

Benjamin Rose today!

HELPING PEOPLE AGE SUCCESSFULLY Vol. 2, No. 3



Alan Jones

New tenants of Margaret Wagner Apartments "Love it here!"

Margaret Wagner Apartments began moving in tenants in early September. Mr. Alan Jones arrived September 3rd to move into his new apartment home. As its first tenant he exclaimed "It's fabulous!" He moved to Cleveland from Virginia in 1990. Before retiring, he worked as a therapist for Community Action Against Addiction. In February, he began searching for a place to live. A staff person from the Cleveland Heights Office on Aging referred him to the newly opened Margaret Wagner Apartments. Mr. Jones, age 63, stays engaged in life and may even join Benjamin Rose's Senior Companion Program. He says that the Margaret Wagner staff is helpful and treats him with dignity and respect.

"I couldn't find a better place!"

Mr. Richard Williams moved into his apartment straight from the airport where he had arrived from Florida on the afternoon of September 10th. "I couldn't find a better place!" he shared. At age 97, Mr. Williams remains amazingly active. When asked his secret he states: "I love people!" He is currently enrolled in Concordia Care, an adult day health program located on the 1st floor of Margaret Wagner House. He spends his day involved in the many activities offered by this PACE program, co-sponsored by Benjamin Rose and MetroHealth Systems. Mr. Williams has had many careers during his lifetime. In the '60s, he worked for Goodwill and was named Goodwill Man of the Year in 1963.

Lynne Kearns, Vice President for Housing for Benjamin Rose, said that all 18 one-bedroom units are leased, with 6 studios still available. "We have tenants who range in age from 62 to 97, both men and women, who remain active, some even continuing to be employed! It's not what we expected based upon housing statistics!" Centrally located for tenants' use are a community room and kitchen. The housing staff has even converted one of the closed sitting rooms into a TV lounge so tenants can cheer on their favorite sporting teams. This week everyone is watching the transformation in the courtyard as the horticultural garden takes on its new design. There seems to be something for everyone's interest. For leasing information, please call David Queener at 216.373.1749.

(continued inside)

From the desk of Richard Browdie

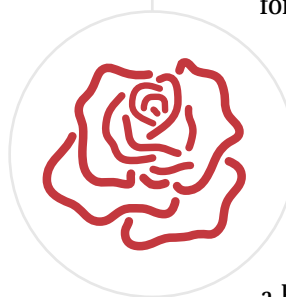
In today's environment, where governments are under tremendous pressures to economize and where public policy itself is under intense scrutiny, the role of an organization like Benjamin Rose requires thoughtful review. Throughout its long and distinguished history, Benjamin Rose has been on the front edge of change. And, our new strategic plan places us right on the frontier.

When older people were thought to be isolated in homes that could not meet the twin challenges of care for their health care needs and concern for their isolation, Benjamin Rose was on the forefront of establishing and managing "homes" for older people that predated the nursing homes of today. We even owned a hospital that was sold to

University Hospitals in the '60s, committed to the idea that physician training should include a special focus on geriatrics. And dating back to the '40s, we were a leader in the effort to provide and prove the efficacy of care for older people in their homes when



Richard Browdie



(continued inside)



1908
Legacy Society
Benjamin Rose

Development News

Leave a Legacy

Benjamin Rose is a proud partner in the LEAVE A LEGACY Northern Ohio Program. Keep your eyes alert to the public awareness campaign that will include billboards, radio, and print materials to encourage individuals to include charitable organizations they care about in their wills.

Donors with Staying Power

Did you know that more than 300 individuals have given annually to Benjamin Rose for 10 years or more? Additionally, more than 130 of this faithful group have given to Benjamin Rose for 15 or more years! Many of these faithful donors are the families of those for whom Benjamin Rose provided quality care. Others simply are thankful that an organization like Benjamin Rose exists to specifically address the needs of Cleveland's elderly population. We appreciate these special individuals for valuing our service to the elderly in our community.

1908 Legacy Society Adds Members!

Benjamin Rose's recognition society that honors individuals who have included Benjamin Rose in their estate plans welcomes new members Ruth Ann and Bob Ference. Ruth Ann has been Director of Development for almost three years, and Bob is a consultant in new product development for specialty chemicals. If you have made provisions in your will, retirement or life insurance to include Benjamin Rose and have not shared this news with the Development Office, call Ruth Ann today at 216.373.1627.

Special Gifts

Each gift — whether it is unrestricted or a gift made in memory or tribute — is an integral contribution to Benjamin Rose and is truly appreciated. The following gifts were received between July 1, 2003 and September 30, 2003.

Eleanor Alley
Douglas M. Arnold
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Benjamin Rose *Fall 2003*
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FALL 2003 Volume 2, No. 3

Benjamin Rose today! is published by the Institutional Advancement division of Benjamin Rose.

Polly Clemo, *Vice President, Institutional Advancement*
Ruth Ann Ference, *Director, Development*
Doug Knoop, *Fundraising Specialist*
Anne Schleicher, *Consultant*
Jeanne Hoban, *Consultant*

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We love it here...

(continued from front)



Alan Jones (left) and Richard Williams enjoy their new home at Margaret Wagner Apartments.

