



Everett Poe

## MythBuster Contest Winners are here!



# Benjamin Rose today!

HELPING PEOPLE AGE SUCCESSFULLY Vol. 1, No. 2



Liz Sheldon

Winners of Benjamin Rose's MythBuster Contest have been named. The contest was a new facet to Benjamin Rose's three-year-old public education campaign, "MythBusters: Defying the Myths of Aging."

The campaign's goal is to raise awareness that older people can personify successful aging through their activities and attitudes. The contest was held to further heighten public awareness about successful aging. The 65 and older age group is one of the fastest growing segments of the population. Nonetheless, negative stereotypes, or myths, about older people prevail, such as older people tend to be sick or inert.



Ellen Kofron

The four Cleveland-area individuals include: Everett Poe, age 73, a pole vaulter and track and field athlete; Liz Sheldon, age 73, leader of the "Yes I Can!" exercise group; Ellen Kofron, 91, a Parma resident who remains active despite her macular degeneration; and, Lal DiEgidio, 95, a singer and choir director.

The four represent two categories in two age groups, 65 to 75 and 76 and over. In the younger group, Mr. Poe was chosen for the Activities category (people who remain physically active in one or more recurring activity per week) and Mrs. Sheldon for that age group's Attitude category (people who embody a positive, inspirational attitude toward life, despite their physical condition). In the older age group, Mr. DiEgidio won in the Activities category, and Mrs. Kofron in the Attitude category.

Readers can learn more about the four winners at [www.benrose.org](http://www.benrose.org). As with all Benjamin Rose MythBusters, the contest winners also are being featured in print and broadcast ads.

Lal DiEgidio

## Save the date: Torres-Gil to speak at conference

Fernando Torres-Gil, Ph.D., will be the keynote speaker at a conference commemorating the 40th anniversary of Benjamin Rose's Margaret Blenkner Research Institute.

"The Partnership of Research and Practice: Celebrating 40 Years of Applied Research on Aging" will be held October 4 at the Marriott Key Center.



Fernando Torres-Gil, Ph.D.

Dr. Torres-Gil is the associate dean for academic affairs at the school of public policy and social research, University of California, Los Angeles. He served as the first-ever assistant secretary for aging in the U.S. Department of Health and Human Services.

Practitioners and educators will learn about research-practice partnerships in the work force; integrating health care and community services; assessing quality in long-term care; and, supporting older clients and their family caregivers.

For more information, call 216.621.0823 ext. 274.

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## Library to hold book sales

Beginning July 22, The Benjamin Rose Library will hold a book sale every Monday from 7:30 a.m. to 3:00 p.m. (or by appointment) at Fairhill Center, 12200 Fairhill Rd. (in Cleveland) in the Library, located in Room A162.

Thanks to donations, there's a wide variety of the following types of books:

- Mysteries
- Fiction
- Nonfiction
- Cookbooks
- Art books
- Cat books

Other items include children's books and CDs. "There's really something for everybody," explains librarian Karen McNally Bensing.

The sale is ongoing every Monday until further notice.

Proceeds will be used to purchase books for the Library's unique collection of aging-related materials.

Donations of gently used books and CDs are still being accepted. For more information, call Ms. Bensing at 216.231.7230.

## MBNA volunteer, colleagues build bond with Adult Day Program

*Chrystene Morris, Adult Day Program activities leader*

On Tuesday afternoon, you wouldn't expect to find Dan Crown, an MBNA account manager, helping out at the Benjamin Rose Adult Day Program. Unless you knew that MBNA Marketing Systems, located in Beachwood, actively encourages its people to volunteer up to four hours of company time each month in the community.

The relationship between MBNA and Benjamin Rose was initiated by Gloria Litwinowicz, director of volunteer services at Benjamin Rose, and Michelle Gayles, an MBNA community relations coordinator. Mr. Crown and Chrystene Morris, the Adult Day Program's activities leader, continue the collaboration.

