

The Phoebe MESSENGER

Volume 92, Issue 2
News from Phoebe Ministries



On behalf of Phoebe Ministries and Lehigh Valley Health Network, Cindy Sechler, Phoebe Admissions Director, Michelle Posch, Phoebe Staff Development Coordinator, and Dr. Peter Barbour, Neurologist, Lehigh Neurology, accepted a Distinguished Service Award for Innovation of the Year from PANPHA (currently LeadingAge PA). They are shown with PANPHA Board Chair, Phil DeBaun.



Phil DeBaun (right), PANPHA Board Chair, takes a moment to congratulate William J. Davies, Chief Operating Officer, Phoebe Ministries on the Distinguished Service Award he received from PANPHA (currently LeadingAge PA) as Leader of the Year.

Phoebe Ministries Receives Two PANPHA Distinguished Service Awards

Phoebe Ministries recently received two distinguished service awards at the annual meeting of PANPHA (currently known as LeadingAge PA), a state association of non-profit senior services.

William J. Davies, Chief Operating Officer, Phoebe Ministries was honored as **Leader of the Year**. Phoebe Allentown's Telemedicine project in conjunction with Lehigh Valley Health Network (LVHN) was also recognized as **Innovation of the Year**.

As Leader of the Year, Davies was recognized for his history of exceptional leadership, commitment to staff development, and distinguished record of service, dedication and foresight.

Davies has been employed by Phoebe Ministries since 1998. Appointed Executive Vice President and Chief Operating Officer of Phoebe Ministries in 2000, he has been responsible for the development of Phoebe's Physician's Advisory Board, Phoebe's Geriatric Care Management Program, the Telemedicine collaboration with LVHN, and many other innovative services. Davies also served as Interim President and CEO of Phoebe from 2007 to 2008.

Most recently, Davies has worked closely with area hospitals serving the Phoebe campuses to recruit clinical specialists who provide direct services to residents on-site in each level of care. The Telemedicine project evolved from his efforts.

The Telemedicine collaborative was developed by working closely with Dr. Peter Barbour from Lehigh Neurology as program lead from LVHN. Through Telemedicine, Phoebe residents have access to a LHVN neurologist during virtual, confidential appointments. The use of a patient exam camera, electronic stethoscope, two-way audio and high definition video equipment enable the neurologist to virtually watch a physical exam be performed, order prescriptions and arrange for tests if needed.

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PHOEBE MINISTRIES

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PHOEBE'S NEW EXECUTIVE TEAM

Phoebe Ministries' Executive Team's structure changed at the start of the new fiscal year. These changes support our business model of maintaining an agile management structure to plan for the future impact of accountable care organizations on companies providing services to seniors. These adjustments also prepare Phoebe for reductions in government reimbursement while developing new program innovations.



Sandy Massetti

On July 1, 2011, **Sandy Massetti** began her service as **Senior Vice President, Health Care Services**. With this change, the Nursing Home Administrators, and Vice Presidents, Operations for Phoebe Berks and Phoebe Home will report to Sandy. Sandy will also continue to receive the other direct reports she has in the past.

On September 1, 2011, **William Davies**, current Chief Operating Officer, will begin part-time service in a new role as the **Director, Business Development and Strategic Support**. Working closely with **Thomas Renaldo**, **Chief Medical Officer**, Bill will



William Davies

be developing new niche medical services at each of our health care communities, expanding the use of Telemedicine, and facilitating relationships with our hospital and medical staff providers.



Dr. Thomas Renaldo

With Bill's change to part-time employment, **Lisa Fichera** will begin her new role as **Chief Operating Officer**. Staff members reporting to Lisa include **Sandy Massetti**, **Senior Vice President, Health Care Services** and the directors from Phoebe Services' other departments.



Lisa Fichera

From the President: Leadership Announcements

Greetings to you friends of our ministry. I pray that God's grace and peace are upon you.

July marks the beginning of a new fiscal year for Phoebe Ministries and with that new year we see transition in the leadership of our Board of Trustees. I would like to express my sincere appreciation for Allan McFall's leadership as Governing Board Chair for the last three years. Under his direction, Phoebe proactively weathered challenges and planned for the future. Allan has served our board in many capacities since 1992, including chairing the Long Range Planning Committee and as an Ex-Officio member of all the board's committees. He will continue to provide his counsel and direction as he transitions from the office of Board Chair.

