

Centerpiece

WINTER 2011
a newsletter for friends of the Iowa Jewish Senior Life Center



Homecoming 2010

On Sunday, October 3, The Life Center hosted its annual fund raising event for Project Transformation. This year's theme was "Homecoming." The event presented a wonderful opportunity for our Community to come together in support of a great cause – Project Transformation, a renovation of all Resident rooms and common areas. This year's Donors contributed some \$60,000, enabling The Life Center to move into the final phases of the renovation project.

Almost all of the event's attendees took the opportunity to tour some of the recently renovated rooms.

Our hope is that these donors now have a better understanding of what their continuing

generosity means to our Residents and their families.

We would like to thank our Event Committee members: Barb Sherman, Sharon Goldford, and Hanna Gradwohl for their input in making this such a successful event. We also want to express our appreciation to Shelley Brody, Board President, for her tremendous leadership. A very special thank you also goes to Chuck Kuba and the Iowa Diamondtaires for providing musical entertainment for the evening.



Shelley and Martin Brody



Hanna and David Gradwohl



Sharon and Dennis Goldford



The Iowa Diamondtaires

From the Director *Decades of Privilege*

“It was twenty years ago today that Sgt. Pepper taught the band to play.”

With apologies to Messrs. Lennon and McCartney, my 20th anniversary as Executive Director & Administrator of The Life Center has occasioned me to reflect on that cold February morning in 1991 when I first entered the Executive Director's office and took my seat behind my conference-table desk. So began two decades of travel along the long and winding road of distinct privilege that I have enjoyed at the helm of this venerable institution. An institution whose commitment to community and to excellence in the care of our elders is unparalleled in the State.

During my tenure, I have had the privilege of seeing so many changes in The Home – changes not only in the programming and physical environment of The Life Center but also our approach to meeting the growing, care needs of our Residents. Twenty years ago, each day saw almost every bed filled. Filled with Residents whose physical and/or cognitive impairments brought them to the facility for an average length-of-stay of almost a decade. Today, not only are the physical and cognitive challenges facing the majority of our Residents far more acute, but average lengths-of-stay have plummeted to sub-two-years. In short, today we are engaging with a Resident population vastly different from that of the 1990's.

The changes in our Residents demanded a complete reevaluation of our programming model... an involved process which culminated in the opening of our Boulevard Place Memory Care Unit. We also determined to strengthen many aspects of staff training and of our overall model of care... a model more closely aligned to responding to the evolving needs of our dynamic Resident population.

Throughout the years, we have sought to provide a physical environment which bespeaks a commitment to offering an ambience which reflects an understanding and appreciation of the aesthetic sensibilities of our Residents, their families and the Community. This is an ongoing effort, and, with the continuing and unwavering support of so many in our Community, this remains a goal which guides our efforts towards exceptionalism in long term care services.

There is so much more that should be said today. So many individuals that should be thanked for their support of our striving to be at the pinnacle of exceptional elder care services – The Life Center Board of Directors, Life Center Staff and our remarkable and strong Community of Support. Without their commitment to our Residents, any leadership I may have offered over these past two decades would have amounted to naught. Thank you, one and all.

It has been my distinct, and enviable privilege to serve as Executive Director & Administrator of The Iowa Jewish Senior Life Center for these past decades. Whatever the future may hold, my family has found a home in Iowa, a home which has given me the remarkable privilege to helm an organization committed to fundamental Jewish values which serve as the heart and soul of our commitment to caring and to excellence. Thank you.

With warmest regards,



Stephen P. Blend, M.H.A.
Executive Director

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A Tribute to Donna J. Emmons

Donna came to The Life Center for a skilled/rehabilitation stay in May 2010. Subsequently, she required further care and went to Iowa City Hospital. She received treatment, but wanted so much to return to The Life Center, as she missed the dedicated staff and being closer to her friends.

She was able to return, just prior to her birthday and, according to Anna Belle Wonders, close friend of Donna, "She could not speak highly enough of the genuine caring and attentiveness of The Life Center staff."

