

Adult Day Program has new home, more space!

The Benjamin Rose Institute (BRI)'s Adult Day Program recently moved from the Fairhill Center for Aging to the building on the southwest corner of Chagrin Blvd. and Lee Road in Shaker Heights.

Begun in 1989, BRI's Adult Day Program is a day center that now serves two distinct populations: older people with dementia, mental retardation and developmental disabilities and older people with mental health problems who are well enough to live in the community but need some social structure.

Participants enjoy stimulating music and art therapy, breakfast, a

hot lunch and snacks, as well as health care from a registered nurse. Their caregivers, often a daughter or other relative, enjoy much-needed time off. Now, staff will be able to offer more effective multiple group activities.

The move offers more space—a total of 8,500 square feet—that will allow the program to increase its number of participants.

“We hope to increase our average daily number of clients to 50; currently we have 32,” says program administrator, Linda Elliott. Over the next three years, she and her staff plan to expand transporta-

tion to and from the program to reach a majority of the south and east sides of Cuyahoga County.

“We hope to have more caregiver support activities in the future,” says Ms. Elliott. “We think this new location makes us more accessible to the community.” (See the back page for the Program's new address and phone number.) ■



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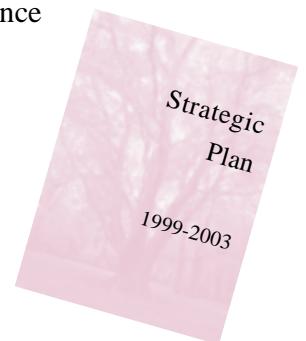
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New Strategic Plan inside

Many of you might remember when we unveiled our first strategic plan in the Fall 1996 *Bulletin*. Believe it or not, it's already time for our second one. The enclosed piece solidifies what we plan to achieve for the next four years. We are proud to say that we accomplished all of our goals from the 1996-1998 plan, and believe we were able to do so because the plan gave us clearly defined goals to strive toward. I give credit to our board president, Jennifer Langston, for realizing we needed an outline to follow. She knew the Institute needed to strike a balance between taking on unprecedented ventures, such as planning/developing new property and collaborating with other organizations. This is no small feat as we continue to fulfill our mission of providing services to more than 6,000 older people and their families and evaluating those services through multiple research projects. —Alice J. Kethley, Ph.D., Executive Director



SIGNET signals a more holistic approach to home care

The scenario is all too familiar: a 78-year-old woman living alone falls, crawls to the phone and dials 9-1-1. An hour later she's awaiting X-Rays.

But now there's a twist. While waiting in the emergency room, a nurse specialist asks her detailed questions about her living situation.

The specialist finds the woman shows signs of diabetes, and has been struggling to manage her finances.

The specialist arranges to have a social worker visit with the woman, who is discharged to her home with minor injuries. A social worker visits, conducts an assessment, and refers the woman to a financial planner. She also arranges for a nurse to visit

the woman to keep the diabetes in check.

Sound simple? Linking hospital systems with community-based service providers may be simple in concept.

However, says Dr. David Bass, assistant director of BRI's Margaret Blenkner Research Center, "Service delivery to older people has become very fragmented because of changes in Medicare, Medicaid and managed care programs."

The Research Center is evaluating the effectiveness of linking emergency room patients with community service providers—much like the services put in place for the injured woman.

Their role is part of a project called SIGNET, or Systematic Interventions

for a Geriatric Network of Evaluation and Treatment.

Initiated by The Cleveland Clinic Foundation, SIGNET also involves BRI's Community Services Division, MetroHealth Medical Center and Case Western Reserve University.

SIGNET focuses on identifying people who could most benefit from a coordinated in-home care plan after an emergency room visit, ultimately helping prevent future trips to the hospital.

Using an assessment tool, a designated nurse gathers information about a patient's health and living arrangements in the emergency rooms at The Cleveland Clinic Foundation and MetroHealth Medical Center.

The SIGNET project is in its third year of operation

and is funded by The Robert Wood Johnson Foundation; the evaluation is funded by The Agency for Health Care Policy and Research. For more information, please call Julie Rentsch at 216/621-7201 ext. 265. ■

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Serving as a model for post-Soviet Slovakia

The Benjamin Rose Institute (BRI) recently received visitors from Banska Bystrica, Slovakia.

