

e-News

Special Edition - May 11, 2012

Our e-News Sponsors



We had promised to leave people talking about the LeadingAge Wisconsin 2012 Spring Conference, and we kept our word! For those of you who were there, this special edition of e-News will recap the highlights of *Extreme Makeover: Caregiver Edition* held last week at the Kalahari in Wisconsin Dells. For those of you who missed the conference, this special edition of e-News will bring you up-to-date on all the buzz.

The Critical Component in Our Success Is U!

Nearly 550 individuals converged in Wisconsin Dells last week for the LeadingAge Wisconsin 2012 Spring Conference. Laughter, smiles, and camaraderie ran rampant as old friends reassembled and new friends got acquainted. Despite the challenges that confront us, aging services professionals from across the state put their troubles aside temporarily to pursue the “extreme makeover” that seemed most appropriate for them individually and organizationally.

The overwhelming success of this conference undoubtedly is a tribute to those of you who attended. You take the time to network with your peers, to continue your professional learning and growth, to share your time and talents, to enhance the quality of care and services you provide to your residents/tenants, and to support the educational offerings of this association.

The success also is a tribute to the 36 presenters who came from throughout the state and across the nation to share their time and expertise with us.



Without a doubt, the success is a huge credit to the many sponsors who contributed significantly to the conference's educational ses-

sions, meals, receptions, breaks and special events. Your 2012 Spring Conference sponsors included:

- Association of Nutrition & Foodservice Professionals, St. Charles, Illinois
- CliftonLarsonAllen, Minneapolis, Minnesota
- Community Living Solutions, Appleton, Wisconsin
- Eppstein Uhen Architects, Milwaukee, Wisconsin
- Hoffman LLC, Appleton, Wisconsin
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- Martin Brothers Distributing Co., Inc., Cedar Falls, Iowa
- Morrison, Chicago, Illinois
- Pathway Health Services, Brookfield, Wisconsin
- Security Insurance Services, Inc. and GuideOne Insurance, New Berlin and Appleton, Wisconsin
- Specialized Medical Services, Inc., Milwaukee, Wisconsin
- Varsity, Harrisburg, Pennsylvania
- Wipfli CPAs and Consultants, Milwaukee, Wisconsin
- Ziegler, Milwaukee, Wisconsin

We are extremely grateful that 16 residents from our member organizations joined us for a portion of this conference (more on that later).

We enjoyed magic and music, friendship and food, residents and reminiscing, networking and excitement and, of course, education. Thank you to each and every individual who played a role in shaping the Extreme Makeover of our 2012 Spring Conference.

Expanding the World of Possibilities for Aging

As Larry Minnix, President/CEO of Leading-Age took the stage, he equipped himself with a well-stocked tool belt and addressed a standing-room only crowd. Minnix demonstrated that our national association's six leadership imperatives are helping organizations throughout the country with their own extreme makeovers. He then highlighted leaders of organizations here in Wisconsin who demonstrate each of the six leadership imperatives:



- Strengthening Not-for-Profit Leadership -- Jim Fett, President, St. Paul Elder Services, Kaukauna
- Engage Consumers -- Renee Anderson, President, St. John's Communities, Milwaukee
- Create the New Financing Paradigm, Al Runde, CFO, Village at Manor Park, West Allis
- Lead Innovation, Sherry Cira, Administrator, Zinzendorf Hall, Marquardt Village, Watertown
- Cultivate Talented People, Craig Ubbelohde, President/CEO, Bethany St. Joseph Care Center, La Crosse
- Pioneer Technology, Mary Ann Drescher, President, Attic Angel Association, Madison



As each of these leaders told how they are implementing these leadership imperatives, Minnix presented them with a tool from his belt to recognize the makeover within their organizations. With that, Minnix acknowledged there are challenges and obstacles that seem to stand between us and the vision we have for our future. He

questioned why we keep doing everything we do, and then he assured us that the answer to that question was behind the bus that was positioned front and center in the large room. Minnix led the charge to MOVE THAT BUS, and as the bus moved, 16 residents from member organizations came into view.



Each of these residents was selected to join us for the keynote address because each of them, in their own way, had pursued an extreme makeover in their own lives. Each of them had done something significant since the age of 65 to expand the world of possibilities for aging.



