

ELDER CARE

OF DANE COUNTY

Partnering for Independence

FALL 2003

Care for Dad—Made All the Difference in the World

Elder Care of Dane County
Partnership Team 4
2802 International Lane
Madison, WI 53704

Dear Jeni, Linda and Sue,

My dad was a courageous, strong man and fought a tough battle for many, many years. Dad was my “champion.” I know it will be a long time before I can think about him or talk about him without my eyes welling up in tears. I look forward to the day that I smile when I hear someone answer a cell phone and say, “Hi Dad!” I look forward to the day that all those happy childhood memories will make me laugh, instead of cry. I look forward to the sadness and heartache diminishing.

Dad loved life. He loved:

- the Green Bay Packers,
- the Wisconsin Badgers,
- warm apple pie and ice cream,
- horses,
- a good joke,
- mom’s homemade chocolate cake,
- gadgets and tools,
- fishing,
- camping with his family,
- steak sandwiches from The Steak Escape,
- coffee (Norwegian ’til the end),
- cars,
- his house,
- sunshine on his face,
- shopping (for gadgets and tools, of course),
- sitting on the deck enjoying a crisp summer morning,
- playing card games and cribbage.

But most of all, Dad loved his wife, children, grandchildren and his caregivers from Elder Care and the UW East Dialysis Unit.

I am so thankful when I look at my brothers and sisters and see a little bit of Dad in each of them. My brothers all inherited Dad’s good looks and charm. My sisters inherited Dad’s silliness and sense of humor.

I don’t know if I can put into words how much Elder Care of Dane County has meant to our family over the past four years,



On June 20th, the Blair family, friends and staff gathered at Elder Care for a memorial ceremony and gift presentation in the name of LaVerne M. Blair. Pictured: Daughter Becky and wife Kathy seated on the memorial bench donated to Elder Care.

but I will try. Your help allowed mom the opportunity to continue work, to travel, to enjoy her grandkids, and most of all, a quality of life with Dad that may not have been there if she had to attend to his care alone.

Your help allowed me to stay working and living in central Wisconsin. Often times I thought I should move to McFarland to help care for Dad and to spend time with him. But, Dad would not have wanted me to throw my life into a frenzy for him.

Your help allowed Dad to live longer than any of us expected. Your help gave all of us peace of mind, comfort, and a chance to have Dad in our lives just a bit longer.

I have such respect for places like Elder Care of Dane County and the employees of Elder Care. It is because of your presence in Dad’s life, and ours, that I am enclosing a donation in his memory.

Our team captain may not be here with us on earth, but he’d want me to thank all of you for all you’ve done for Team Blair!

Sincerely,
Becky (Blair) Karlen

Foundation Board Members Reflect on “Why Elder Care?”

We are thrilled to introduce you to the Elder Care Foundation’s Board of Directors. Currently 14 members strong, these community leaders have volunteered to help us make connections in the community and generate support for our mission. To give you some insight into who they are, we asked them the following questions:

- Why did you select Elder Care as a way of serving our community?
- What is your favorite saying, quote or piece of advice?
- How do you spend your free time?



Peg Smelser, President

Executive Vice President, WEA Trust

Elder Care: I choose to work with Elder Care because of the high quality and creativity of the staff, and because I believe in the mission. We all want to

stay independent and enjoy life for as long as we can as we grow older.

Saying/Quote: The great thing about getting older is that you don’t lose all the other ages you’ve been.
—Madeleine L’Engle

Free time: I spend my free time working as a park volunteer on the Yahara River. I also like to read, quilt, and cook good meals with my friends and family.



Nick Topitzes, Vice President

President,
PC Nametag/Topitzes & Associates

Elder Care: Spending time with my mom in her last years taught me that needs change. Helping people understand those

changes and helping the elderly manage those changes is something I wanted to do in recognition of her.

Saying/Quote: What goes around comes around or you need to be with your friends in their moments of joy and sadness.

Free time: Free time? What free time? I travel about 100 days a year for my business so staying home and catching up on UW sports, news, and background reading consumes most of my time. Other than that, it’s with friends and family.



Rob Stroud, Treasurer

Managing Partner, Stroud,
Willink & Howard

Elder Care: Primarily, it was my prior involvement with Elder Care that attracted me to the Foundation’s board.

Since a significant part of my practice involves estate and health care planning for older clientele, the issues addressed by Elder Care are ones that I face frequently.

Saying/Quote: Whatever doesn’t kill you will make you stronger. (I sure hope it’s true!)