According to Alicia Roesger, social worker at The Life Center, "Donna wanted to do something special for the staff of The Life Center to express her appreciation." Since staff are not able to accept any form of gratuity from Residents or their family members, Alicia mentioned that she could include The Life Center in her will.



And this is exactly what Donna decided to do.

Donna's generosity will be seen by current and future Residents. Prior to her death on Tuesday, August 3, 2010, Donna included a bequest in the amount of \$5,000 to The Life Center, allowing us to continue Resident Room renovations. Gifts of this level allow for a Room Naming plaque, and this will soon be placed on a room with the inscription:

"In Memory of Donna J. Emmons."

We are very thankful for Donna's thoughtfulness toward The Life Center.

A Tradition of Excellence

In 1931, a group of committed members of the Iowa Jewish Community joined together to meet the housing and care needs of an aging Jewish population. Around that time, the Younker Family donated a house to the Jewish Community. Thus was born The Iowa Jewish Home.

Although times have changed, the original Mission of The Life Center has not. What started as The Iowa Jewish Home is now the Iowa Jewish Senior Life Center.

Join us this year as we mark the 80th anniversary of that original commitment to our elders and to our Community.



Alzheimer's Association Memory Walk Team Summary

The Life Center once again formed a team to walk in the annual Alzheimer's Association Memory Walk that took place on Saturday, September 25th.

The Life Center's Team consisted of seven individuals. Since the weather was not very pleasant, several others who had planned on walking with the team were unable to do so. This year's fund-raising activities included a candy jar contest, silent auction, pizza luncheon, and bake sale, with all proceeds going to the Alzheimer's Association. Together, our team raised over \$800.00!

With more than 5 million Americans living with Alzheimer's, and nearly 10 million more serving as caregivers, the time to act is now! All Memory Walk donations benefited the Alzheimer's Association, the leading voluntary health organization in Alzheimer care, support and research.

We are grateful to our Donors

The Life Center is pleased to acknowledge the following contributions received between June 1, 2010 and December 31, 2010. Every effort has been made to ensure proper gift recognition. However, in publishing a list of supporters, it is possible that we may have omitted or misspelled your name. If so, please accept our sincere apology and kindly notify Jennifer Youngquist at 515.255.5433 ext 283.

Birthday Celebration of:

Steve Copple's 70th

Marilyn & Louis Hurwitz
Dr. & Mrs. Dana Simon
Ben & Joyce Swartz

Dr. Henry Corn

Helen, Elise & Jim Galinsky

Larry Engman

Betty (Mrs. Macy) Abrams

Lou Hurwitz

Gwenn & Steve Copple

In Honor of:

Rabbi & Shirley Berg

Mr. & Mrs. Warner Bergh

Lucy Griffith

Mr. & Mrs. Andrew Lyons

Sanford & Polly Horning

Neil & Susan Horning

Michael Moskowitz' graduation from UCLA Honor's Program

Gwenn & Steve Copple

Ms. Elana Snyder

Deborah & Michael Becker

For Recovery of:

Shirley Berg

Mr. & Mrs. Warner Bergh
Mr. & Mrs. Marvin Braverman
Ms. Ethel Norman

Dr. Michael Stein

Gwenn & Steve Copple

Tim Urban

Gwenn & Steve Copple

*** Reflects contributions of \$1,000 or above

In Memory of:

Edith Abramsohn

Mr. & Mrs. Maurice Bucksbaum

Dr. Julius Abramsohn

Mr. & Mrs. Jay Daniels

Mary Jane "MJ" Bear

Manfred & Eileen Kiess

Rosalie Braverman

Debbie & Bob Gitchell

Carol Brown

Carol Cook
Gwenn & Steve Copple

Dr. George Caudill

Helen & Jim Galinsky
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Mrs. Charlotte Elmets