Martha C. Dodge, Vice Chair of the Governing Board since 2008, assumed the role of Chair at the start of this fiscal year. Her input and expertise have been invaluable assets to the board and Phoebe's senior leadership. I look forward to working with her in her new role as Board Chair.



Martha C. Dodge with Scott R. Stevenson

Martha is a Professor of Practice and Director of Energy Systems Engineering Institute at Lehigh University. Prior to joining Lehigh University, Martha was an engineer with PPL for 30 years. She is a member of St. John's United Church of Christ, Laury's Station.

108 years of progressive leadership has helped us to better serve our residents, their families and our communities.

In addition to changes in our board's governance, Phoebe is also transitioning to a new senior leadership structure. Our current Chief Operating Officer, Bill

Davies, will move to a business development role this fall. Bill will assist Phoebe in creating more opportunities for collaborations with area hospitals, bringing cutting edge technologies to our communities.

Lisa Fichera, formerly Executive Vice President, Administration and Health Care Services, will succeed Bill as COO. I'm sure she will bring much insight and inspired direction to the role. We are also welcoming Sandy Massetti as a new member of the Executive Leadership team. Her guidance and vision have been a blessing to Phoebe Ministries as Vice President, Operations and Support Services.

Lastly, Rev. Dr. Allan Kramer-Moyer is retiring and The Rev. Dr. Scott Brooks Cope has accepted the position of Director of Pastoral Care for Phoebe Ministries. He will assume his responsibilities in September.

As a ministry focused on honoring God and following his lead, I believe these changes will enable us to excel in providing quality care for generations to come.



Phoebe Ministries Receives Two PANPHA Distinguished Service Awards (continued)

The partnership was recognized as Innovation of the Year by PANPHA, noting it was an example that can be replicated by other organizations. It reaches in new directions and involves outstanding community resources.

The PANPHA Distinguished Service Awards Program encourages members to nominate individuals and organizations that enhance the field of aging services through their involvement, innovation, leadership, or advocacy, as well as personal and organizational generosity.

Phoebe Allentown's Telemedicine project in conjunction with Lehigh Valley Health Network was recognized as Innovation of the Year. Above: Robin Horvath, daughter of the first Phoebe resident to benefit from the Telemedicine program, spoke at a press conference with LVHN's Dr. Peter Barbour in April. Below: Phoebe's Telemedicine technology.

Phoebe's Vice-President, Pastoral Care Retires

Rev. Dr. Allan Kramer-Moyer, Vice-President of Pastoral Care Services for Phoebe Ministries since 1996, is retiring in September. During his tenure, he has expanded Phoebe's pastoral care program to include Spiritual Assessment, Life Review, Phoebe-Dial-a-Prayer, and the Phoebe Book of Prayer.

Under his direction the pastoral care program at Phoebe was awarded the 1999 Innovative Program of the Year award by the Council for Health and Human Services Ministry of the United Church of Christ (CHHSM). Allan and his staff have also developed a volunteer chaplain program, which includes 25 people ministering in Phoebe's 16 residential communities.

President Emeritus of Phoebe Ministries, Grant Harrity, speaks highly of Allan's work for the organization, "Allan Kramer-Moyer has been an outstanding leader as Vice President, Pastoral Care for Phoebe Ministries over the past 15 years. With a background as an institutional chaplain, he has been instrumental in enlisting new chaplains as Phoebe expanded its facilities and mission."

"He's one of the finest pastors and pastoral care teachers I've ever met," comments Rev. Allan Miller, Minister of the Pennsylvania Northeast Conference of the United Church of Christ and member of Phoebe's Governing Board. "All of his skills are wrapped inside a warm personality and a wonderful sense of humor."

According to Harrity, Allan was instrumental in developing Phoebe's Clinical Pastoral Education program, which gives approximately thirty chaplain interns the opportunity to learn and practice the art of pastoral care and counseling with seniors. This program is accredited through the Association of Clinical Pastoral Education, Inc. and under Allan's direction, was recently re-certified for the next 10 years.

"Beyond his work at Phoebe, he has been very committed to the wider work of the United Church of Christ," says Miller. "He has served on many boards and committees in the Penn Northeast Conference area."