Meet Our Residents



Jeanine Schoening
Age: 71
Lincoln Lutheran of Racine
Racine, Wisconsin

Jeanine Schoening travelled to Ghana for one year in 2005 as a missionary. In 2011, at 71, she travelled to Accra, Nigeria for 33 days again to do missionary work. Her duties included administering much needed vaccinations to so many. She also was instrumental in pastoring youth groups. Jeanine is amazing. She received her GED at the age of 48 and went on to earn her Nursing Degree and become a Registered Nurse! She has attended missionary school as well in Argentina and served as a missionary, besides recent stints in Africa, Wales, and London, England. Jeanine's motto: "It's Never Too Late!"

Lynn Rusch
Age: 71
Cedar Community
West Bend, Wisconsin

Since the age of 65, Lynn Rusch has taken up organic gardening. This is the first time in her life she has done any kind of gardening. Lynn also stays active playing hand bells in the Cedar Community Hand Bell Choir, quilting (now advanced enough to teach others), crocheting, and cutting mats for framing art for the Cedar Ridge Hallway Art Committee.

Elizabeth Vincent
Age: 72
Tivoli at Divine Savior Healthcare
Portage, Wisconsin

Elizabeth Vincent writes beautiful poetry. Since a recent stroke, she struggles to write the words, but she dictates them to volunteers. Elizabeth has had many of her poems published, including the one that concludes the LeadingAge Wisconsin *Real People Really Care* DVD.

Marilyn Hughes
Age: 74
Carmel Residence
Oshkosh, Wisconsin

Marilyn has become a very avid photographer. She has started a digital photography club at Carmel Residence and has inspired many of the residents to follow in her footsteps. Carmel Residence now has not only a Photography Club Gallery, but a new gallery of resident memories. As Marilyn states, "every picture tells a story." Carmel Residence wanted to give their residents a place to tell some of their interesting stories and memories, and this new gallery and photo journal allows them to do just that. Marilyn has done a number of collages of resident activities and also made DVDs for two of the residents who are WWII Veterans and were able to make the trip to Washington DC to see the war memorial. Just in the last couple of years, Marilyn has taught computer and photo classes at the Oshkosh Senior Center. She also helps with the computer classes at Carmel. The Lutheran Homes of Oshkosh publication "Seasons" has benefited from Marilyn's photography expertise. She has also done a photo book about the resident mother duck out in the memorial garden pond.

Bert and Jimmy Faase
Age: Bert is 78 and Jimmy is 77
Cedar Community
West Bend, Wisconsin

The two individuals within this amazing couple have been residents of the Village Homes at Cedar Community for over five years. Together, they have been on the following mission trips with their church: Honduras, Africa, Costa Rica, and El Salvador. Bert also has been to Haiti on a mission trip. They serve meals monthly at St. Benedicts in Milwaukee. They have totally rebuilt and manage the Cedar Community Lapidary Shop. Bert works in the Wood Working Shop, and, together, they volunteer an average of ten hours per week for Cedar Community. Bert also is the President of the Village Homes Resident Council; both

have worked on many committees and have devoted a lot of time and talent to Cedar Community. If you visit the Cedar Community website you will see them on their motorcycles. They both have their pilot's licenses. A few years ago they made an air tour with Parkwest Air Tours, which included 20 hours of flight time, 1,420 nautical miles (1,630 statute miles) called the "Rocky Mountaineer Tour," over Yellowstone Park, Grand Teton National Park, the Rocky Mountains, Great Salt Lake, and Craters of the Moon National Monument.

Helena Stiemsma

Age: 81

**Columbia Health Care Center
Wyocena, Wisconsin**

Helena Stiemsma actually was an employee at Columbia Health Care Center until just recently. As she told anyone within earshot at the conference, she also is the proud grandmother of former UW and current Boston Celtics Basketball player Greg Stiemsma. She retired and returned to work on the night shift on the dementia unit. She has held a part time position for many years since her retirement. She was very unsure about quitting work as she really loves the folks with dementia. She often would have those that couldn't sleep in the night baking cinnamon rolls, and they would help her crochet until they got tired. A few years back she was leaving the building and fell on the ice, which resulted in bleeding in her brain. She would have no rest until she got well enough to come back and take care of the residents. Many of the residents she cared for were younger than she. Her positive impact at her age is remarkable and immeasurable. She definitely "gets it."

