

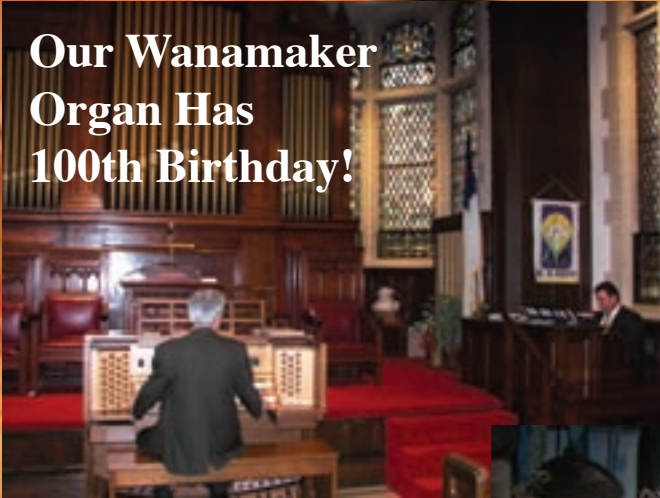
DMRC

HORIZONS

The Newsletter of Deer Meadows Retirement Community

Fall 2006

**Our Wanamaker
Organ Has
100th Birthday!**



**Fawn Calls
DMRC Home**



**2nd Annual Flower Festival
Featured the Gardens of OZ!**



INSIDE

Pets Warm Hearts

Meet a Wonderful Resident

Board Reflections

Why DMRC is Number 1 with Staff

Collage of Summer Travels Inside

**Pets Bring
Smiles**



Deer Meadows Retirement Community



Join us for the next organ recital on December 29th. Call Debra Murphy for all inquiries.



President of the Northeast Philadelphia Chamber of Commerce, Al Taubenger, thanks Mike Jacobs for Deer Meadows' support in local business and events.



And the Winner of the 2007 DMRC Spring Flower Festival is Mary Poppin's!

HORIZONS

Newsletter is produced by:

Deer Meadows Retirement Community

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Contributing Stories: Mike Jacobs, Lisa Sofia, Rev. Nelson Krute

Deer Meadows Retirement Community Mission Statement

Deer Meadows Retirement Community is dedicated to providing quality continuing care living facilities and support services in a Christian environment respecting the dignity and sanctity of all individuals regardless of their race, gender, religion, national origin, creed.

Vision Statement

DMRC will continue to be a leader in resident services for people in our community. We will embrace change that will help us improve our services. We will organize and make investments to take advantage of opportunities that satisfy the needs of our residents and employees. We will respond to regulations and legislation in a creative fashion that assures our continuous financial success. We will manage our resources applying the principles of continuous quality improvement. Above all else we will protect our reputation for excellence and success even as criteria for excellence and success change.

Core Values

Compassion: Caring for those we serve with kind, heartfelt and genuine concern
Creativity: Continuous improvement through innovation and teamwork
Integrity: Dedication to doing what is right
Quality: Excellence in service to others.
Respect: Highest regard for the worth and rights of others

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Lisa Sofia	Community Administrator/Chief Operating Officer
Mary Morrison	Chief Financial Officer
Liz Harbison	Director of Public Relations & Marketing
Roger Heckman	Director of Plant Operations
Bruce McNamee	Director of Human Resources

At DMRC Animals are a part of the Family

The Power of Pets

By Debbie Phillips
Wellness Center Coordinator

What are the benefits we accrue when animals are brought near us?

Well, we 'feel better', our blood pressure is lowered and we develop more empathy. We have found at DMRC that our animals are part of our family. Our residents can sometimes identify better with animals than humans. Very simple – with animals, what you see is what you get.

We develop an outward focus. It has been shown people with health problems or low self-esteem focus on themselves. Animals can help them focus on their environment rather than thinking about themselves and their problems. The residents at Deer Meadows watch and talk to the animals.

Let's talk about benefits we see right in our own community.

Nurturing:

Nurturing skills are learned; most we have learned from our parents. Those who do not learn these skills from a parent figure can learn by taking care of pets. By being taught to take care of an animal, people learn to develop nurturing skills. Psychologically, it has been shown that when a person nurtures, his/her need to be nurtured are being fulfilled.

Rapport:

Animals can open a channel of emotionally safe, non-threatening communication. In the Wellness Center (the Gym), the animals help present an air of emotional safety. The animal's presence may open a path to a person's initial resistance.

