

From Memory to Legacy

The Benjamin Rose Institute recently began its formal planned giving program, recognizing donors making a planned gift commitment with membership in the 1908 Legacy Society. To the right, Benjamin Rose president/CEO Dr. Alice J. Kethley explains her motivation for including Benjamin Rose in her estate plans.

1908 Legacy Society

The Benjamin Rose Institute

Alice's story

As a youngster growing up on the Gulf coast of Texas in the 1930s and '40s, I was taught that giving back to your community was a way of life. Even if you didn't have much money, then you were expected to give your time and energy. My parents were of humble means, but they were always involved in helping others. My mother would work for the P.T.A. at the concession stands at football games to raise money for student scholarships. Also, our church would sponsor chili and gumbo suppers to raise money for the missionaries overseas.



My doctoral graduation in 1974. Even more important to my parents than good grades was respect and a concern for others.

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We're getting a new look!

Ever since its beginnings in 1908, The Benjamin Rose Institute has continuously built upon its mission of helping older people age with dignity.

Today, Benjamin Rose is touching the lives of over 6,000 people annually through direct in-home care, residential and rehabilitative care, information and referral and research findings.

The board of directors decided to start the new century with a New

Identity Campaign. In June, Karen Skunta and Company was hired to direct the campaign.

Board chair Mary Izant explains, "We feel we need a new identity which accurately conveys our broad mission of improving the quality of life for older people, their families and caregivers through community-based and residential care, research, education and advocacy."

Look for our new "look" over the next several months! ■

Complementing medical care for the benefit of many



Using directed energy, Reiki sessions can help alleviate age-related pain. During a regular Reiki session, hands are placed in various positions on the body. A session usually lasts an hour.

Complementary care—the use of various health-promoting techniques used in conjunction with medical care—is gaining popularity nationwide.

Studies by the National Institutes of Health and others have shown that complementary care can be especially beneficial to older people.

Benjamin Rose is now using complementary care techniques. Staff from two divisions have formed a committee to promote and evaluate its use.

At Kethley House at Benjamin Rose Place:

- Reiki healing sessions are offered to hospice patients, staff and occasionally other residents.

Rehabilitation resident Peg Huffman, a retired social worker, noted she felt relief after a session from Rick Fertal, director of support services, and his colleagues. “I have arthritis in my left leg,” she says. “I felt heat, then tingling. It didn’t completely get rid of the pain, but I did feel relief.”

- Rosemary Mirrotto,

director of social work, has placed aromatherapy diffusers in the rooms of some hospice patients. Lavender, for example, helps as a sleep aid, and calms and refreshes tired muscles. Cinnamon warms and is an appetite enhancer.

- Relaxation breathing and progressive muscle relaxation are taught to residents with anxiety or pain by Cathy Jacob, mental health nursing specialist.

- For staff, relaxation sessions are held in the chapel each Friday.

At the Community Services Division:

- Psychiatric nurse Kate Proehl is measuring the effectiveness of relaxation tapes she makes for in-home clients suffering from anxiety. The project is funded by The Woodruff Foundation.

- Doris Matthey, mental health program director, reported a positive response to relaxation presentations to residents of a senior apartment.

National interest

Ms. Mirrotto and Ms. Matthey took part in a complementary care panel at this year’s American Society on Aging conference. “Nationally, people working with older people have an avid interest in complementary care,” says Ms. Mirrotto. ■

Complementary Care Key

To build its Complementary Care program, Benjamin Rose is using elements of Heather Hill’s program as a model. Heather Hill, located in Chardon, provides a multilevel system of services. Heather Hill has its own director of complementary therapies, Paulletta Gwinnup, CTRS. “We started offering complementary care to staff around six years ago,” explains Ms. Gwinnup. “Now we offer it not only to our residents and patients, but the community as well.”

Rosemary Mirrotto hopes Kethley House can get funding to build a more formalized program similar to Heather Hill’s.

