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Messenger

Volume 5, Issue 5

Spring 2009

Employees honored for going *Above & Beyond*



Sherry Fenwick (left) was presented the Employee of the Year award by CFO Todd Lacy.



Debbie Murphy (right) received the Masonic Home of Shelbyville's 2008 Employee of the Year award from Executive Director Debra Finneran.



Masonic Home of Louisville Executive Director Lori Hess (right) and Masonic Homes CEO Gary Marsh congratulated 2008 Associate of the Year Gail Dumstorf.

Three Masonic Homes of Kentucky employees were recognized for outstanding performance in 2008 at the annual *Above & Beyond Appreciation Celebration*. "Above and Beyond is my favorite event of the year," President and CEO Gary Marsh said. "It is my personal opportunity to express my appreciation and gratitude for the professional commitment each employee displays on the job, every day."

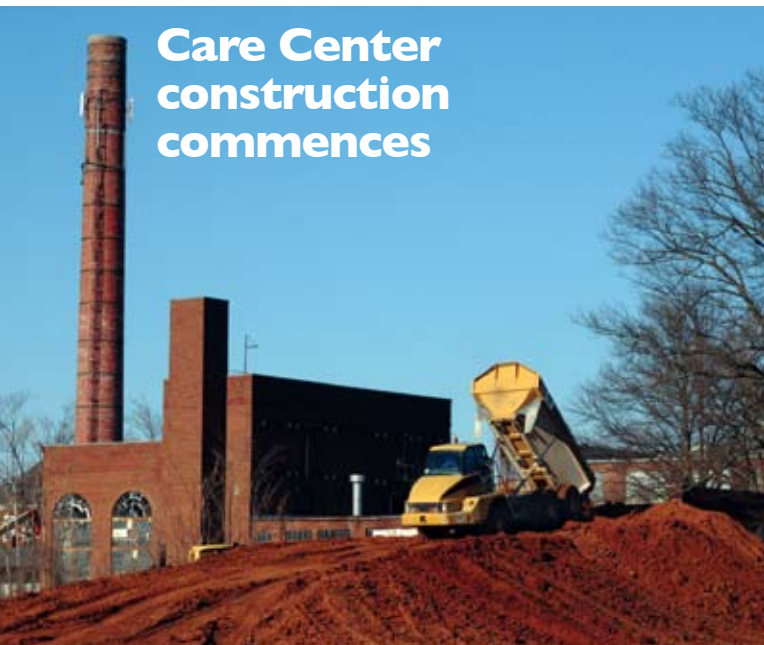
Debbie Murphy, a member of the Masonic Home of Shelbyville nursing department for more than 25 years, was selected as Shelbyville Employee of the Year. Murphy is recognized among her co-workers as a mentor and leader for the outstanding care residents and their families experience.

"Debbie's professional demeanor with co-workers, residents and their families is calming and reassuring," said Director of Nursing Sally Jo Magness. "Each resident's individual needs are Debbie's most important concern."

Billing and Accounts Receivable Manager Sherry Fenwick was honored as Employee of the Year from the Corporate Group. "Since joining our team in 2007, Sherry has been a catalyst for change in processes and procedures that have simplified the payment processes for staff across the organization and most importantly for our residents," said Chief Financial Officer Todd Lacy.

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Care Center construction commences



The site has been cleared and excavation is well underway for the new \$30 million Care Center at Masonic Home of Louisville. Despite weather challenges, the project is tracking toward completing the basement and foundation work this fall. When finished in November 2010, the Care Center will offer 136 resident accommodations as well as a dialysis clinic and short-stay rehabilitation neighborhood.

Priceless volunteers make a difference

Four volunteers were recognized for their dedication to the Masonic Homes during 2008.

"Our staff are the reason our residents receive great care at the Masonic Homes," said CEO Gary Marsh. "Our volunteers are the reason our residents receive outstanding care."

Volunteers perform clerical duties, organize storage areas, conduct crafts, visit with residents, and everything in between. "It is said volunteers are not paid because they are truly priceless," Marsh said. "Our 2008 volunteers of the year certainly are invaluable to our organization and to our residents."

"They just love her!"

Masonic Home of Shelbyville selected **Betty Haycraft** as 2008 volunteer of the year.

