



Spreading the "buzz"



People are talking about TRAIL – and that's a good thing.

Our Atul Gawande event (see page 2) and TRAIL's recent inclusion in an aging-related segment of Iowa Public Radio's "Talk of Iowa" have sparked an increase in the number of calls and inquiries coming into the TRAIL office and website.

We love the "buzz" these events create about TRAIL and its mission. But the best kind of buzz comes from *you*. Studies show that the most effective form of marketing is word of mouth – friend to friend, neighbor to neighbor.

So if you're enjoying your TRAIL membership and the benefits it provides – whether you're an Affiliate like the Tardys (at right) or a Full member taking advantage of our volunteer services – help us spread the word about TRAIL.

When we grow the TRAIL community, we expand the opportunities and connections among us all. And that's something to buzz about.

Thanks for all you do for TRAIL!

Sincerely yours,

Executive Director

hillary@trailofjohnsoncounty.org

Affiliate member profile:

Tardys value TRAIL services

A PBS documentary featuring Dr. Atul Gawande set Dwight and Vicki Tardy on a mission.

"We wanted to see if there was a Village to Village group in Johnson County," says Dwight, a retired chemistry professor and avid glass artist. "The concept was exactly what we were looking for, a way to stay in our home as long as we can," notes Vicki, also retired as a co-owner of The Weaving Studio, and a travelling weaving instructor.

That's when the Tardys learned about TRAIL of Johnson County. They became Affiliate members to take advantage of the list of vetted vendors and social opportunities; in fact, Vicki has joined the Program Committee. The couple has done most of their own maintenance on their home and 12-acre property near Iowa City since moving there in 1996. But with their grown daughters living out of state, they realize they eventually will need assistance. "Since we are not familiar with many professional services, having the TRAIL service-provider list will be very helpful," says Dwight.



The Tardys' hobbies and travelling keep them busy, but they have enjoyed TRAIL social events and recently hosted a member coffee in their home. "It was great to be able to meet new people, talk about some of the things we all go through as we age, and share how we are dealing with them," says Vicki. (The Tardys will host another member coffee on Nov. 15; please call the TRAIL office if you'd like to attend.)

Dwight is convinced that one of the keys to successful aging is to keep life interesting by always challenging yourself. "You have to know your limitations," he says, "but people shouldn't be too quick to lower their expectations of themselves."

Gawande event draws large crowd

On September 25 more than 200 community members, including TRAIL members and friends, enjoyed a live-streamed conversation with acclaimed surgeon and author Atul Gawande at the Coralville Public Library.



Co-sponsored by the Iowa City-Johnson County Senior Center, the event was broadcast from Boston to mark the 15th anniversary of Beacon Hill Village, the first aging-in-place organization in the Village to Village Network, to which TRAIL belongs.

Gawande spoke about the importance of living our entire lives with meaning and passion, and how challenging that can be when the medical profession often emphasizes length of life over the quality of life. Response to Gawande's comments was enthusiastic, and audience members lingered at the post-event reception to continue the conversation.

TRAIL hopes to host more of these aging-related community forums in the future. Your ideas and topic suggestions are welcome!

In the spotlight *Mind your Medicare*

As many TRAIL members know, the Open Enrollment period for 2018 Medicare drug plans runs from October 15 to December 7, 2017. All Medicare recipients are encouraged to review their choice of drug plan during the annual Open Enrollment period, as individual needs and/or the terms of most drug plans are likely to change each year.

If reviewing your Medicare plan isn't your idea of fun, help is at hand through the **SHIIP volunteer program**. SHIIP – which stands for Senior Health Insurance Information Program – is a free, confidential service of the State of Iowa that helps Iowans make informed decisions about Medicare and other health issues. SHIIP counselors can help you work through your questions about Medicare, Medicare supplemental insurance, long term care insurance, Part D for Medicare Drug Benefits, Part C for Advantage plans, and other health insurance issues.



SHIIP counselors are trained by the state and do not sell or promote any insurance companies, policies, or agents. And in our area, SHIIP counselors share TRAIL's home base: **The Iowa City-Johnson County Senior Center is a SHIIP sponsor**, and counselors are on hand at The Center at 28 South Linn Street during the Open Enrollment period. Just call The Center at 319-356-5220 to schedule a SHIIP counselor appointment before the enrollment period ends in December.

Did you know?

Among the TRAIL volunteer services available to our Full members are trained medical advocates. These individuals, several of whom are retired healthcare professionals, can accompany you to medical appointments, ensure all of your questions are asked and answered, and help you arrange for any follow-up care or instructions.

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