Below are some of the types of complementary care, as defined by Kethley House and Heather Hill:

- **Reiki** (pronounced Ray-Key) is the Japanese word for Universal Life Energy. Reiki directs the energy through light touch to alleviate pain. “It is non-intrusive, which means it can be applied through clothing or bandages,” explains Rick Fertal, who teaches Reiki classes on Cleveland’s west side.

- **Aromatherapy** involves the use of essential oils extracted from plants. The oils can be inhaled or used in diffusers or applied topically to enhance physical and emotional well-being. It is not the use of perfumed products.

- **T’ai chi**: Chinese method of meditation and slow breathing, improving balance and bone density.

- **Yoga**: Gentle stretching and breathing exercises.

- **Massotherapy**: Manual soft tissue manipulation to promote stress relief and pain reduction.

- **Guided imagery**: Visualizing positive images of one’s body and surroundings while listening to a live or taped voice.



Human resource coordinator Cheryl Marone leads a guided imagery session for relaxation for staff at Kethley House. According to Complementary Care Committee member Doris Matthey, “Staff need to be able to see the benefit of this before we offer it to clients.”

Bulletin bulletpoints

● **Promotions equal 59 years of expertise ...** Congratulations to longtime employees Frank Cardinale and Drs. Linda Noelker and David Bass. All have been promoted: **David Bass**, Ph.D., formerly assistant director of research, is now director of the Margaret Blenkner Research Center. He replaces **Linda S. Noelker**, Ph.D., who has been promoted to Senior Vice President of Planning and Organizational Resources and now oversees the Research, Information Technology, and Human Resources Departments. **Frank Cardinale** is now Senior Vice President for Finances and Support Services. The three employees have dedicated a total of 59 years to Benjamin Rose, with Dr. Noelker holding the longest tenure at 27 years.

● **Helping the older gay population** The Community Services Division is stepping up efforts to help the underserved population of older people who are gay or lesbian. "Many older gay and lesbians do not have children or family caregivers," explains Dr. Georgia Anetzberger, vice president for Community Services. Benjamin Rose is a co-sponsor of the Gray Pride Interagency Task Force, which is conducting a three-month awareness-raising campaign. The task force began its work with a community forum at the Fairhill Center for Aging, featuring social work professor Jean Quam of The University of Minnesota. The Gund and Hermes Foundations are funding the campaign.

Calling All MythBusters!

Do you know a MythBuster? Someone who defies the myths of aging through his or her attitudes and activities? We will be holding a MythBuster contest this fall for all Cleveland area residents over age 65. The top three winners will be featured in our print ads and broadcast ads. Call **(216) 621-0823 ext. 274** for a nomination form!

This could be someone you know!



Parents Day: Sharing fun and information with family

Some staff of the Community Services Division donned clothing from decades past to enhance the spirit of Parents Day.

The May 16 event was held to allow parents and older friends of staff see what Community Services employees really do for a living. The two-hour event offered information about Benjamin Rose and other community resources, refreshments and:

- skits by Community Services staff, detailing the experiences clients and family members have when they phone Benjamin Rose;
- tours of the offices and meeting colleagues and families;
- a yoga demonstration for senior citizens; and,
- a complementary care overview.

Fifty parents and friends of the 150 staff attended. Mayme Miller, mother of At Your Call - B.R.I. administrative assistant Jackie Gardner said, "everyone was just so warm and friendly. Most people here seem to enjoy what they're doing." ■



Three generations: social worker Emily Dakin and her grandmother and mother



Showing mutual pride is administrative assistant Jackie Gardner (center), her mother, Mayme Miller (left) and her Aunt Rosalie.



Sporting nostalgic fashions are staff development coordinator Barb Conard, mental health program specialist Ken Eckstein and intake administrator JoAnn Nagy.

Memorial and Tribute Gifts

We are pleased to acknowledge the continued generosity shown through the Memorial and Tribute Gifts, which provide ongoing support for the Institute's direct service to

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1908 Legacy Society

The Benjamin Rose Institute

Founding members*

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Susan and Jackson Simpson

Gretchen D. Smith

Marcia J. Wexberg

Dorothy M. Young

Anyone who has made a planned giving commitment to The Benjamin Rose Institute is eligible for membership in the 1908 Legacy Society.