We see a general rapport develop and a relationship begin with the animals and our retiree's.

Acceptance:

Animals have a way of accepting without qualification, they do not care how a person looks or what they say. An animal's acceptance is non-judgmental, forgiving and uncomplicated by the psychological games people often play. They accept you the way you are. No questions asked.

Entertainment:

The presence of an animal provides a much needed entertainment to those who watch. Even people who do not like animals often enjoy watching their antics and reactions especially in long-term care communities.

Socialization:

When the animals are present there is more laughter and interactions among residents. Animals encourage socialization. Family members often come during the time animals are with residents and have reported that it is an especially comfortable time to come.

Mental Stimulation:

Mental Stimulation occurs because of increased communication with other people, recalled memories and the entertainment provided by the animals. The presence of the animals serves to brighten the atmosphere, increase amusement, laughter and play. These positive distractions may help to decrease feelings of isolation and alienation.



Physical Contact/Touch

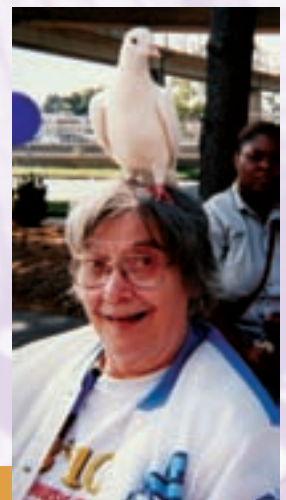
Touch is very important for the nourishment of our minds and spirit. For some people touch from another human is not acceptable, but the warm furry touch of a bunny is fine. The touch of an animal is safe. Having an animal to hold, hug and touch can make a world of difference to people who would otherwise have no positive, appropriate physical contact.

Physiological Benefits:

Many people relax with animals. Tests have shown that the decrease in heart rate and blood pressure can be dramatic. Even watching fish swim in an aquarium can be calming.

Additional Benefits:

Some people feel spiritual fulfillment or a sense of oneness with life and nature when they are with animals. Some well known authors have described their relationships with animals and nature as a part of their sustaining life energy and/or part of their communion and relationship with God.



Meet the Highly Dedicated Group of Professionals Called Your Board of Trustees

By John Bryant

As a not-for-profit organization, Deer Meadows is governed by a volunteer Board of Trustees. The Board's primary roles are to: 1) provide oversight in governance and policy; 2) oversee the fiscal affairs of the organization, including: approval of the annual budget, review of the annual audit, and approval of changes in the resident fee structure; 3) work closely with Mike Jacobs and the Management Team to establish and achieve strategic goals for the organization; and 4) represent the organization at various social and fund raising functions.

The Board is made up of a wonderful group of people who are highly dedicated to the on-going success of Deer Meadows. The Board is comprised of men and women with a wide range of professional and vocational experience. This provides a great depth of valued expertise as we navigate the ever-changing landscape of the senior adult housing industry. You may be surprised to learn that current members include: a Financial Planner, two CEO's of Senior Adult Service Organizations, two Attorney's, an Educator, a Doctor (our own Dr. Mermelstein), an Executive from a local hospital system, a Homemaker, a Hospital Department Head, an Owner of a Real Estate Firm, a Professional from the Insurance Industry, an Architect, a Professional Counselor, and a Pastor. This diversity provides a strong base

and foundation to help the Board arrive at wise decisions for the present and the future.

The Board meets at least four (4) times a year in full session, and sometimes via conference calls when a specific item warrants an important discussion and/or decision. Sub-committees meet often to discuss specific items of organizational business. The Executive Committee, made up of five (5) officers, meets about eight (8) times a year on the months that the

full Board does not meet. This committee assists Mike to help keep the organization moving forward towards its strategic

objectives and provides on-going counsel for specific issues. In 2006, the Executive Committee initiated a new program where we meet infor-



John Bryant
Board Chair

mally with residents for breakfast in the main dining room prior to our monthly meeting. This has served as a wonderful and enriching opportunity in getting to know more of our residents on a personal basis. (Please contact Deb Murphy in the office if you would like to be a part of the Board Breakfast).

On behalf of the Board, I want to express my thanks for the opportunity to serve our residents, staff and management and for the privilege that is ours in helping to lead this organization. We often discuss among ourselves what a joy it is to serve in an organization that is vibrant, enthusiastic, positive and growing. Truly, it is contagious. Together, let's work hard to keep that spirit alive and never take it for granted. Thanks to each of you for the part you play in making Deer Meadows the wonderful place it is to live, work and serve.