The two social work professionals visited



Mgr. Tatiana Matulayova and Ing. Maria Filipova

Cleveland to see how BRI and MetroHealth Medical Center, who applied for the grant to allow the exchange, handle social services in a capitalist economy.

Health care and social work are now vital professions as the 4.5 million Slovaks struggle to adjust to democracy from communism. In addition to witnessing the American social work model first-hand, Ing. Maria Filipova, head of social and health services for Banska Bystrica, and Mgr.

Tatiana Matulayova, (the first in her country to get a doctorate in gerontology), were able to see how necessary research, marketing, fundraising and volunteering are to providing effective services.

Dr. Georgia Anetzberger, BRI's director of community services, visited Slovakia twice as part of the program. "It was a learning experience for me to see how quickly they're able to adjust with such limited resources," she said. ■

- **America the beautiful ...** Home care aide Maria Marquez recently became a U.S. citizen. BRI's Community Services Division staff surprised her at a recent home care aide meeting with a congratulatory cake. The Peruvian native has lived here for 11 years, and has worked at BRI for five. "Now I have more rights—I can vote," she explained.



Maria Marquez

- **Rock of Aging ...** Congratulations to BRI executive director Alice J. Kethley, Ph.D., for receiving the 1999 "Rock of Aging" Award from the Association of Ohio Philanthropic Homes, Housing and Services for the Aging (AOPHA). The award is presented to a member of AOPHA who has performed extraordinary service to the aging which has had an impact on the total field of care and services.

- **Distinguished scholar becomes distinguished guest ...** Sidney Katz, M.D., distinguished scholar at BRI's Margaret Blenkner Research Center, was recently the guest speaker at the Duke University Medical Center's renowned Distinguished Guest Lecture Series in North Carolina. He was invited to present "Better Lives for Elders Through Better Judgments" in which he discussed ways to manage the problems caused by the multi-layered concept of quality of life. Dr. Katz is a nationally renowned geriatrician who developed the Activities of Daily Living scale widely used to determine the level of care that an older person should receive. In July, Dr. Katz also celebrated his 10-year anniversary with the Margaret Blenkner Research Center.

- **Peg's Shoppe unveiled, open for business ...** With one quick tug, Mrs. Gilbert Humphrey pulled the blue satin drape off the sign of the gift shop named for her mother, Margaret A. Ireland. The quaint shop is located in the atrium at Kethley House at Benjamin Rose Place. Mrs. Humphrey made a number of purchases herself, including some figurines of different breeds of dogs posed as angels. The Ireland Foundation donated the money to Kethley House to create the gift shop. Peg's Shoppe is at Kethley House, 11900 Fairhill Road in Cleveland and is open from 11 a.m. to 4 p.m. Monday thru Friday. Stop in!

New associate to oversee Benjamin Rose Place development

Lynne Kearns hopes to bring an individualized focus to planning the housing that will be built at Benjamin Rose Place over the next five years or so. She started her new role at The Benjamin Rose Institute (BRI) as associate director for facility planning and development in August.

Located between Shaker Square and University Circle on Cleveland's east side, Benjamin Rose Place has a total of 22 acres. Kethley House, BRI's skilled nursing home which opened in 1997, takes up nearly 15 of those acres.

Ms. Kearns' job is to help BRI decide which types of housing units best meet the needs of older people choosing to age in place. Focus groups have shown that retirees living in the surrounding areas are engaged in a purposefully healthy lifestyle.

"Whatever we build, the key is to have a flexible design," explains Ms. Kearns. "We want to be able to meet each person's needs so they can retain their individuality and autonomy. As well as meeting the needs of today's elderly, the design intent will also need to meet those of future aging populations, namely the Boomers."

Prior to coming to BRI, Ms. Kearns oversaw the completion of a \$30 million project for the Jewish Association in Pittsburgh. The project consisted of building a 160-room nursing home and renovating a 35-unit assisted living structure as well as a 40-client adult day care center.

The New Jersey native is an RHP (retirement housing professional), a certification she received through the American Association of Homes and Services for the Aging. She is also a licensed nursing home administrator with a master's degree in health care management. She relishes her new venture because it involves planning a community for active older adults. "This is a new challenge; my previous job entailed building for those less active and mobile."

Ms. Kearns is committed to making sure living environments for older people be dignified. She was drawn to the mission of BRI, which incorporates education, research and service. "I could tell BRI's programs supported its mission. That's the symphony needed for future performances of excellence." ■



Lynne D. Kearns

Hospice section

What exactly is hospice?

