



# Reflections

RESTHAVEN COMMUNITY NEWSLETTER  
November 2018



*Deedre Vriesman, MA, NHA  
President/Chief Executive  
Officer*

## Note From The President

THERE ARE MANY THINGS that I have come to appreciate about Resthaven. I appreciate the long legacy of care that makes that makes Resthaven such a valuable community resource. I appreciate how forward-thinking Resthaven has been throughout its history. The building of the Good Shepherd Home as a pioneer in residential dementia care, the construction of the first Green House in the area to provide a home-like place for those needing skilled nursing care, and the addition

of a comfortable residence for those requiring short-term rehabilitation, to name just a few.

Resthaven commits to remaining forward-thinking. Our Board of Trustees and management team are outlining a strategic plan that reflects trends in senior care, changing consumer preferences, an understanding of our market, improved efficiencies and advances in technology. Surrounding all of our planning is a deep dedication to our mission and commitment to providing care that is resident-centered.

There will continue to be challenges along this journey. We will face increased regulations, higher costs of care, challenges with the labor shortage, and diminishing cost reimbursements. We will need increasing support from our donors and the community in order to provide the highest level of care for all we serve, including those who have depleted their financial resources due to longevity or level of care required.

At times I find it important to step back, and fully realize the importance and the impact of our work. A recent note from a family member of one served by Resthaven says it all. "We are immensely grateful for the wonderful care you gave our dad during the last years of his life. The work you do is challenging and undervalued, but very important. You gave us the gift of confidence that our dad was in good hands. We couldn't be more thankful!"



Standing left to right: Phil Miller, Nancy Miller, Eldon Greij, Ralph Houston, Donna Bogle, Gary Bogle. Seated left to right: Ann Query, Judy Parr, Sandy Houston. Missing: Virgil Gulker



## Resthaven Honors Seven Over Seventy

EVERY OTHER YEAR since 2009, Resthaven has partnered with the Holland Sentinel to host ENCORE! Lakeshore Awards to recognize seven individuals or couples for their extraordinary achievements in their retirement years. Selected through nominations and a panel of community leaders, the award winners represent a broad spectrum of talents and gifts which contribute to local organizations and to our society. At a reception held on October 18 at the Holland Area Arts Council and through a special Holland Sentinel publication, the achievements of each recipient were highlighted and applauded.

“Our goal in hosting ENCORE! is to not only lift up the profiles of just a few of the individuals who are continuing to contribute to our world after reaching age 70, but to inspire and encourage all of us to live vital lives, and to give back to our community and world as we are able,” says Deedre Vriesman, Resthaven’s president.

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# 2018 Encore! Recipients

**GARY AND DONNA BOGLE** – Gary is a seasoned music educator and conductor, leading the Holland Chorale 2000-2009. Donna, an artist, is also an educator. They are currently involved in many local service organizations, as well as work in developing countries and in welcoming new immigrants to the Holland area.

**DR. ELDON GREIJ** – Eldon is a former biology professor at Hope College and founder of “Birder’s World”, an international publication for birdwatchers. Since retirement, he has taken the lead in establishing the Nyabugando Baptist Vocational Secondary School in Uganda, Africa, serving over 500 students.

**DR. VIRGIL GULKER** - Virgil, a seasoned social worker, founded LOVE, INC, connecting churches with struggling neighborhoods, and KID’S HOPE USA, connecting churches with school children. Most recently, he began “Generation Spark,” a mentorship program for youth with older adults.

**REV. RALPH AND SANDY HOUSTON** – Ralph and Sandy served as directors of the Holland Rescue Mission 1979-1992, and now serve on community committees and as tireless volunteers in local nursing homes, conducting worship services and providing needed transportation.

**DR. NANCY AND PHIL MILLER** – Nancy served as professor and dean at Hope College, and serves on multiple boards and committee throughout the area and beyond. She founded “Ready for School,” an organization providing early child initiatives to address kindergarten readiness. Phil served as CEO of Howard Miller Company, also serving on multiple boards. For the past eight years, he has been a leader in the Holland Board of Public Works, completing upgrades and the new Holland Energy Park.