"Allan's enthusiasm in answering God's calling has been a blessing to our ministry," shares Scott Stevenson, President and CEO of Phoebe Ministries. "We are very grateful for the special talents and spiritual support Allan brought with him day in and day out during his tenure at Phoebe."



Rev. Dr. Allan Kramer-Moyer ministers to Phoebe residents.



Rev. Dr. Allan Kramer-Moyer was honored on the 40th anniversary of his ordination at a Phoebe Ministries Governing Board meeting in June.

Steve Tobin Gallery Serves as Striking Backdrop for Richland's Antiques & Artisans Event

On May 25th over 200 supporters of Phoebe Richland were entertained by antique appraiser, Dr. Lori, at an Antiques & Artisans fundraiser to support the Springhouse Neighborhood Park at Phoebe Richland.

Guests were able to peruse the Steve Tobin Gallery as they enjoyed gourmet delights prepared by Cura Hospitality. The artist himself was also in attendance and brought Japanese Triptychs from his personal collection to be assessed by the well-known antiques television personality.

The presentation led by Dr. Lori offered guests valuable historical information and kept them laughing with her wit. The items brought for appraisal included dolls, jewelry and artwork.

Throughout the evening, guests had the opportunity to bid on silent auction prizes donated by local businesses and community members.

The lead sponsors for the evening were Cura Hospitality, Inc., ARAMARK, and Best Buy Quakertown. The Springhouse Neighborhood Park, opening in September, is a multi-sensory handicap accessible space for residents to enjoy the outdoors.

Pastor Steven Hamilton shows off a map of the Gettysburg battlefield his mother rescued from the garbage.



Dr. Lori, a syndicated antiques and art columnist and TV personality, explains the value and history of a hand painted wooden basket found at a yard sale.



Phoebe Richland's Antiques and Artisans event was held at Steve Tobin's working art gallery in Quakertown.



Mary Kay McMahon, Administrator, Phoebe Richland explains the different levels of senior care at the Upper Bucks Forum on Aging in May.

Bucks County Seniors Benefit From Forum on Aging

Over 125 seniors from the region attended the 6th Annual Upper Bucks Forum on Aging, a free program held in May at Benner Hall, Richlandtown. The event is organized by staff members from Phoebe Richland and community volunteers.

Mary Kay McMahon, Phoebe Richland Administrator explains, "The main purpose of the Forum is to provide information to area seniors on the health and human services that are available to them. We want local seniors to be knowledgeable before the need arises and to know who to contact for assistance. The Bucks County Area Agency on Aging is very supportive of the Forum and is always in attendance."

Speakers for the event included Brian Duke, State Secretary of Aging, State Senator Bob Mensch, and State Representative Paul Clymer. The attendees commented that they enjoyed this opportunity for open communication with government officials.

The forum was sponsored by Phoebe Richland Health Care Center, Home Helpers Community Home Services, Visiting Angels, and Ashby Law Offices, LLC.

Participating Municipalities included Haycock Township, Richland Township, Richlandtown Borough, Quakertown Borough, and Trumbauersville Borough.

Phoebe Berks Chateau Resident Shares Story of WWII Trousseau with Staff

Staff members discovered a beautiful part of history when conversing with a resident in the new Chateau neighborhood at Phoebe Berks. Nalda Tschop described the dressing gown her mother made as part of her wedding trousseau. Interest was so great in this unusual item crafted from parachute material, that Nalda's daughter, Carol Tschop, brought the treasured heirloom from home to show to the staff.

"It was a great way to get to know her better," says Erin Garcia, Director of Community Life at Phoebe Berks. "When you are able to reminisce about an item that is so personal, you really feel like a bond has been formed through the interaction."

Nalda, married during WWII when luxury goods were hard to come by, says purchasing items needed for a wedding was no easy feat. "We couldn't find anything store bought," Nalda reminisces. "My mother came to the rescue and said, 'I think I can do this.'"

Nalda just happened to have some parachute material her fiancé brought home at the end of one of his tours and a mother who was a world-class seamstress. "I am proud of it because of her workmanship. It means more to me than simply having the gown," Nalda adds.

