

Rotary
Club of
Charlotte

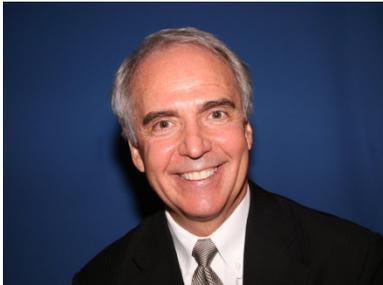


REPORTER

October 25, 2016

DAVID RATCHFORD

The Many Options in Senior Living



John Nicolay introduced his long-time friend and business associate, David Ratchford, who founded a company named Spectrum Consulting in Gastonia in 1978. Spectrum works in some 40 states and has developed over 250 retirement communities. John was quick to point out that David's presentation could be of particular interest to any number of people in the room, as those of us not currently in such communities might find ourselves in the market, either for ourselves or our aging parents.

David opened with a brief history of his company, which is built around four key functions: market research; development planning; project management; and marketing and sales. Over the past five years, they have had over 200 research engagements, \$1.5 billion of development, \$500 million in sales, and sales of over 2,500 residences. His work is primarily with non-profit 501(c)(3) entities, helping them to fulfill their missions by enhancing value and enriching the lives of seniors. They develop the communities and then turn them over to others to manage.

He spoke of the broad trends in the senior living industry, including the fact that we are living longer and staying healthier longer, resulting in a rapid increase of the 65+ population in the US; which was about 36 million at the turn of the century, is approaching 50 million today, and is projected at over 80 million by 2040. Because people are healthier and more affluent, they are looking for a much different level of services than previously. People are looking for communities where they can live vibrant, active lives, with high-end amenities and services, backstopped by the security of a health care safety net when and if needed.

Continuing Care Retirement Communities (CCRCs) experienced a surge of development from the mid-70s to the late 80s, mostly developed by non-profits, and today there are almost 2,000 such communities, with some 676,000 living units in the US. The average age for people moving into CCRCs is between 77 and 78. As baby boomers, the oldest of whom are now 72, start moving into these communities, more space will be required, and a different level of expectations will need to be accommodated. Dave noted that most people would never associate the term "Concierge" with a retirement community, but that is becoming more common every day.

The industry is finally waking up to the fact that Boomers are not interested in moving into a CCRC, as they don't want to think about needing 'care', and 'retirement' is associated with being old and less active. It is, however still all about community, and the new name for the product is the "Life Plan Community", where you can live your life, according to your plan, in your community. Multiple dining venues, meeting places, classrooms, high technology game rooms, and wellness centers are now basic requirements of these

communities. Think of a cruise ship on the land with a lot more space. Housing (high quality), Hospitality (like high-end hotels with gourmet restaurants), Holistic Wellness, and Healthcare are the “four H’s” that define the industry.

Services and amenities devoted to satisfying the eight dimensions of wellness (Physical, Social, Financial, Environmental, Occupational, Spiritual, Emotional, and Intellectual) are the things considered most desirable in selecting a Life Plan Community. The need to provide such a wide variety of services at an affordable cost is driving consolidation in the industry, allowing economies of scale in administration working across multiple locations. David then went into a discussion of four of the more prominent communities in the area, those being Aldersgate, Plantation Estates, Sharon Towers, and Southminster. All four are in the process of expanding and enhancing their facilities. The improvements include all of the four H’s mentioned above. Between Aldersgate and Plantation Estates, over \$200 million is being spent on new construction. Sharon Towers is adding two new housing buildings with eighteen new units in each, plus adding new amenities and completely renovating their entire facility. Southminster is implementing a renovation master plan which will expand and improve all of their facilities.

While the industry is growing rapidly, the opportunity is matched with challenges. Staffing shortages, ever more complex healthcare, the risk of dementia (1 in 6 people over 80 will have some issue), the changing consumer, competition, emphasis on wellness and technology, and the constant need for product and service innovation are the major trends that require continuous improvement.

As John noted in his introduction, it certainly looks like we all may have some learning to do about this industry over the coming years!

Speaker Write-Up: *Rick Handford*

Head Table: *Robert Freeman, Natalie English, John Nicolay, Bob Freeman*; Invocation: *Greg Reagan*; Visitors & Guests: *Bob Moore*; AV: *Jessica Dupree, Nikki Keith, Steve Eanes*; Health, Happiness & History: *David Erdman*; Photos: *Bert Voswinkel*

CLUB NEWS

Two in our Rotary family to keep in your prayers: **Byron Bullard** has been in and out of the hospital over the last several weeks and **Dick Reiling** received a call during Tuesday’s meeting that his brother passed away (no other details).

John Cantrell announced the club’s annual project to collect coats, clothing, shoes and household items for clients served by Crisis Assistance Ministry. A table will be set up in the hotel’s parking deck each week over the month of November and your donations are appreciated.