*As of July 18, 2001

Alice's story (continued from page 1)

Even when they were older, my parents made visits to nursing homes.

I learned at school and later in the Peace Corps in Thailand that most people in other cultures have so little compared to us in the U.S. Those formative years molded my life's philosophy. I came to understand the Thai saying, "Many ripples come from a rock hitting the water."

I never thought I would have the means by which I could leave a legacy. Yet, as I transitioned from being a teacher, a Peace Corps volunteer, a university professor, then working as part of a think tank and finally coming to Benjamin Rose, I knew I had the ability to make life better for older folks.

As I approach retirement, I am now at a point where I can do more. Benjamin Rose has been my "home away from home" for more than 16 years. I know of no better legacy than providing a planned gift, allowing its mission to continue to serve more and more seniors! ■

Remembrances of clients, Kethley House at Benjamin Rose Place residents, former trustees and volunteers

As told to Melissa Shin, senior, Orange High School

Frances McKinnon receives in-home services from Benjamin Rose's Community Services Division.

I've lived such a full life. I've done so many things. I was born in Alabama in 1933. My family migrated up to Michigan when I was a year old.

I graduated from Catholic School. After that I went to nursing school. I wanted to be a pediatrician, but I didn't get a scholarship. I went into nursing, and it proved to be very rewarding.

If I didn't have to earn a living, I would have done it as a volunteer. My first specialty was labor and delivery, and when I was hired at a hospital that didn't have OB delivery, I chose to work in the Emergency Room. I always loved to be where the action was.

I had three children, and now I've got a bunch of grandchildren, and I have a few great-grandchildren. My daughter was the business person who went on to get degrees in business and communications. When she stopped working she was executive director of the Alzheimer's Association of southeast Wisconsin.

My next child, my older son, died when he was in the process of writing a

book about computerizing the hair industry. My third child was the musician of the family. He is the music minister of his church.

I encouraged my children to get an education. I was going to Notre Dame for a while, studying to be a pastoral minister, but didn't complete it because of health problems.

I continued my nursing career as an instructor. I volunteered for the Red Cross during disaster situations. I did blood pressure screening, but I also went into the community and taught home nursing. That was at a time when people started to stay at home when they were older or ailing.

I thought it was a good idea that people knew something about taking care of themselves. I went on speaking engagements—mostly to seniors—about health and nutrition. I also taught Girl Scouts



Me in my early twenties

about nursing and babysitting. I joined the Greater Cleveland Welfare Rights Organization and became an advocate for poor people.

I've always been very active with my church, and I coordinated a program that was

called the Renew Process that was very demanding.

I love to travel. In fact, my travels started when I was quite young because my mother took us places. When I was recovering from back surgery, I went on a trip with my daughter, the little girl she was going to adopt and my daughter's friend.

We had breakfast in Hershey, Pennsylvania, in a quaint little place, lunch in Fishkill, New York, and dinner in Connecticut. From Connecticut we went to Maine, Vermont and Niagara Falls. We did it right before I was declared legally blind, so



Graduation in 1998 from Guide Dog School, where we stayed for 28 days

I got to see the world from the top of a mountain.

In 1998, I got a guide dog. The school was wonderful! The staff were caring and the facilities were amazing.

With the Cleveland Sight Center I do drama. I also do poetry and storytelling.

I love to read. I still read using my talking books. I hope to get a computer so I can go online.

I enjoy going to plays, concerts and restaurants, and of course, being with people. The next big thing I plan to do is go to Africa, and I also intend to write a book. ■

Staff & Trustee Snapshots *A glimpse into the people behind The Benjamin Rose Institute*

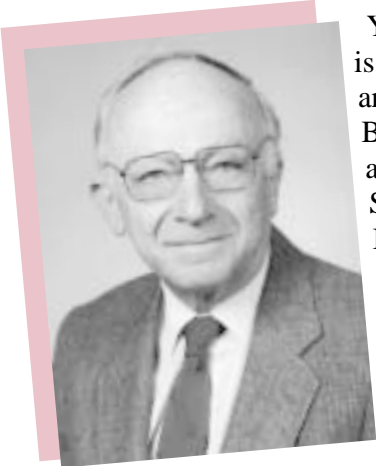
Note: This issue's Snapshots were compiled by student interns at The Benjamin Rose Institute

Name: Sidney Katz, M.D.