**DR. JUDY PARR** – Judy is a retired professor and technical writer. She has served in multiple leadership role in the Hope Academy of Senior Professionals, as a writer and as an active leader at Hope Church.

**ANN QUERY** – Ann worked as a teacher, business owner and president of the Zeeland Chamber of Commerce for 22 years. She has served on multiple community and business development boards, including the Community Foundation of Holland/Zeeland as well as a leader at Second Reformed Church, Zeeland.

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# A CALLING. A PROMISE. A VISION.

*The Campaign for Resthaven*



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THE CAMPAIGN FOR RESTHAVEN, the largest fundraising effort in Resthaven's history, will conclude at the end of 2018. Launched in 2015 with a goal of raising \$5 million dollars, efforts to reach the goal will continue through December.

"We are very thankful for the many gifts and pledges, large and small, received to date," says Glenn Lowe, Director of Development. "Through the efforts of our campaign chairs, Andy and Lois Mulder, Bill and Diane Ryckbost,

and a dedicated campaign cabinet, Resthaven has received almost \$4.2 million in contributions."

The impact of the campaign and the funds raised to date are clear. The Maple Woods Cottages, serving 24 residents with assisted living care, were completed in June 2017 and have remained fully occupied since opening. A second Green House, build adjacent to the current Lois & Vern Boersma Cottage, will provide private rooms and a home-like environment for 10 additional residents with skilled nursing care needs. Construction is well on its way with completion expected in March 2019. Funds have been added to our benevolent care capability, which provides financial support to those who have depleted their resources because of care costs required. Resthaven anticipates beginning some of the renovations to the Care Center in 2019 including the renovation of rooms from shared, semi-private rooms to private.

Our fundraising efforts in the next two months will focus on completing the campaign by directing contributions to our ongoing need for benevolent care support and Care Center renovations.



*Maple Woods Cottages, completed in 2017.*

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*Janssen Cottage, a second Green House®, is currently under construction.*

“The funding of benevolent care continues to be a challenge,” says Deedre Vriesman, President/CEO. “With over 70% of the residents at the Care Center and many of the residents of Maple Woods receiving support from Medicaid, there exists a widening gap between resources available for many individuals and the cost of care given by Resthaven.”

The fourth initiative of *The Campaign for Resthaven*, yet to be fully funded, is renovation and upgrading of the Care Center, built in 1968. The conversion of semi-private

rooms to private, new windows, air conditioning and other upgrades are necessary to better accommodate and care for those seniors we serve, including to provide our residents and families with appropriate end-of-life support.

Our campaign theme is “a calling (first heard over 70 years ago), a promise (to open our arms even wider) and a vision (to help those who’ve helped us). As Resthaven approaches the end of this important campaign, donor support has and will continue to provide the resources needed to fulfill the campaign charge.



## Glenn Lowe Retires

Glenn Lowe, Resthaven’s Director of Development, will retire at the end of 2018. He has served Resthaven since 2011, responsible for donor relations, fundraising, coordinating *The Campaign for Resthaven*, and marketing efforts. Glenn came to Resthaven from Clark Retirement Community where he was the foundation director, following previous positions with Hope College, Aquinas

College, Reformed Church in America and Haworth Inc.

“Glenn has been a valuable member of our Executive Team and leader of our fundraising efforts,” states Deedre Vriesman, President. With his departure, Deedre will assume a larger role in donor relations and development, a critical responsibility in keeping the community engaged in the mission and needs of Resthaven as the area’s only non-profit, faith based senior care organization.

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# Dementia Care... A Growing Need, A Growing Response

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TODAY, OVER 5.7 MILLION people in the United States are living with Alzheimer's Disease or other forms of dementia. This number is expected to rise to 14 million by 2050. To state another way, one in ten adults over the age of 65 years are diagnosed with dementia. As adults are living longer, dementia care is placing an emotional and financial strain on seniors, their caregivers and on care systems.

Resthaven has long been recognized as the area leader in dementia care. We have built specialized care residences like the Good Shepherd Home and adapted other centers to accommodate those seniors with various levels of memory loss. We have invested in specialized training for our staff members, providing them with the knowledge of dementia symptoms, communication techniques, care approaches, and tools and activities to enhance the lives of those we serve. Our support does not stop with our staff; we are a resource of information and support to families, including those in the broader community.

