

Horizons

Fall 2003

Fall 2003



A Brand New Look For A Grand Old Building

Next year Deer Meadows Retirement Community will celebrate 135 years in the business of senior care and services. And when you celebrate 135 years of anything you better be

ready to make some changes and most probably some really needed improvements.



Mike Jacobs, Bob Wombwell & the Architects

We are beginning our nips and tucks with much needed renovations to our kitchen. Since the birth of our Special Events department our banquets and parties for both in and out of house have skyrocketed. Our kitchen has been stretched to the max meeting the needs of our community never changing size even with the addition of the Walton Center. With all the exciting changes we realize that we need more room; period. Over the next few months brace yourself and get ready for the DUST. Recently, our Volunteers met with Architect Brian Tracey to discuss the future growth of many areas within our existing building including our own Gift Shop.



DMRC volunteers and Brian

For starters our elevators will be rebuilt, restored, and just plain gussied up. About the same time we will be seeing 12 brand new luxury apartments as part of the first phase of building improvements beginning this fall. Our clinic is moving along with the medical offices and on the south end of our ground floor you will find our brand new Technology Center where you can learn to ride the information highway. Our own Doctor Neal Mermelstein, is making arrangements for our new Wellness Center. We for one think we look great for 135 years *young* and growing.



Dr. Mermelstein, Ian & Brian

Quality First

Deer Meadows is proud to be among the growing number of senior communities to sign the Quality First covenant. Sponsored by the American Association of Homes and Services for the Aging (ASSHA), a leading provider organization, Quality First is an outlined plan aimed at achieving excellence in the quality of services for the aging. Many advo-

cacy groups and industry leaders have embraced the initiative.

The Quality First Covenant focuses on a number of key aspects of the healthcare industry, including quality assurance in services delivered to consumers, public disclosure, resident rights, community involvement, workforce excellence, ethical practices and financial stewardship. Its goal is to achieve measurable and ongoing quality improvements in

care and services and to heighten customer satisfaction and public confidence in the industry.



Board of Trustees & Mike Jacobs Sign

From The Desk Of

Robert D. Wombwell
Director of Development



It seems like only a short time ago that I was writing about the end of the year – but that was last year – over twelve months ago. The past year has certainly been one of great change for our community.

One of the great changes in this office is the initiation of a Charitable Gift Annuity Program. Many residents may have heard me speak of this at the Town Meetings or other times throughout the recent months. Hopefully you have received the informational literature that has been sent to all.

A Charitable Gift Annuity (CGA) is a method to give a charitable gift of assets to Deer Meadows. This gift not only benefits Deer Meadows but also provides several benefits to you as well. The CGA program provided tax incentives, an income to you that is guaranteed by Deer Meadows and an interest rate that can be higher than most rates that are available in the investment market today. This product is generally suitable for one or two people where one is at least sixty-five years of age.

For more information, please contact me in the Development Office.

I would also like to remind everyone of the other special event that coincides with this time of year and that is the Tree of Life celebration. This year the celebration will be held on Saturday, November 29 at 6:30 PM. To accommodate more members of our community and to allow their families to attend, it will be held in the Walton Conference Center. This evening traditionally begins the holiday season and provides a time for all to remember those loved ones who are deceased or to honor those who are still with us. And remember, this is for all in our extended community – spouses, parents, children, grandchildren, friends – all those who are special to us.

Thanks to all of you for your support in the past and for your continued charitable contributions in the future.

Donations for the Tree of Life can be sent to the Development Office throughout the Holiday Season.

Annual Ball

On a hot summer night in July, over 170 friends of Deer Meadows gathered for the Fifth Annual Cameo Ball at the Ritz-Carlton in Center City Philadelphia. As in previous years, the event was held to raise funds to support the Benevolent Fund in our community.



The evening started with the guests enjoying light refreshments and viewing over thirty items available in the Silent Auction. Bidding on these items proved to be a lesson in timing and patience. By the time the auction closed, the bid cards showed many hopefuls but only the last bidder would be the winner.

Dinner followed the reception and guests enjoyed a great meal and danced to the music of “Best Impressions”, a wonderful dance band. The music provided something for everyone and the dance floor was crowded throughout the night. The closing highlight was a live auction for a trip to the Caribbean – in fact for two trips! We were fortunate to have two of our guests go home with this great trip.

When all was over, the event raised almost \$35,000 for Deer Meadows. This success was made possible by the generous efforts of our many guests and supporters. Many of these wonderful individuals and companies have been supporting us for several years and we are most grateful. We are also fortunate to have many new guests and donors each year.

A special thank you is extended to all who supported this great event.

