

THE BEACON

A PUBLICATION OF NEW PERSPECTIVE SENIOR LIVING



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FALL ■ 2011

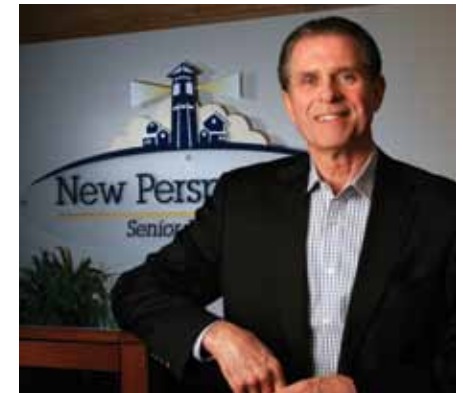
HOSPITALITY • INTEGRITY • SECURITY • PASSION • FUN

A Letter From the President

WALKING FOR BETTY'S HARBOR RESIDENTS

In this issue, we wish to express our appreciation for all team members, friends, families, AND residents who made the effort to participate in their local Alzheimer's walks. Special thanks to **Lighthouse of Superior, WI**. Our team was instrumental in re-starting the community's annual walk. Superior walkers raised almost \$10,000 for Alzheimer's research and support programs! Read more about the Walks to End Alzheimer's on page 4.

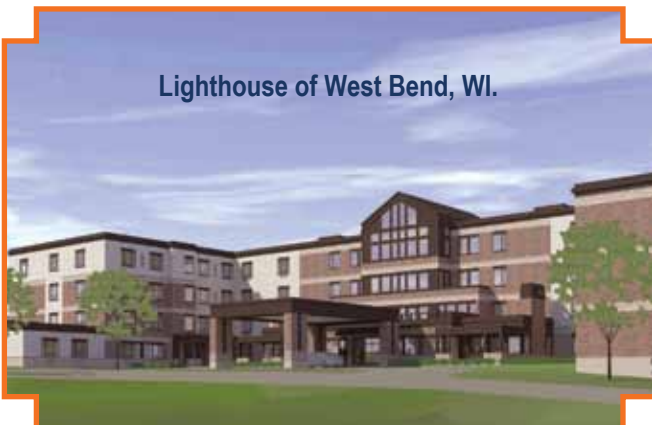
We are looking forward to the opening of our newest community, the **Lighthouse of West Bend, WI**, on November 7. We are so proud of the design, construction, sales and marketing, and operations teams who have worked so hard to get to this point. Congratulations, everyone! ■



Todd Novaczyk

Todd Novaczyk, Founder and President

Lighthouse of West Bend, WI.



The Costello family, Jim, Jennie, and their children, Joey, Julia, Jacki, Josh, and Jenna, joined Jennie's grandfather, Henry Maday, in the Twin Cities 2011 Walk to End Alzheimers.



"BUILDING CARING AND VIBRANT COMMUNITIES FOR SENIORS"

ENGAGING MIND AND BODY ALL DAY

It's 8 a.m. Friday morning at Cottage 8 in the **Lighthouse of Cloquet, MN**. Led by team member Nicole Neufeld, the group discusses headlines in the morning paper.

Next, Nicole leads the men and women through a range of motion **exercises**, followed by several games designed to get their blood pumping, including kicking a large multi-colored beach ball around the circle and a group effort to keep a balloon aloft.



Then, it's on to **competitive games** like darts and indoor golf. Roger, a resident dozing in his chair, comes alive at the prospect of a golf club in his hands. He continuously asks for "one more time" to sink a putt.

Events planned for later in the day include a **sing-along**, a **baking project**, and **Globe Trotting**. Today's Globe Trotting event will feature a skydiving video on the big screen. The group will see and feel what it is like to jump out of an airplane, following the skydiver all the way down to the ground.

This is not just one special day. A full eight hours of planned activities like this occurs every day at Cottage 8. It's called **Continuous Engagement** and is a pilot program that Dave Keller, Executive Director at Cloquet, intends to spread to all of the memory care cottages in this senior living community.

