

WINTER 2009

WRC SENIOR SERVICES CHOICES



Providing Choices for Generations

I long, as does
every human being,
to be at home
wherever I find myself.

Maya Angelou



WRC SENIOR SERVICES
Providing Choices for Generations

Dear Friends



*Our lives are not determined by
what happens to us but by how
we react to what happens, not
by what life brings to us, but by
the attitude we bring to life.*

January 20, 2009...a historical day as our first African American president was sworn into office. A day when our country seized on to hope instead of fear, while facing threats to national security, a recession and a struggling health care system.

The inauguration inspired me to reflect on something I recently read:

“Our lives are not determined by what happens to us but by how we react to what happens, not by what life brings to us, but by the attitude we bring to life. A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst, a spark that creates extraordinary results.” - Anonymous

It is a challenge to be positive amidst struggles, but I have a suggestion for how you can be uplifted in tough times. Visit a WRC community and spend a little time with one of our residents. Invite them to share their story. There is wisdom and comfort to gain from these folks who have endured in hard times long before us. Spending time listening to their stories is time better spent than worrying through the evening news.

Like our residents, WRC Senior Services has been no stranger to change in its long history of providing choices for generations. Founded when our nation was still healing from the Civil War, WRC Senior Services built a culture of caring that continues today.

40% of our residents are cared for through our charitable care program, because they have exhausted their financial resources but continue to need care and services. I am proud to be a part of the benefactors who generously donate their time, talents and money to make this possible.

As we enter a new chapter in the history of our country, we will see a rapid growth in the population over the age of 85, as well as an increase in the number who will need charitable care. We need the support of friends like you to care for those who once cared for us. Any help you can provide will help us continue our mission of providing choices for generations.

With warm regards,

A handwritten signature in black ink that reads "Fran Roebuck Kuhns". The signature is written in a cursive, flowing style.

Fran Roebuck Kuhns

BEST PLACE TO LIVE

The Legacy of a McKinley Health Center Resident

“A teacher affects eternity. He can never tell where his influence stops.” – Henry Brooks Adams.

The lessons Dr. Dana S. Still passed on to his students have reverberated far beyond his tenure at Clarion University of Pennsylvania.

Still has been a resident of WRC Senior Services since 2005. During his residency, a steady stream of former students and colleagues have visited and flooded his mailbox with letters, cards and their well-wishes.

This is evidence of the legacy of a man who spent 35 years teaching and leading at Clarion University. Still ranks among the most influential and beloved members of the Clarion University community.

“He is a living treasure of that university,” said Paul Palmer, a former student and graduate. “Doc was the most dynamic teacher we ever had.”

Palmer, who became a teacher himself, counts Still as a great role model with a unique teaching style. He recalls Still once shimmied up a 20 foot pole during a lecture and proceeded to teach from there.

“It was his way of saying to future teachers, make yourself memorable, make yourself fascinating, create an atmosphere that makes learning fun and unforgettable for students,” said Palmer.

It was 1948 when Still came to Clarion and began teaching English in the Clarion Area schools and Clarion State College (now Clarion University).

There he shared an office with Charles “Jack” Shontz, an assistant professor of biology. So began a friendship that has lasted more than 50 years.

“He was my mentor, my boss. He has been like a brother to me,” said Shontz. “The kind of attributes you think about when you think about saints, this man has them all.”

What is it about Still that makes others hold him in such high regard? “He is full of loving kindness,” said Shontz. “I remember something my grandmother said to me when I was being unruly, ‘Jack, if you want to be loved, then you better

learn to be lovable.’ Well, Dana Still was and is lovable.”

As Shontz was settling into his job at Clarion University, student Bernice Welker Ralph had her first class with Still, who she too credits for shaping the teacher she later became.

“You don’t often get to meet great people in this lifetime, but Dr. Still truly is a great man,” said Ralph. “In my teaching, I could often hear his voice. He was the best example of what a teacher should be.”

She remembers how Still shared his love of poetry with his students. One day as he entered the room and set his books down on his desk, some of the students asked to hear some poetry. He said, “First, we need to run over our lessons.” He ran and leapt onto his desk and back to the floor.

He then turned to his students with a smile and sparkling eyes and said, “Well, now that we’ve run over our lessons, I guess I could read a few poems.”

“It was an important lesson in many ways,” said Ralph. “Learning needs to be fun, and plans can be changed.”

Another tradition that Ralph carried on from Still was his genuine interest in his students.

When Ralph married, she invited Still to the wedding. “I know there were other people there, but he is the one I remember. Because he came to our wedding, I made it a habit to go to kids’ parties and other events when they invited me. It meant a lot to me that he came. I hope it meant as much to my students,” she said.

Still played an integral part in the growth and changes that made Clarion the institution it is today with 6,700 students, offering 27 nationally accredited programs and 90 degree programs.