Board Officers
From Left to Right: John Bryant, Laura Visco, Frank Bockius, Pat Long and Mark Nessel



Board of Trustees
From Left to Right: Alan Stasson, John Kiefner, Frank Bockius, Pat Long, Mark Nessel, Laura Visco, Paul Randolph, Tony Visco, Ed Reader, David Lightfoot, Kevin Williams, Ed Eichert and John Bryant

Get to Know Mary Rose Ernst



Residential Living Resident
Mary Rose Ernst tells her story.

Did You Know That Mary:

Married her first "real boy friend"

Lived in Waikiki

Has Five Children

Twelve Grandchildren

Loves Quilting

Was introduced to DMRC by a fellow quilter

Quilting Club Member

Takes part in Wellness Center's 9:15am Daily Stretch

Goes to Food Fun Once a Month

Loves it Here at DMRC

By Liz Harbison

Mary Rose Ernst was born on January 21, 1917 in Colwyn (Delaware County, PA). She graduated from West Philadelphia Catholic High School, where she met her future husband, William H. Ernst on a blind date in February 1934. "He was my first real boyfriend and we got married when I was 18 years old", Mary Rose told me while we were chatting in her lovely apartment.

Mary Rose continued to tell me about her life. "My husband and I traveled for a month on an army transport ship to Honolulu, he worked for the Philadelphia Arsenal. We passed the Panama Canal and arrived December 27, 1937. We rented a small apartment in Waikiki area where we had our first daughter in 1938, followed by our second daughter fifteen months later in 1939. We stayed in Honolulu until 1942, there was no hint of trouble with Japan at that time, it was just time for us to move back to Philadelphia".

"We bought our first home", Mary Rose continued. "It was a row home, and our first son was born there in 1946 followed by his brother in 1950. I had my last daughter in 1957; yes we had five children." As we chatted Mary Rose boasted that the five children brought them 12 grandchildren who gave them 5 great-grandchildren. She smiled the whole time she spoke to me about

her blessings, but looked sad as she told me her husband had died on July 1, 1978 at the age of 68. She continued living in their home for quite a while until she decided to move to Levittown, PA next door to her daughter.

Mary Rose has a love of quilting and had belonged to two clubs. "I even got my sons mother-in law interested in them" she told me. "You know Esther Jordan is my son's mother in law, she was



Mary is pictured here with Adrienne Dowling as they assemble fabric for future quilting projects.

a good quilter; that is how I found Deer Meadows. I knew I should not be living alone. In fact, I fell and fractured my femur. I was waiting for my daughter to come by because I was suffering from sciatica. I was lucky she was coming and when I heard her and I called out to her, she thought I just needed help, but I was down with the break".

"I looked at a few retirement communities, but their apartments were so small." My son told me his in-laws were moving into Deer Meadows and their son had looked all over to find a good place for his

parents to go and see." "My son saw Deer Meadows and said I should look so I did". I asked her how she liked it and she smiled and said "I love it, and when I saw the two bedrooms, it was just what I needed with all my hobbies; plus I collect". She recommends the Quilting Club, she says it is quite relaxing. She loves the Wellness Center, she goes to the morning stretch every day reminding me that it

begins at 9:15 A.M. even on weekends. I wondered if there was something we could do better and asked her. She replied "maybe change the meat-loaf recipe, it is too compact and I like onions", but she smiled and told me that "I go to Food Fun, it is once a month and we have a great time. Once we had hamburg-

ers, I helped Eileen mix the beef, it was fun."

I asked her if she could change anything here what would that be and she smiled and said, "I can't think of a thing really, I never regretted moving here, not once". She continued to tell me that she is really happy here and she also knows it has lifted a burden from her children. "They know I am safe". She added, "and Deer Meadows keeps me and them informed, I still have my independence and when I need help, it is right here for me"





Treasured
D M R C
Resident Moments





Bruce McNamee
Director of Human Resources

The Benefits of Working at DMRC

"We Want Our Employees to Know They Are Valued"

By Bruce McNamee

To create an excellent workforce, like the one at DMRC, your employees need to know that they are valued. While an employee's salary is a given, Deer Meadows strives to show how much we appreciate our staff by offering an excellent "benefits" package that is uncommonly competitive in our industry. For example, one of the most important benefits to almost everyone in the workforce is to have good health insurance coverage. We are proud and excited to

be able to say that for all eligible employees, Deer Meadows currently offers this coverage for FREE! It is common knowledge that the cost of health insurance increases significantly every year and while this is a large expense for us as an organization we feel our employees are worth every penny. While we're on the subject of free we should also mention that eligible employees also receive free dental coverage, long-term disability, flexible spending account, life insurance and pension.