ART AUCTION Raises Funds

The Art Museum at Deer Meadows???? Well not really, but for a few hours on October 3rd, the Walton Conference Center certainly looked like our own little piece of the Art Museum. As another fund raising event, Deer Meadows hosted its third art auction. Ross Galleries provided a fantastic selection of art and jewelry for our guests to select. With over eighty guests filling the room, the bidding was fast and furious and many art patrons were able to purchase wonderful pieces of art for their homes.



In addition, we were the recipient of six paintings that were purchased by various guests and donated to our community. They have joined the other art that is appearing on the walls and each will be marked with a small plaque. We are very grateful for these special donations and well as for the contributions of all of our guests. A special thanks goes to all the volunteers and staff who helped prepare for this event and to those who helped throughout the night. The auction was a great success with over \$5,000 being raised for Deer Meadows.

The Pastor's Thoughts

**From:
Reverend
Nelson Krute**



I remember reading an ad by a doctor that began with the following heading - "My most valuable diagnostic instrument:" Under that lead-in was a photo. Before I reveal what the photo contained, I want you to pause for a moment and answer to yourself: what do YOU think was this doctor's most valuable diagnostic instrument? Could it have been an MRI, or maybe a CAT Scan? These high tech devices frequently assist doctors in diagnosing a patient's problem. Yet, there are other possibilities. Perhaps this doctor had in mind something that has been around a little longer than those, such as a sonograph or an EKG or a microscope. Or, was he thinking of something even more basic than that, such as a stethoscope, a blood pressure cuff, a thermometer, a needle for drawing blood for testing?

Well all those guesses, and any like them, would be wrong. The ad contained a photo of the doctor's ear. That's right, under the heading mentioned above was a picture of an ear with the caption, "Actual photo of Dr. *****'s ear". The ad then continued, "More often than not, a patient is able to tell me more about what's wrong with them than any test ever could. So although I use some of the most advanced computer based diagnostic equipment anywhere, this is the one I rely upon the most."

I like that ad. I like how it expresses the importance of listening. Of course, listening is essential in other relationships besides the doctor-patient relationship. In our relationships with others, listening is a most valuable art. Unfortunately, it is not a well-practiced art. Too often, we do not listen as we could because we are waiting for our chance to talk. Something the other person said brought to our mind a

thought, an experience, a story that happened to us or to someone we know, and we are itching for the other to pause so we can start. Thus, we have stopped listening as well as we could have. I don't remember where I first saw it, but I read somewhere that we have two ears and one mouth, which means we should listen twice as much as we speak. Listening more to a spouse, a child, a friend, a neighbor, someone who is troubled is something we all can strive to do. It will benefit not only us but our relationships with others.

Another relationship where listening can benefit us is in our relationship with God. Taking time to listen to God -in prayer, in reading scripture, in talking with other believers, in listening to a sermon, in a group study of scripture, in silence- can be of immense benefit. Such listening can lead us to grow in our faith and love. It can lead us to imitate the prophet Isaiah. In reading Isaiah 6, we can see that Isaiah "heard the voice of the Lord saying, 'Whom shall I send, and who will go for us?'" Because he listened, he was prepared to respond with, 'Here am I.

FYI Just some statistics by: Liz Harbison



Did anyone realize we celebrated a milestone last year? Over 76 million Americans born between the years of 1946 and 1964 - we are commonly called the "baby boomer" generation - reached the age of 55. And along with that landmark occurrence comes some very interesting changes in the phenomenon called grand-parenting.

Beginning with a surge in grandparents; there is an estimated 80 million we can count on by the year 2005. Nearly half are baby boomers and we are likely to be quite different than the grandparents of the previous era. Most of us will be active in *co-raising* some of our grandchildren. And unlike most grandparents of the past era, we will be working in possibly second and even third careers. Ugh! I am tired just thinking about it.

STAFF STUFF

New Human Resource Director comes to DMRC



Gary Grayshaw joined the DMRC Staff recently as the first Director, Human Resources. With experience of more than 11 years in long term care communities, such as ours, and more than 20 years total experience in Human Resources management, Gary brings strong credentials to the task of establishing the HR Department.

ment.

"I'm thrilled and excited to be part of the DMRC team," Gary said when asked about joining our community. "My first few weeks here have confirmed that this is where I want to be!"

Gary is joining HR Assistant Cindy Reeves as the 2-person department works to better ensure that all of our employee poli-

cies are not only compliant with law and regulation, but demonstrate and carry forth the spirit of DMRC and our commitment to quality resident care.

About Human Resources work, Gary commented, "Employees as well as family members are learning that HR is about making sure the basic "stuff" is right with employment and benefits – and then helping every employee with continuous improvements that strengthen our skills and build our abilities. Our role is to serve and support employees as they serve and support our residents."

