



PRIME TIMES

ELDERSERVE HOMECARE ROLLS OUT NEW PRODUCTS & SERVICES

Since 1962, ElderServe has been this community's leader in providing innovative programs and services for seniors, and that tradition will continue in 2010. Thanks to some exciting new partnerships, ElderServe HomeCare can now offer even more to the elderly and those who care for them.

Jenny Whitlock is leading the new Concierge Service, designed to help clients and caregivers manage their personal and professional "to-do" lists. Jenny has extensive experience in managing these types of services and looks forward to her new partnership with ElderServe.



Also available is the Financial Helper, which provides assistance with basic personal household finance issues and paperwork. Ken Berzof, a former business reporter and columnist for the *Courier-Journal*, is directing this new service.



Falls and medication errors are two of the greatest risk factors for hospital and/or nursing home admissions among seniors. To address these problems, ElderServe HomeCare is teaming up with Guardian Medical Monitoring to provide two innovative new products: a Personal Emergency Response System (PERS) and an Automated Medication Dispenser (pictured at right). The PERS allows wearers to receive needed help with just the push of a button, and the "talking" pill dispenser organizes, reminds and tracks the delivery of medications. Guardian also offers a homeowner's lockbox for house keys that can be accessed by caregivers and emergency responders.



ElderServe CEO Harriette Friedlander noted, "We believe that technology and re-thinking traditional services for the elderly can provide real benefits to our clients and to their families."

For more information on these new products and services, contact ElderServe HomeCare at 583-8012.

ELDERSERVE DELIVERS FOOD BOXES TO SENIORS IN NEED

Over 150 seniors had extra food on their Thanksgiving tables this year, thanks to a partnership between ElderServe, the Dare to Care Food Bank and Metro United Way. The three organizations worked together to pack and deliver specially prepared food boxes.

The food was dropped off to ElderServe's homebound HomeCare clients, Senior Crime Victims Assistance Program clients and to low-income seniors who participate in ElderServe programs at the Oak & Acorn Inter-generational Center at 28th and Magazine in the West End.



Metro United Way volunteers (l-r) Chip Williams, John Grega, Audrey Long, and Susan Albach with ElderServe's Denton Randall and Cortney Whitlock following the assembly of food boxes from Dare To Care.

TECHNOLOGY MEANS MORE CHOICES FOR ELDERLY

Since I began my professional career working with seniors almost 40 years ago, I have seen many profound changes in public attitudes about aging, and just exactly what “quality of life” really means.



A Message from the CEO Harriette Friedlander

Years ago, the elderly had few choices for care; they were either at home, alone or with relatives, or moved into what were sometimes referred to colloquially as “rest homes,” or even, “the old folks home.” Some of these places were little more than warehouses, where seniors were exiled and spent dreary days until they finally passed away from isolation or neglect.

Today, seniors and their families have a range of options, including what we now call “aging in place.” Assisted living facilities, senior retirement communities, adult daycare programs and nursing homes offer a variety of solutions for every family.

As a friend of ElderServe, you already know that our goal is to help seniors stay in their homes, for as long as it is safe for them to do so. Innovative programs like TeleCare and in-home services by our skilled HomeCare Specialists mean that aging parents or grandparents can remain in familiar surroundings with family, friends and neighbors.

And now, ElderServe is changing to meet the times, embracing technology, and providing new services to seniors. You can read about these exciting new products and services elsewhere in this newsletter.

According to U.S. Census figures, Louisville is the 26th oldest city in the country. As our community ages, be assured that ElderServe will remain in the forefront of new ideas, new technology and new programs to help our clients maintain their health, independence and dignity. As we like to say around here, “At ElderServe, caring for seniors *never* gets old.”

Harriette Friedlander

ELDERSERVE BOARD OF DIRECTORS WELCOMES NEW MEMBERS



W. Michael Hanks
Vice President & Relationship Manager
The Bank of New York Mellon

Dr. Celeste Shawler
Associate Professor of Nursing
University of Louisville



Lydia Shina
Owner
Acceptance Capital Mortgage Corp.



TAKE IT FROM THE COLONEL(S)

The Honorable Order of Kentucky Colonels is helping us spread the word about ElderServe’s programs and services for seniors in our community. The Colonels awarded a grant of almost \$2,000 to purchase a portable audio/video system to be used by ElderServe ambassadors in presentations and programs. ElderServe was one of 158 organizations that benefited from the Colonels’ generosity!



Commanding General Jim Lindsey of the Kentucky Colonels gives the good news to ElderServe CEO Harriette Friedlander.

Give a lasting gift. Please remember ElderServe in your estate planning.