Free time: I like virtually all non-income sports (that is, all sports except football, basketball, baseball and golf) but primarily as a participant rather than a spectator. I play on a number of soccer and volleyball teams, both indoors and outdoors and I referee hockey in the winter, lacrosse in the spring and fall, and track in the spring and summer. I skate (in-line) pretty much year-round as my primary means of commuting to and from

work. If I can’t skate, I ride my bike. I love travel and scuba diving. When I travel or dive, I usually shoot video and I enjoy editing the video and sharing the finished DVDs with my fellow travelers and/or divers. I spend an inordinate amount of time on Rotary activities. There are several other boards on which I serve which consume most of the evenings when there aren’t any games. My wife and I enjoy canoeing, hiking, backpacking and biking.



Pat O’Gara, Secretary

Publisher, O’Gara Publishing

Elder Care: I selected Elder Care as a way to serve the community because of the great reputation Elder Care has in the community. At the time I was recruited to

become a board member, I noticed that the current members were all upstanding great people.

Saying/Quote: Be careful what you wish for.

Free time: Quality time with my son, playing tennis, watching old movies, walking, watching football and college basketball.



Tony Arneson, Director

Senior Vice President,
The Neckerman Agency

Elder Care: Because of my business relationship with Elder Care over the past 15 years, I have had many opportunities

to visit and be exposed to what Elder Care is all about.

I have come to understand what their purpose is and what they are trying to accomplish, all for the good of our senior community. Elder Care is an advocate of the elderly and shows true caring for those seniors who are fortunate to be under their care. I only hope that Elder Care will prosper in the future so that more of our most valuable citizens can experience (and enjoy) what Elder Care has to offer.

Saying/Quote: Wheresoever you go, go with all your heart. —Confucius

Free time: In the yard and on the golf course with my wife and two children mostly. I also golf with friends on occasion. I have also started spending more time fishing in the Woodruff/Boulder Junction area. Crossword puzzles and reading have taken the backseat to spending time with my son Nils, who is 6, and Livia, who is 4. On rare occasions, my wife, Sue, and I enjoy a quiet dinner together—usually after everyone else is in bed.



Jean Cowden, Director

President, Cowden Communications

Elder Care: I am really interested in the issues and challenges of the elderly as learned first hand as the primary caregiver for my mother who lived

with me for 5 1/2 years.

Saying/Quote: One man with courage makes a majority —Abraham Lincoln

Free time: Travel, cooking, reading, going to plays, and visiting with friends and family.



Mark Goff, Director

Financial Advisor,
Raymond James Financial Services

Elder Care: I was introduced to the people at Elder Care by Mark Mohr. After taking a tour of the facility, and meeting some of

the people in the organization, it was an easy decision to become involved. I've seen the negative effects on people that go full-time into nursing homes. Elder Care seems to be in the business of delaying the nursing home experience.

Saying/Quote: My favorite Saying/Quote is from our 26th President, Theodore Roosevelt: Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory nor defeat.

Free time: I spend my free time with my wife and five children. We are a very active sports-oriented family: football, baseball, basketball, soccer, volleyball, water skiing, snowboarding, etc.



Pam Josheff, Director

President, The Josheff Company

Elder Care: Elder Care not only provides the essential service which allow many people to continue living at home, but they do it in a nurturing, cohesive, and innovative way—such as the Partnership program.

It is both exciting and feels good to be part of these programs in these medically challenging times.

Saying/Quote: Enjoy.

Free time: Dancing, swimming, gardening, and reading. These are my favorite things.



Don Mahoney, Director

Retired Sales and Marketing Executive,
American Family Insurance

Elder Care: While campaigning for United Way I personally observed the great needs among the elderly and

decided to help provide for those needs as a way of serving our community.

Saying/Quote: Keep Smiling.

Free time: I am a railroad buff and spend my free time searching for railroad artifacts.

Continued on next page

Making Their Day

Through a grant and volunteer commitment from the Junior League of Madison, ladies from Elder Care's East Adult Day Center enjoy wonderfully enriching activities each month with Junior League volunteers. In its second year running, the Life Enrichment program is designed to increase socialization, build self-esteem and foster community connections. "They talk about it for weeks," says Cricket Hessler, lead activity specialist. "The program is a huge success! Thank you, Junior League," she adds. Special thanks to Junior League volunteer coordinators Joyce Apfel and Julie Roehrig and all participating volunteers.





Joe Meagher, Director
Chairman of the Board,
Forbes-Meagher Music

Elder Care: When I was first approached to join the foundation by Bill Waldbillig, I had honestly never heard of Elder Care,

but I agreed to visit the facility. I came away impressed with what Elder Care was doing and I decided to join the board.

Saying/Quote: Give something back to the community. Even though it is an often-used cliché, I think everyone should give back to the community, particularly in Madison, because it is such a wonderful, vibrant city.

Free time: Downhill skiing, tennis, golf, yoga, reading, and volunteering as a docent at Madison Museum of Contemporary Art.



Dean Nelson, Director
Realtor, First Weber

Elder Care: I was asked to serve on the Board of Directors because of my experience as a nursing home administrator providing elderly services in a retirement community. I accepted this nomination because I felt Elder Care offered a wonderful alternative for services for the elderly. When I served the maximum of two terms on the Board, I was pleased to be invited to serve on the Foundation Board. I was glad to serve because there are so many quality services that can be provided for the elderly by Elder Care if funds are available.

