

Here's What's Happening at The Life Center

Centerpiece

a newsletter for friends of the Iowa Jewish Senior Life Center

Winter 2010

Project Transformation '09 Celebration

The Life Center's Fall Celebration of Life was held Sunday evening, November 1st. "In Tune with Life" was the theme for the jazzy little event which celebrated the Community's commitment to Project Transformation '09.

The evening was a wonderful opportunity for old friends and new acquaintances to come together and reflect upon the successes of The Life Center and its 79-year Mission of Service. It was a time to express our appreciation to the Community for their renewed financial commitment to our Tradition of Excellence. It was a time to celebrate the future of The Life Center.

The success of our 2008 fund raising enabled us to complete work on our remarkable bathing spas. Our 2009 donors have now given us the resources for a strong start to our Transformation Project - the much-needed renovation of our 22-year old Resident rooms and common areas. While the scope of the Project will require a multi-year fund raising effort, it is hoped that this year's "head start" will give you, our donors, tangible evidence of what their generosity can mean to our Residents and their families. In fact, we invite everyone to come by and see, firsthand, the beginnings of the renovation transformation!

We are grateful to you, our Community, for your partnership in our Mission. Because of you, the The Life Center's crown is beginning to sparkle even brighter! We hope we can count on you to be a part of our continued success.



Therapy Olympics



Merrymakers - Julie Moss



Boulevard Kids' Homecoming Parade



Puzzling Fun!



Maddie Schoen & Elizabeth Sherman



Marty & Shelley Brody



Simma & Michael Stein



Jan Hockenberg, Gwenn & Steve Copple, Lisa Kuiper Copple

Skilled / Rehabilitation Long - term Nursing Alzheimer's / Memory Care

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THE LIFE CENTER

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From the Director

"There is scarcely anything in the world that some man cannot make a little worse, and sell a little more cheaply. The person who buys on price alone is this man's lawful prey."

This past November, a donor recognition "thank you" event was held in the Atrium of The Life Center. That event signaled the culmination of the 2009 phase of Project Transformation, a project designed to address the very real need to remodel the Resident rooms and common areas of our almost, 23-year-old facility. It was truly a "hamische" event. Conviviality, great food and drink and warm feelings all around.

While the total cost of Project Transformation will probably approach \$350,000, this year's proceeds of close to \$85,000 gave us the opportunity to make a strong beginning to getting things "rolling."

What I wanted to convey to my kind readers, by using the quotation found at the beginning of this opinion piece, is that The Life Center is a rare and special place - an "outlier" in a marketplace where so many providers of long term care services are more concerned with their bottom-lines rather than with the health and welfare of those seniors and their families who sadly put their oft misplaced trust in other nursing care facilities.

The Life Center remains as the manifestation of the Community's commitment to the observance of the Fifth Commandment. In its almost 80-year history, first as The Iowa Jewish Home and then as The Iowa Jewish Senior Life Center, the Resident has always been our *raison d'être*. Our commitment to excellence in Resident care is second to none, and those who have had need of our services know that there is scarcely anything that we can't or won't do to enrich the lives of those in our care.

Yes, the marketplace is filled with other long term care providers who ostensibly meet the "minimum standards" of care as promulgated by the State and federal regulatory entities. But, when members of our Community find themselves in need of rehabilitation, dementia care or long term care, they know that there is no substitute for the philosophical and professional commitments which are at the very core, the "soul," of The Life Center.

As we move through the coming realignments in our economy, in general, and the health care industry, in particular, The Iowa Jewish Senior Life Center will enduringly hew to its Mission of Service. Your support of that Mission has always and will always be an integral part of meeting the needs of our elders and their families. Please consider joining us with your strong support of the continuing Project Transformation and its promise of a strong and vibrant future for The Life Center.

With warmest regards,

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



Mary Jo Pomerantz and Charlotte Elmets

Skilled / Rehabilitation Long - term Nursing Alzheimer's / Memory Care

A Tribute to our Endowment Fund Donors

In Memory of - continued:

John "Bill" Green +
Edward & Kemalyn Green

Gertrude Greenhill
Etta Berkowitz Mostrum
Shelley & Martin Brody
Marie & Edward Brown
Greg & Suzie Glazer-Burt
Judy Thomas DeMatteis
Army & Karen Engman
Ruth Engman
Marshall & Judy Flapan
Barbara & Eli Galinsky
Helen, Jim & Elise Galinsky
Ruth Glick & Bill Hamilton
Bob & Sheri Horner
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Lillian Iselman
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Arlene Wolf
Mrs. Milton Zeichik