VOLUNTEER SPOTLIGHT ON LAURA DEMENT

... to **Sharon Wheat** and **Trinity Potter** for hosting a **Pampered Chef** party to benefit ElderServe. . . to **Jill Bell, Sue Bindner, Sandy Bock, Jeannine Blakeman, Charlotte Buster, Pat Daulton, Helen Donaldson, Laura Guetig, Janet Blair, Joanne Whitlock, Lynn Harrelson, Judy Huelsman, Kathy Gray, Julia Meredith, Dana Moody, Anne Murner, Jane Redmon, Brenda Smith, Sarah Trester, Vicki Aubrey Welch,** and **Pat Welscher** for helping spread the word about the recent fundraiser at **Two Chicks & Co.** . . to TeleCare Coordinator **Anna Woolridge** for being featured in a story in the September issue of *Louisville Magazine*.

And an extra **BIG BRAVO!** To **Michael Greenwell** of **Michael's Floor Coverings** on National Turnpike for his incredible generosity on behalf of a client of ElderServe's Senior Crime Victims Assistance Program. The client, a victim of severe injuries due to a domestic violence situation, found it too difficult to return to her home because of the permanent stains left on her carpet by the violent crime. When contacted by the Senior Crime Victims Assistance Program staff, Mr. Greenwell readily agreed to replace and install the carpeting — all free of charge. Thanks to Mr. Greenwell and his team for this generous act of kindness.

Each Thursday morning, participants at ElderClub, ElderServe's Adult Day Center, enjoy the serene practice of yoga in sessions initiated last year by **Laura DeMent**. Laura is an instructor at Yoga East, where she teaches OM Yoga, which integrates alignment, movement and breath. She began the classes at ElderClub upon completing special training in *Chair Yoga*, a gentler form of the art that makes it more accessible for individuals with physical limitations due to disability or age. Laura now alternates the weekly ElderClub sessions with **LeRoy Chittenden**, a former student of hers.

Laura's employer, **Old National Bank**, encourages its employees to contribute to the community through volunteerism, and even offers paid time off each month for these activities.

Laura's knowledge, time, and generous spirit are valuable gifts to our seniors.



Participating in a chair yoga session with Laura DeMent are Joyce Moore, Carrie Brookins, and Betsy Parks.

NEW PROGRAM DIRECTORS NAMED



Shannon Gadd is the new **Director of the Senior Crime Victims Assistance Program**. She recently moved back to Louisville from Chicago where she worked as a strategic analyst for the National Insurance Crime Bureau. Prior to that, Shannon worked for over five years as a fundraiser, including as the Director of Development for a nonprofit in Chicago. She completed her master's degree in Applied Criminology at the University of Leicester in the United Kingdom as a US-UK Fulbright Scholar. Shannon is originally from Bowling Green, KY, and graduated from the University of Louisville with bachelor's degrees in Psychology and in the Administration of Justice.

Sarah Trester joined ElderServe as **Director of Client Services** in late October. A native of Owensboro, Sarah has lived in Louisville for over 30 years. Her extensive background in non-profit human services includes positions at the Council on Mental Retardation, also a Metro United Way agency, and at Recording for the Blind & Dyslexic. In addition, she has experience in parish ministry and chaplaincy. Sarah holds a B.A. degree from Indiana University and a M.Div. degree from Southern Seminary.





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Nonprofit Org.
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ElderServe's Mission:

ElderServe improves the quality of life for older adults in our community.

Locations:

Downtown
411 E. Muhammad Ali Blvd.
Louisville, KY 40202
(502) 587-8673

Oak & Acorn Center
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Louisville, KY 40211
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www.elderserveinc.org



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Q: What do Muhammad Ali and Heather French Henry have in common?

A: They're both Champions for the Aging! Ali in 1998 and Heather in 2003.

Now we're looking for the next Champion, to be honored at ElderServe's *Champion for the Aging Award Luncheon* next May.

This annual award recognizes an individual or a group of individuals that has made a significant contribution to the field of aging, on a local, regional, or national level. The candidate(s) should have a long-term commitment to the elderly or have made a significant public impact on awareness of aging issues.

The deadline for nominations is January 15, 2010. Please call Pat Buster at 587-8673 or e-mail pbuster@elderserveinc.org for a nomination form.

Upcoming Events

Endless Options
Agency Introduction Sessions

December 9

January 13

February 9

All begin at 12 noon and take less than an hour.

Light lunch served.

Call Jennifer Welscher at 587-8673 for reservations.

Looking for the perfect gift...

...for that elder-serving, non-profit agency on your holiday shopping list? How about a new or (gently) used microwave oven in good working order? It will be used to heat devices that keep home delivered meals hot. Just leave it in our gigantic stocking hung from the fireplace, or better yet, contact Pat Buster at 587-8673.