"The idea is to get people out of their rooms, interacting with each other, and **engaging their minds and their bodies**," says Dave.

We're seeing that residents who were more

withdrawn are **having fun and experiencing more moments of joy**," he explains. "They're laughing, conversing with each other, and also sleeping better at night."

At first, families of residents were a little apprehensive of the continuous engagement, which a resident can opt out of. "But once they see the benefits, the families are giving me great feedback," says Dave. "They tell me, 'Dad's not just sitting in his room—he's out having fun.'" ■



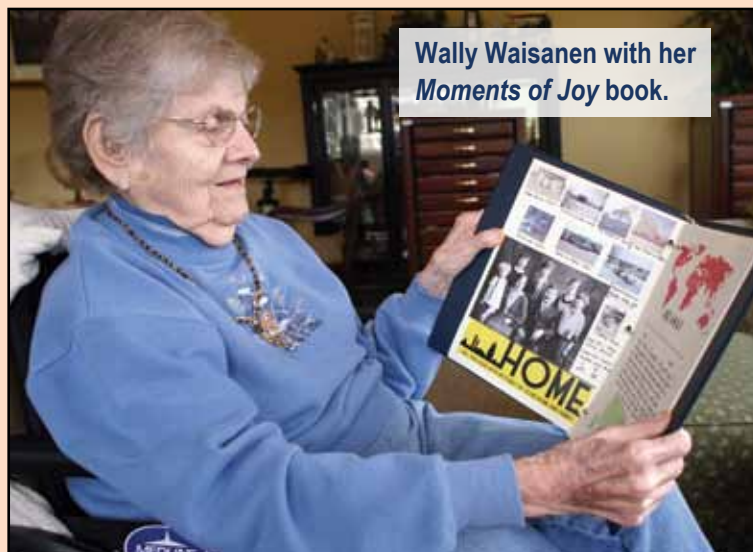
The First Impressions program provides a friendly seasonal welcome at Lighthouse of Cloquet.

RESIDENT STORIES

WALLY BUBBLES WITH MEMORIES

When you meet **Walma Waisanen** at the **Lighthouse of Cloquet, MN**, she'll quickly inform you that her name is "Wally." Then, she'll tell you about the many children she influenced during her years as an elementary teacher. "If someone asks me about being a teacher, they are usually sorry they asked, because I can talk their arm off," says Wally, with a sparkle in her eyes. "I loved teaching and the kids knew I cared about them."

Born in Hibbing in 1922, Wally attended Duluth Teachers College (UMD) and went on to teach for at least 40 years for school systems in Floodwood and Hibbing, MN. At the same time, Wally and her husband, Lauri, raised four children—Audrey, Jerry, Connie, and Ross. "I had the two youngest in the classroom," winks the school teacher. "I wasn't prejudice toward my children, but I think they were a little afraid I would say something wrong about them."



Wally Waisanen with her *Moments of Joy* book.

Today, Wally makes her home at the Lighthouse of Cloquet. In the photo, she looks back at her life with the help of her *Moments of Joy* book. Assembled with the help of their families, each resident's *Moments of Joy* book is full of pictures and notes about their family, education, career, military service, travels, and routines. ■



RESIDENT STORIES

CLIMBING POLES HIS FIRST JOB

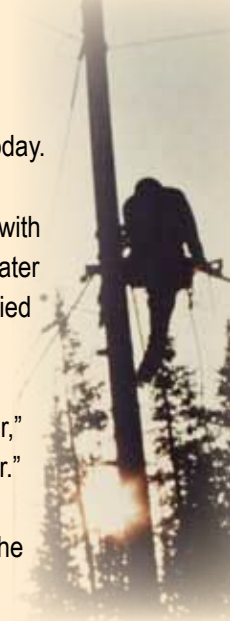
Art Goewey's life experiences include climbing slippery poles after ice storms. For the first five years of his 30-year career with Northwestern Bell, Art was a telephone line-man. His job also involved some unglamorous work like digging holes, setting poles, and stringing wire. "I liked that job," says Art.