A regular volunteer, Haycraft leads weekly craft sessions that have become a favorite with residents. "Betty always brings a new project that relates to the season or an approaching holiday," said Activities Director Samantha Rucker. Haycraft assembles each project's components into individual bags, making it simple

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MASONIC HOMES of KENTUCKY

*Providing quality housing,
health care and services that
make a difference in people's lives*

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MASONIC HOMES OF KENTUCKY, INC.

3761 Johnson Hall Drive
Masonic Home, Kentucky 40041
Phone: 502.259.9627
Fax: 502.259.5290
www.masonichomesky.com

Putting on **The Ritz**



By GARY MARSH
President & CEO

*"The most important project
we have underway is to provide
the highest level of customer service possible
to our residents and their families."*

We're quite excited about the improvements underway on our Louisville, Shelbyville and Taylor Mill campuses. Constructing new buildings, renovating existing spaces and improving the grounds provide more opportunities to offer the array of services seniors want and deserve.

While work progresses on these projects, staff throughout our organization are busy working on the most important project we have underway. That is to provide the highest level of customer service possible to our residents and their families.

During 2009, we've expanded our focus of providing the highest quality of care to include a level of customer service that rivals the service of a fine hotel. All Masonic Homes employees, beginning with our senior management, have completed a customer service course designed to not only prepare us for the savvy seniors of the future, but also to make the Masonic Homes the provider of choice for seniors today.

When our customer service consultant asked what objective I hoped the course would accomplish, I simply said, "I want the Masonic Homes to be known as The Ritz-Carlton of senior living services in Kentucky."

If you have been to a Ritz-Carlton hotel or visited the Web site, you know that Ritz-Carlton properties are visually stunning. Recently I was fortunate to attend a conference at a Ritz-Carlton property, and I learned that the beauty and opulence of these magnificent hotels are not the reason people want to stay at The Ritz-Carlton. People choose The Ritz-Carlton because of the outstanding level of customer service provided by all personnel to every guest.

You may arrive at The Ritz-Carlton with Louis Vuitton luggage in a chauffeured limousine, or pull in driving a station wagon with your gear in a back pack. Either way, the staff will respond as if you are a royalty. When they say it would be their pleasure to carry your back pack inside or call the valet to park your station wagon, you believe them. When the bell captain delivers ice to your room after overhearing you say you were looking forward to a cold drink (without you calling to request ice), you begin to see how you could quickly become accustomed to The Ritz-Carlton lifestyle of passionate customer service.

That's the experience we want our residents to have at the Masonic Homes every day. We want to anticipate their needs, and deliver what they want without being asked. We want to do little things that tell residents they are foremost on our minds. We want our co-workers to enjoy working with us in an environment where there is mutual respect, passion and pride in what we do. We want every visitor to our properties to leave with a positive impression of our services, our staff and our organization.

We want everyone who seeks senior services to think *Masonic Homes of Kentucky* first, not because of our stunning campuses, but because of **our extraordinary level of customer service in a resident-centered care environment.**

It would, after all, be our pleasure to serve them, one and all.

Remember to remember



By BRUCE LOTT
Sr.VP/Mission Advancement & CDO

“To commemorate someone’s memory, consider making a gift to the Homes in lieu of sending flowers.”

When someone we love dies, it often is intensely difficult to deal with the loss, especially around meaningful times like holidays, birthdays and anniversaries. Losing a loved one or a close friend means their life has ended, yet who they were as a person lives on.

As each Mother’s Day, Memorial Day and Father’s Day approaches, we typically find ways to remember those persons who have had special meaning to us. Here are some suggestions for honoring the lives of those we’ve loved.

- **Make memorial giving an annual event.** Charles Brumback of Louisville is a member of Highland Park Masonic Lodge. For several years, Charles has honored the memory of deceased members of his Masonic lodge, along with others who have been special in his life, by making a memorial gift to the Masonic Homes. Doing so accomplishes two things: it honors brothers from his lodge while making a meaningful gift that helps the Masonic Homes continue its 142-year tradition of caring.
- **Make a gift to honor someone who was cared for by the Homes.** Whether you are a Kentucky Mason, Homes Alumni or family member of a former resident, memorial giving is a powerful way to pay tribute and take action at the same time. By supporting the Homes, you can help meet the needs of those we currently serve or who in the future will come to us seeking help.
- **Ask others to give instead of sending flowers to a funeral.** Memorial giving can help keep a loved one or friend’s memory alive and fund a worthy cause like the Masonic Homes. Doing so also can be a source of solace at a time when families need it most. To commemorate someone’s memory, consider making a gift to the Homes in lieu of sending flowers. Flowers are wonderful yet provide temporary comfort — making a charitable gift can literally help change a life.