Joyce Heinrich

Age: 82

**Luther Manor Terrace
Wauwatosa, Wisconsin**

Joyce has become an actress! She willingly stepped out of her comfort zone and accepted a starring role in the professionally produced, highly interactive "Finding Penelope" production, which was staged at Luther Manor Senior Living Community in March of 2011. Most recently she starred as Sequoia in the "Now I can Soar" Musical. Joyce has a comfortable, confident, communication ability. In addition to becoming an actress, she has become a spokesperson and has been interviewed repeatedly about her acting roles. In a recent TV interview, when she was asked about acting, Joyce stated: "I can say at 81, I did my stage debut, and I have one more thing crossed off my bucket list". During a magazine interview Joyce shared, "Look what can happen when you are 81 years old! We should not be afraid to learn something new." In an interview for a local newspaper, Joyce replied with good humor when asked about the demands of acting that, "The emotion and stage presence is not the difficult part. It's really about memory at my age. I'm hard pressed to repeat the five lines I learned

yesterday." Joyce is an inspiration to all who meet her due to her positive, outgoing, creative personality. Joyce also has stepped forward and became the Resident Leader of a weekly reading group for residents. She researches the information for this group to ensure it will be a topic of interest, but she also searches for that which will be educational. Joyce believes in always being willing to learn.

Norma Schweitzer

Age: 82

**Upland Hills Nursing and Rehab Center
Dodgeville, Wisconsin**

Norma began taking art classes at age 60 and began painting landscapes, holiday crafts, and saws throughout the next two decades of her life. As her macular degeneration has continued to progress, she has continued to adapt her painting and crafting techniques to supplement her loss of vision. At age 82, she is legally blind, but remains positive and continues to adapt her artistic approach to continue with her passion for painting. Norma has purchased kits to use with staff assistance in continuing her painting and is pursuing further education on new techniques with the instructor that she originally learned her skill from. Norma's artwork is displayed throughout Upland Hills Main Street in the Nursing and Rehab Center for all resident and visitors to enjoy.

Bev Harper

Age: 83

**Oakwood Village Prairie Ridge
Madison, Wisconsin**

Bev has organized and implemented the "Oakwood Packers" since 2007. The Oakwood Packers are a group of Oakwood Village Prairie Ridge residents who gather materials and goodies to send to the troops who are stationed overseas. On February 17, 2007, eight boxes were sent to Afghanistan. The total now has reached 496 boxes since the group began nearly five years ago. Magazines and reading material layer the base of the box. Then granola bars, cookies, applesauce, beef jerky, candy, nuts, trail mix, and popcorn layer the next. Then white socks, sundries, toothpaste and toothbrush, and shaving needs, are added. Hand knit skull hats (knit by several residents), playing cards, New Testaments and last, but not least, a note of gratitude, appreciation, and love to each soldier from our community. On special occasions, when the soldiers come home, they stop by Oakwood Village Prairie Ridge to extend their appreciation for the "Oakwood Packers" thoughts, prayers, and packages of goodies. Many a flag has flown over the Oakwood Village Prairie Ridge community that was provided by the special troops that benefitted from the "Oakwood Packers" special packages. Bev states, "We may be older in years, but young at heart in accomplishing this task. It has become a real blessing and mission to each of us."

Dorothy Emery**Age: 87****Tivoli at Divine Savior Healthcare
Portage, Wisconsin**

Dorothy is an accomplished quilter, who to this day, continues to make works of art with fabric. She also makes sundresses for children of Africa, and these sundresses are mailed to the children.

Carol Blommer**Age: 87****Franciscan Villa of South Milwaukee, Inc
South Milwaukee, Wisconsin**

Carol has realized that life is a precious gift and that each moment should be lived to the fullest. Carol is the Franciscan Villa facility coordinator for spiritual services. Carol has led Bible studies, communion and rosary service, and even filled in for the priest and led Sunday prayer services in a pinch. Carol was a key component to the set up and functioning of the chapel when it was built. She provided orientation for new priests, initiated new spiritual programming, created service programs, and chose music. Carol is an integral part of Franciscan Villa. She often is referred to as the "church lady." Carol continues to provide suggestions and feedback to support the spiritual needs of the residents of the facility.

