



PRIME TIMES

ALLAN PARNELL FAMILY TO CHAIR CHAMPION FOR THE AGING LUNCHEON



A family theme has been adopted for ElderServe's 2009 *Champion for the Aging Award Luncheon* to be held May 20 in the Ballroom of the new Crowne Plaza Hotel (formerly Executive West).

Mr. Allan Parnell and the **Parnell Family** will serve as Honorary Chair of the event. Mr. Parnell, CEO of Mr. "P"

Express and a member of ElderServe's Board of Directors, is looking forward to working on this project and is committed to making it a success.

Family has always been important to Mr. Parnell — from growing up in a large family in Adair County, to his business career today, where his wife **Bunny** and daughter **Cindy Collier** play key roles in the operation of Mr. "P" Express.

A highlight of the luncheon, which is ElderServe's popular annual fundraising event, will be the presentation of the *Champion for the Aging Award*. Since 1989, ElderServe has presented this award to individuals or groups who have made a significant contribution to the field of aging.

More information will come in our next newsletter. For sponsorship information, call the Development Office at 587-8673.

ELDERSERVE, V.A. TEAM UP TO AID AGING VETERANS

As the wars in Iraq and Afghanistan continue, the issue of care for returning veterans remains a compelling issue, especially for the aging veterans of World War II, Korea and Vietnam. Recently, ElderServe entered into agreements with the Veteran Administration to assist veterans in the Greater Louisville area. Several qualified veterans are already receiving services from ElderServe's highly skilled professional homecare workers. Also, this fall ElderClub, ElderServe's Adult Day Center, was the first such center in Kentucky to receive a contract with the V.A. to provide services to veterans.

One person who is very familiar with ElderServe's programs is World War II veteran, Mr. **Nathaniel Dulin**, who has the distinction of having served in both the U.S.



Army and the Navy. Soon after enlisting in the Army, he was assigned to engineering regiments that helped construct the Alaskan Highway. Later he served in England, France and Germany. After discharge from the Army, he went on to serve in the Navy.

Now at age 85, he comes to ElderServe's Oak & Acorn Center several times a week to enjoy lunch and a few games of pool with friends.

ElderServe is proud to join with the V.A. to provide critical services for the men and women who have defended our country.

SENIOR COMPANIONS CELEBRATE 20 YEARS

Winding up its series of 20th anniversary celebratory events, ElderServe's **Senior Companion Program** hosted a gala luncheon at The Olmsted in October. Pictured at right are former **Congressman Romano Mazzoli** and **Congressman John Yarmuth** (KY-3) who helped honor the Senior Companions for their service to our community's elderly. Congressman Mazzoli played a key role in bringing the Senior Companion Program to ElderServe in 1988.



“IKE” CAN’T BLOW AWAY ELDERSERVE RESOLVE

Since I came to ElderServe 12 years ago, one of my goals has been to make this agency large enough to make a real difference in the lives of our clients, while retaining our ability to be responsive to client needs and to react quickly in an emergency.



A Message from the CEO Harriette Friedlander

This idea was validated in late September when Hurricane Ike tore through Louisville. Thousands of citizens were left without power for several days, including many ElderServe staff members and their families. Our Oak & Acorn Intergenerational Center in the West End suffered considerable damage, and the power remained off for a week.

Despite their own problems, the ElderServe staff was determined to reach out to our clients, many of whom are medically frail and homebound. Our social workers traveled to clients’ homes when we couldn’t reach them by phone. Our dedicated team put in long hours to provide services to isolated seniors. Staff members at Oak & Acorn recruited their own family members to come to the center and help make emergency repairs to the facility so it could re-open as soon as possible.

As the power returned to some neighborhoods, one staff member noted that many clients were left with refrigerators filled with spoiled food. Many seniors had neither the physical ability to clean out the food, or the financial resources to replace it. ElderServe joined in an effort to raise funds and to recruit volunteers to assist in the clean-up.

Metro United Way, KIPDA and the **Glass Slipper Society**, an association of local women business executives from Kindred Healthcare, stepped forward with emergency donations to replace the food.

Anyone who knows me already knows that I like to brag about our staff and the work that we do at ElderServe. But I can honestly say that I have never been prouder of our team than in the days following this natural disaster. As a supporter of ElderServe, you can be proud of them too!

“ELDERSERVE ACT” UPDATE

Earlier this year, **Congressman John Yarmuth (KY-3)** introduced the **ElderServe Act**, which creates a 7 TD.00

Elderct(goa Aseither int

FIFTH THIRD BANK SUPPORTS OUTREACH INITIATIVE

Fifth Third Bank has awarded a \$10,000 grant to ElderServe to provide case management services to older isolated, frail women living at Dosker Manor. Holding up the big check are (l-r) ElderServe CEO **Harriette Friedlander** with **Kyle Mason** and **LouAnn Atlas** of Fifth Third Bank.