Honor the Red, White and Blue



The Louisville campus will welcome the fifth annual Flag Day celebration Saturday, June 13th.

The celebration has grown over the years, according to VP of Mission Advancement Phyllis O’Daniel. “More than 50 color guard units representing military, law enforcement, fraternal, scouting and civic organizations participated in 2008, and the audience has grown to nearly 300,” she said. “There’s no better way for the Homes to demonstrate our patriotism than to host this celebration.”

Kosair Brass Band and jazz vocalist Tanita Gaines will perform The Star-Spangled Banner and other patriotic favorites. Admission is free. Color guards who wish to participate are asked to register in advance.

To register a color guard or to learn more, please contact Phyllis O’Daniel (502.753.8808; podaniel@mhky.com).

Masonic Home Milestones

We're proud to announce:

- **VP of Human Resources Betty Appleby** was named to the 2009 awards committee for Kentucky Association of Homes and Services for the Aging.
- **Masonic Homes Board Treasurer Virgil T. Larimore, Jr.** was named to the Kosair Charities Board of Directors.
- **Jim Neiman** was selected as the Caregiver of the Quarter at the Masonic Home of Shelbyville.
- **Mary Whitfield** was named Nurse of the Year at the Masonic Home of Louisville.
- **Kathy Wiederhold**, Masonic Home of Louisville Memory Care Program Coordinator, has been certified by the National Council of Certified Dementia Practitioners (NCCDP) as a Certified Dementia Care Practitioner (CDP) and a Certified Dementia Care Manager (CDCM). She has also been approved as a Trainer for "Alzheimer's and Dementia", an 8-hour course developed by the NCCDP. Wiederhold also was named Volunteer of the Year by the Greater Kentucky and Southern Indiana chapter of the Alzheimer's Association.
- **Jane Gutierrez, Leslie Mann and Charlotte Elzy** are Masonic Home of Shelbyville Employees of the Month for January, February and March, respectively.
- **Jewell Green, Mary Trice and Kathy Spencer** are Masonic Home of Louisville Employees of the Month for January, February and March, respectively.
- **Mary Whitfield, Gertrude Reed and Tracie Scott** are Masonic Home of Louisville Nursing Employees of the Month for January and February, respectively.
- **Arbana Atkinson, Twanni Bolden, Michelle Cornelison, Gernelle Howard and Tess Van Der Sluis** completed the Guardian Angel program for CNAs at the Masonic Home of Louisville.

Welcome to Masonic Homes of Kentucky:

- **Michael Scroggins**, Maintenance

Welcome to Masonic Homes of Louisville:

- **Lisa Abell**, Physical Therapist
- **Billie Jo Butler**, Assistant Director of Nursing
- **Stacey Cantlon**, Staff Development
- **Allison Forrester**, Speech Therapist
- **Kim Edlin**, Occupational Therapy Assistant
- **James Hawkins**, Physical Therapist
- **Allyson Jones**, Occupational Therapy Assistant
- **Miranda Jones**, LPN
- **Darlene Jones**, LPN
- **Jennifer Kief**, Occupational Therapist
- **Kimberly Moser**, Physical Therapy Assistant
- **Ryanne Noel-Luttrell**, Occupational Therapy Assistant
- **Mike Truax**, Physical Therapy Assistant
- **Mary Wade**, Environmental Services
- **Zehra Waits**, Occupational Therapist
- **Jane Wilson**, Client Services Coordinator

Welcome to Masonic Homes of Shelbyville:

- **Missy Feland**, Physical Therapy Assistant
- **Maria Houtz**, Occupational Therapist
- **Joseph Krug**, Environmental Services
- **Kristen Luttrell**, Physical Therapist
- **Leslie Mann**, Occupational Therapist
- **James Nieman**, Occupational Therapist
- **Rebekah Neiman**, Environmental Services
- **Amy Starks**, Speech Therapist
- **Jeremy Thompson**, Physical Therapy Assistant

Changing the Pace:

- **Julia Dearing** to LPN, Masonic Home of Louisville
- **Leigh Ann Goodwin** to CMT, Masonic Home of Shelbyville
- **Lacey Lahue** to Rehab Tech, Masonic Home of Louisville
- **Tara Murphy** to LPN, Masonic Home of Shelbyville
- **Stephanie Peach** to CNA, Masonic Home of Shelbyville
- **Jeanna Rader** to CNA, Masonic Home of Shelbyville
- **Vanessa Shea** to CNA, Masonic Home of Shelbyville
- **Leslie Turner** to Rehab Tech, Masonic Home of Shelbyville
- **William Woods** to dining services day supervisor, Masonic Home of Louisville



Memory Care Services Coordinator Kathy Wiederhold was named volunteer of the year by the local Alzheimer's Association chapter for the 2008 Community Health Charities awards. Wiederhold was nominated for her work as chair of the 2008 Memory Walk, which raised the most for Alzheimer's research in the chapter's history.



Five Masonic Home of Louisville certified nursing assistants have earned their wings as Guardian Angels. Completing the program were (from left) Arbana Atkinson, Twanni Bolden, Michelle Cornelison, Gernelle Howard and Tess Van Der Sluis. The Guardian Angel program trains CNAs to enhance communication with other staff and improve resident care.



Meet Billie Jo Butler

Masonic Home of Louisville has named Billie Jo Butler assistant director of nursing.

Billie Jo Butler

With seven years of experience, Butler most recently was assistant director of nursing and lead RN at Sacred Heart Village.

Butler holds associate degrees from the University of Louisville and Sullivan University. She is presently completing course work for a bachelor's degree in nursing from Indiana Wesleyan. In addition to being a registered nurse, Butler is a certified nurse aide, certified medical technician and LPN.

Employees honored for going Above & Beyond

Fenwick plays an important role in resident-centered care, allowing people to feel comfortable with the financial part of their life change. "She takes the time to explain every detail and make the necessary contacts to process insurance claims," said Senior Vice President of Communications CJ Parrish. "Sherry treats everyone that walks into her office as if they are the most important person she will speak to that day."

Masonic Home of Louisville honored Gail Dumstorf, social services assistant, as its 2008 Associate of the Year for her hands-on, whatever-it-takes attitude with every resident.

"Gail interacts with each and every resident as if they were her family," said Social Services Director Vanessa Pierani. "Constantly going the extra mile to get what they need, Gail possesses every quality you would want in a resident advocate." Dumstorf not only spends her time at the Home caring for residents, she is also a veteran participant on the Masonic Home's Memory Walk team raising funds for Alzheimer's awareness.

Also, 67 employees were honored with years of service awards, marking their longevity with the Masonic Homes. Masonic Home of Louisville's Debbie Raymond and Belinda Weakley, and Shelbyville's Debbie Murphy received special recognition for completing 25 consecutive years of service.

Thirty-four employees received awards for perfect attendance during 2008.



Meet Jane Wilson

Jane Wilson has joined Masonic Home of Louisville as client services coordinator,

Jane Wilson

focusing on introducing prospective residents and their families to the Home's Health Care and Personal Care centers.

Wilson's career includes experience in admissions, sales and marketing, and provider relations. She most recently was director of admission for Golden Living Center.

Wilson holds a bachelor's degree in Cytology from University of Louisville. She has previously chaired the Alzheimer's Memory Walk and Multiple Sclerosis Gala, served on the Board of Directors for the Kentuckiana Nursing Service Board and works with the Healthcare Professionals of Louisville.



Betty Haycraft (left) received the Masonic Home of Shelbyville's 2008 Volunteer of the Year award from Executive Director and Administrator Debra Finneran.



Patsy Hunter (left) was presented the Corporate/Maintenance Group Volunteer of the Year by Sr.VP/Mission Advancement and CDO Bruce Lott.



Doris Unthank (left) and Dorothy Smith were honored as Masonic Home of Louisville's Volunteers of the Year.

Priceless volunteers make a difference

for residents to create magnets, jewelry and gifts.

"The residents are waiting at the doors when a craft project with Betty is scheduled," Rucker said. "They just love her!"

"Blessed to have her around"

Patsy Hunter was selected as Corporate Volunteer of the Year.

"We send out hundreds of cards and letters each month, and Patsy helps us get all of them out the door," said Senior VP of Mission Advancement Bruce Lott. "She checks in regularly to see if we need any help, and we are blessed to have her around."