As was mentioned last week, **Tony Marciano** and Charlotte Rescue Mission have a Thanksgiving request. The Mission is putting Thanksgiving Food Boxes together and is in need of frozen turkeys. If you would like to donate an 11-15 pound turkey for inclusion in the boxes, please drop it off at the Mission (907 W. 1st Street) anytime between November 8th and 20th. ***This will count as one of our 100 Service Projects; please let Sandy know if you participate.***

Ronnie Pruett will be a guest of NC State Bar to attend the “50-year luncheon” honoring lawyers admitted to practice in NC in 1966; **Luther Moore** has announced his retirement as SVP general counsel for Belk effective January 20, 2017; **Torrence Shealy** was featured in the Observer’s Style section this past Sunday; Louis and **Suzanne Bledsoe** announced the engagement of their daughter, Carol Gainey Bledsoe, to Sean Taylor Jones. A February, 2017 wedding is planned.

Matthews Rotary Club is coordinating a trip to work in the Nuwakot district in Nepal, north of Kathmandu. This was one of the most damaged areas of the 2015 earthquake. Raffaele Beltram is the contact person in case you have an interest and need additional details. Proposed date is April 7-18, 2017. Raffaele: beltramconsulting@gmail.com

This year's **Foundation Banquet** will be held November 19 at Ballantyne Hotel & Lodge. Opening reception at 6PM; \$60/Rotarian or \$100/Rotarian & Guest; registration is through the database (sandy can help get you registered). **President Natalie** is on board to MC the event! Thanks to those that have already signed up: **Tom Cottingham, Mark Markanda, Luther Moore, John & Lee Tabor, John zumBrunnen.**

100 SERVICE PROJECTS

NEW PROJECTS in red

190 members have volunteered 2095 hours to complete 69 projects! The Farmer's Market at Cotswold is in particular need of help over the next 3 weekends. <http://www.signupgenius.com/go/20f0548afaa2da5fe3-volunteer>.

Charlotte Bone Bash – Kristina Aquilone needs several volunteers for the Arthritis Foundation's event to be held at Carmel Country Club on October 29 from 6:30pm-10:30pm. Set-up/breakdown, registration, raffle/auctions. www.tinyurl.com/2016CLTBoneBash.

Charlotte Rescue Mission – 11-15 pound frozen turkeys needed to complete Thanksgiving food boxes. Donations can be dropped off at Charlotte Rescue Mission, 907 W. 1st St., between November 8 & 20.

Veterans Day Celebration at Matthews Rotary Club – volunteers needed to help serve lunch during the Veterans Day program on November 14. Contact Fred Rogers: 704-578-2509.

ONGOING

-Allenbrook Elementary School: North Star Reading Partners with a commitment to read to a 3rd grade student one hour a week. Eric Davis: eric.davis@wellsfargo.com.

-Platelet Donation: Register at the American Red Cross or Community Blood Center of the Carolinas to donate platelets. **50 donations to date!**

-American Youth Soccer Organization (AYSO): Coach, referee, board member, linesman, snack shack worker, etc. Kathy Riley at rc@ayso05.com or Carolyn Carlburg c.carlburg@gmail.com

-Cotswold Farmers Market: <http://www.signupgenius.com/go/20f0548afaa2da5fe3-volunteer>. This group REALLY needs help with set up/take down each and every weekend. Please think about lending a hand.

-American Red Cross – Blood services transportation and delivery drivers are needed. Contact Tamrah Jordan tamrah.jordan@redcorss.org for an explanation of what is needed.

UPCOMING BIRTHDAYS (10/27/16 – 11/02/16)

10/27 Bob Knight

10/29 Brent Trexler, Alexandra Myrick

11/01 Michael Elder

UPCOMING ANNIVERSARIES (10/27/16 – 11/02/16)

10/27 Durenda & Tom Bartholomy, Daphne & Tom O'Brien, Leslie & Andy Dinkin

10/31 Sarah & George Page

11/02 Carolyn & Chase Saunders

Club Members	146
Guests	16
Total	162 (52.7%)

GUESTS: David Nelson, Alison Houser, Sally Davis, Ranjay Sarda, Nick Wharton, Robbie Kirk, Sepi Saidi, Andrew Brendle, Kathy Rowan, Lynn Lee, Blythe Hooker, Kelly Reagan, Mary Webster, Olga Haller, Laurie Nortz

MEMBERSHIP

07/01/2016	318
10/11/2016	319
Net Increase:	+1

New Members: Jeff Atkinson, Steve Gassaway

Resignations: Jenn Jackson, Diana Restaino, Ty Hands

UPCOMING LUNCHEONS

(www.charlotterotary.org and click on the events tab)

11/01 – City Bonds

11/08 – Cornell A. Wilson, Jr., Secretary, NC Department of Military & Veteran Affairs

Photos from our luncheons and other events can be found on **Flickr** [Click here](#)





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charlotterotary.org 704.375.6816
1850 East 3rd Street | Suite 220 | Charlotte, NC 28204 USA
Rotary Club of Charlotte