In addition, we are always looking for benefits for our employees that they would not be able to obtain on their own, but can through being employed by Deer Meadows. To this list we have recently added the opportunity for our employees to purchase U.S. Savings Bonds via a payroll deduction. This has been a very popular benefit and many employees are taking advantage of the opportunity to save for their future, give the bonds as gifts to their loved ones and various other financial goals.

Another voluntary benefit we are adding will be pre-paid legal services. Again, via a voluntary payroll deduc-

"The excellent care we provide for our residents only comes from having excellent employees."

tion our employees will have access to attorneys for a number of different services. These would include face-to-face consultations, preparing wills, reviewing legal documents, advice on small claims court, unlimited phone consultations, advice and much more. With legal fees being so cost prohibitive many people do not even bother looking into these services. Now the employees of DMRC can afford many of these services at a fraction of the normal cost.

We will continue to look for other benefits that would be valuable to our employees to show them how Important they are to us. The excellent care we provide for our residents only comes from having excellent employees. We are proud of our employees and get great pleasure in offering them excellent benefits.



Surrounded by his co-workers, Richard Reynolds celebrated 50 years of service to DMRC. He was recognized with a plaque, a party and many, many pats on the back.

Employee Education is a Major Focus at DMRC



Mike DeTommaso, Esq. held an all day seminar on the legal implications affecting the long term care provider.



Delores Reidenbach helping staff cope with daily stress on and off the job is a priority at DMRC.



At this time 6 Universities and places of higher education send their students to Deer Meadows to learn and continue their clinical education.

DMRC Staff held a Safety Fair inviting both staff and residents to stop by and vote for the 'best' table



Get Involved and Find Out What's Happening at Monthly Town Meetings

By Lisa Sofia, NHA

Deer Meadows holds monthly Town Meetings on the 1st Tuesday of every month at 6:30 p.m. in the Walton Conference Center and all of you are welcomed and encouraged to attend. These meetings are facilitated by Michael J. Jacobs our Executive Director/Chief Executive Officer and regularly attended by Lisa Sofia, NHA/COO. These meetings provide a formal setting for Mike and Lisa to communicate to the residents and for the residents to communicate to us. The agenda's for the meetings are prepared, with Mike and Lisa's input, by Debra Murphy, the Executive Assistant to Mike. Frequently, other managers attend these meetings to discuss topics that relate directly to their departments covering subjects that are important for you to know. For example, Roger Heckman, Director of Plant Operations, has been a regular at these meeting to discuss construction.

There are a vast number of topics that are discussed at these meeting. However, there are two agenda items that are routinely discussed; Resident Rights and Deer Meadows Core Values. It is imperative that all resident be reminded of their rights and educated on how those Rights apply to them. The Core Values are discussed in a fashion that highlights events that occurred in the

past month and how these events correlate to our Core Values. Additionally, educational topics, upcoming social events, necessary announcements and at times and when appropriate residents are asked for their feedback on decisions that directly relate to them.

If you haven't been to these meetings, I am taking this opportunity to encourage you to attend. These meetings will keep you informed as to the what's, when's, why's and how's regarding your home, Deer Meadows Retirement Community. If you haven't attended any meetings so far this year, let me tempt you with one of the highlights of past meetings. This past year, all the managers as well as new Board of Trustee members were invited to attend the Town Meetings to formally introduce themselves and educate the residents on their responsibilities. Even though, the residents see many of the managers on a



Lisa Sofia, NHA
Chief Operating Officer

daily basis, they really don't know or understand the depth of their responsibilities. The residents who chose to attend these meetings expressed to me that they really appreciated getting to know all the different aspects of the manager's job.

So, if you want to be "in the know" about your home, then the Town Meetings are the place to be. I hope to see more and more of you attending.



IT IS A REAL PLEASURE for Lisa Sofia and Mike Jacobs to sit down for dinner and have a discussion with residents. You will often find these kinds of meetings going on in the Butter Room. The Monthly Town Meetings and resident dinner meetings are some ways we keep the lines of communication open with those who call DMRC their home.