"It was outdoors and it was a competitive job," he says, adding, "I'm a competitive fellow." That's certainly true, if you've ever watched Art throw "ball" darts or play golf on the indoor putting green at the

Lighthouse of Cloquet, MN where he lives today.

A native of Barnum, MN, Art began his career with the telephone company in his hometown and later moved to an office job in Duluth when he married his wife, Marian.

"Growing up on a farm, I wanted to be a farmer," he recalls. "But the phone company paid better." Still, Art found a way in his spare time to work on the family farm throughout his career with the telephone company. ■



SUPERIOR CELEBRATES!

Throughout the year, Lighthouse Communities observe a multitude of events. Many originate with the individual community. Celebrating life is part of our culture. Here are a few of the events held this summer at the **Lighthouse of Superior, WI**.

WEDDING DAY

Residents and their families were treated to wedding cake and champagne during a style show featuring eight wedding gowns modeled by staff members. Residents shared how they met their spouses and their wedding stories.



KAZOO BAND

The Lighthouse Kazoo Band practices every other Thursday. Everyone at the Lighthouse is invited to sing along. The band formed after a new

resident said she belonged to a similar band at a local senior center.

LET'S GO FISHING

Superior residents were treated to lunch and tours up the St. Louis River on a pontoon owned by **Let's Go Fishing With Seniors**.

This nonprofit is operated by staff members of senior communities like New Perspective Senior Living.



PET THERAPY

Several times each month we bring cats and dogs into Betty's Harbor, our memory care space, to spend time with residents. Residents share plenty of smiles and good stories about pets they've owned. ■

DRAGON BOAT RACES

New Perspective Senior Living endeavors to support the communities we serve. Team members of the **Lighthouse of Superior, WI** and our home office recently raised money for breast cancer research by competing in the Dragon Boat Races held annually by Essentia Health and the Rotary Club of Superior, WI. Dubbed the Lighthouse Lifesavers, our 21-person crew powered our boat to third-place finishes in two heats. ■





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WALKING FOR A VERY PERSONAL CAUSE

During September and October, team members, residents, families, and friends from Lighthouse Communities throughout the Midwest participated in the **2011 Walk to End Alzheimer's**.

In fact, the **Lighthouse of Superior** was single-handedly responsible for spearheading The Walk in their community.

New Perspective team members and volunteers attending the 2011 Twin Cities Walk gave these reasons for participating:

- **Scott McCutcheon, VP Operations:** "I'm here because I had a grandpa with Alzheimer's disease. He's been gone for 15 years now, but I'm definitely walking on his behalf."
- **Marie Berglund, RA, Lighthouse of Columbia Heights:** "I work in Betty's Harbor every day, and I'm here to walk for our residents and their family members."
- **Shaun Petri, Life Enrichment Director, Lighthouse of Mahtomedi:** "I'm hoping to help raise money for research because we're living longer and we're going to see a lot more Alzheimer's."
- **Joan Rogers, Volunteer, Lighthouse of Mahtomedi:** "I've been coming here for years and always brought my husband, Joe, who had Alzheimer's. He passed away in March, so I'm walking in his memory. It's very important to show support for people afflicted by this terrible, terrible disease."

- **Tammy Kucera, ED, Lighthouse of Columbia Heights:** "As I drove here today, I was thinking about all of our folks who live on Betty's Harbor and their families. It's not just a disease that affects a person. It affects their families and the people who care for them in an intimate way. It's a great event, there's a ton of people here, and hopefully we raise a ton of money."

The Walk to End Alzheimer's is a series of events held all across the nation which support people with the disease and their families. The Walk's sponsor, the **Alzheimer's Association**, is the largest private funder of Alzheimer's research, having contributed over \$220 million. To learn about the support available or how you can help, visit www.alz.org. ■



The Lighthouse Team at the Twin Cities Walk.