Benjamin Rose, Sr. VP honored



Linda S. Noelker

Linda S. Noelker, PhD, Senior Vice President of Planning and Organizational Resources, is among 10 honorees who were recognized as Distinguished Women

in Healthcare by the Visiting Nurse Association Healthcare Partners of Ohio. The awards recognize women who have made significant contributions in the health-care industry through various means. Dr. Noelker was recognized for her contributions to health-care research at an event in October.

Honorees were selected from nominations solicited from health-care organizations, teaching institutions and the public.

Browdie *(continued from front)*

that is where they chose to live. Today, federal and state policy makers are working to “balance” the system of long-term care so that people can receive help in their homes or other community settings rather than being forced into nursing homes by a shortage of alternatives. This is a big development for many, but it is part of our historical commitment at Benjamin Rose.

The strategic plan adopted by the Board of Directors formalizes something that we had been quietly doing for decades, often without recognition or acknowledgement. Pushing for change and progress in the policies and practices that improve our society’s response to the needs of older people is advocacy. The combination of research and services at Benjamin Rose, as well as our history of innovation, puts us in a position to educate policy makers and other service providers on issues related to elder care. Benjamin Rose has been an educational and informational resource for years. By now taking on an advocacy role, we will actively contribute to the public dialogue on the needs of older people in a rapidly aging society. Look for more from us in the coming months as we “find our voice” in making our contribution to the public discourse on aging in Cleveland, Ohio, and America.

Cristine Laraway

Admissions & Marketing Director, Kethley House at Benjamin Rose Place



Cristine Laraway is brimming with ideas. Ask the new Admissions and Marketing Director of Kethley House at Benjamin Rose Place what she has planned in her role, and within

seconds, she’ll rattle off a list of outreach programs, collaborations, and educational initiatives designed to increase awareness of the facility. With her combined background of sales and social work, she’s poised to bring her ideas to fruition. Laraway holds bachelor’s and master’s degrees in social work from the Mandel School at Case Western Reserve University.

Laraway joined the Benjamin Rose staff in August 2003 after working in a similar position at another local nursing home.

“I had heard so many wonderful things about Kethley House,” she says. “From hospital discharge people, even from people coming into the nursing home where I worked. When this job opened up, I knew this is where I wanted to be.”

Laraway lives in Fairview Park with her three-year-old daughter, two cats, two dogs, and an iguana. The dogs, Reilly and Zoë, have played a surprisingly important role in her career.

She initially entered the field after meeting a fellow pet owner at a dog park. The woman sparked Laraway’s interest with details about her job as a nursing home admissions director.

The dogs will continue to play a role in Laraway’s work at Kethley House. Both are certified therapy dogs and will take turns accompanying Laraway to the facility to visit with residents.

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We Depend on You!

As a nonprofit organization, Benjamin Rose relies on the generosity of individuals like you to further its mission of advancing the health, independence, and dignity of older adults by raising the standards for quality of care. Please consider making a donation today!

Complete the following information and mail this form to:

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850 Euclid Ave., Suite 1100
Cleveland, OH 44114
Attn: Development

Enclosed is my donation of \$ _____

My Name is _____

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Please make your tax-deductible check payable to: Benjamin Rose.

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MBRI Researchers Part of Community-wide Senior Success Initiative

Researchers from the Margaret Blenkner Research Institute (MBRI) of Benjamin Rose were awarded funding to evaluate the Long-term Care Workforce Initiative of the Senior Success Vision Council's Formal Caregiving Subcommittee. The grant from United Way Services and the Cleveland Foundation comes to MBRI by way of Cuyahoga Community College, which is the lead organization on the initiative through its Center for Applied Gerontology and Center for Health Industry Solutions.

The Senior Success Council is one component of the Community Vision Council, which is also developing community-wide goals for children and families; learning and earning; and health and caring. The Council was spearheaded by United Way to apply the successful components of public/private partnerships used in economic development to health and human services.

The evaluation team at MBRI includes Farida Ejaz, David Bass, Wendy Looman, Julie Rentsch, and Brenda Peters. The researchers are represented on each task force established to advance the workforce initiative including Best Practices, Training, Advocacy, and Public Awareness. They will work with task force chairpersons and members to develop measurable goals and outcomes for the initiative.

The primary goal of the workforce initiative is to address the current shortage of direct care workers in greater Cleveland including nurse assistants, home health aides, and personal care assistants. Ultimately, the initiative hopes to improve the image of direct care workers, encourage people to see the field as a viable career option, and enhance industry practices that support recruitment and retention of direct care workers. Other integral components of the initiative include the creation of improved preparatory and ongoing training programs for direct care workers, and career ladders for these workers. Finally, the group will collaborate with a statewide advocacy network to promote public policies that enhance recruitment and retention of direct care workers.

MBRI staff will help define the population that will be targeted by a public awareness campaign and will evaluate whether the campaign is successful. The evaluation should be complete by the end of 2005.

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EST 1908

COMMUNITY SERVICES
KETHLEY HOUSE AT BENJAMIN ROSE PLACE
MARGARET BLENKNER RESEARCH INSTITUTE
RESIDENTIAL SERVICES

Administration

850 Euclid Ave., Suite 1100
Cleveland, OH 44114-3301
216.621.7201 fax: 216.621.7521
www.benrose.org

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