John Lettween
Mr. & Mrs. Paul Friedman

Harriet Mann
Gwenn & Steve Copple

In Memory of - continued:

Norma Metelman
Mark & Kathy Metelman

Lil Nanes
Mr. & Mrs. John Freeland
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Jane Jessup Mayer
Mrs. Milton Zeichik

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Gwenn & Steve Copple

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Arlene Wolf

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Helen, Jim & Elise Galinsky

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Mary Rubin
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Robert Sayler
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Shirley Simon
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Judy Willis
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Rabbi Marshall & Shirley Berg
Gwenn & Steve Copple
Ruth Engman
Helen, Jim & Elise Galinsky
Jerry & Barb Geller
Esahr Pildis
Elizabeth Sherman
Arlene Wolf

General Contributions:

Marvin Bookin
Richard & Phyllis Braverman
Ethel Brunhaver
Bonnie & Ed Campbell
Phyllis Clark
Jean Darr
Dr. Burton Drexler
Johnnie & Bill Friedman, Jr.
Dr. Devon Goetz
Dr. & Mrs. Steven Goldstein
Mr. & Mrs. Richard Hankinson
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Jack & Janis Kiburz***
Mr. & Mrs. Jerry Kinney
Dr. Max & Carolyn Lettween
Mark & Kathy Metelman
Catherine Mick
Douglas R. Nelson
Frank Perowsky Family
Isak Sivi
Michael & Simma Stein
Lambertus & Rita Verhey

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

+ Reflects multiple contributions made with same tribute

Online Donations Make Giving Easier!

Want to honor a loved one's special occasion? Wish you could think of the perfect gift? Why not make a gift to The Life Center in honor of that friend or special occasion?

Giving to The Life Center is as simple as mailing in your donation, or check out our Giving Page online at

<http://www.seniorlifecenter.org/giving.htm>

Please note there is a \$25 minimum to donate online via your credit, debit or PayPal account.

Skilled / Rehabilitation Long - term Nursing Alzheimer's / Memory Care

A Tribute to our Endowment Fund Donors

The Life Center is pleased to acknowledge the following Endowment Fund contributions received between July 1, 2009 and December 31, 2009. 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 Sarah Farnsworth at 515.255.5433, ext. 245.

35th Anniversary of:

Don & Maddie Schoen
Suzanne Schoen

In Honor of:

Virginia Jansen & Don Keown
Jane Keown

In Honor of the Marriage of:

Jay Brody
Betty Abrams

In Honor of Mother & Father's Day to:

Ben & Joyce Swartz
Don Swartz

For Recovery of:

Kay Braverman
Gwenn & Steve Copple
Herb & Jeanette Rosen

Mace Braverman
Debbie & Robert Gitchell

Maurice Bucksbaum
Dr. & Mrs. Julius Abramsohn

Norma Cranberg
Molly Sandler
Shirley Wittenstein

Marlene Daniels
Ross Daniels & Amy Ward
Shirley Wittenstein

Harriet Feder
Ed & Anne Loeb
Mr. & Mrs. Robert Lohnes
IJSJC Board of Directors

Harold Goldman
Gwenn & Steve Copple

Bob Horner
Gwenn & Steve Copple

For Recovery of - continued:

Fern Kupfer
Debbie & Robert Gitchell

Maryan Nadel
Shirley Wittenstein

Charlotte Raush
Herb & Jeanette Rosen

Marty Rosenfeld
Dave & Barb Lettween

BJ Shlaes
Shirley Wittenstein

Himie Wainstock
Herb & Jeanette Rosen

In Memory of:

Frances Adelman
Dave & Barb Lettween

Jacob Barr
Nancy Schwartz

Gertrude Bassman
Patsy Tobis

Nellie Baxter
Dick & Jane Baxter
Mr. & Mrs. Randall Frakes
Mr. & Mrs. John Giblin
Mr. & Mrs. Sheldon Harber
Mr. & Mrs. Harold Rominger
Mr. & Mrs. Robert Smith
Betty Snell
Arlene Wolf

Leurveda Bodmer
Helen, Jim & Elise Galinsky
Mrs. Milton Zeichik

Richard Brown
Gwenn & Steve Copple
Esahr Pildis
Mrs. Milton Zeichik

Aasta Brusven
Helen, Jim & Elise Galinsky
Mrs. Milton Zeichik

In Memory of - continued:

Norma Cranberg
Judy Blank
Marie & Edward Brown
Richard & Ellen Caplan
Gwenn & Steve Copple
Arny & Karen Engman
Ruth Engman
Mr. & Mrs. Richard Friedman
Helen, Jim & Elise Galinsky
Ed & Anne Loeb
Rose Lee Pomerantz
Tom Press & Donna Paulsen
Kent & Janice Rosenberg
Barb Royal
Lois Schropp
Mr. & Mrs. Haskell Wolff
Mrs. Milton Zeichik

Selma Daniels
Helen, Jim & Elise Galinsky

Ruth DeGraff
Lou Barmish
Mr. & Mrs. Charles Brandess
Gwenn & Steve Copple
Charlotte Elmets
Sally Jablonski
Elizabeth Sherman
Ben & Joyce Swartz
Norma Winston
Mrs. Milton Zeichik

Michael Dobrin & Sarah Fein +
Michele Dobrin & Mary Rupe

Matt Duncan
Charles Duchon

Marguery Fleming
Park Trail Townhome Association

Morris Fishman
Debbie & Robert Gitchell

Rose Goldoni
Helen, Jim & Elise Galinsky
Mrs. Milton Zeichik

Robert Gorsche
Heidi & David Moskowitz

A Closer Look at Project Transformation: A Multi-year Commitment to Excellence

Goal:

To revitalize The Life Center's Resident rooms and common areas which opened in May of 1987

Purpose:

This long-awaited project will substantially enhance the care experience for current and future Life Center Residents.

What this means for our Residents & Families:

Resident living areas will be more like home. Rooms will be more spacious, comfortable, and easy to get around in. Rooms will be brighter and more aesthetically pleasing. Residents will be able to decorate with personal items and mementos in order to individualize their living environment. Common areas such as the lounges, dining areas and beauty shop will be more inviting and welcoming for visits with family and friends.

Financial Need: \$350,000

Project Transformation Giving Levels:

- \$10,000 Platinum Donors receive permanent Naming Opportunity of (2) individual Resident rooms
- \$5,000 Gold Donors receive permanent Naming Opportunity of an individual Resident room
- \$2,500 Silver Patron
- \$1,000 Bronze Patron
- \$500 Transformer
- \$250 Renovator

Gifts of **all** amounts are critical to our success!

For more information on Project Transformation or to make a contribution in support of this effort, contact Stephen Blend or Sarah Farnsworth at 515.255.5433, or ijslc@dwx.com.



above left: Alan Zuckert & Suku Radia
above right: A very special thank you to Chuck Kuba and the Diamondtaires for the evening's entertainment

at left: Irvin & Sheila Robinson
at right: Johnnie & Bill Friedman, Jr.

Those gifts shown with an asterisk* indicate gifts of \$1,000 and above.

Skilled / Rehabilitation Long-term Nursing Alzheimer's / Memory Care

Skilled / Rehabilitation Long-term Nursing Alzheimer's / Memory Care

We are grateful to our Transformation '09 Patrons & Donors

\$10,000 Platinum

The Jeff & Sheila Chapman Family
 In Honor of Surella Corran
 In Memory of Julia Chapman

\$5,000 Gold

The Blumenthal Family
 The Brody Family
 (Martin & Shelley, Elliot & Helene & Families)
 The Engman Family
 (Larry & Suzanne, Stan & Shari, Norm & Betty Lou)
 In Memory of Sam & Becky Engman
 The Ron & Harriet Feder Family
 Maddie & Don Schoen
 In Honor of Arthur & Elizabeth Sherman

\$2,500 Silver

Clayton, Vincent, Kenton & Lois Copple
 Cathy & Tom Goldman
 Janice & Alan Zuckert

\$1,000 Bronze

Bankers Trust
 Stephen, Hadasa, & Max Blend
 Pamela Bass-Bookey & Harry Bookey
 Dr. K.L. & Kelly Cohen
 In Memory of Mother, Ida O. Cohen
 Gwenn & Stephen Copple
 In Memory of Gertrude & Solomon Greenhill
 In Memory of Verna & Clarence Copple