Louise Johnson**Age: 88****Oakwood Village University Woods
Madison, Wisconsin**

Louise Johnson has been a resident at Oakwood Village for 17 years and a very vital resident to the Oakwood Village community. She has been involved for many years on board-appointed committees such as Resident Life and Ethics. Louise participates in and has led many resident activities on campus in independent living, including travelogues for assisted living. Louise co-chaired a committee to write the history of the Resident Association, which has been well received from residents as well as staff, board members, and the community. She makes it her mission to ensure the Oakwood community is a true community and that all experience it fully. She has a social work background and is involved in publishing college textbooks. Louise goes to water aerobics three times a week and is active in the wellness programs. She also is the chair of the Resident Association Advocacy Committee.

Florence Harms**Age: 88****Bethany Lutheran Homes
Bethany Heights Assisted Living
Holmen, Wisconsin**

Florence Harms has many talents. At the conference, she displayed a "cross-stitch" type project that she designed with ribbon. It is a beautiful piece! She is fun, full of life, adventurous, and funny. She traveled to Ireland this past Christmas holiday, spending New Year's in Dublin.

Robert Bernander**Age: 90****Columbia Health Care Center
Wyocena, Wisconsin**

Robert posed for an artist who painted his picture. He then went to the Art Show in Whitewater where the picture was displayed and met with the artist about the picture. The theme of the Art Show was Aging at the UW Whitewater. He was excited about encouraging this young artist and spending time with her. He said it might have taken until he was in his 80s, but he finally made it to college.

Jack Whirry**Age: 92****Columbia Health Care Center
Wyocena, Wisconsin**

Approximately two years ago, Jack went Elk Hunting with his family in Colorado, and they got an elk. Each evening at Columbia Health Care Center, he gathers his peers on the dementia unit, and he holds an Agriculture meeting with them. He calls the meeting to order and runs the conversations and topics. When it comes to expanding the world of possibilities for aging,

Jack "gets it," and it is beyond priceless.

These residents, and so many others, are living examples of what is possible when we dedicate ourselves to expanding the world of possibilities for aging. Thank you to each of these individuals for sharing their time, memories, and stories with us at our conference.

Extreme Makeover: Resident Edition

After talking briefly with a number of the residents who joined us for the conference, Larry Minnix randomly drew the names of two of these residents, who were treated to a full day of pampering in the Kalahari Salon and Spa, with the result of an Extreme Makeover. These two exuberant residents enthusiastically planned their own makeovers. Here are the stories and pictures of our resident makeovers.

Bert Faase has been a resident of Cedar Community in West Bend for the past five years. His favorite aspect of Cedar Community is the camaraderie of the people. He boasts that he has twice as many close friends now as he did in the six other places he has lived.

Bert begins his day at Cedar Community waking up at 6:00 a.m. with a Glazer and a Pepsi. He and his wife Jimmy spend the next half hour in the hot tub, and then they go back to bed for the next half hour – (to relax, he says). They go to breakfast, and then, the day begins. His calendar is always full. He spends many hours in the wood shop, the Lapidary shop, and volunteering.

Bert lives in a village home that has a woods behind it. He nurtures and cares for 90 feet of tulips and irises. This year, he boasts of 85 tulips that were as large as a cantaloupe.

Bert worked for many years in the engineering department of the Milwaukee Journal. He retired in 1993, but offered to do all the general contracting for the Journal's 66 distribution stations for six months, to see how it went. Today, at the age of 78, Bert is still doing all the general contracting for the Journal's distribution centers.

Bert and his wife are on their seventh motorcycle, and they have clocked no less than 150,000 motorcycle miles. They also both are pilots.

Bert began his makeover with a massage, which, he insists was wonderful. From there, Bert had a facial, a pedicure, and a manicure – but he chose to pass on the bright red fingernail polish.

We reintroduced him at the conference wearing a Quick-silver Rash Guard shirt with florescent sleeves and a black body which not only accented his great physique, but also his black motorcycle boots.