His role at The Benjamin Rose Institute: Distinguished scholar, Margaret Blenkner Research Center.

Born and raised in Cleveland, Dr. Sidney Katz graduated from Case Western Reserve University Medical School in 1945. He served in a MASH unit, where he earned a Bronze Star during the Korean Campaign. Afterwards, he chose to focus on the mysterious process of aging, which had limited prior research.

From 1957 to 1971 he worked at the Benjamin Rose Hospital. He and others developed the Index of Activities of Daily Living, used in nursing homes and by home health care organizations today. A professor emeritus of geriatric medicine at Columbia University, Dr. Katz has received international acclaim as a pioneer of geriatrics.



Yet, his family life is most meaningful. He and his wife of 55 years, Beverly, have four children and five grandchildren. Since 1978, he and Beverly have been learning in community with the Religious Sisters of Mercy of Alme nuns, who arranged to have the Katz's talk with Pope John Paul II in 1997.

"All of my experiences involve Beverly," he says. "We have grown together over time; we laugh more as we age together."

—Melissa Shin, senior, Orange High School

Name: Bobbie Williams

Her role: Physical therapy aide at Kethley House at Benjamin Rose Place.

Bobbie Williams grew up in Alabama and moved to Cleveland at age 15. She started work as a nurse assistant on January 9, 1961 at Benjamin Rose's brand new nursing home, Margaret Wagner House. In 1972, she started working in physical therapy.



Now at Kethley House at Benjamin Rose Place (which replaced Margaret Wagner House in 1997), she helps patients recovering from hip and knee replacements, shoulder injuries or stroke to regain greater independence.

"Knowing you have helped someone come back and walk is pure satisfaction!" she says.

She is multi-talented, having excelled as a young adult in track and softball as well as art. She remains active, and in her spare time loves to cook and watch sports of all kinds. She recently went on a cruise.

But, as she says, "My heart belongs to my grandchildren." She has three: Garret, Darren, and her little granddaughter Bobbie, named after her.

—Shannon Kobus, 2001 graduate, Brush High School

Latest Margaret Blenkner Research Center Projects

Following are summaries of grants that began as of October 2000. In addition to these, there are four other active projects research staff are completing.

- 1 **Chronic Care Networks for Alzheimer's Disease: Patient and Caregiver Outcomes Survey**
Dates: March 2001 - August 2003
Principal Investigator: David Bass, Ph.D.
Objective: To assess whether an innovative care model for dementia improves outcomes for patients and family members.
Funded by: The Robert Wood Johnson Foundation

improves health care professionals' abilities to identify and diagnose dementia, and to provide effective care management for patients and family members.
Funded by: Retirement Research Foundation

- 2 **Chronic Care Networks for Alzheimer's Disease: Evaluation of Years Two and Three**
Dates: January 2001 - December 2002
Principal Investigator: David Bass, Ph.D.
Objective: To assess whether an innovative care model

- 3 **Developing a Family Member Survey for Ohio's Long-Term Care Consumer Guide**
Dates: November 2000 - December 2001
Principal Investigator: Farida K. Ejaz, Ph.D.
Objective: To develop a reliable and valid way to measure consumer satisfaction for nursing facility residents and their families in Ohio.
Funded by: Ohio Department on Aging

AARP program helps Benjamin Rose, older workers

Meet Ruth Burton, a retired secretary from Polytech, Inc. with an associate's degree in business administration. She is working in the Institute Advancement Division through the AARP Foundation's Senior Employment Program.

She works 20 hours a week, often helping development director Ruth Ann Ference conduct foundation, corporate and individual donor research. AARP's program allows older workers to update their job skills while receiving a stipend, at no cost to the organization where they work.

