

November/December Issue
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From The Desk of Steve Rosedale...

As of November 1st we welcomed two new facilities to the CommuniCare family of companies. Crestwood Care Center, in Shelby, Ohio (just past Mansfield), and Waterford Commons (soon to be "CommuniCare at Waterford Commons") in Toledo. Crestwood is in Dave Murphy's region and Waterford Commons is in Karl's team. We're excited by the great opportunities that the two facilities provide.

Both of them have great teams that have responded well to our philosophy of care and style of management. At Waterford there was some question as to what we meant by "have fun, make a little money and make a difference in people's lives" so we had an impromptu "bootie call" with both teams joining in.

At a recent census conference call, I told all assembled that the reason we could take on these two facilities was because of the excellent performance at all levels of our organization. In the home office, the regions and at each facility we have people caring for and about each other, taking responsibility for our financial success and reaching out with their hearts to touch other peoples hearts. ***Congratulations CommuniCare and welcome Crestwood and Waterford Commons.***

Aristocrat Berea's Share Corner

By Ken Loeding, ICF/MR Administrator, Aristocrat Berea

Aristocrat Berea's ICF/MR UNIT is home to 60 residents ranging in age from infancy to 58 years. For the past 9 years, the Junior ChildCare Association of Cleveland has consistently chosen our unit to receive large cash amounts from their annual fund-raising drive. Last May we were chosen again and the monies go into our CAPI (Children's Assistance Program) FUND which benefits all residents in one way or another.

Last month they contacted me to say they wanted to do something additional, but special for our folks at Christmas. They offered to purchase one gift per resident based on their individual want or need. Each gift will be individualized and delivered by their members during our annual Christmas party. There is only one stipulation. They indicated they didn't want to spend any less than \$50 per resident. In this day and age, this is extraordinarily generous, kind and thoughtful. We are, and have been very fortunate to have this group in our corner and are extremely thankful for their considerations and generosities.

Focus On...

“Your Actions Speak So Loudly No One Can Hear Your Words”

By Kena Minnick, Executive Vice President and COO

I heard this quote on a motivational tape I was listening to on one of the many drives I make to northern Ohio to visit our centers and it drives home our core value of “Walk The Talk.” No one ever hears our words if our actions fail to support what we say. To me, this is the key to success within CommuniCare.

As I begin my third year of leading CommuniCare’s operations team and as we embark on a growth strategy for our company, I’ve taken time to stop and reflect on the reason that I joined CommuniCare in 2001. I joined because I believe in the Values of the company and our philosophy of Operating as a Caring Community. I urge each of you to review these values again and reflect on what it means to you to be a part of creating the Caring Community, in which we live and work.

In our world, many companies SAY these things as marketing sound bites and I’ve experienced this firsthand. But, I promise you that these Values are the foundation for the decisions that I make as I work with my team to lead our company through the treacherous waters of Long Term Care, so that our profitability ensures the future of people who are working to creating Caring Communities. In reality, our world needs more companies like CommuniCare that are founded on the Values of honesty, integrity, unity, openness, loyalty and a commitment to living in a kind and caring manner. I’ll be the first to say we are not perfect in our operations, but it is progress and not perfection, that we strive for on a daily basis.

Our Values are founded on granite, not shifting sand. I hope you take time to re-connect yourself to these guiding principles and act so that others hear your voice as we approach 2004.

Calendar of Events

NOVEMBER

1st – All Saint’s Day

2-8th – Hearing Aid Awareness Week www.ihsinfo.org

9-15th – National Home Health Care Week www.nahc.org

11th - Veterans Day & Remembrance Day (CAN)

27th – Thanksgiving Day

30th – First Day of Advent

National Family Caregivers Month www.nfcacares.org

American Diabetes Month www.diabetes.org

National Alzheimer’s Disease Month www.alz.org

National Hospice Month www.hospice-america.org

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Famous Quotes

“The first step to getting the things you want out of life is this: Decide what you want.” - *Ben Stein*

“I am only one; but still I am one. I cannot do everything, but still I can do something. I will not refuse to do the something I can do.” – *Author: Helen Keller*

“Have you had a kindness shown? Pass it on; ‘Twas not given for thee alone, Pass it on; Let it travel down the years, Let it wipe another’s tears, Till in Heaven the deed appears, Pass it on.” - *Author: Henry Burton*

“As much as we need a prosperous economy, we also need a prosperity of kindness and decency.” - *Author: Caroline Kennedy Schlossburg*

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Calendar of Events

DECEMBER

1st – World AIDS Day
www.worldaidsday.org

20th – Hanukkah

22nd – Winter Starts

25th – Christmas Day

26th - Kwanzaa

Jingle Bell Run for Arthritis Month www.arthritis.org

Up Close

“What Are You Laughing At?”

By Susan Kozan, Senior Activity Director, Grande Pointe

Did you know that laughing just for the sake of laughter is healthy? I'm not talking about laughing at a joke. I'm talking about pure laughter. That is exactly what some CommuniCare employees learned at the recent World Laughter Tour Conference.