For his hairstyle, Bert chose a Mohawk. Why? "Because my wife told me to!" Also, he wanted to beat his grandson to the punch!

"When you have an opportunity, you have to go for it," Bert said. Perhaps that's the secret to him staying young. He and his wife Jimmy always are active. They keep the TV off and their exercise clothes on.

Bert shared with us his pearls of wisdom for expanding the world of possibilities for aging. "Live as part of a community. Enjoy people. Stay active."

Bert and his wife have been to 31 countries and they been on 28 mission trips. Bert and Jimmy have been married for 58 years, after growing up on the same block. God has blessed them with three sons and one daughter.



Bert Faase -- Before



Bert Faase -- After

Joyce Heinrich has been a resident at Luther Manor Terrace in Wauwatosa for three years.

Joyce wakes up at 4:00 a.m. and drives to a private club about 10 minutes away. Her lap lane is reserved for 5:00 a.m. where she swims 42 laps in an Olympic-sized swimming pool – that's more than ½ mile! And if that isn't impressive enough...she does this six days per week!

We asked Joyce if she naps during the day. She said, "I get up at 4:00 a.m. and swim ½ mile in forty-five minutes. Of course I take a nap! I'm not the Energizer Bunny!"

Joyce has one daughter and two grandchildren.

She admits that she doesn't watch television, except to gain some knowledge about the Brewers in order to stay connected with her grandson.

Once each week she reads short stories to the visually impaired.

Her two true passions are Frank Lloyd Wright and the Amish culture. Joyce enjoys quilting and knitting.

Joyce listened to the keynote address as Larry Minnix talked about the struggles we are facing, and she offers this sage advice as we work to resolve our many issues: "If you open your hearts and open your minds – if you listen and love, there is no limit to how high you can fly."

Joyce was really excited to have been selected for the Extreme Makeover. This was her first massage, manicure, pedicure, and facial. Now, she plans to cross that off on her bucket list. We asked her what service of the makeover she was most looking forward to, and she emphatically stated, "Lunch and a nap!"

After her makeover, we reintroduced Joyce wearing a stylish grey pantsuit accompanied by stone accessories and silver shoes.



She also passed on the red fingernail polish, and chose a soft, shimmering pink which she insisted is much more stylish because it's more subdued.

Joyce recently took up acting and claimed the starring role in her debut performance of "Now I Can Soar." This performance has been repeated 30 times, and she and her troop have been followed by a camera crew for the past year, with the full documentary to be aired on PBS.

To wrap up her role as our second Extreme Resident Makeover, Joyce took the microphone and demonstrated the fact that she can rap. She had the entire audience, including the members of the String Benders band, clapping to the beat of her rap!



Joyce Heinrich -- Before



Joyce Heinrich -- After

LeadingAge Wisconsin 2012 Annual Business Meeting

The Spring Conference encompassed the 2012 Annual Business Meeting at which the leaders of the association highlighted our many successes of the past year and our vision for the year ahead. Highlights of the past year are documented in the Annual Report, which can be viewed at: www.wahsa.org/sites/default/files/2012_Annual_Report.pdf.

Members passed a budget for the new fiscal year that supported our continually increasing level of services which we are able to sustain with no increase to the dues structure. As an association, we elected four new members to the Board of Directors:

- Mari Beth Borek, Lutheran Homes and Health Services, Fond du Lac
- Jim Fett, St. Paul Elder Services, Kaukauna
- Fran Petrick, Brookside Care Center, Kenosha
- Marion Wozniak, Cedar Crest, Janesville

We re-elected four members to their second term on the Board of Directors:

- Scott Ross, Woodside Lutheran Home, Green Bay
- Ron Schaetzl, St. Clare Meadows, Baraboo
- Sue Prostko, Village at Manor Park, West Allis
- Pete Eide, Hillview Health Care Center, La Crosse

Immediately following the 2012 Annual Business Meeting, the Board of Directors voted to elect the 2012-2013 officers for the association:

- Chair - Mike Christensen, Grace Lutheran Foundation, Eau Claire
- Chair-Elect and Vice Chair of Member Services - Mike Basch, Sheboygan Senior Community, Sheboygan
- Vice Chair of Operations - Sue Prostko, Village at Manor Park, West Allis
- Vice Chair of Public Policy - Scott Ross, Woodside Lutheran Home, Green Bay
- Secretary - Laurie Kreul, Good Samaritan Society, Fennimore
- Treasurer - Sherry Gunderson, Rock Haven, Janesville
- Immediate Past Chair - Lynn Binnie, Fairhaven Retirement Community, Whitewater
- LeadingAge Liaison - Joe Xanthopoulos, Oakwood Lutheran Homes, Madison



LeadingAge Wisconsin 2012 Award Winners

Eileen LaFavor and Doug Trost, co-chairs of the LeadingAge Wisconsin Awards Committee, took time at the 2012 Annual Business Meeting to highlight the association's 2012 award winners.

Last fall, the LeadingAge Wisconsin Awards Committee invited members to tell us about somebody or something that somebody oughta know. Members responded with a variety of heartwarming stories about people, places, and programs that everybody oughta know.

LeadingAge Wisconsin features a person-centered awards program, and we strive to ensure each award winner has it their way when it comes to how and where they want to be honored and recognized. For that reason, all but one of the award winners has been or will be honored at a celebration event within their own organization.

Lutheran Homes and Health Services and the Renaissance Salon and Spa, in Fond du Lac -- *Expanding the World of Possibilities for Aging* Award



When we began the search for our award-winning program this year, we were looking for an innovative program that celebrated the life, talents, hopes, dreams, and abilities of seniors. We found such a program in the partnership between Lutheran Homes and Health Services in Fond du Lac and the Renaissance Salon and Spa. Through this partnership, the Renaissance Salon and Spa provides massage therapists to offer free one-hour massages, and hair stylists to provide free hair styles for the residents at Lutheran Homes and Health Services. More than 100 individuals benefitted from volunteer services provided by the salon and spa.

The successful partnership between Lutheran Homes and Health Services and Renaissance demonstrates that,

if we spent more time forming community relationships, we would be able to create many more amazing moments for those in our senior living environments.

Bob Bartelt -- *Advocate Award*



Our second award winner is Bob Bartelt, a family caregiver, a former teacher and businessman, and a volunteer with St. Anne's Salvatorian Campus in Milwaukee.

In 2002, Bob began volunteering at St. Anne's in an effort to get his mother more involved with planned activities. He visited his mother every morning, noon, and night. His mother passed in 2005, and still Bob is a constant fixture at St. Anne's. He is a listening ear for the employees, an outgoing and humble companion for the residents, and a source of consolation for families upon the death of a loved one.

When it comes to enhancing the residents' quality of life, whatever St. Anne's needs, Bob is there to help. With a mere phone call, Bob is willing to do anything asked of him, whether it is decking the halls for the holidays, spending three days building a patio, accompanying residents to see a rose garden at a local park, driving residents to doctor appointments, or generously paying for a resident's admission to a musical.

Bob is a dedicated and true advocate for seniors and individuals with a disability. He supports the St. Anne's mission through his financial resources, his emotional investment in the residents, and his time whenever it is needed.

Bev Harper -- *Inspire Award*



Bev Harper, a resident at Oakwood Village Prairie Ridge Campus in Madison, is our third award winner.

A few years ago, Bev reached out to a visibly upset staff member. Bev learned that the staff member had just gotten an email from her son who was serving in Iraq. The son wrote of how he had just lost several of his friends in an ambush. Bev asked if there was anything she could do besides pray for the son and his fellow soldiers, and she was given the son's address and the staff member encouraged Bev to write to him. Bev shared this story with a few residents, and this prompted them to start a group that began sending cards and care packages to soldiers. Today, lovingly known as the "Oakwood Packers," Bev and the other residents who have joined her have sent out nearly 500 care packages to Madison-area active soldiers in Iraq and Afghanistan.

During one of their monthly packing parties, a package addressed to Oakwood Residents from Major Craig Sumner at Camp Victory in Baghdad, Iraq was brought to residents. Inside was a letter from Major Sumner expressing the gratitude he and his team felt, as well as a token of their gratitude. The box held a folded up flag that had flown in Iraq.

Bev is being honored with the LeadingAge Wisconsin 2012 *Inspire Award* because of her selfless commitment to giving back to soldiers who put their lives on the line.