In 1962, Still moved from his role of teacher to serving in the administration, where he rose through the ranks from dean to provost to acting president.

He retired in 1983 after 35 years of service. In addition to the dedication of the Dana S. Still Hall of Business Administration in 1979, Clarion University recognized his legacy with a Distinguished Faculty Award in 1971 and a President’s Medallion in 1998.

Today residing at McKinley Health Center, Still will celebrate his 92nd birthday in June and continues to have



many visitors and admirers. Does he realize the impact he has had on so many lives?

Undoubtedly and that impact will continue to move through generations, as his former students inspire others, sharing his loving kindness, passion for teaching and that mischievous sense of humor.

To read more about Dr. Dana Still, please visit our website at www.wrc.org.

It was a Wii Christmas at WRC

Forget about snow. It was a Wii Christmas at WRC Senior Services this year with the residents of Edgewood Heights, Highland Oaks, Ridgmont and Laurelbroke Landing receiving Nintendo Wii game systems.

Residents can now enjoy playing a variety of sports, including bowling, baseball, tennis, golf and boxing.

Unlike traditional video games where users simply press buttons, the Nintendo Wii has a controller with digital sensors that requires actual motions to play. For example, when playing golf, you swing the controller just like a golf club.

“This is such a wonderful gift for our residents. It gives them the chance to play the games that they may have once loved, such as bowling, but aren’t physically able to do anymore,” said Edgewood Heights’ Administrator Lori Smith.

“The Wii fits right into our goal to promote healthy aging at all of our communities,” said Dawn Wise, Marketing and Communications Manager for WRC and the coordinator of their Healthy Aging program. “It’s great for getting people up and moving, which not only burns calories but increases mobility.”

The Nintendo Wiis were able to be purchased through fundraising activities over the past year.



Edgewood Heights’ resident Harold Seitz tries his hand at Wii Bowling, while Resident Aide Linda Kiehl (left) and Administrator Lori Smith cheer him on.

LIGHT-UP NIGHT: Laurelbroke Assisted Living resident Catherine Punda sat on Santa’s lap for the first time ever at Light-Up Night at Laurelbroke Landing. The annual event raised over \$2,100 for the creation of a walking trail.



Back left to right: Karen Dolby, Susan Gamble, Becky Henry, Kelly Snell. Front left to right: Tracey Hetrick, Julie Swonger and Andrea Rape

In Home Solutions PLUS Receives a Thumbs-Up

After surveying over 100 of its customers this fall, In Home Solutions *PLUS* home health care agency has achieved a 99.6% customer satisfaction rating.

“We know that we have a top notch team of professional nurses, therapists and aides that care for our clients,” said Director Julie Swonger. “Results like this affirm that. It’s also a good testimony for customers who have never used In Home Solutions *PLUS* before for home care. They can feel confident in giving us a try the next time they go to the hospital or a nursing home and need home health care services after they are discharged.”

In Home Solutions *PLUS* serves Clarion, Armstrong, Jefferson, Elk and Clearfield counties, providing both skilled and non-medical home care services.

The agency is a certified provider of home care through the local Area Agencies on Aging and also accepts a number of insurances, including Medicare, UPMC and United HealthCare.

The comprehensive customer satisfaction survey graded all aspects of In Home Solutions *PLUS* care. Customers were especially satisfied with the staff and found that In Home Solutions *PLUS* improved their quality of life at home.

For more information about In Home Solutions *PLUS*, call **814-849-5913** or visit www.wrc.org.

BEST PLACE TO WORK

Opening Day at Highland Oaks

Highland Oaks personal care community celebrated its 20th anniversary in 2008. Glenda Confer, food services supervisor at Highland Oaks, did too...and then some.

Confer was recently recognized for 30 years of service to WRC Senior Services. It was 1978 when a teenaged Confer started as a dietary aide at the Pennsylvania Memorial Home in Brookville.

At the age of 21, she moved out of the kitchen and started working part-time in activities and part-time in the therapy department. She watched with interest as WRC purchased a building in Shippenville and began renovating what would become Highland Oaks, a personal care community for older adults.



Though Confer had been out of dining services for some time, she decided to apply for the food services supervisor position at Highland Oaks. She has been there ever since.

Confer has been happy with WRC Senior Services as an employer but what has given her the most joy are the people she has met along the way.

“All the friendly residents and staff you work with keep you enjoying your job and liking what you do every day,” said

Confer. “I’ve made a lot of friends over the years.”

During her 30 year journey, she has worked through some challenges – beginning with creating a dining services program at the new Highland Oaks.

That learning experience helped her in 2005 when Highland Oaks began contracting dining services from Cura Hospitality. This brought many changes with new menus, new recipes and a new restaurant-style to serving.