The new bond formed with the staff left an impression on Carol as well. "Person-centered care is quite apparent at Phoebe Berks," she says. "From the clinical team to community life, the staff made every effort to personalize their interactions with my mother."

Getting to know residents and the things that are meaningful to them allows for more personalized care. Carol adds, "Mom loves her caregivers. They really have taken the time to get to know her habits and preferences."



Community Life Coordinator, Karen Manveck, helps Phoebe Berks resident, Nalda Tschop display the bridal dressing gown her mother made from parachute material.



Women Of The Bible Group Provides Fellowship At Weidner Manor Wellness Center

Residents of Weidner Manor, Phoebe's affordable housing community in Douglassville, have found a wonderful opportunity to gather in fellowship at a "Women of the Bible" group led by fellow resident, Joan E. Sterner.

Sterner started the group in January as a special segment of the weekly wellness center which began last year. Provided by a grant from the United Way, the wellness program is coordinated by Tami Sherman, a therapist at Berks Counseling Center in Reading.

The "Women of the Bible" group was so popular that it is now offered monthly at both Weidner Manor and its neighboring community, Amity Manor. With 20 years of experience leading this type of program in conjunction with her church, Sterner views herself more as a fellowship facilitator than a teacher. She encourages participation from everyone.

"Each person gets a little nugget of what we talked about. That's what it's all about," says Sterner.

Sherman, who provides refreshments and programming for the wellness center, believes the gatherings are beneficial. "The residents are happy to have a forum to get together and socialize."

Phoebe Institute on Aging Presents *Passages* Author, Gail Sheehy



The Phoebe Institute on Aging's benefit and workshop will take place on November 3rd and 4th, 2011. Gail Sheehy, author of *Passages* and *Passages in Caregiving*, will serve as the keynote

speaker of the Phoebe Institute on Aging's Annual Benefit at Lehigh Country Club Thursday evening.

On Friday the 4th, the PIA education committee is planning a full-day event in a new state-of-the-art facility at Lehigh Carbon Community College featuring a free workshop for professionals and home caregivers.

Sheehy will speak about becoming a caregiver for her husband and offer take-home messages from her most recent book, *Passages in Caregiving*. Her talk will be followed by a book signing. The morning session on the 4th will continue with local actors presenting short vignettes on caregiving and a panel discussion addressing topics that arise in the dramatic scenes.

After lunch, two rounds of breakout sessions geared toward parish nurses, in-home care professionals, social workers and direct care workers will be offered. Topics for the sessions include: Community Resources, POLST, Legal Issues, Care of Caregivers, Palliative Care, Montessori Programing and Home Life.

If you would like to sponsor the event, register or find out more, contact Helen Haas at hhaas@phoebe.org or call 610-794-5135.

For more information on this speaker, please visit www.apbspeakers.com.

New Choraleers Director Shares Rich Connection with Phoebe

In May, the Phoebe Berks Village Choraleers sang the National Anthem on the field of a Reading Phillies game to an audience of 8,200 people. Director Bob Masenheimer, a resident of Phoebe Berks says of the experience, "It was exhilarating. You don't realize how big it is until you are there."

Director of the Phoebe Berks choir for the past year, Masenheimer has a deeply rooted history with the greater Phoebe community. As a child, he remembers his mother volunteering at Phoebe Home, which she continued to do for over 30 years. A photo of Nevada Masenheimer even graces the cover of Phoebe's history book, published in 2004.

Masenheimer's sister, Anne Moyer was also involved with the organization as director of nursing and then as an administrator of Phoebe Home. She became the first administrator of the health care center at Phoebe Berks when it opened in 1993.

Masenheimer served as pastor of Wyncote Church Home for eight years before it became affiliated with Phoebe. In addition to his training in the clergy, he was able to utilize his music background while serving at the Montgomery County retirement and nursing community. "I enjoyed being able to use my musical talent," he says of the hymn sings he accompanied and other activities that called for music.

With such a rich connection, it was no wonder that he and his wife, Sue, chose to retire at Phoebe Berks. "It's pretty much the best decision we ever made," he says with a smile. "This whole place is my home. Who else has a swimming pool and a fitness center, their own chaplain and chef?"

