

Benchmark

A PUBLICATION BY TRUCKEE MEADOWS TOMORROW

Spring 2006

Corporate citizenship supports quality of life – *Sierra Pacific Power*

by Karen Foster, Community Relations Manager

As the electric and gas utility company in northern Nevada for over 150 years, Sierra Pacific Power



Sierra Pacific™ takes its responsibility as a good corporate citizen very seriously. That's why Sierra Pacific is a 2006 visionary sponsor of Truckee Meadows Tomorrow. This level of membership represents Sierra Pacific's confidence in the efforts of Truckee Meadows Tomorrow to be a catalyst for positive change in our region.

Sierra Pacific Power utilizes the TMT quality of life indicators in many of its charitable giving and community support programs. When Sierra Pacific evaluates grant requests or employee volunteer opportunities, an organization's support of quality of life indicators becomes a factor in this decision-making.

Sierra Pacific Power employees are actively in-

involved in organizations and community initiatives that support quality of life indicators. As a past participant in one of the original TMT Quality of Life Compacts, Sierra Pacific encouraged employees to get personally involved in preserving and protecting open space in our region. During two open space clean-ups in Keystone Canyon and at Swan Lake, volunteers came away with a sense of personal ownership for some treasured open spaces and special places.



Sierra Pacific Power trail building stewardship

TMT quality of life indicators are defined through extensive community input processes. When good corporate citizens or individuals support these indicators, it means that we are upholding what each of us has defined as most valuable in our region. **Sierra Pacific Power challenges other corporations and individuals to support the good works of Truckee Meadows Tomorrow.** Through our membership in this nationally recognized quality of life organization, we make a statement about our commitment to creating a healthy and vibrant community.

☆☆☆☆☆

TMT Membership Meeting NEW LOCATION & TIME

Thursday, June 29, 2006 • 4:30 – 6:00 PM
Saint Mary's Center for Health
(plaza above and just off the parking garage)
645 N. Arlington Ave., Reno, NV 89503

Agenda

- **Feature: Community activities impacting health & wellness indicators**
- Quality of Life Task Force – indicators prioritization
- TMT business

Tour Saint Mary's health, fitness & rehabilitation center & receive a 1-day free Fitness Center pass

TMT 2006 members free / non-members \$10

Refreshments served ~ free parking in Saint Mary's 6-story parking structure (off Ralston & Elm)

**Fall meeting: September 28, 2006
Washoe Education Association**

It's not too late join or renew your 2006 TMT membership by returning the enclosed invoice or joining online at: www.quality-of-life.org.

Quality of Life Task Force needs your help

Thank you to the many community leaders, like you, who provided input over the last year to TMT's community-engaging Quality of Life Task Force. **We're happy to report that the task force is nearing the end of its work, but needs your help again to prioritize possible new indicators.**

TMT's original quality of life indicators were selected in 1993 and collapsed/categorized into the current set of 30 in 2000. So the charge was to develop a process that would seek out extensive input in order to review and update the indicators to ensure outcomes-based measures that are actionable, measurable and relevant to our region, which has changed substantially over the last 15 years.

The process began with TMT's *2005 Community Well-being Report*, sponsored by Saint Mary's, followed by more data collection sponsored by the *Reno Gazette-Journal*, and a review of the 2005 environmental scan conducted by United Way, as well as community issues identified through TMT general membership activities. Washoe Medical Center sponsored a CEO forum last July to engage business leaders, and Wells Fargo sponsored a series of community forums at various locations throughout the fall.

In order to obtain diverse and representative participation, steering committee members visited and distributed written surveys at various community-based organizations. Plus, an e-survey was posted on TMT's website through February and distributed far and wide thanks to help from EDAWN and the Reno-Sparks Chamber of Commerce, as well as United Way, and the Human Services Network.