Saying/Quote: Do it now, before you forget about it and pass up a window of opportunity!

Free time: I serve on some volunteer committees and boards, help others with home maintenance projects, babysit for my grandson, go biking and boating.



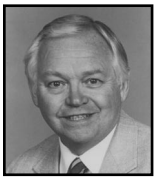
Dan Savage, Director
Vice President & Senior Trust Officer,
State Bank of Cross Plains

Elder Care: My mother passed away in Florida several years ago. Her husband was quite ill, and the lack of a proper

support system like Elder Care resulted in her being the sole caregiver. The stresses associated with that probably hastened her death.

Saying/Quote: Never give up!

Free time: I like to run, work out, golf, read, bike, and spend time with my family.



Bill Waldbillig, Director
Vice President, Joan Collins Publicity

Elder Care: When I moved my mother to Madison from a closed Community Based Residential Facility (CBRF) in the Upper Peninsula of Michigan, I had

many problems getting her located into a relatively nice facility. Elder Care would have been a great help. As her conservator for many years, I learned first hand the problems of the aged. My work on the Elder Care Foundation Board, I hope, will make a difference for others...sort of, in my mother's name.

Saying/Quote: Our rewards in life are proportionate to

our productivity. Make your vocation your avocation. Self-education is a lifetime pursuit.

Free time: Golf, working, the Web, investing, grandchildren, reading, email, restoring old wood furniture, cooking, eating out with friends, UW sports, Packers, photography, boating.



Laura Wilson, Director
Business Development Director,
Wilson Law Group, LLC

Elder Care: Madison is rich in resources making it difficult to choose one organization to center my personal interest

serving seniors. When I was introduced with Elder Care, a wholly senior centered group, I knew instantly this would be "home." Elder Care's approach to assisting seniors to live as independently as possible in the most respectful of ways, endeared me to their concept, making my commitment to supporting their philosophy and vision for the future for our senior community an easy decision to make.

Saying/Quote: He who chooses the beginning of a road chooses the place it leads to. It is the means that determines the end. —Harry Emerson Fosdick. I have several favorites, this being one: The gift of choice is one of the greatest gifts God gave us. Even when life throws us a curve, we can choose how we will respond to it. It is always our choice—how we live our life.

Free time: Feverishly trying to sample all my interests such as bicycling, running, writing, reading, playing bridge, hiking, needlework, gardening, play/movie going, golfing, watching the Badgers and Green Bay, enjoying the company of friends, and most of all spending as much of my free time with my husband, Wayne!

Our New Website www.elderc.org

Easier to use...more information and resources for caregivers...fuller descriptions of our programs and services...details on ways to support us...helpful links...letters from our participants and families...handy ways to request information...the latest news from Elder Care.

You can expect all this and more on our redesigned and expanded website. Please visit us at www.elderc.org in December - *we'll be waiting to welcome you!*

New Name, Same Mission

At its October board meeting, the Elder Care Board of Directors approved a resolution to change our name from Elder Care of Dane County to Elder Care of Wisconsin. This is a natural step in our evolution as an organization over the years. We started in 1976 as the Older Adult Day Center, changed to the Madison Area Adult Day Centers in 1980 as we grew, and renamed ourselves Elder Care of Dane County in the early 1990s, as we reached beyond the city and launched new programs.

Today, we've chosen our new name, Elder Care of Wisconsin, to even better reflect both our mission of helping older adults live independently in the community and our future plans to offer programs beyond Dane County.

We changed our name to describe our broad-based mission: to provide community-based health care coordination and long-term support services, and to create new programs that will enhance the quality of life for older adults. The name change recognizes that this is a mission without borders.

Our new name also expresses our vision and plans for the future: to expand out from Dane County and partner with

communities throughout southern Wisconsin to offer innovative care management programs to the older citizens of our state.

The new name conveys a stronger identity for Elder Care and Wisconsin in the national arena, too. Federal programs such as Medicare, private foundations, professional associations, managed care organizations and state governments look to us as a model of inventive approaches to managing care for the frail elderly.

Yet, even as we move forward into 2004 as Elder Care of Wisconsin, one thing has not changed since our founding in 1976. No matter what our name, our mission remains the same: to help older adults live independently at home and in the community for as long as possible.

Respectfully,



Karen Musser
Chief Executive Officer

MISSION STATEMENT

Elder Care of Wisconsin provides health care and support services to help older adults live independently at home and in the community.

Elder Care of Wisconsin
2802 International Lane
Madison, WI 53704

Main: (608) 240-0020
Services: 245-3075
Donations: 245-3037
Job Line: 245-3111
Volunteers: 245-3037
Web site: www.elderc.org

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