\$1000 Bronze - continued

Mayrellen H. Dahlke +
 In Memory of John R. Dahlke
 Marshall & Judy Flapan
 Jon Fleming
 Johnnie & Bill Friedman Jr.
 Mr. & Mrs. Thomas L. Friedman
 Debbie & Robert Gitchell
 Sharon & Dennis Goldford
 David Goldman
 Jan & Lou Hockenberg
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 Bill Hyett
 In Memory of My Wife, Fern Hyett
 The Iles Family –
 Dunn's Funeral Home
 Dorothy & Alvin Kirsner
 Jeanne & Richard Levitt
 Edward & Anne Loeb
 Rose Lee Pomerantz
 Stanley & Gail Richards
 Irvin & Sheila Robinson
 Brook & Dawn Rosenberg
 Trudi & Marty Rosenfeld
 Maddie & Don Schoen
 Stanley & Mary Seidler
 Barbara & Bruce Sherman
 Mary Shirk
 In Memory of Charmion & Ralph Deaton
 John & Randi Stern
 Joyce & Ben Swartz
 Wells Fargo

\$500 Transformer

David & Alice Friedgood
 Joyce Knock & Family
 In Memory of Helen Brocka
 Elizabeth Sherman
 The Weitz Company, Inc.

\$250 Renewer

ASK Studio – Architects Schipper Kastner PC
 Dorothy & Maury Bucksbaum
 Tom & Barb Carlstrom
 Larry & Judy Deutch
 David & Hanna Gradwohl
 Koester Construction Co., Inc.
 Mary Jo & Robb Pomerantz
 Harlan & Audrey Rosenberg
 Nate Ruben
 In Memory of Ruth Ruben
 Michael & Simma Stein
 Marvin & Robbie Winick

Up to \$250

Arlene Bender
 Judy Blank
 Deborah Bletstein
 Marvin & Kay Braverman
 Marilyn Burris
 In Memory of Virginia Wallerstein
 Jim Cushing
 Jay & Marlene Daniels
 Dr. Burt Drexler
 Charlotte Elmets
 In Memory of Norma Cranberg
 Happy New Year Harriet Feder
 Happy New Year Trude Berzon & Harold Goldman

Up to \$250 - continued

Army & Karen Engman
 Josh & Sharon Engman
 First Church of the Open Bible
 Fran Fleck & Terry Greenley
 Hawkeye Foodservice
 Harvey & Barb Giller
 Velma Hendrickson
 Annette Isaacson
 In Memory of Norma Cranberg
 Peter & Robin Karney
 Bob Keith
 Josh & Susie Kimelman
 Larry Kirsner
 Mike Kuperman
 Dorothy Longnecker
 Andrew & Joan Lyons
 Joan Mannheimer
 Chris & Celestine Schatz
 Phil & Elana Schneider
 Milton & Esther Shepard
 In Memory of William Fein & Goldie Oppenham Fein
 In Memory of Norma Cranberg
 Helen Stein
 Elaine Steinger
 Betty & Jon Torgerson
 Imre Torok
 Lambertus & Rita Verhey
 Shirley Wittenstein

Ring in the New Year - 2010



A huge thank you to Abe Rissman and his entertainers for our wonderful evening.

Good News!

We are excited to offer free Wi-Fi in our central atrium and rehabilitation rooms. Just ask us how to log in!

Piano Player Wanted

The Life Center is in need of a volunteer piano player twice monthly from 11 a.m. — 12 p.m. for our sing-a-longs. Music is provided and the singing is led by our Activity Department.

If you're interested in this rewarding opportunity, or know of someone who might be, please contact Wanda Gulick, Activities Coordinator at 255.4333 ext. 251.

Thank you for our new DVDs!

We are so grateful for our new collection of classical musicals on DVD.

These musicals were a gift *In Memory of Ruth DeGraff* by The Friends of Arlene Wolf:

- | | |
|---------------------------------|------------------------|
| Alice Daniels & Larry Hackbarth | Arlene Freeder |
| Bea & Gerry Gruen | Karen & John Muelhaupt |
| BJ & Ben Shlaes | Kay & Marvin Braverman |
| Maryan Nadel | Mary & Irv Steinberg |
| Pat Kroloff | Phyllis Rubin |
| Ruthann & Jack Silverstein | Suse & Greg Cohen |

Wish List – Focus on Activities!

CD's: music from 40's, 50's; Frank Sinatra, Nat King Cole, Andy Williams, Patsy Cline, Perry Como, Classical Music, etc.

DVD's: (PG/PG13) musicals, travelogues, Lawrence Welk, I Love Lucy

Jigsaw Puzzles: 300 piece - large E-Z grasp

Crossword Puzzle & Word Search Books: large print

Magazine subscriptions: *Midwest Living, Family Circle, Better Homes and Gardens, Time, Newsweek, US News & World Report*