She handled the transition with ease. “She does what needs to be done with little to no direction,” said Robin Knight, director of personal care services for WRC. “Even with changes, Glenda doesn’t get easily frustrated. She is a very strong worker and has a really good handle on things.”

Her solid cooking and supervisory skills made her the likely candidate

to coordinate WRC’s transition back to self-managed dining services in 2008 at Highland Oaks, Edgewood Heights and Ridgmont. Today, this program is doing well, achieving a 98% customer satisfaction rating.

“Glenda takes pride in her work. She’s always striving for 100% resident satisfaction,” said Knight.

In addition to her regular duties at Highland Oaks, Confer has participated in the Employee Incentive Compensation Plan, a voluntary program in which employees complete special projects to earn bonus pay.

Her most recent project was adding another breakfast dining option to the menu for residents who don’t like to get up early for breakfast.

When Confer isn’t at Highland Oaks, she resides in Sigel with her husband and daughter.

Laurelbrooke Landing Welcomes New Executive Director

Laurelbrooke Landing continuing care retirement community in Brookville recently welcomed new Executive Director David R. Campbell.

Campbell, a Pittsburgh native, has worked for over 25 years in health care, beginning with earning a degree in nursing at Sewickley Valley Hospital.



He later went on to earn a Master of Science in Health Services Administration, as well as his nursing home administrator license.

Campbell spent much of his professional career in administration at UPMC, during which time the

organization grew from a small \$700 million dollar per year academic medical center into a \$7 billion dollar per year integrated health care system.

Campbell made the move from acute care to long term care in 2007, when he began serving as the clinical coordinator at St. John Specialty Care Center in Mars.

“This change allowed me to re-gain my nursing skills, and do something I truly love to do...make a difference in the lives of seniors,” said Campbell.

The executive director position at Laurelbrooke Landing piqued his interest, and after a visit to Brookville, his mind was made up.

“I came up here, and I fell in love with the WRC organization and Laurelbrooke Landing in particular. I feel so much at home here already,” said Campbell.

Campbell is excited about his new position at Laurelbrooke Landing and has entered into his new world with a good-natured attitude and easy smile.

“Campbell is a wonderful addition to the WRC Senior Services’ family,” said Fran Roebuck Kuhns, president-CEO of WRC Senior Services. “His vast experience in health care, his expertise in administration, his love for long term care – all of those things will help him lead Laurelbrooke Landing to be the best place to live and best place to work.”

E-NEWSLETTER

Go paperless and receive this newsletter in your e-mail inbox. To sign up, call 814-849-4654 or e-mail dwise@wrc.org

Doing the Right Thing at WRC



WRC Corporate Compliance Officer Stacy Lindermuth

WRC Senior Services has a corporate compliance program to ensure that we “do the right thing” to protect the welfare of those we serve. This program helps us adhere to regulations governing long-term care by preventing, identifying and correcting any potential problems or concerns as they occur.

To find out more about the corporate compliance program or to report a concern, please call 1-866-611-7288 or e-mail corporatecompliance@wrc.org. Reports are treated confidentially and can be made anonymously.

WRC ON THE WEB

Visit www.wrc.org today for the latest WRC news, job openings and upcoming events.

A TRADITION OF GIVING

The Laurelbrooke Landing auxiliary recently donated \$5,000 toward the creation of a walking trail for residents, staff and visitors to enjoy. This gift is the latest in a long tradition of generosity toward the residents of Laurelbrooke Landing.

The auxiliary formed in 1989 at the Pennsylvania Memorial Home, the predecessor of McKinley Health Center. Today the auxiliary includes 27 dedicated members who meet monthly and hold various fundraising activities throughout the year.

Since its formation, the auxiliary has purchased over \$100,000 in items through their fundraising activities, including such gifts as large screen TV's, VCRs, CD players, a refrigerator and a stainless steel grill. Most recently, the auxiliary helped purchase a 14 passenger bus.

If you are interested in joining the auxiliary, please contact Sandy Holben at 814-849-3615.



Laurelbrooke Landing's Director of Leisure Sandy Holben (left) accepts a \$5,000 donation for the walking trail, given on behalf of the auxiliary by President Judy Reinard.

FINANCIALLY SOUND

Generous Hearts Needed Throughout the Year

WRC Senior Services is a not-for-profit organization. What does that mean?

Any earnings are invested back into the organization to be used for such things as the charitable care of residents who have exhausted their financial resources, developing and improving the skills of our staff and maintaining and improving our communities.

In order for our charitable mission to continue, we depend upon the generosity of friends like you. When you are considering where to give in 2009, please remember WRC Senior Services. All gifts are tax deductible to the fullest extent of the law.

How can you give? Each of our communities holds small fundraisers throughout the year, including bake sales, raffles, auctions, etc. Your support of those efforts is greatly appreciated.

