 hours in community leadership, valued at \$57,760.
- Cadbury at Lewes provided clinical and classroom space to train 401 employees for the community.
- Cadbury at Lewes residents donated 720 pounds of food to the local Food Bank.
- Cadbury at Lewes recycled more than 35,000 pounds of recyclable material.
- Cadbury at Lewes offered \$150,493 in uncompensated care.
- Cadbury at Lewes donated \$266,745 worth of goods and services to the residents at Cadbury and the greater community.

Vic displayed an organizational chart which showed the six different Cadbury entities. He noted that Cadbury Senior Services is the parent corporation and all are separately incorporated. With the exception of Cadbury Consulting, all are not-for-profit organizations. All affiliates are considered member organizations and the governing member is Cadbury Senior Services. Each affiliate also has its own board of directors of which the majority must be members of the Religious Society of Friends (Quakers).

Cadbury at Cherry Hill is our flagship organization and was founded in late 1977. It was built on the philosophy that there was a need for a retirement community near the Philadelphia area and it would serve a less affluent population. The old Cherry Hill Lodge was purchased (with loans) and opened in January of 1978 with 200 studio apartments.

Cadbury at Home was initiated with the concept of offering continuing care with living independently and having guaranteed access to a full healthcare facility. We currently serve over 200 senior in 7 counties of New Jersey.

With respect to Cadbury at Lewes, the Board of Directors pursued the concept of a continuing care retirement community in Lewes back in 1997 and we opened in May of 2007. Today's economy continues to have an impact on occupancy, but we are still doing well. We hope to close the fiscal year with a surplus of approximately \$70,000. According to bond holders and financiers, many other CCRC's are not doing as well.

The Cadbury Foundation provides financial support and development for all Cadbury organizations through contributions.

This is not a system of standalone operations. Senior Services provides human resources, billing and many other resources, and each affiliate must pay a management fee for those services.

Cadbury Consulting was started about a year after Cadbury At Home. We offer organizations our assistance from the concept to a break even operation. We provide market research, develop contracts, training, forms and diagrams. We currently have 7 active clients ranging from New Hampshire to Florida. All proceeds generated from consulting go to Cadbury Senior Services and filter down to each of the affiliates.

A question from the audience was asked if the concept of CCRC's At Home is the up and coming direction we're moving in. Vic replied, to an extent, yes, but we believe strategically the campus setting will exist, but the number in the At Home program will out number the campus style CCRC for three reasons:

- The vast number of individuals in the country coming of age have different attitudes about life and retirement
- The 70 year old of the future is much different than the 70 year old of today
- Baby boomers have not saved well for retirement.

The cost per month is less because the retiree is staying in and maintaining their own residence.

Vic continued the meeting with some discussion on a few other PMI's:

- Second hand smoke – air filtration units have been installed
- Pot hole exiting to Gill's Neck Road – Chuck and his team will work on this to keep filled.
- Bus transportation – the staff has some action plans in place
- No Thru Traffic Signs – the speed bump being installed should help with this item but Chuck will take a look
- No ice cream for Sunday Brunch in the Bistro – Vic will address with Ingrid
- Waitresses will wear name tags
- Recycling – it is open to the public, but we don't want to advertise it. Items do not need to be separated.

Other questions raised:

- Can we get a larger sign directing people to the West Wing parking lot? Support Services will take a look at this.
- Can residents opt for FIOS rather than Comcast? No, because of our contract, however, we may pursue when our contract expires.
- Can we have more parking spaces designated as handicapped? We can but, due to regulations, it would take 3 regular parking spaces away to create two handicapped spaces.
- Which family members will receive the Marketing survey? It will go to family members that are listed in the contract.

Vic presented the Wii Bowling trophy to Bob Hein.

Vic also gave an update of problems identified during the snow emergency when power was interrupted. The air intake was blocked due to the large volume of snow.

- We will now have power and heat to the Bistro, but not yet in the auditorium
- We have a sufficient supply of cots and mattresses
- We will not have lights in the hallways, but we do have lots of flashlights

Cottage residents may purchase a generator at their own expense – contact Chuck.

Also remember that cordless phones will not work when the power is out, you must have a hard wired land line.

The next Evening Exchange will be held on May 3, 2011 at 7:00 p.m. in the Auditorium.

Recorder

Barbara White, Administrative Assistant

4/6/11