And when folks have asked Gary about his family, he answers with humor "Wife, yes. Kids, no. Dogs, 2. And my wife's teen-age daughter is a person unto herself!"

Gary, his spouse Kathy, her daughter Tonya – and the dogs – all reside in King of Prussia. Kathy works in long term care, too, as the Dining Services Manager at Cheltenham-York Nursing and Rehab Center. They enjoy baseball, travel and cooking. And Tonya is a national champion in competitive roller skating!



Baby showers are for guys too...

The staff picnic "tasted so much better being served by management"

Staff Meetings are Fun.... & Educational

Remember to say thanks to the people you work with each and every day

Promotions from within.....



Jennifer Kruetzer RN, a veteran staff nurse served the community as Director of Nursing for healthcare and was recently promoted to the new position of Community Director of Nurses. You can find Jen running about making sure our staff has the highest standards for nursing care. She has an open door

policy and watches over both Nursing staff for Personal Care and Healthcare. Jen manages with sincerity, and a wonderful sense of humor.

Ruth Headly was recently promoted to our Clinic Nurse, she has been with our Deer Meadows family for 7 years now. Ruth is an experienced LPN nurse most recently serving the senior population in our healthcare community. What a welcome relief she is for our residential/personal care part of our campus. Ruth's cheery smile and team like enthusiasm comes along with her nursing skills as a welcome asset to our management team.

Congrats...Ruth on your Promotion From Within





ASK ALICE

Dear Alice,
When my dad was recently sent to the hospital my mom worried about his personal belongings. I told her that someone there had called me

to let me know things were taken care of and that his things were packed up and stored. Where do you store his items until he returns from the hospital?

Worried Louise

Dear Worried Louise, My advice is do not worry, we take care of that for you. If you have decided not to have a bed hold (you get a call and are asked if you want to hold your dad's bed) we pack up his belongings and temporarily store them on site until his return. Personal belongings are stored on site and returned upon readmission. Remember sometimes the resident is readmitted to a different room other than the one they were discharged from. (we guarantee the bed, but it could be in another room). Feel free to contact Social Services with any questions to help you and/or your mom feel better.

Dear Alice,
When it was announced that here were going to be major improvements, I wondered about the inconvenience to my mom. How are you communicating with my mom regarding her concerns?

Wondering Anne

Dear Wondering Anne,
The EMT (Executive Management Team) members have had several discussions with the residents. Some one on one and others through announcements. Regina Hesdon (Admission Coordinator) Dee Amoroso (Director Residents Services) Angela DeNofa (Social Services Residential) have all been in contact with residents on a personal level. Residents have been offered help with all moves and announcements have been made by our Recreation Department almost everyday somewhere within our community. Management is sensitive to the problems surrounding such a huge undertaking as the improvements scheduled to our buildings but of course there will be those residents who still will have more difficulty with change than others. We encourage family members such as yourself to feel free to stop by with a parent and speak with any EMT member.

Urban Family Council

Urban Family Council, and the young adults who are members, joined DMRC residents in a collaborative effort to collect and preserve WW II memorabilia. UFC has visited Deer Meadows Retirement Community to videotape interviews with our residents, some veterans and some others who lived through the Big War. To tape our residents while they reflect on their lives during that period will be part of the collective efforts of Deer Meadows and UFC to combine resources to ensure that very important part of our history will be remembered for generations to come. Although decades separate these young adults and our community residents, their coming together was a unique experience for everyone who participated. Resident, Dale Heim, stated that "Although it was a tough time to live through, the good Lord gave us the strength we needed to get by. The love of God, our country and our families brought us home to the friends and family we love".

Executive Director Michael J. Jacobs who is responsible for initiating this the first in many programs he calls our **Social Accountability**. This program is the "first intergenerational and interracial program ever seen", as stated by Betty Jean Wolfe, President of UFC. Mike states that "Magic happens when people communicate and here at Deer Meadows we communicate".



Alzheimer's Walk

The sun made an appearance and so did DMRC at the annual Alzheimer's Walk held Sunday, October 12 in Philadelphia. With representation of about 38 staff, families and friends DMRC was first in line; literally. In our enthusiasm of the day we charged forward and lead the parade of supporters. Donning hats and tee shirts boasting our name and our DMRC letters, we proudly carried the banner for our community. As we gathered at Fairmount Park to show our support for the Alzheimer's Association and their battle of a disease that has affected many of us. Deer Meadows made a commitment to be even more visible next

year and participate as a corporate sponsor. Look for us at a water station along the way. Our Executive Director Michael J. Jacobs stated, "We live with this disease everyday, why shouldn't we be a big part of the fight for a cure". Mike also announced that next year when we celebrate our 135th birthday our goal will be to have 135 representatives from DMRC. Liz Harbison is already collecting names, call now to add your name to the list of supporters.