Only a few months after moving to their apartment at Phoebe Berks, Masenheimer was asked to direct the choir. The Choraleers have been a tradition at Phoebe Berks for 18 years. The 24 members rehearse weekly to prepare for three yearly concerts in addition to performances in the local community.

Singing the Star Spangled Banner at a Reading Phillies game was a first for the group. They obviously left an impression on the fans that day. "One young boy came up to the choir and said, 'You guys can really sing it!'" laughs Masenheimer.



Phoebe Berks Village sponsored a Reading Phillies game at First Energy Stadium in May. The uplifting rendition of the National Anthem by the Phoebe Berks Choraleers was broadcast on the big screen to an appreciative audience. Staff and residents attended the game during which Rev. Barry Galley was interviewed about the Phoebe community.



Bob Masenheimer enjoys the view from the balcony of the Phoebe Berks apartment he shares with his wife, Sue and their two cats.

Bridgeways Junior Volunteer Puts Her Faith in Action

Olivia Biery, a student at Southern Lehigh High School, found a unique way to help the residents of Bridgeways, a secure dementia care neighborhood at Phoebe Home. In March, Biery organized a basket bingo to benefit music therapy and Montessori programming.

Biery organized the bingo as part of a confirmation project at her church, Faith UCC in Center Valley. Through her work, the event raised over \$1,500. Biery used part of the money to purchase electronic music devices programmed with nostalgic music. "I saw how music helped the residents come to life and wanted them to be able to have it all the time," said Biery.

Pam Kleckner, Community Life Coordinator, and two other staff members attended the bingo with four residents from Bridgeways. Kleckner was not surprised at Biery's efforts. "She is such an organized and capable young woman," says Kleckner.



Olivia first became aware of volunteering in the Bridgeways neighborhood through her church. If you would like to volunteer to provide residents with Montessori programming or other activities, contact Phoebe Home's volunteer department to find out more at 610-794-5362.

From Left to Right: Phoebe Home resident, Laverne and Bridgeways staff members Millie Pierson and Lynette Spengler joined in the fun at the bingo fundraiser organized by Olivia Biery.

Muhlenberg College Student Helps Phoebe Resident Improve Art

Lehigh Valley Health Network continues to offer a Life Review Internship at Phoebe Home in which Muhlenberg students in the pre-med program spend a semester visiting a resident to record pieces of their life story.

Recently, Heinz Inselmann, who emigrated from Germany in 1951, was paired with Alex King, a neuroscience and art major at Muhlenberg College, due to their shared interest in art.

Inselmann began painting when he moved to Phoebe five years ago. During the internship, King sketched designs for him to paint and saw it helped to improve Inselmann's artistry.

On one visit, King prepared a sketch of a bald eagle from a magazine image Inselmann gave him. The resulting painting was striking.

As a student of neurology, King wonders if new neurons could be created in older people when they begin a new activity later in life. "He is improving artistically and I wonder if his brain could be growing," ponders King.

Although the visits themselves serve as a teaching tool for King, they are also a very enjoyable part of the week. "It's been even more of a rewarding experience than I expected," says King, "I definitely look forward to our visits."

"This young man is very intelligent," says Heinz Inselmann, Phoebe resident, of a Muhlenberg student who created sketches for him to paint. "It is a pleasure talking to a young man like him."



Independent Phoebe Wyncote Resident Lives Life to the Fullest

Helen Ortiz has shared her enthusiasm for life with other residents of Phoebe Wyncote for eight years. Living independently in a residential apartment, Ortiz is involved in the activities offered at the community and is always willing to lend a hand.

A meticulous, creative artist, Ortiz spends hours on paintings she usually begins in her monthly art class. Taught by volunteer Harriet Sommers for over a decade, the class is a favorite among Phoebe Wyncote residents. When not working at her craft, Ortiz also enjoys Wii bowling, cocktail parties, bingo and keeping up with her favorite soap operas.

Since moving to Phoebe Wyncote, the former Bucks County native helps others whenever possible. “I enjoy it, I really do. I’m helping out,” she says. Currently she hands out menus, says morning grace and the evening prayer. She also assists in church services by reading scripture and collecting communion cups. Of her dedication to serving others, she says simply, “It’s just the right thing to do. I was brought up that way.”

