



CEO Kent J. Blumenthal, Ph.D., CAE
Remarks at 2018 GVR Annual Membership Meeting
March 29, 2018

I extend my heartfelt thanks and sincere appreciation to everyone who contributed to GVR's many achievements this past year. I'd like to give a special shout-out to the following:

- **GVR Members** – More than 23,000 people who engage in our recreation and leisure programs, classes, performances, events, and using GVR facilities for their optimal health and wellness. We celebrate you and hold in our hearts several beloved members who have passed away this year.
- **GVR Volunteer Leaders - President Nelson, Board and Committee members** – who volunteered their time and talents when they might otherwise be pursuing their own recreation and leisure interests and instead choose to serve. We celebrate you and appreciate your service.

- **GVR Volunteers** – Tireless members helping and serving their fellow members. Remarkable. Inspirational. Wonderful ambassadors for GVR.
- **GVR Staff** – highly skilled and dedicated staff striving to be the best they can be, exceeding expectations, with servant hearts; each one making a significant difference to the operation and maintenance of GVR facilities, programs, and events. I am proud to be a member of our GVR Staff Team!
- **GVR Clubs, members and leaders** – We celebrate the diversity of interests of our 64 different clubs with new groups forming during this past year. We applaud the discipline and courage that comes with learning something new.
- **GVR Foundation, leaders and donors** – Thank you for strengthening community well-being and ensuring that we all enjoy a better quality of life by enriching the lives of GVR members and community residents through programs, advocacy, and financial support that promote health and wellness in Green Valley, Arizona. Thank you for bringing to Green Valley the RetireArizona.org website and forging a new and exciting path for our community.
- **GVR Community Partners** – We know that GVR does not exist in a vacuum and as a large part of the Green Valley community we are very fortunate to

have amazing and supportive partners willing to collaborate together to improve Green Valley. To the President Don Weaver and the Green Valley Council, Executive Director Michelle Phillips and the Greater Green Valley Community Foundation, Chairman of the Board Kathleen Wishnick and the Green Valley Chamber of Commerce, and Chief Chuck Wunder and the Green Valley Fire District, thank you for your camaraderie and leadership.

Together, all of us embody the culture, spirit, vision, and soul of Green Valley Recreation Inc. The place we must always begin is the place of gratitude.

So I thank each and every one of you who made a difference in our wonderful community this year with your gift of time and talents, creative ideas, critical thinking, your willingness to look with an open mind and heart, your dedication, and acts of kindness.

Our annual membership meeting gives us an opportunity to pause and take a few precious moments to look back, reflect on our achievements in 2017, and look ahead to what we still need to accomplish in 2018 and beyond.

GVR members ought to take pride in the past year's successes of our Corporation. In a few minutes you will learn in great detail more about a few of our more notable achievements: the fantastic financial year we had; the positive

audit reports we received; and the impressive and overwhelmingly positive results of our comprehensive member assessment.

That isn't to say that we haven't had a few hiccups along the way. Our membership may not agree on every issue, challenge or opportunity before us, but the partnership we share with one another is real and clearly evident by the many accomplishments of the past year. I like to highlight just a few achievements:

- The 2018 Comprehensive Survey Assessment of member’s wants, needs, interests and values, the first in eight years, attempted to get 100% of individual GVR members to participate. While a 26% response rate is considered ‘very good’ by survey research experts for this type of survey, it still wasn’t what was hoped for.
- We are revisiting mechanisms intended to improve communications and receive feedback from members. I held an initial “Conversation with Kent” about improving communications on March 13. A follow-up “Conversation with Kent” on communications is scheduled on May 16.
- We have scaled down the 2016 long-range strategic facilities plan into a 3-5/year doable and affordable plan.
- Three times may be the charm @ trying to secure a near-perfect site for a 24-court GVR Pickleball Center and Park! We have a contract offer agreed to for a 10.8 acre parcel along Camino de la Canoa Road in Green Valley on the east side of I-19. A public hearing about the property mandated by Pima County for a Type I Conditional Use Permit is scheduled for April 11 in Tucson.

- Even though our annual elections process that includes an online voting component saves GVR tens of thousands of dollars in printing and mailing, and volunteer and staff time expenses - at least \$50,000 in savings for the 2018 elections - it still hasn't reduced the complexity of our elections as much as desired.
- Numerous accomplishments in GVR Governance, Fiscal Management, Operations and Maintenance, Reserves, and Investments of GVR reflect successes in planning, critical thinking, collaboration, improvements, and development. Vast numbers of people continue to choose to be a part of GVR. In 2017, we successfully processed the sale or resale of 966 GVR Member Properties to new owners, including 31 brand-new additions to our 13,557 member homes.
- We successfully implemented significant GVR events in cooperation with the GVR Foundation - 2018 Southern Arizona Senior Games and SoAZ CultureFest, and we initiated a weekly Green Valley Farmers and Artisans Market at West Center for members and community residents. Our Senior Games was recognized as the best 55+ Program in the state by the Arizona Parks and Recreation Association last April.

- Currently cooperating with Solar Gain™ to implement comprehensive solar panel installation at 10-GVR sites campus-wide for energy conservation and significant reduction in annual expenditures for electrical power. Hopefully, work on this initiative will be ready to begin later this summer.
- We forged a “Partnership for an Envisioned Future of Green Valley, Arizona” through a joint Resolution with the Green Valley Council and Green Valley/Sahuarita Chamber of Commerce.
- Members volunteering to lead on the GVR Foundation Board launched the community-based RetireArizona.org website to support GVR members and residents of the Green Valley Community.
- We began publishing our *GVR Now!* Newsletter ourselves to allow us to reassert our own voice through our monthly hardcopy newsletter, enhance GVR member communications, and bring in additional non-dues revenue through ad sales and sponsorships.

As your CEO, I believe these are the best of times for GVR. I look forward to what more we can accomplish together in 2018. With 10,000 people turning 65 every day for the next decade, we are at the forefront of opportunities to keep people healthy, vibrant, socialized, connected, and intellectually stimulated.

The care GVR staff and volunteers give is to promote healthy lifestyles as a strategy for successful aging. Of course, genetics and luck have a lot to do with how well we age. But even so, research demonstrates that gene expression is influenced by things like exercise, diet, lifestyle choices and physical and mental activity.

I know many members who strive to maintain perfect balance between mind-body and spirit by pursuing enjoyable hobbies and activities, being in nature, and improving social connectedness and social support to reduce stress and maintain a healthy brain. Research in recreation and leisure studies stresses the psychological benefits, creation of social support and enhancement of physical health through the serious engagement of leisure activities. Brain research concludes that the more we challenge our brains, the more nerve pathways and circuits we form. Amazingly, our brains can be trained to function better as we age.

So friends, there is some serious business happening at our GVR facilities! Lest we forget that Leo Tolstoy learned to ride a bicycle at 67; Giuseppe Verdi was still composing operas in his 80s; and in their 90's Robert Frost was writing poems, George Bernard Shaw was writing plays, and Georgia O'Keefe was still painting. What will you be doing this year, next year and the years following?

In the year ahead, stay positive and optimistic, enjoy life, and be grateful for all that it has to offer. This will promote mental health and resilience, and lead to improved ability to cope with adversities and with aging. GVR is here to provide you with opportunities so we thrive, continue to be challenged, and keep growing as individuals. GVR will help strengthen our community when we work together. It is my honor to serve as CEO for Green Valley Recreation, Inc.

Thank you!

[PRESENT PRESIDENT NELSON WITH CERTIFICATE OF APPRECIATION]

I ask President Jim Nelson to come up to the podium and be recognized for his leadership and service to GVR.