“Deer Meadows Retirement Community: The Perfect Location for Your Next Business Meeting or Social Gathering”



Lauren A. Davis

As soon as Bonnee opened the invitation to her Grandmother’s big mile-stone birthday party, she was baffled. To her surprise, the event was not going to

be held at the local banquet facility that her family had used for many years now, time and time again. Rather, the party was going to be held right where Grandma lived, at Deer Meadows Retirement Community. Bonnee had remembered seeing several rooms in the public areas of Deer Meadows that could be used to hold functions, but never in her wildest dreams did she imagine that she would be going there herself to attend a party...

A similar scenario to the one depicted above would probably surprise most people at this time who are familiar with the Deer Meadows community. However, this is a true situation! During the past year, an active Special Events program has been developed, allowing Residents, Family and Friends, Employees and the General Public to hold events at Deer Meadows.

Functions can currently be held in the Walton Conference Center, the 6th Floor Deer Meadows or The Butter

Room, Deer Meadows’ new private dining room that can accommodate up to 18 people. Food and beverage is available



The Butter Room

for every function, as well as audio-visual equipment and floral arrangements.

Since this program has been developed, a variety of functions have taken place at Deer Meadows. Business meetings have been held for companies such as Re/Max Affiliates NE, Janssen Pharmaceuticals and Mary Kay Cos-



metics. In addition, social functions such as birthday and anniversary parties have also been held. Because so many details go into the planning of these events, a new position was

created so that nothing gets overlooked, especially as the program grows in the future. The position of Special Events Coordinator has been held, since its creation six months ago, by Lauren Davis.

Lauren graduated Cum Laude from Drexel University (class of 2001) where she majored in Hotel Restaurant Management. Her prior experience includes full time and co-op employment with Wyndham International, The Nassau Inn (Princeton, NJ,) Dolce International Conference Centers, Hotel Intercontinental (London, England) and Rock Spring Country Club (West Orange, NJ.)

A native of Rahway, NJ, Lauren now resides in Ocean County, NJ with her husband Bill. In her spare time, she enjoys traveling, cooking and alpine skiing.

“I am really excited about the growing Special Events program here at Deer Meadows and seeing it grow as we move along,” stated Lauren. “In the short time that I have been here, we have held a variety of events for a variety of clients. More and more people are hearing about what we have to offer and those who have experienced our catering and meeting facilities have been pleased to say the least.”

Lauren wants to remind everyone that the holidays will be here before you know it. The Butter Room is still available for Thanksgiving dinner, and the Walton Conference Center would be the perfect place to hold a company holiday party for up to 100 attendees.

For more information on holding your next event here at Deer Meadows, please contact Lauren directly at extension 1156.



Board of Director Grows by Four

Deer Meadows Retirement Community is proud to welcome four new Board Members to the community. Together with the existing Board, they will be an integral part of the leadership for the future of our community. Pictured at a recent Board orientation meeting are **John Bryant**, Pastoral Staff Calvary Church, Souderton, **Lisa Harkins**, Associate Publisher of *Guide to Retirement Living*, **Ed Armstrong**, retired CEO of Jeanes Hospital and **Alan Stasson**, President of ReMax Affiliates, NE. We welcome all to the Deer Meadows Retirement Community.



L to R John Bryant, Lisa Harkins, Ed Armstrong and Alan Stasson

Resident Life is Never Boring



Deer Meadows Retirement Community

8301 Roosevelt Boulevard
Philadelphia, PA 19152

Phone: 215-624-7575
Fax: 215-624-7020
Email: lharbison@deer-meadows.org



Non-Profit Organization
U.S. Postage Paid
Permit #1508
Philadelphia, PA

Monthly Community Events:

**Family Council every second Tuesday
Evening 5:30 P.M.**
**CAPS Caregiver Support Group every
First Tuesday 7:30 P.M.**
**OWL (Older Women's League) second
Tuesday 11 A.M.—1 P.M.**



Horizons Editor:

Liz Harbison
Please make subscription requests
to the Editors c/o Deer Meadows
Contributing writers Bob Wombwell
Reverend Nelson Krute, Lauren Davis &
Dot Biela

**Visit us on the Web at:
www.deer-meadows.org**



Mark Your Calendars:

November 23.....Holmesburg Thanksgiving Parade
November 27.....Happy Thanksgiving
November 29.....Tree Lighting Ceremony
December 6.....Residential CandleLight Dinner
December 7.....Healthcare CandleLight Dinner
December 19.....Hanukkah begins at sundown
December 21.....Jacobs' Family Annual Concert
December 25.....Merry Christmas
January 1.....Happy New Year
January 1.....135th Birthday Celebration Begins