Her life in Phoebe’s Montgomery County community allows her to continue her artistic pursuits, provides an active social life, and offers her a way to give back. “I’m very happy, and I’m happy with Phoebe, too.”



Phoebe Wyncote Offers Exceptional Short-term Rehab

A broken femur from a fall and surgery to repair the break brought Rita Guarro to Phoebe Wyncote. She spent six weeks working with the therapy staff before being discharged in the care of her daughter. Soon after, Guarro was able to return to her own home in Glenside.

Recently renovated and upgraded, Phoebe Wyncote offers a 14-bed short-term rehabilitation care unit. Guarro appreciated the beautiful new rooms and attractively designed rehab gym. “I was totally surprised when I got there. It was so different from the last time I visited.”

She was also impressed by the caliber of the therapists. Nancy Routhier, her physical therapist taught her many exercises that she could replicate to continue her recovery at home. “She was wonderful,” Guarro says of Routhier. “I asked her advice about a lot of things.”

“Our goal is to help everyone reach their highest potential and return to their own homes,” says Debbie Caplan, Occupational Therapist. “I know Rita was very motivated and worked very hard.”

Physical, occupational and speech therapies are all specialties at Phoebe Wyncote. The friendly, family-oriented atmosphere provides clients with the support and motivation to work their best to improve strength and functionality.

Guarro says, “At Phoebe, they were great. I would recommend it to anyone.”

Phoebe's Care Management Provides Assistance to Seniors

Phoebe's Connecting Hearts Geriatric Care Management Program has provided services to hundreds of local seniors since accepting its first client in 2007.

With the help and expertise of the Connecting Hearts care managers, 40 Phoebe residents are currently receiving the supportive services they need to age in place. In addition, the program helps approximately 30 seniors in the area who live in their own private homes.

The program is excellent for those returning home after a short rehabilitation stay at Phoebe due to a fall or surgery. The care management team provides an environment in which they can continue their recovery without worry.

Other individuals who have benefitted from this service have families working or living out of town and need support to remain independently in their own home.

This home and community based program is designed to evaluate the needs of older adults through a comprehensive assessment process to establish a plan of care. Phoebe's staff identifies and coordinates services for personal care assistance, companion care, safety supervision, medication management and transportation.

If you are interested in finding out more, please visit www.phoebe.org/caremanagement or call 610-794-5344.



The Connecting Hearts team includes Marian Worthington, GCM- Program Supervisor, Mary Ann Gergits, GCM- Phoebe Terrace, Kelly Zeppenfelt, GCM- Phoebe Home and Ida Schiaroli, GCM- Phoebe Berks (not shown).

Gift Planning Tips Worth Considering

Tax-Saving Opportunity for Donors Aged 70½+



*Charles L. Fehr,
CFRE, Director of
Leadership Gifts*

The charitable IRA rollover legislation available through December 31, 2011 allows you to transfer lifetime gifts up to \$100,000 using funds from your individual retirement account (IRA) without undesirable tax effects.

You may contribute funds this way if:

- You are age 70½ or older at the time of the gift.
- The gifts total any amount up to \$100,000 in 2011.
- You transfer funds directly from an IRA.
- You transfer the gifts outright to one or more qualified charities (Phoebe is a qualified charity), but not to supporting organizations, or for gift annuities, charitable trusts or donor advised funds.

New Charitable Gift Annuity Rates

A charitable gift annuity, a simple contract between a donor and Phoebe, has been a longtime favorite among savvy supporters. With new gift annuity rates effective July 1, many donors may find increased personal benefits while also supporting a cause close to their hearts. Contact us to see if this giving arrangement makes sense for you!

Read more on our website, www.phoebe.org/giftplanning and/or contact Charlie Fehr at 610-794-5132 with questions regarding these and other gift planning options.

This information is for general purposes and is not intended as legal, accounting or other professional advice. Individual circumstances are unique and should be considered. As with all important tax and financial matters, Phoebe encourages donors to obtain the services of appropriate advisors in substantial philanthropic decisions and estate planning.

Phoebe Special Recognition



Allentown

99.9 The Hawk conducted a live broadcast from **Phoebe Terrace** and treated Cura food service staff to a buffet lunch. **Kim Wilson, Director of Dining Services**, who won the lunch, was featured on-air during an interview about Phoebe's services. The radio station also provided music, lottery tickets and other prizes.