According to the National Hospice Organization, hospice is a compassionate method of caring for terminally ill people. It is a medically directed, interdisciplinary team-managed program of services that focuses on the patient/family as the unit of care. Hospice care is palliative rather than curative, with an emphasis on pain and symptom control, so that a person



“Melinda Growing Up in the Sun” was drawn by Frances, a former hospice patient who worked with art therapist Connie Krug. Due to arthritis, Frances asked Connie to help her finish painting “Melinda” with carefully chosen colors. The piece remained by Frances’ bedside until her death.

may live the last days of life fully, with dignity and comfort, at home or in a home-like setting. “Hospice is actually a whole philosophy of caring for someone facing terminal illness,” explains Rosemary Mirrotto, director of social services at Kethley House at Benjamin Rose Place. According to Connie Krug, an art therapist with Hospice of the Western Reserve (HWR), “hospice is as much about life as it is about death. It’s about supporting people to live life to the fullest.” HWR worked with

Kethley House in creating its hospice unit, and today provides much contracted staff support. Hospice of the Western Reserve defines its core values as being able to:

- ◆ Facilitate safe and comfortable dying.
- ◆ Respect patient and family decision making.
- ◆ Treat symptoms and palliate suffering without prolonging life or hastening death.
- ◆ Recognize physical, emotional, spiritual dimensions in patients and families.

Kethley House is new hospice volunteer training site

More than 40 people are visiting Kethley House at Benjamin Rose Place for training to become volunteers for Hospice of the Western Reserve (HWR). The sessions are the latest of HWR’s 10-week, 30-hour volunteer training program.

Kethley House has a large hospice-distinct unit, at which HWR is one of the providers of services.

“We are so grateful to Kethley House,” says Marge Lanese, director of volunteers and spiritual care services for HWR. “Their location helps us because we need more volunteers in that area.”

The organization has more than 400 volunteers

who work in patients’ homes and at nursing homes throughout five counties. Most serve as friendly visitors to terminally ill people, providing respite to caregivers. Some do limited house-keeping. “They do whatever might help that patient and family,” says Ms. Lanese. “A volunteer must be willing to do more listening than talking.”

If you are interested in becoming a hospice volunteer for HWR, call Ms. Lanese at 216/383-3725. For the Visiting Nurse Association, you can call Ruth Anne Bruner at 216/931-1326, and for the Montefiore Home, Linda Haendiges at 216/910-2650.

Blankets warm residents

Nearly 70 residents are enjoying the warmth of handmade lap blankets, thanks to the Northeast Ohio Chapter of the American Sewing Guild.

The donation was organized by Guild member Gail Anderson, a Hospice of the Western Reserve social worker who is part of the agency’s primary hospice care team at Kethley House.

The blankets are especially useful to wheelchair-bound residents, whose legs often get cold.

Partners in providing hospice care at Kethley House

- Hospice of the Western Reserve
- Visiting Nurse Association (VNA)
- Montefiore Home

The hospice unit opened with Kethley House in 1997. Starting with Hospice of the Western Reserve, Kethley House now contracts with the VNA and Montefiore Home.

How Kethley House's hospice unit helps the Rowans

Rev. Albert T. Rowan, Ph.D., enjoys visits from his 11 grandchildren like a typical grandfather. And he keeps in touch with dozens of his parishoners and friends he's made through the years.

He does so from his bed in the hospice unit at Kethley House at Benjamin Rose Place.

Though often associated with terminal illness, hospice care—as in Rev. Rowan's case—can help maintain patients' quality of life. Kethley House has actually moved some patients off of the first floor hospice unit because their condition improved.

“With the hospice unit, we want to ensure that the patient doesn't feel alone, or is afraid of the pain associated with their illness,” says Rosemary

“Hospice makes you forget about the terminal aspect ... he's just daddy.”

Mirrotto, director of social services for Kethley House.

Staff from both Kethley House and the contracted hospice programs (see previous page) provide each resident with a holistic, cohesive care plan.

The program involves families. Every other week, nurses, nurse

assistants, social workers and a spiritual counselor hold an interdisciplinary conference.

Carrie Rowan hasn't missed one yet. She says the conferences have helped her better understand her husband's lymphoma, a side effect of medication he was taking for a kidney transplant.