Services to be provided by ElderServe Social Services staff include outreach, crisis intervention, education, counseling, advocacy, referrals and benefits counseling. University of Louisville School of Nursing students will collaborate in providing mental health assessments.

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



AT THE “OLD” BALLGAME

The **Louisville 75's**, a softball team whose players are all age 70+, defeated a team of **Essence Health Care Staffers**, 8-4 on a blistering hot day at the JCC Softball Park. The 75's claim their win proves the old Yogi Berra maxim, “Baseball is ninety percent mental...the other half is physical.” Proceeds from raffle items and a donation from Essence benefited ElderServe. Following the game, the two teams posed for pictures (left).

A DOCTOR IS IN THE HOUSE

House calls from doctors may be rare these days, but ElderServe is providing the next best thing. **Dr. Bakula Sheth**, a Family Practice Physician, consults with individual patients at ElderServe's Oak & Acorn Center. Located in the city's West End, Oak & Acorn provides easier access to many seniors, who simply make an appointment to see Dr. Sheth on her monthly clinic days.

Dr. Sheth also presents informational workshops to seniors and their families once a month at Oak & Acorn. A variety of topics are covered, including diabetes care, medication review, stress management, and dementia. Sessions on caregiving have also been popular. She says that her own experience as the caregiver of an elderly parent has given her a broader understanding of the information that families will find helpful.



. . . to **Southeast Christian Church** for providing the beautiful new table centerpieces for the Oak & Acorn Community Room. . .to **Greater Louisville Board of Realtors** for donating two computers and ten padded chairs for Oak & Acorn. . . to **Edd Easton-Hogg**, AmeriCorps VOCA Volunteer, who won a scholarship to the National Aging and Law Conference in Washington, D.C. . .to **R and R Limousine, Funeral Auto** and **G.C. Williams Funeral Home** for donating limousine services for ElderServe's Senior Companions to travel to their 20th year celebration in style. . .to **Faith Aeilts**, Louisville Metro Senior Nutrition Program, for donating her musical talents as pianist for the Senior Companion Anniversary Luncheon. . .to **Karen Davis**, VOCA Advocate, who won a scholarship to the Ending Sexual Assault and Domestic Violence Conference in Lexington, KY. . .to ElderServe Board member **Carolyn Neustadt** for receiving the 2008 Kipnis-Wilson/Friedland Award for her lifelong leadership in the community. . .to **Debbie Prewitt** for donating a new Wii system to Oak & Acorn. . .to **ElderClub Adult Day Center** for placing fourth in the quilt competition at the Kentucky State Fair.

AN EGGSTRAORDINARY BREAKFAST

ElderServe changed the format of its annual fundraising breakfast this year. Instead of hosting an early morning breakfast at a downtown hotel, ElderServe put the breakfast in the mail! Friends of ElderServe received a gift certificate to the popular restaurant, **Toast on Market**, along with a request to support the agency's services for seniors in our community.



Though ElderServe staff struggled to keep breakfast puns to a minimum while working on this project, they couldn't resist presenting a “Certificate of Eggcellence” to Toast on Market for their valuable contribution to the fundraiser. In the picture above are (l-r) Toast on Market owners, **Amy Wepf, George Morris, Lisa Wepf**, and Pat Buster of ElderServe.

Printing for the project was provided by a grant from **Allegra Print & Imaging's** Footprint Fund.



ElderServe, Inc.
411 E. Muhammad Ali Blvd.
Louisville, KY 40202

Nonprofit Org.
US Postage
PAID
Louisville, KY
Permit No. 566

Did You Know?

In 2007, ElderServe...

Helped 1,200 Crime Victims.

Made 59,000 Safety Calls.

Served 50,000 Meals.

Logged 161,000 Miles
in Service to Seniors.

Kept Administrative
Costs Under 7%.



Metro United Way

ElderServe is funded, in part, under a contract with KIPDA through the Kentucky Cabinet for Health and Family Services with funds from the U.S. Department Health and Human Services.

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

631 South 28th Street
Louisville, KY 40211
(502) 778-7418

www.elderserveinc.org

Upcoming Events

Endless Options

Agency Introduction Sessions

ElderServe offices at Dosker Manor

January 26

February 24

March 26

April 22

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

A light lunch is served.

**Call Jennifer Welscher at 587-8673
for reservations**

On "Senior Wednesdays" (the first Wednesday of every month), Kroger locations in Louisville are broadcasting in-store messages in support of ElderServe.

Thank you, Kroger Company!



Announcing the

**2009 Champion for the Aging
Award Luncheon**

Wednesday, May 20th

In the ballroom of the new

Crowne Plaza Hotel

(formerly Executive West)

830 Phillips Lane



Sponsorship opportunities available.

For information,

call the ElderServe Development Office

587-8673