How to Say Good-Bye and Still Feel Close

New Living Gardens Keep Loved Ones In Mind



By Liz Harbison

We had just had the first and very successful Flower Festival at work; we had celebrated my dad's 83rd birthday and received the wonderful news that our 11th grandchild was on the way, how blessed our lives were that year. And then, on Sunday morning we found our son Tom, 36 years old, alone in his room, cold to the touch; he was gone. We later found out that he had suffered a heart attack. We certainly were not ready to say "Good-bye". We were not *supposed* to say "Good-bye" to our child; he was supposed to out live us. The worst day of our lives had happened; that day was on May 15th the year was 2005.

We didn't know how to go on, move forward, business as usual. But, life does go on and we were no different than anyone who loses someone they love. So, how do we say good-bye? Everyone has to do it in his or her own way and I have tried to do it in many ways because my son **was** here, and he is still part of my life.

Many remember Tom at Deer Meadows for his contribution to the Flower Festival. He painted part of the murals, in the corner were the flowers sang in Alice's Garden. He told us during that time, "Mom, this was the best two weeks, now I know why you love to go to work. It is so much fun and the people at Deer Meadows are awesome." I will always remember him for that too. And now I can remember him every time I drive into work or

take a walk around the grounds of Deer Meadows.

Another wonderful opportunity to remember/memorialize Tom and anyone else for that matter can happen here at DMRC. Mike Jacobs has put the trees and benches to great use (besides the obvious beauty) that surround our lovely grounds. We can now memorialize someone whom we have had to say "Good bye", or even those whom we want to honor. We can place the name of someone we want to remember on a plaque or a stone near or on a bench or tree. What a wonderful way to place someone we love in the minds of visitors walking through our grounds. When you take a break and want to sit and ponder, how wonderful would it be to see the name of that special someone etched in stone?

How do you say "Good bye", and still feel close?

I Remember You...

When we love someone, we treasure their memory.

For this reason, we are creating a special garden on our grounds to provide a lasting tribute to the people who have touched our lives.

The Living Gardens will be a peaceful and beautiful place with trees, gardens, flowers and comfortable benches.

Each tree and garden setting will memorialize someone we love with a commemorative plaque.

Consider contributing to The Living Gardens. As the gardens flourish, so will the memories.

Do what so many others have done.

Purchase a plaque to be placed right near where you may want to sit for a while and have the name of that special someone etched right there.

You can get more information from DMRC by calling 215.624.7575 and ask for Debra Murphy.

Another Strategic Goal Accomplished

By Michael J Jacobs

One of our Strategic Goals here at Deer Meadows Retirement Community is to update areas of the present physical plant through renovations and exemplary amenities. I am pleased to report that we have completed Phases I and II of apartment conversions. All 23 new luxury apartments are completed and sold.

It is a real pleasure for me to meet with all residents for dinner

and get to know them and hear their life stories. As Lisa Sofia, our Chief Operating Officer/Community Administrator and I meet with our newest resident, it is amazing to hear how many other Retirement Communities they visit before selecting Deer Meadows. We are told that what impresses them most is our friendly staff, the clean environment, the professional security staff they see and the value they get when moving

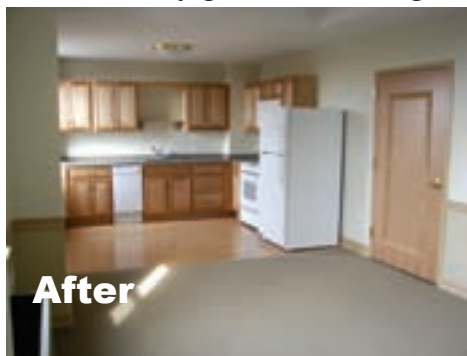
into Deer Meadows.

As we move into the year 2007, it is exciting to be planning the future master plan of Deer Meadows. Currently we are constructing Phase III that includes another 3 apartment conversions with 1 and ½ bath, full kitchen and laundry machines, as well as another 3 apartment conversions with kitchenettes.

I am excited that Deer Meadows continues to move forward strategically thinking about our future, and the future residents that will one day call Deer Meadows home.



Michael Jacobs
Executive Director



Photos of Luxury Apartment Conversions in Progress. Currently we are involved in the construction of Phase III which includes 3 apartments with full kitchens and 3 with kitchenettes.

**Family & Friends of DMRC
Meet at Deer Meadows
On A Quarterly Basis in the
Walton Conference Center.
Join Us Dec. 12th at 6:30pm**

*For more information contact
Norb Kuznicki at
215-624-7575 ext. 1190*

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www.deer-meadows.org

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