After aggregating all the input and comments from thousands of participants, several hundred indicators were identified, which the steering committee filtered against the following criteria for good community indicators:

- Meaningful
- Relevant
- Actionable
- Room for improvement
- Measurable

This filtering process reduced the number of possibilities to a more manageable 53 indicators. **So now it's time for YOU to help one last time, by telling the task force which of these suggested indicators matter most to your quality of life—both living and working in the Truckee Meadows.**

1. Visit TMT's website at www.quality-of-life.org between May 22 and June 16, and click on the survey link to check off your top 10 quality of life indicators. It's simple and will only take five minutes of your valuable time.
2. Email the survey link to others you think should participate in the prioritization process.
3. If you don't have access to a computer, join us at the next TMT meeting June 29 (*see box insert on page 1 for meeting information*), for the last opportunity to prioritize the possible new indicators.

As a final step, the steering committee will use the aggregated prioritization to categorize and recommend an updated set of indicators to the TMT board this summer. TMT will also be recruiting partners to help measure the new indicators. So stay tuned for the new quality of life indicators to be announced at the September 28 fall TMT meeting.

2006 members as of May 1st

[continued from page 4]

Nonprofit

- ☆ Alzheimer's Association, Wendy Knorr
- ☆ Assistance League of Reno-Sparks, Jody Barnett
- ☆ Big Brothers Big Sisters Northern Nevada, Pat Fling
- ☆ Corp. for Nat'l. & Community Services, Stephanie Wrightsman
- ☆ Education Collaborative of Washoe County, Denise Hedrick
- ☆ HAWC Community Health Center, Michael Rodolico
- ☆ Nevada Hispanic Services, Jesse Gutierrez
- ☆ Planned Parenthood Mar Monte, Roz Parry
- ☆ REMSA/Care Flight, Jim Gubbels
- ☆ Reno Housing Authority, David Morton
- ☆ Reno Philharmonic, Tim Young
- ☆ Ski Tavern Junior Ski Program, Bruce Barnett
- ☆ Sparks Chamber of Commerce, Len Stevens
- ☆ Truckee Meadows Community College, Philip Ringle & Juanita Chrysanthou

- ☆ United Way of Northern Nevada & the Sierra, Kelsey Piechocki
- ☆ UNR College of Health & Human Sciences, Charles Bullock
- ☆ Washoe County District Health Dept., Mary Anderson & Nancy Kearns Cummins
- ☆ Washoe County Library System, Nancy Cummings

Individual

- ☆ Robert Alessandrelli
- ☆ Fred & Jane Boyd
- ☆ Christine Fey
- ☆ Marge Frandsen
- ☆ Gayle Hurd
- ☆ Brett Kandt
- ☆ Yann Ling
- ☆ Lisa Mitchell
- ☆ Robert & Marilyn Rusk
- ☆ Teresa Benetiz-Thompson
- ☆ Daryl Drake
- ☆ Karen Foster
- ☆ Mike & Stephanie Hix
- ☆ Daniel Inouye
- ☆ Elaine Lancaster
- ☆ Patti McClelland
- ☆ Carol Perry
- ☆ Bonnie Saviers

Aging in the Truckee Meadows and our quality of life -- A primer for the aging process

by Philip D. Shapiro, M.H.A.

One of the inevitabilities of living a long life is that we age (get older) in the process. While some embrace aging and “roll with the punches,” others are apt to be in a perpetual state of denial. In our society growing up in the U.S., we are taught very little about the aging process. Our lack of knowledge and understanding may lead to a prejudice about older people. We are taking great strides to improve our quality of life in the Truckee Meadows, and one area we can begin to focus on is to learn some fundamentals about the aging process and then incorporate them into our daily lives.

We age in so many ways. The most obvious is our physical aging (wrinkles and gray hair are a few obvious signs). Physical aging also affects our ability to perform activities of daily living (or ADL's). ADL's may include limitations on our ability to get in and out of bed, take a shower or bath, groom, eat, and may affect motor functions, such as walking. Our eyesight and hearing are constantly changing (and usually not for the better) as we age. Our taste buds may be inhibited. It doesn't sound like fun--and it isn't.

We also age cognitively. One obvious sign is our memory loss, short-term/long-term, or both. In the U.S., we love to generalize and category things, so, in recent years we use the term “Alzheimer's” to categorize aging and memory loss, when it is actually just one of many dementia diseases.

Finally, we age emotionally. As our bodies expose signs of change and decline, and our ability to cope is diminished, we are at greater mental health risk. Married couples of 50+ years eventually deal with the loss of one spouse. This may be one of the greatest coping challenges in our lives. We are not prepared for such an event, either as the surviving spouse or as family members (adult children). This is one particular area that we should devote some studying to and preparation for.