The couple's eldest daughter, Brenda Moore, has also attended the conferences. “They answer questions in a way you can understand them.”

Mrs. Rowan said her biggest challenge is watching her 73-year-old husband's condition linger. Yet she and her daughter agree the dedication of the staff has helped to keep Rev. Rowan his usual self. “One of the aides won't leave until she makes sure

all of his personal care needs are met,” says Mrs. Rowan.

Rev. Rowan was pastor of Bethany Baptist Church for 35 years. “Rev.,” as his three sons and two daughters like to call him, has a photographic memory. He is renowned among his fellow pastors for his joke telling. He entertains his visitors telling stories,

Hospice section



Rev. Albert T. and Carrie Rowan (front left) recently celebrated their 50th wedding anniversary.

remembering things even his children have forgotten.

Rev. Rowan and his fellow hospice patients receive a spectrum of care that helps maintain a comfortable quality of life for both patients and their families.

In addition to contracted nurses, social workers and care aides, spiritual counselors representing all religions visit patients. This allows patients to continue practicing their religion, or discuss end-of-life spirituality for those who do not have set beliefs.

Specially trained volunteers provide friendly companionship. Art therapists work one-on-one with patients, and music therapists also visit the unit.

Kethley House staff are hoping for donations to

acquire tape players with headphones so patients can enjoy calming music while they receive their baths. A hospice nurse and social worker are certified in reiki, a type of healing therapy.

A library of books is designated for those on the unit, and Ms. Mirrotto plans to soon incorporate aromatherapy into patients' care plan.

The Rowans appreciate the unit. Mrs. Moore says her father seemed more withdrawn prior to coming to Kethley House.

“You don't feel the eeriness of a ‘nursing home,’” she says. “It's funny ... people say, ‘I'm sorry to hear your father is in hospice,’ and I think, ‘he's just daddy, like he's always been.’ Hospice makes you forget about the terminal aspect. Now he's glad to see us.” ■

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 clients, regardless of their financial resources. Following are gifts received between June 1 and September 30, 1999.

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Donor survey illustrates BRI's successes, struggles

The donor survey sent last spring offered some helpful input. The Benjamin Rose Institute, like all non-profits, are facing a decreasing donor base and greater needs of those they serve.

The major challenges BRI faces is finding ways to replace aging donors with younger, interested parties and *keeping*

them interested. Another challenge is to continually educate BRI's trustees, staff and volunteers about the significance of their roles in bringing BRI to the attention of others by acting as ambassadors of BRI.

A total of 1,701 surveys were sent; the rate of return on active, individual donors, including corporations,

foundations and BRI trustees was 14%; prospects: 3%; and lapsed donors: 4.75%.

Key messages from the survey found that:

- people discover BRI through friends and family (board, staff, volunteers, residents or clients), and those relationships motivate donations;
- donors continue

to age, shrinking BRI's donor base;

- donors respect and support BRI for its board, service, mission and history.

Suggested actions include:

- draw new people to BRI with interesting programs;
- train staff and volunteers to be BRI "ambassadors," that is, to actively promote the agency;

- develop more aggressive outreach to the south and west sides of the Cleveland area;

- continue cultivation of resident and client next of kin;

- recruit donors to get more involved with BRI as volunteers.

Thanks to all who took the time to complete the survey!

—*The BRI
Development
Department*

Descendants of Benjamin Rose visit BRI

James W. “Bill” McPherson knew he was a descendant of Benjamin Rose, but he wanted to know more after reading the March 1998 story in *The Plain Dealer* about The Benjamin Rose Institute (BRI)’s all-female board of trustees.

“I knew he started a foundation, and had built The Rose Building (*now owned by Medical Mutual of Ohio*) on East Ninth Street,” says Mr. McPherson, a retired attorney living in Hartville, Ohio. “But I didn’t realize how much the Institute had done since it started.”

Mr. McPherson’s great grandfather was George Rose, Benjamin’s older brother.

The two emigrated to the United States from England in 1848. George

opened Rose and Brother, a wholesale provision company. Benjamin later bought him out and brought in their younger brother, Edward. The business flourished, enabling Benjamin to leave his assets to fund The Benjamin Rose Institute after his death in 1908.