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Michele Dobrin

Josephine Freeman

Goldie (Mrs. Milton) Zeichik

Harold Goldman

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Alice Daniels & Larry Hackbarth
Dorothy & Harlan "Bud" Hockenberg
Maryan (Mrs. Floyd) Nadel
Thomas Press & Donna Paulsen
Dr. & Mrs. Harlan Rosenberg
Mr. & Mrs. Donald Schoen
Dr. & Mrs. Michael Stein
Mr. & Mrs. Ben Swartz
Donna & Mike Wiedmann
Ms. Arlene Wolf

In Memory of: continued

Bill Green

Mr. & Mrs. Edward Green
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Gert Greenhill

Deborah & Michael Becker

Toby Herowitz

Shirley Wittenstein

Fern J. Hyett

Mr. William Hyett

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Gwenn & Steve Copple
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Helen, Elise & Jim Galinsky
Mr. & Mrs. David Gradwohl
Alice Daniels & Larry Hackbarth

In Memory of: continued

Dr. Martin Rosenfeld continued

Iowa Osteopathic Medical Association
Jennifer Kordell
Mr. & Mrs. Bob Lohnes
Mr. & Mrs. Scott Meyer
Mr. & Mrs. David Moskowitz
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Janet Taffae & Marc Mattis***

Etta Tunik

Helen Goldstein

Myrtle "Bun" Zaletel

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Ms. Margaret Gannon
Mr. & Mrs. D.J. Kelly
Mr. & Mrs. Todd Lackmann
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We are grateful to our Donors

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Mr. & Mrs. Arnold Engman	Joyce Knock	Mrs. Elizabeth Sherman	
	Mr. Michael Kuperman	Mr. & Mrs. Benjamin Shlaes	
	Fern Lee Kupfer	Susan Snyder	

*** Reflects contributions
of \$1,000 or above

Holiday Share Fund / Star of Excellence Awards

The staff of The Life Center would like to express their very sincere appreciation to those who contributed to the Holiday Share Fund and/or submitted nominations for the Star of Excellence Awards. On Friday, December 10th, employees were presented with their bonuses, all of which were made possible from your generous donations. Also announced at the event were the "Stars of Excellence".

Early in November, letters were sent to families and friends of Life Center Residents, giving them the opportunity to nominate employees who "go above and beyond the call of duty." While MANY of our staff received nominations, the top 6 vote-getters were awarded the 2010 "Star of Excellence."

Congratulations to our 2010 Recipients: **Guadalupe Castro, Jennifer Dale, Tim Koester, Denise Lollman, Kim Powers, and Rhonda Schuling.**

What's Happening at Memory Care at Boulevard Place?



Bowling outing – 6 Residents went to Merle Hay Lanes on August 20th (Mollie, Edith, Marian, Bea, Jean, & Vernetta), along with volunteer (Linda). Everyone bowled one game and had pizza for lunch. *Bea is pictured above on left; Jean is above right.*

State Fair week was August 16th – 20th! Residents watched the movie “State Fair” and had popcorn; participated in an animal calling contest, chicken throwing contest, corn shucking, etc.

Summer Picnic on Friday, September 24th – tasty lunch of fried chicken!



Mollie and Trudi



Joice and Jim

News and Notes

DEFICIENCY-FREE SURVEY

The Department of Inspections and Appeals conducted their annual survey of The Life Center from June 14th–17th. We received notice on June 28th that The Life Center was “found to be in substantial compliance” and that the “staff is to be commended for their efforts.”

DENTAL SERVICES NOW AVAILABLE!

Starting in November 2010, The Life Center made Dental Services available to Residents! We are very excited to welcome Dr. Jessica Lawson from Lawson Family Dentistry, LLC.

THERAPY OLYMPICS

On October 26, 2010, The Life Center Residents participated in the 7th annual Therapy Olympics. Residents had the opportunity to play golf, football, soccer, volleyball, ring toss, and throw darts.

WI-FI AVAILABLE

Wireless internet access has been available for about a year to our skilled guests in their rooms, as well as in our central Atrium. This was added at the request of several past skilled residents and their family members. Since its addition to The Life Center, many have benefited.