Film star, Marilyn Monroe was a special guest at a party celebrating her birthday at **Phoebe Home** in June. She sang some of her famous songs and interacted with residents before blowing out candles on a large birthday cake.



Berks



Denise Sichler, clinical dietitian for Cura at **Phoebe Berks**, was the recipient of the "unique project" award by the Pennsylvania Dietetic Association (PADA) for her study on developing, implementing and evaluating an interactive lesson for skilled nursing staff on concepts of environmental manipulations in dining rooms that serve dementia residents. Sichler presented her study at the poster session of PADA's annual meeting, which is part of her thesis toward a master's degree in nutrition education.



The 2011 volunteer recognition theme at **Phoebe Berks** was "*Volunteers: The Spirit of America*." Over 100 volunteers were treated to live music, a slideshow, door prizes and a red, white and blue themed lunch. **Necia Berkenstock** was recognized for her outstanding dedication with 896 volunteer hours in the last year.



Phoebe Berks residents now have the opportunity to watch music and speaker programs from world-renowned organizations like The Philadelphia Orchestra, The Curtis Institute of Music, and The Free Library of Philadelphia through SpectiCast. A private digital broadcast company, it simulcasts live cultural and performing arts and entertainment events to any location. Robert, a Phoebe Berks resident says of the new program, "The presentation last evening by Dutoit and the Philadelphians was outstanding in my opinion. In the coming season I would opt for more of the same. Once again, Bravo!"

Art by **U.S. Congressman Joe Pitts** was featured in the Spring Art Show at **Phoebe Berks**. The Congressman presented a lecture about his art to residents in the community center. He is shown presenting one of his prints to Diana Berstler, Community Life Coordinator, Phoebe Berks, for display in the Wernersville community.



Richland

Thane Gehret was appointed ARAMARK Director of Environmental Services at **Phoebe Richland**. He was previously employed as EVS Director at United Zion Retirement Community in Lititz, PA.

Wyncote

Sue Schlener, RN, now serves as **Phoebe Wyncote Director of Nursing**. An employee of Phoebe Ministries for 18 years, she graduated from Cedar Crest College with a Bachelor's Degree in Nursing. Sue worked as the unit manager for Trexler Square and was interim Assistant Director of Nursing at Phoebe Home. Sue has been involved with successful projects, including the start-up of the short term rehab area at Phoebe Home.

Phoebe Wyncote celebrated National Nursing Home Week and Phoebe's Faith in Action with a pot luck luncheon featuring food from a variety of countries. Staff were assigned to teams representing various countries and provided food and decorations for the lunch. The Golden Rule for different religions was emphasized as part of Faith in Action and the lunch was met with a great response from employees.



Housing



Phoebe Apartments staff members, **Rebecca Shook and Paula Thomas** made over 200 pancakes with the help of resident volunteer Arlan Strubeck at a benefit breakfast in the spring. Channel 69 News covered the Pancake Fundraiser which raised almost \$200 for the Highmark Walk for a Healthy Community, in which Phoebe Ministries took part. Apartments resident, Miriam Zerfass (shown) was the winner of a basket that was raffled at the event.

Lynn Marshall, Manager of **Wind Gap Manor**, hosted a Mother's Day luncheon for the women who live in the Northampton County affordable housing community. In June, she invited the male residents of Wind Gap Manor to a Father's Day lunch at a local restaurant (below). "We really have a great bunch of residents at Wind Gap Manor," says Marshall.



Independent Living resident, **Donald Fehr** (left) celebrated his 100th birthday at Phoebe Apartments in July. Donald

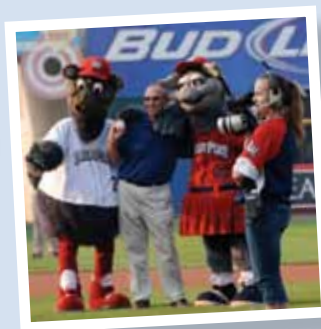
still enjoys trips to the casinos and traveled extensively after retirement. He and his wife, Arlene, have been married for close to 77 years.