MBNA recently donated \$500 to the Adult Day Program on behalf of Mr. Crown. The donation is part of the company's Support for Service Program.

Mr. Crown and his co-workers help out regularly, despite juggling tight work schedules. Mr. Crown takes his leadership responsibilities seriously.



**Dan Crown helps an Adult Day Program participant with hooking a rug.**

He always arrives with a project and at least two or three colleagues. The projects include: hand-painting terra cotta pots, ceramic bowls, and hand-stamped wind chimes.

Working with older adults who have memory loss presents a variety of challenges. "The most difficult thing is when they do not recognize their own work within minutes of creating it," Mr. Crown explains. Ms. Morris reassures the volunteers that although the clients may not remember their artwork, they never forget the kindness they receive from others.

MBNA volunteers are also active at Benjamin Rose's nursing home, Kethley House at Benjamin Rose Place.

Benjamin Rose July 2002  
**today!**  
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## *A note of thanks*

Our annual solicitation letter was mailed to donors and friends in June. In addition to the notes our board of directors writes to many recipients, we are also grateful to the seven volunteers and two employees who spent three and one-half hours one afternoon writing notes to previous donors. Many of these volunteers are residents of Kethley House at Benjamin Rose Place or family members of former residents. The annual mailing helps Benjamin Rose offer health care and social services to more than 2,000 older people each year, many of whom cannot afford the cost of care. If you would like to make a donation, you may do so at [www.benrose.org](http://www.benrose.org) under "Donate Now," or by calling our Development Office at 216.621.0823 ext. 207. Thank you to those who have already responded to the mailing!

**Community Services Quiz**

How much do you know about Community Services—the division of Benjamin Rose that provides crucial in-home and community-based health care and social services?

Community Services is the oldest branch of Benjamin Rose. It started when the first board members began visiting a few dozen older people in their homes to see who most needed the agency’s financial resources.

Today, much has changed. Benjamin Rose charges a sliding fee scale—meaning the client pays for what he or she can afford to pay—for the cost of services. No one is turned away based on their ability to pay. Also, services today are provided by licensed, trained staff from a variety of disciplines, while the board members oversee the operation of Benjamin Rose.

- 1) On any one day, how many elderly persons are receiving help in their homes as clients of Community Services?
- 2) What services are these older people receiving?
- 3) In addition to in-home services, what other programs are provided?
- 4) How many presentations do Community Services staff make to other professionals and the public each month?
- 5) What is the average number of calls per month intake workers at Community Services receive?

Answers on back

**Kathryn Loomis Kaesberg** is the newest member of the Benjamin Rose board of directors. Mrs. Kaesberg, a Certified Financial Planner™,



recently left her job as vice president and client manager for institutional trust and custody at Key Corp to spend more time with her two children and devote to volunteer activities. She was most recently president of the Roxboro Elementary School PTA in Cleveland Heights.

Mrs. Kaesberg—better known as “Muffy” to friends and colleagues—was one of the first 60 women to attend Hawken School, where she was the first female president of the Alumni Association, on which she served for 16 years.

Community involvement runs in her family. Her grandfather helped found what is today’s Mandel School of Applied Social Sciences at Case Western Reserve University. Her mother, Kathryn Loomis, was on the Benjamin Rose board in the 1970s.

“I have always been interested in social services, having spent my senior project working with emotionally disturbed children at Beech Brook, and after college switched my volunteering efforts from children to the elderly,” she explains. While in graduate school at Case Western Reserve University, she visited several people weekly at Judson Park. Her 99-year-old grandmother lives in a Chagrin Falls nursing home.

“I hope that I will be able to utilize my many years of experience in the financial services field to aid in the financial and operating areas of Benjamin Rose.”

**Kethley House welcomes new admissions/marketing director**



Mark Grippi

Mark Grippi is the new director of admissions/marketing for Kethley House at Benjamin Rose Place.