Jim Fett -- *Serve Award*

Jim Fett, President & CEO of St. Paul Elder Services in Kaukauna, is being honored with the LeadingAge Wisconsin 2012 *Serve Award*. In 1996, Jim Fett was hired as the first lay administrator for St. Paul Elder Services, Inc. then known as St. Paul Home. The development under his

leadership has been tremendous, adding jobs for the community and putting St. Paul Elder Services in the forefront of the long-term care business. Jim's accomplishments with St. Paul are many but to look where his organization went from the day he was hired to today is amazing.

In 1997, he led the effort to purchase the Kaukauna Hospital adjacent to St. Paul Home, which later became Medicare certified for all 129 beds.

In 1999, he opened Appletree Court, a state of the art Dementia specific-unit.

In 2000, he opened St. Paul Villa, a 34 apartment certified RCAC.

In 2001, he initiated the development of a Community Outreach Program, and in 2002, the first Community Outreach program, Guardian Angels (a home personal care service) began serving the community.

In 2003, he added 55 more apartments to St. Paul Villa; opened Club Gabriel (an adult day service), initiated Healing Waters (a warm therapy pool), and introduced Life Enrichment Center (a community outreach clinic).

In 2006, Jim initiated the development of a Hospice Service, and in 2008 St. Paul Hospice Services was certified for Medicare and Medicaid.

In 2010, Jim opened St. Paul Recovery Inn in partnership with the Orthopedic and Sports Institute. This was a first-of-its-kind 12-private bed Medicare unit attached to the surgery center.



In 2012, he began the development of St. Paul Memory Diagnostic Clinic, which opened on January 1, 2012 and immediately began filling an essential need in the Kaukauna community.

Through his strategic expansion of St. Paul Elder Services, Inc. Jim has added more than 100 new jobs to the community.

Mike Berry -- 2012 *Hall of Fame*

Mike Berry -- mentor, facilitator, negotiator, innovator, advocate, leader, friend, father.

The quick sense of humor. The infectious laugh. The insight. The compassion.

Mike Berry 1943 - 2010. He really did understand the value of controlling that dash!



Mike's son, Sean, reminds us that Mike learned never to take himself, or anything, too seriously. No matter how insurmountable a task or a situation seemed, he always could find something to laugh about to make difficult things seem more bearable. He also taught many of us that a hearty exclamation of "Judas Priest!" is useful and applicable in a multitude of situations.

Mike loved helping other people, whether young or old, and he really felt fulfilled as an advocate for the aging. His Grandma Berry, whom he loved dearly, had dementia, which might have been the driving force behind his passion for seniors.

Mike had passion for long-term care and senior services, and he devoted many years of his life fulfilling his passion. He loved introducing innovative programs, and has many to his credit -- a brain trauma unit, culture change initiatives, removing the traditional hierarchical relationships within the long-term care setting, and empowering staff.

Mike was a strong advocate for long-term care organizations, residents, and employees. He led the charge on many public policy and advocacy positions, and he had friends on both sides of the aisle in the Capitol. He was well known for his bipartisan approach for resolving public policy issues, and he was on a first-name basis with many governors, senators, and congressional representatives.

Mike was a strong proponent for regulatory reform, but he was unequivocally intolerant of providers of substandard quality of care.

For the association, Mike held many valuable roles, fulfilled multiple responsibilities, initiated various new programs, made hundreds of friends, and earned widespread respect and admiration. At one time or another, he chaired most of the association's committees, held every officer position, served as the association's president, and carried our voice as a delegate to the (then) AAHSA House of Delegates.

Many think of Mike as the father of the Intergovernmental Transfer (IGT) Program, which saved us when the Medicaid program was in trouble. In figuring out how to do the IGT program, he helped to stabilize the Medicaid nursing home reimbursement rates.

Mike also was instrumental in the merger between the county nursing homes and the not-for-profit nursing homes, and his legacy lives on to this day as LeadingAge Wisconsin continues to serve the interests and needs of county-owned and not-for-profit organizations.

Mike Berry was a leader in many areas, but perhaps most importantly, he was a leader of and for people. He mentored many individuals, who have gone on to become new leaders of this association.