Only sketchy information about Benjamin and the Institute had been passed down to the McPhersons. Benjamin Rose has no direct descendants. His son drowned at age 16, and his daughter died as an infant. “Bill’s mother married a preacher and was pretty humble about her family history,” said Mr. McPherson’s wife, Bea.

BRI was able to give the McPhersons copies of photos of Benjamin, and help them connect to a direct descendant of Edward’s.

The information was timely for the McPhersons, whose son Jim was compiling an extensive genealogy of both sides of his family.

The McPhersons and their three children visited The Benjamin Rose Institute last summer. They took a tour of Kethley House at Benjamin Rose Place, and went to Lake View Cemetery to visit Mr. Rose’s grave. (George Rose is buried in Lake County).

The family was impressed with the scope of BRI, from its in-home and residential care to its nationally renowned research. “I love Warren’s Garden at Kethley House,” said Mrs.

McPherson, a member of her local garden club.

A former Marine who served in World War II and as a Capitol Guard,



James W. “Bill” McPherson stands at the grave of his great uncle, Benjamin Rose, at Lake View Cemetery.

Bill McPherson takes his family ties seriously. The McPherson side of the family has a reunion every few years, with attendance topping 100 relatives. ■

Benjamin Rose’s bible restored



Before ...



... and after

Until recently, Benjamin Rose’s original family bible was not an example of successful aging. The book, which has more than 1,400 pages, had a detached cover, loose binding, and several torn pages. Copyrighted in 1890, the book now resembles its original stately form, thanks to extensive restoration efforts by Esper Bindery in Cleveland.

How did they do it? “We use a form of Japanese mending paper called sekishu to repair the heavier pages,” says bindery owner Karen Esper. “For torn pages that had printing on them, we used ‘tengujo.’ The broken binding was repaired using a rebacking technique with full goatskin leather, which was tinted to match the original binding leather.”

The book contains names and dates of Mr. Rose’s family’s births, deaths, and weddings. It is displayed in a case with other items that belonged to Mr. Rose in The Benjamin Rose Institute’s BRI’s administrative offices in downtown Cleveland. ■

You get what you pay for *by Eunice Clavner*

Eunice Clavner is an attorney who volunteers her time to The Benjamin Rose Institute to educate



staff and clients about issues relating to elder law.

Eunice Clavner Check out her new information column "Ask Eunice" on BRI's web site at www.benrose.org!

People complain a lot about what lawyers charge. However, it is important to remember that lawyers, like professionals in every other field, charge more for specialty areas. Except for a couple of very narrow and specific areas, lawyers in Ohio are not allowed to say they "specialize" in anything; instead, we say we "concentrate" in various areas.

And given the complexities of every area of law, it is not possible to concentrate in all areas. As a

potential client, it is important to remember that.

So, you've just gotten a nice settlement from an accident—enough so you can finally make sure the kids have money for college. Or you've recently divorced. Or your mom and dad want to make sure a nursing home doesn't force the sale of their home. Or any of dozens of other scenarios.

Say your brother-in-law is a lawyer. As a favor to you—even though he doesn't normally write wills or trusts—he will write *your* will or *your* trust, maybe even for free.

He's a decent guy, knows you well and is ethical. After all, every lawyer learns, in a general way, about everything in order to pass the bar exams. So what's the harm? Potentially, plenty.

Just think back to your own life—how much do *you* remember from college or licensing exams?

If you have no will, or if it is not drafted with full attention to probate rules or Medicaid rules, your assets might wind up going to your parents instead of your nieces or nephews—and that could completely wreck your parent's financial planning. Or your spouse's children by another marriage might inherit instead of your children.

Northeast Ohio has many, excellent lawyers in every single area of law. In order to accomplish your goals, you must first prioritize what you want to accomplish.

Then, after you've gotten that accident settlement, or divorce or have remarried, go to a lawyer who *regularly* works in estate planning or probate litigation or financial planning to make sure you

have help in actualizing what you want to achieve.

A corporate lawyer who doesn't charge anything for that will, may—in the long run—cost you or your estate a whole lot more than you would have paid initially to a lawyer who concentrates in the area. While there is a lot of software to assist lawyers in doing form-type work, no form fits everyone (like the one-size-fits-all pantyhose).

The lawyers who work primarily in probate, estate planning and related areas know how to adjust those forms to fit you. It is definitely a case of getting what you pay for. ■

B.R.I. Adult Day Program

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