Mr. Grippi has six years marketing and admissions experience involving acute and long term care, assisted living, reimbursement, and community networking programs.

“I’m looking forward to having the opportunity to meet with families

again and to truly make a difference in their lives,” he says. “At the same time, I find myself excited to have such a wonderful community such as Kethley House to show off to the many senior groups, discharge planners and other members of the medical community I have established relationships with.” Mr. Grippi, a graduate of Heidelberg College, is also on the board for the Heights Regional Chamber of Commerce.

## MythBuster Contest Winners are here! *(continued from front)*

"It was hard to choose the winners; the entrants were all so impressive," explains judge Kamla Nagpaul, director of social service for Benjamin Rose.

Other judges included Elaine Molis, intake coordinator for Concordia Care, Anne Schleicher, director of marketing for Benjamin Rose; and 90-year-old Chester Gray, a 2000 MythBuster whose own ad reads, "You're Not Old Because of Your Age."

The MythBuster campaign is based on findings from "Successful Aging," a 1998 book by John Rowe, M.D., and Robert Kahn, Ph.D. The authors found that older people could maintain or improve their well-being through attitude and exercise, noting how well a person ages is due only to 30% of their genetic makeup. Drs. Rowe and Kahn outlined the major myths of aging, which can be found at [www.benrose.org](http://www.benrose.org).

Since 1999, the campaign has featured print and broadcast ads and Web site interviews of more than 30 prominent Clevelanders past retirement age. Many, like WKYC-TV 3 reporter, 78-year-old Del Donahoo, have not retired.

Benjamin Rose would like to thank all of the contest's wonderful nominees.

## Answers to Community Services Quiz

- 1) Approximately 750.
- 2) The majority are receiving help from nurses, social workers, home care assistants, case manager assistants, senior companions and rehabilitation therapists.
- 3) Community Services social workers and nurses provide information and referral, supportive counseling and health information to elderly persons at various community sites such as Cogswell Hall and Chippewa Place. They also conduct support groups for the elderly and their caregivers. Our Adult Day Program serves an additional 65 elderly persons at its Shaker Heights site five days a week. Also, people can receive information on and referral to resources for helping an older person by calling the Intake Department.
- 4) Community Services staff make 10-15 presentations to groups in the county each month on various topics such as mental health issues, normal aging, community resources and how to access them. Staff also are preceptors for students from various colleges in this area, write articles in various publications, make presentations at local, state and national conferences, and participate in health fairs and other forms of community outreach.
- 5) The Community Services Intake Department provides information and referral to approximately 275 callers a month. In addition, they staff the Elder Corporate Care program to selected large companies in Cuyahoga and Lorain counties.

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Memorial and Tribute Gifts provide ongoing support for Benjamin Rose's direct service to clients, regardless of their financial resources. Following are gifts received between April 1, 2002 and June 15, 2002.

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## Planned gifts benefit benjamin rose services

We are extremely grateful to the generosity of caring people who have appreciated the way Benjamin Rose has provided services to family members and friends. Two gifts have been received recently:

- Benjamin Rose has received an endowment gift of \$108,422 from The Kahler Family Trust (Karl K. and Elizabeth S.) to benefit nursing home residents.
- From 2003 through 2008, Benjamin Rose will receive \$370,000 from the Valerie C. Marousch Trust. Miss Marousch's main charitable interests were "medical research

into the diseases of youth and old age to help make life easier for the very young and the very old."

You may think that your estate won't be large enough to "make a difference." That is rarely the case. Some of our most generous planned gifts have come from people who never made a large gift during their lifetime, yet named us as a "residuary beneficiary" in their will. You, too, can provide a lasting legacy by naming Benjamin Rose in your will, as beneficiary of a retirement plan or life insurance policy, or through a life income gift. For bequest language or more information about a planned gift, call Ruth Ann Ference, director of development, at 216.621.7201 ext. 322.