Benjamin Rose also utilizes volunteers of all ages through its own Volunteer Program. Those volunteers serve in capacities ranging from helping activities staff at Kethley House to visiting clients to writing articles for newsletters. Seniors from the Retired Senior Volunteer Program (RSVP) and the Senior Workers Action Program (SWAP) also spend time helping staff with various volunteer tasks.

Mrs. Burton enjoys being able to use skills she has, learn new ones, plus earn a few dollars. "I knew a little about computers and nothing about the Internet," she explains. "A few more days here and I will be able to keep up with my nine-year-old granddaughter. You are never too old to learn." ■

**AARP
volunteer
Ruth Burton
conducts
donor
research for
Benjamin
Rose's
development
office.**



New human resources vice president begins

Dee Weber is Benjamin Rose's new vice president for human resources. The job was previously held for 15 years by Emily Howald, who retired.



Dee Weber

Mrs. Weber brings 14 years of experience in the human resources field to her new job, including positions at McDonald's Corporation, the Lucas County Court of Common Pleas, the Medical College of Ohio and Burlington Air Express.

"I have been wanting to work in an organization like Benjamin Rose whose goal is to do something that can better humanity," she explains.

Her experience as chief negotiator on six bargaining units is vital to Benjamin Rose, which has union employees at Kethley House at Benjamin Rose Place.

Born and raised in the Middle East until age 12, Mrs. Weber earned a bachelor of science degree in human resources and a master of business administration degree from the University of Toledo. ■

Research Projects (cont'd.)

Watch for updates of these and other projects in future issues of the Bulletin. Also, you can download research project information on Benjamin Rose's web site under "Services" at www.benrose.org!

4 Decision Making and Service Use in Caregiving Families Over Time

Dates: October 2000 - September 2003

Principal Investigator: Carol J. Whitlatch, Ph.D.

Objective: To examine health care preferences and decision making in caregiving families over time; to determine if ethnic or cultural differences exist between African American and Euro-American families.

Funded by: Retirement Research Foundation

5 Consumer Satisfaction in Continuing Care Retirement Communities (CCRCs)

Dates: January 2001 - June 2003

Principal Investigator: Farida K. Ejaz, Ph.D.

Objective: To develop a framework for explaining consumer satisfaction for certain CCRCs that are part of the HealthRays Alliance; to gather information from facilities with high levels of consumer satisfaction.

Funded by: The AARP Andrus Foundation

Research Center hosts “Chronic Care Networks” conference

Margaret Blenkner Research Center staff recently hosted a conference for the leaders of a 10-site, national study the Center is evaluating.

The goal of “Chronic Care Networks for Alzheimer’s Disease” is to improve the diagnosis of dementia and better attend to the needs of family members caring for loved ones with Alzheimer’s disease.

The two-day meeting brought together the site representatives and the project’s national evaluation team. Together they represent managed care organizations and Alzheimer’s Association chapters that are partnering to improve dementia care for managed care enrollees.

The study was initiated in 1997 by the national Alzheimer’s Association and the National Chronic Care Consortium. Funding for the evaluation phase of the study was secured from The Retirement Research and The Robert Wood Johnson Foundations. The project is expected to conclude in 2003. ■



Project participants Michael Luxemberg from Minneapolis, Sue Dann-Cherock from Syracuse and Lucille Phelps from Albany converge at the Renaissance Cleveland Hotel.

Myth Busters: Have you seen us?

Defying The Myths of Aging

Our MythBusters campaign to defy the myths of aging is now in its second year. Following are recent MythBusters. You may have seen them in advertisements, or heard about them on the radio. Read their stories at www.benrose.org. Also, nominate your own MythBuster (see page 3) as part of our upcoming contest!

Former Cleveland councilwoman/
community activist
Odelia Robinson



Huff-n-Puffers Chester
Novak, Tommy Krynak
and John Urban



Amateur golfer
Evelyn Tucci



Arts advocate
Ben Shouse



Businessman, philanthropist
and marathon runner/
cyclist/mountain climber
Bob Gries



Women’s fitness
pioneer Paige Palmer



WKYC TV3 feature
reporter Del
Donahoo



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