One of the requirements for being inducted into our Hall of Fame is that the individual must be remembered for his/her accomplishments and achievements after at least three years of being out of the long-term care profession. Mike certainly meets this requirement. Many of us not only remember him, but we dearly miss him.

Mike retired in 2009, and passed away one year later. We always will remember him as a champion and a leader for long-term care and senior housing. He successfully led the charge for many public policy and advocacy positions, he sought improved funding for and recognition of caregivers, and he developed and implemented many innovative programs.

Last week, we inducted Mike Berry into the LeadingAge Wisconsin Hall of Fame. Mike built, nurtured, strengthened, and enhanced this association in so many ways, it would be very difficult to imagine where we would be now were it not for him. Without a doubt, LeadingAge Wisconsin is everything we are today because of everything Mike did throughout his lifetime.

Sean Berry accepted this honor on behalf of his father.

Undoubtedly, the LeadingAge Wisconsin 2012 award winners are people, programs, and places that everybody oughta know. Thank you for the time you take and the effort you make to recognize and honor all the individuals who make it possible for us to be known as caring organizations. We invite you to continue sharing your stories every day all year long, for your stories deserve to be heard.

Casual for a Cause

Blue jeans permeated every nook and cranny throughout the Spring Conference as conference delegates went *Casual for a Cause*. Professional caregivers from across Wisconsin came together not only for the conference, but also to stock the shelves of the Baraboo Food Pantry.

Conference attendees were invited to be *Casual for a Cause* by wearing jeans to any or all of the conference sessions on Thursday, May 3, 2012. In order to wear jeans, participants were asked to bring in at least three cans of food or nonperishable food items. The **914 pounds** of food donated through this initiative was gathered and delivered to the Baraboo Food Pantry to be shared with those in need.

The idea for the food drive originated with one of the conference presenters, Denise Rabidoux, President and CEO of Evangelical Homes of Michigan in Ann Arbor, Michigan. "As an association serving the not-for-profit aging service organizations throughout the state, LeadingAge Wisconsin members always are looking for new opportunities to define social benefit and new ideas for community outreach," Rabidoux said. "Through this *Casual for a Cause* initiative, all conference registrants discovered how a simple initiative can have a meaningful impact on the lives of others."

In November 2011, Evangelical Homes of Michigan (EHM) raised 1.5 tons of food to combat hunger and to stock lo-

cal Michigan food banks and homeless shelters through a company-wide initiative in which employees, visitors, and volunteer leaders were able to be *Casual for a Cause* as long as the individual brought in three nonperishable food items for each of the eleven days. One and one-half tons of food later, EHM demonstrated to the greater community the power of the not-for-profit difference.

Once the idea for this LeadingAge Wisconsin food drive was announced, the details fell into place quite easily. Home Depot of Wisconsin Dells volunteered to line the halls of the Kalahari with shopping carts to collect the food. Morrison Senior Living, a national food service company, not only agreed to jump-start the food drive with enough cases of food to fill one grocery cart, but they also agreed to bring a truck to deliver the food to the Baraboo Food Pantry at 8:00 a.m. on Friday, May 4. Pam Zygaj, Executive Assistant to Denise Rabidoux, coordinated many of the details from her Michigan office. And, long-term care/senior housing professionals packed their food items and their blue jeans to prepare for their attendance at the conference.

Once again, the members of LeadingAge Wisconsin demonstrated that they are overwhelmingly compassionate and caring people. Once again, you blew us away with your generous support of our *Casual for a Cause* initiative. Working together, we truly can make a difference to many individuals in need.



The Education

With no fewer than 40 sessions and 38 professional presenters, the 2012 Spring Conference offered a plethora of educational opportunities. If you are interested in any of the handout material for any of the session, you can review and download them from the LeadingAge Wisconsin website at www.wahsa.org/resources/12spring/handouts/directory.pdf.

For those of you who have smart phones, you can install a free Quick Response (QR) Code reader using your phone's App Store. Then you can scan this QR Code which will take you directly to the conference handouts.



A Picture Is Worth 1000 Words



**We will see you in Green Bay October 3-5, 2012
for the LeadingAge Wisconsin Fall Conference
& 32nd Annual Exhibitors Forum!**