Where to Begin

Where is the best place to truly learn about aging? I'll suggest it is in ‘real life’ situations, supported by textbooks and articles. I promote that we need to take some time and visit with seniors in communities where they live -- congregate living, assisted living, skilled nursing, and even Alzheimer's facilities. All of these community types are represented in the Truckee Meadows, and they all enjoy having visitors. Such a visit could include touring the community spaces (including apartments and living quarters), talking with staff that serves the seniors, and finally, getting to meet senior residents.

To be continued in the next Benchmark...

Philip D. Shapiro, M.H.A. (a “Sandwich Generationer”), is the Developer and Managing Member of *Promenade on the River*, an active senior living community <www.promenadereno.com> and the President of *SeniorTraditions*<www.seniortraditions.com>, a senior living consulting firm, both based in Reno. Phil conducts regular speaking engagements on this topic and can be reached at 775.345.6941 or at seniortraditions@charter.net

TMT news and more

- TMT recently lost its current **Adopt an Indicator** database master file. If you or your organization has adopted quality of life indicators, please visit TMT's website at <http://www.quality-of-life.org/main.php?user=tmt&page=47> and let TMT know what actions or improvements you've done to **make a difference** in the Truckee Meadows. **We'll report your actions in the next issue of the Benchmark.**
- TMT will announce the updated quality of life indicators at our fall membership meeting, September 28, 2006. Visionary member, Washoe Education Association will host the meeting. Look for the time and more details in the summer *Benchmark*.
- TMT's annual membership meeting will be December 14, 2006. Stay tuned for the time and location to be announced.
- *Accentuate the Positive 2007* is around the corner. If you want to give back to the community, TMT is looking for volunteers to help plan the next event. Please email us at info@quality-of-life.org.
- **TMT is also looking for sponsors for its next *Community Well-being Report***, following the release of the updated indicators this fall. We are looking for partner contributions toward the research, design, printing and distribution of the next community report. Please call TMT Executive Director, Karen Hruby at (775-323-1518) and help TMT catalyze action and drive community improvement.

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NEW ADDRESS

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Welcome New & Renewing Members for 2006

Visionary

- ☆ Charter Communications, Manny Martinez
- ☆ Sierra Pacific Power Company, Karen Foster



- ☆ Washoe Education Association, Lynn Warne
- ☆ Washoe Medical Center, Jim Miller

Platinum

- ☆ EDAWN, Chuck Alvey
- ☆ RTC, Greg Krause
- ☆ Washoe County, Kathy Cater

Gold

- ☆ Microsoft Licensing, GP, Betsy Dickinson
- ☆ Q & D Construction, Norm Dianda

Silver

- ☆ AT&T Nevada, Kris Wells

- ☆ Clark & Sullivan Constructors, B.J. Sullivan
- ☆ Krump Construction, Vicki Spencer
- ☆ Truckee Meadows Water Authority, Kim Mazerres

Small Business

- ☆ Drake Realty, Inc., Daryl Drake
- ☆ Drinkwater Law Offices, Bonnie Drinkwater
- ☆ EDAWN, Gail Conkey
- ☆ Great Basin Federal Credit Union, Elisabeth Hadler
- ☆ Media West Affiliated Companies, Edwin Pereyra
- ☆ Neighborhood Mediation Center, Trip Barthel
- ☆ Northern Nevada Bank, David Taylor
- ☆ Northern Nevada Business Weekly, Pete Copeland
- ☆ Prestige Loans Corp., Thuy Schneider
- ☆ Promenade on the River, Philip Shapiro
- ☆ Reno/Sparks Association of Realtors, Cherie Williams
- ☆ Reno-Sparks Chamber of Commerce, Harry York
- ☆ St. Albert the Great, Debbie McCarthy
- ☆ Stremmel Gallery, Turkey Stremmel
- ☆ Washoe County District Attorney, Richard Gammick
- ☆ William C. Thornton, Attorney at Law

Nonprofit and Individual members continued on page 2

Editor's note: Thanks to TMT Platinum member Washoe County for printing this issue of the Benchmark