Another graduating class from the **Phoebe Terrace Brain Fitness Program** was honored with a luncheon and certificate presentation this spring. The program is open to the public and takes place in a special Brain Fitness classroom on Phoebe's Allentown Campus. **If you are interested in improving your memory in as little as an hour a day, please call 610-794-MIND to register for the fall session.**



Services

Brynn Buskirk was appointed **Director of Marketing and Community Relations**, Phoebe Ministries. She is responsible for directing Phoebe's overall marketing and community relations efforts, including designing, implementing, and facilitating annual marketing and communications plans for the organization. Buskirk is completing a Master of Arts in American Studies from Lehigh University. She earned a Bachelor of Arts in both English and Sociology from Moravian College.



Outgoing board president, **Atty. Alan B. McFall** had the opportunity to throw out the first pitch at Phoebe's sponsored IronPigs game in June. Over 300 people from Phoebe attended the game and fans received a special beach bag as part of their admission.

Correction

In the previous issue of The Messenger, the article on **Sidney Symons** should have stated that he attended Cavalry training. We apologize for the error.

THE PHOEBE MESSENGER

Phoebe Ministries
Institutional Advancement
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Allentown, PA 18104

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CALENDAR OF EVENTS

SEPTEMBER

- 16 11am-4pm *Phoebe Expo: Let Wellness Work for You*, Phoebe Home, Moyer Hall, Tours of Phoebe Terrace and Phoebe Apartments
- 22 12-3pm *Lunch & Learn*, Phoebe Terrace, Social Room, Lunch, Tours and AAA Presentation, "Keeping the Keys"
- 29 & 30 4-8pm & 6:30am-4pm *Basket Social* Phoebe Home, Moyer Hall

OCTOBER

- 8 2-4pm *Meet the Artist Reception & Fall Art Show* Featuring art by local radio personality, Lew Runkle, Phoebe Berks, Auditorium, Art will hang through October 31
- 10 2pm *Chef Challenge*, Phoebe Home, Moyer Hall
- 20 8:30am-12:30pm *AAA Driver Course, Part 1*, Phoebe Terrace, Social Room
- 21 8:30am-12:30pm *AAA Driver Course, Part 2*, Phoebe Terrace, Social Room
- 22 12:30pm-2:30pm *Lunch & Learn*, Phoebe Terrace, Social Room

NOVEMBER

- 3 6-9pm *Phoebe Institute on Aging Benefit*, Passages in Caregiving: Turning Chaos into Confidence, Lehigh Country Club, Featuring: Gail Sheehy, Author, Journalist, Lecturer and Advocate for Caregivers. Preregistration required, 610-794-5135/hhaas@phoebe.org
- 4 8am-4pm *Phoebe Institute on Aging Conference*, Passages in Caregiving: Turning Chaos into Confidence, Lehigh Carbon Community College, Speaker: Gail Sheehy, Author, Journalist, Lecturer, Advocate for Caregivers, Preregistration required, 610-794-5135/hhaas@phoebe.org
- 4 & 5 2-6pm & 1-3pm *Autumn Flower Show* Phoebe Home, Moyer Hall, Hosted by: The Allentown Garden Club
- 15 1-3pm *Holiday Craft Bazaar*, Phoebe Home, Moyer Hall
- 17 & 18 9am-1pm *AAA Driver Improvement Program*, Phoebe Berks, Auditorium, \$15 per person & \$25 per couple, Non-members \$25 per person, 610-927-8513 to register

DECEMBER

- 5 2-4pm *Holiday Open House*, Phoebe Berks

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Phoebe-Devitt Homes is the official name of the 501(c)3 not-for-profit corporation known as Phoebe Ministries. Founded in 1903 and incorporated as such in 1984, Phoebe-Devitt Homes is responsible for the supervision of facilities, long-range planning, development and fundraising for 16 communities. Together, these affiliates provide long-term care, housing and support services to more than 2,300 individuals.

Phoebe Ministries is a member of the American Association of Homes and Services for the Aging, Leading Age PA, and Council for Health and Human Services Ministries of the United Church of Christ.

The official registration and financial information of Phoebe-Devitt Homes, the foundation of Phoebe Ministries, may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania at 1-800-732-0999. Registration does not imply endorsement.

Mission Statement of Phoebe Ministries: A community of faith, called by God, to serve the needs and to enhance the lives of our elders, their families and the broader community.

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