Hunter also is a long-time volunteer for the Masonic Home Village. "I can always count on Patsy to set up for Bingo or whatever activities we're having for the residents" said VP of Independent Living Anne McAfee. "Many times our staff arrives to set up for an event, and it's already done—Patsy has done it for us."

"The 80s Ladies"

Masonic Home of Louisville honored two volunteers, **Dorothy Smith** and **Doris Unthank**. Both retired and in their 80s, they have been volunteering at the Home for more than 11 years, visiting an average of 65 residents a week.

"Dot and Doris know the residents personally, and know what they like—from the kind of chewing gum they prefer to each lady's favorite shade of lipstick," said Director of Life Enrichment Dama Manning.

In addition to volunteering at the Home, the pair serves as "helping hands" at their church, according to Manning. "Without Dot and Doris visiting our residents with their warmth and compassion, our Home just wouldn't be the same!"

Messenger Makers

*Making a difference...
everyday!*

Charity starts at Home

Shelbyville Executive Director Debra Finneran accepted a check from Chief Development Officer Bruce Lott recently. The \$1,342 check represented Shelbyville employee contributions to the Homes during 2008 through the employee payroll deduction program.



Marina gives to Shelbyville's cause

Guist Creek Marina owner Charlie McClain (right) donated launch fees from the Masonic Home of Shelbyville's Bass Tournament to the Home's Executive Director and Administrator Debra Finneran and tournament co-organizer Robbie Mitchell. "This is a wonderful cause and a wonderful organization putting this on," said Charlie McClain. "I'm pleased I can give back."



Club's gift buys resident gifts

The Ladies Oriental Club raised \$377 for the group's annual gift to the Homes to purchase holiday gifts for Louisville residents. The Homes' Bruce Lott accepted the check from Club members (back row right to left) Jean Shindlebower, Carol Sewell, Jo Barrett, Paula Eaton, Carol Grant, Frances Simons (front row right to left) Mildred Smith, Past Club President Linda Roberts and 2009 Club President Brenda Reiss. The club is now in its 71st year.

Home, Village hop into Easter parade

Masonic Home of Louisville and Masonic Home Village combined to participate in the annual Frankfort Avenue Business Association Easter parade. Along with a float featuring the Easter Bunny, the Homes' entry included Louisville's 2008 Employee of the Year and staff members dressed as Peeps. Home and Village residents waved at parade-goers from a Homes' bus that was decked with bunny ears and a giant cottontail.



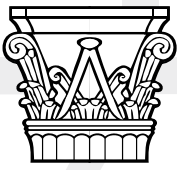
Making music makes his day

Masonic Home of Louisville's Adam Sherman (seated) enjoyed a personal dulcimer performance by local music legend Stevie Ferguson (second from left) on a recent spring day. Ferguson has opened for BB King and Dr. John, and was formerly with Midwest Trio Ensemble. Also on hand for the performance were Adam's grandfather Hayden Smith (left) and his aunt Tamara Smith.

Fishing for a cause

The third annual Relay For Life Bass Tournament brought 44 boats of fishermen to Guist Creek Marina. A nine-pounder was the winner at weigh in as the largest of the 25 fish caught. The tournament raised \$3,000 for the Masonic Home of Shelbyville's Relay team. The Home continues to be a top fundraiser for the American Cancer Society's event, winning the Silver Team designation for the past two years.





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Rehabilitation Clinic opens on Louisville campus



Dr. Kenneth A. Mook

Orthopaedic rehabilitation specialist Dr. Kenneth A. Mook has opened a clinic in the Village Community Center to serve the public and Louisville campus residents.

The new clinic dovetails with the Masonic Homes expanded therapy services program that provides occupational, physical and speech therapies, according to Chief Operating Officer J Scott Judy. "We are pleased to offer even more rehabilitation services on our campus, led by Dr. Mook and his outstanding program."

A specialist in amputation and orthopaedic rehabilitation, Dr. Mook received his master's and doctorate from the University of Louisville and completed his residency in Physical Medicine and Rehabilitation at Frazier Institute in Louisville. Dr. Mook is board certified through the American Board of Physical Medicine and Rehabilitation.

The clinic will operate in temporary quarters in the Village Community Center until new offices are built. Initially, the clinic will only operate on Fridays from 1 to 4:30 p.m. For an appointment or more information, please phone the clinic at 502.384.7711.