Pure laughter is natural. As an infant we are able to laugh without the understanding of language, thus no need for jokes. On the road to Adulthood, somehow we learn that natural laughter is inappropriate, silly and even immature. We have learned as adults to suppress our natural need for laughter. Truth is however, that the older we become, the more laughter we can use in our lives. Scientific studies have shown that physiological changes occur in our bodies during laughter. Our bodies experience a chemical change. Our moods become elevated, we feel better physically and we experience good, lighthearted pleasure.

Other benefits of laughter are a decrease in stress, increase in positive thoughts, motivation, and enthusiasm. These are just a few to mention. Simply put, laughter helps us to enjoy our lives more.

During the laughter conference, many of us learned

how to let go and laugh just for the health of it. We learned how to exercise our laughter and how to help others release their laughter.

CommuniCare is proud to announce that it has formed "LaughterCare" clubs at its facilities. These laughter clubs are led by Certified Laugh Leaders. Each facility group meets with different groups of individuals to meet various goals and to practice healthful living. In the practice of healthful living, Mondays are for Compliments, Tuesdays are for Flexibility, Wednesdays are for Gratitude, Thursdays are for Kindness, Fridays are for Forgiveness, and Weekends are for Chocolate. (Doing something pleasurable for yourself).

Congratulations CHS Certified Laugh Leaders.

Tabitha Kreps, Tashara Dodson, Nina Allen, Christine Patton, Alicia Hairston, Gerald Stewart, Kathy Klausing, Betsy Mann, Susan Kozan, Linda Boggan, Diane Cepik, Jamie Sabourin, Angie Grogan, Jeannine Cavanaugh, Margaret Robison, Eileen Lansdowne, Evangaline Garcia, Aimee Hansel, Cari Templeton, Michelle Dooling, Elsie Rasnick, Claudia Ledenican, Ann Underwood, Teresa Chamblin, Ellen Miller, Rose Zap, Maryann Guarnieri, Tracy Knight-Fluke
Soon to be certified: Susan McKeown

A Day of Caring at Greenbrier

By Terri Plush, Executive Director, Greenbrier

This is such a touching story that I'm sending it to you to enjoy...

In September we had the Steve Grand auction at Greenbrier for the employees. It was a great success. As part of the gifts we auctioned, I donated 100,000 Continental Frequent Flyer Miles. One of the STNA's who works Beacon Rose, Gerry Massa, won 20,000 frequent flyer miles. He

was so excited because he wanted to go visit his mother in Puerto Rico. He was planning this visit in the next few months and I was working with him to redeem the miles for a round-trip ticket.

On Saturday, one of his co-workers was contacted by her family in Puerto Rico. She was told that her 22-year-old brother hanged himself. Because of some family disharmony, the family in Puerto Rico wanted to bury the brother immediately so she wouldn't be able to see him.

Gerry Massa took the frequent flyer miles that he was going

to use and gave them to his co-worker. The day supervisor, Kathy McMickons, called and asked me if I could help in any way because they needed 15,000 more miles or over \$500 for the ticket. The employee wanted to see her brother before he was buried. I arranged for the additional 15,000 miles on my Frequent Flyer One Pass - she went to the airport the next day and caught a flight to Puerto Rico to see her family in this time of deep sorrow. **Just a wonderful example of human compassion...**

“Learning To Win” by Lou Tice

By Patti Tharp, Executive Assistant, Corporate

The following is an article my husband obtained at one of his training sessions. It is a powerful message on positive thinking that I wanted to share with each of you.

Learning to see yourself as a winner and to feel like a winner happens primarily as a result of having successful experiences and thinking self-affirming thoughts – self-affirming thoughts are thoughts or messages we give ourselves.) When we believe our efforts will be successful, we become venturesome and are most likely to undertake an activity or task. **Because we expect to succeed, we persist until we do!** This successful experience causes self-affirming thoughts, which boosts our self-esteem, enhances self-efficacy, makes us feel good, and leads us to believe we will do well in the future. Thus we attempt more, and the upward spiral continues. This internal system helps us grow and develop a natural continuous quality improvement program.

There is, however, an equally powerful downward spiral that can interrupt the natural growth process. If we believe we are likely to fail, we undertake activities tentatively, expecting a negative outcome and that’s exactly what we get! We feel anxious about our performance; we avoid or remove ourselves from anxiety-producing situations. When we fail, we say, **“I told you so”** to ourselves and make a mental note to avoid similar situations in the future.

When we were very young, we had little to say about the experiences to which we were subjected or the message we received from the world. The authority figures in our lives shaped our early thoughts and feelings. We may have been conditioned to believe that the world is not a friendly place, that we have to struggle to get our basic needs met, that we are not lovable, not valuable or not competent. Years pass and this same pattern repeats many more times. So many times that it becomes part of who you are, imprinted in your brain until our self-talk (which is the stuff you tell yourself) takes on the sound of your harshest critics. In other words, it makes us our own worst enemy. ***We play out this negative conditioning without thinking about it. But it is only a “play” and being so, it’s within your ability to change (re-write) the play if you choose.***