To help you plan your giving, please mark your calendars for these annual WRC fundraising events in 2009. If you would like to give a donation now for any of these events, please send in the enclosed envelope. Thank you for considering a gift to WRC Senior Services.

WRC Senior Services Healthy Aging Fair - April 28

Corporate sponsorships help make this event possible.

Antique Car & Bike Show at Highland Oaks – June 28

Both monetary donations and Chinese Auction prizes are needed.

WRC Annual Charity Golf Open – October 2

There are a variety of sponsorship opportunities.

Gold Sponsor (includes team of 4) - \$1600

Silver Sponsor (includes 2 golfers) - \$1200

Bronze Sponsor - \$800

Hole Sponsor - \$150

Golf Cart Sponsor - \$25

Golf teams and Chinese Auction prizes are also needed.

Light-Up Night at Laurelbrooke Landing - December (to be announced)

Luminaries are sold in honor of or in memory of a loved one. There are a variety of sponsorship opportunities. Chinese Auction prizes are needed.

Angel Campaign – December

This is a direct mail campaign that goes out during the holiday season.



North Fork Heights' residents Hazel Stuart, Anna Jo Kraus and Brenda Boozer create cards for Holiday Mail for Heroes

WRC Senior Services Send Holiday Mail to Heroes

WRC Senior Services recently participated in "Holiday Mail for Heroes," a program that works to deliver one million holiday cards to American service members, veterans and their families in the U.S. and around the world.

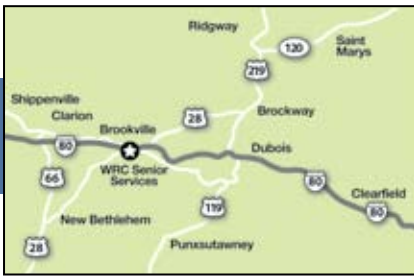
The effort was organized by WRC affiliates In Home Solutions *PLUS* home health care agency and North Fork Heights.

Brenda Boozer, Anna Jo Kraus, Hazel Stuart and Anna Mae Park, residents of North Fork Heights, volunteered to make and sign the cards.

Caring for veterans has always been a part of WRC Senior Services' history, beginning in 1890 with the opening of a rest home in Brookville for Civil War veterans, widows and orphans.

"We are proud of our history of caring for veterans. When we heard about the Holiday Mail for Heroes program, there was no doubt that we wanted to help," said Karen Dolby, care manager of In Home Solutions *PLUS*. "It's a small way to thank our military for what they do, and hopefully make their holidays away from family a little brighter."

For more information about the Holiday Mail for Heroes program, visit www.redcross.org.



WRC and its affiliates serve the following areas.

WRC Senior Services

Business Office

985 Route 28
Brookville, PA 15825
814-849-1205
CHIEF EXECUTIVE OFFICER
Frances Roebuck Kuhns

Edgewood Heights

A Personal Care Community

612 Keck Avenue
New Bethlehem, PA 16242
814-275-2790
ADMINISTRATOR
Lori Smith

Highland Oaks

A Personal Care Community

101 Maple Drive
Shipperville, PA 16254
814-782-3203
ADMINISTRATOR
Robin Knight, LPN

Ridgmont

A Personal Care Community

675 Montmorenci Road
Ridgway, PA 15853
814-772-6608
ADMINISTRATOR
Reshawn Shipe, RN

Laurelbrooke Landing

A Continuing Care Retirement Community

McKinley Health Center
Laurelbrooke Assisted Living
Harmony Circle Memory Support
The Laurels
133 Laurelbrooke Drive
Brookville, PA 15825
814-849-3615
EXECUTIVE DIRECTOR
David Campbell, NHA

North Fork Heights

A Residential Community

22 Spruce Street
Brookville, PA 15825
814-849-0814
HOUSING MANAGER
Becky Park

The Village at Laurelbrooke Landing

A Residential Community

Village Lane
Brookville, PA 15825
814-849-0814
HOUSING MANAGER
Becky Park

In Home Solutions/PLUS

A Medicare-Certified Home

Health Care Agency
985 Route 28
Brookville, PA 15825
814-849-5913

DIRECTOR OF HOME AND
COMMUNITY-BASED SERVICES
Julie Swonger



WRC SENIOR SERVICES

Providing Choices for Generations

WRC Senior Services
985 Route 28
Brookville, PA 15825

Return Service Requested

WRC Senior Services and all of its affiliates are committed to comply with all laws and regulations pertaining to non-discrimination toward residents and employees and those applying for residency and employment. Resident admission, outpatient care, room assignment, provision of services and caregiver assignment, as well as employee recruitment, conditions of employment or termination of employment, shall be determined without regard to race, creed, national origin, age, sex, religion, disability, marital status or veteran status.

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