"Caring for those with dementia requires patience, creativity, understanding and a commitment to enrich the lives of those in our care," says Lindsey Zona, social services/dementia coordinator. "As our mission dictates, we provide care with compassion and respect



*Lindsey Zona, Dementia Care Coordinator, with a Care Center resident*

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but we do so in a way that honors each person's individual needs, personality and traits."

As the daughter of one resident states, "From the time I knew my father would need dementia care beyond what I could provide, I hoped Resthaven would become his home. He is now at the Care Center, content and surrounded by caregivers who understand his personality and respond with gentle listening and caring assistance."

As Resthaven looks forward to the future, we intend to remain a leader in dementia care through an understanding of trends, new bodies of research and improved methods of care. But just as important, we intend to focus our energies and resources to provide the most fulfilling life experience to each individual we serve.

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# Board Profile: Rick Zweering



Rick Zweering

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SERVING AS CHAIR of Resthaven's Board of Trustees for the past two years, and a member of the Board for the past four years, Rick demonstrates a quiet but visionary leadership to the organization and its management team. His deep commitment to Resthaven, in honoring its past and strategically looking to its future, is driven by his belief in Resthaven's distinctive, faith based mission to serve older adults with compassion and respect.

Rick grew up in Holland, only blocks from the Maple Woods campus. He graduated from Hope College, and continued his education at the University of Michigan where he received his MBA degree. Soon after, he joined the firm of Watkins Ross, an actuarial and retirement planning consulting firm, where he worked for 39 years including as Chief Executive Officer for 20 years. He retired in 2015.

Rick led the search effort that brought Resthaven's new president/CEO Deedre Vriesman to assume the lead management role. "Deedre brings deep and broad experience in senior care, and willingness to tackle the challenges that face care providers while working hard to retain the culture that makes Resthaven so special," says Rick.

In addition to the time and effort Rick commits to Resthaven, he also serves as a business mentor within Hope College's Center for Leadership and a leader in the Holland Area Young Life organization. He has also served on the boards of Wedgwood Foundation, Fellowship Reformed Church/Hudsonville and Christ Memorial Church. Rick is married to Terry with three grown children and five grandchildren. His mother was a resident of Maple Woods and the Care Center.

"I am proud to serve Resthaven," says Rick. "Its mission is clear, and I get to help the management team and other staff in fulfilling that mission."

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## **BOARD OF TRUSTEES 2017-18**

Rick Zweering, Chair  
Matt Ahearn, Marianne Bouwens  
Gretchen Cosby, Kaitlin DeMaagd  
Jack Gisinger, Craig Janusz  
Sam Martin, Andy Mulder  
Victor Orozco

## **RESTHAVEN MANAGEMENT TEAM**

Deedre Vriesman, President/CEO  
Susan DeJong, Bev Donahue  
Barb Huls, Mike Jalacki  
Glenn Lowe, Rebecca Reed  
Tiffany Ziemba

*Our mission: To glorify God by providing a continuum of quality care and services that demonstrates the love and compassion of Jesus Christ.*

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## CHECK OUT OUR NEW WEBSITE

Over the past several months, Resthaven engaged a professional website development firm to redesign Resthaven site. The goal was to better engage visitors through content and images that resonate, and answers their interests and needs. In the process, the site would reinforce Resthaven brand identity in the community and differentiate us from other senior care organizations. The site launched in September.

### Through the new website, visitors may:

- Seek information about the continuum of care and individual services Resthaven offers and seek assistance in navigating the right response to issues of aging and health concerns,
- Find employment opportunities at Resthaven and learn why Resthaven is a great place to work,
- Learn about the impact of charitable donations to Resthaven as a deserving cause and make contributions online.
- Contact the appropriate resource person to answer questions about Resthaven.

**VISIT US AT: [resthaven.org](http://resthaven.org)!**

MAPLE WOODS / MAPLE WOODS COTTAGES / THE WARM FRIEND  
LONG TERM CARE / THE GOOD SHEPHERD HOME / REHABILITATION COTTAGE  
BOERSMA COTTAGE / ATRIO HOME CARE



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# Resthaven

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