



*life stories*



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*It is* with much enthusiasm that I greet you as Bethesda Health Group's new President and CEO. In an era of corporate change, we are blessed here to bear witness to a deliberate and thoughtful transition of leadership in the office I now hold. John W. Rowe has been a trusted steward of the Bethesda mission for nearly 25 years—first as a board member and then assuming the executive reins as President and CEO.

I speak for my colleagues throughout Bethesda in thanking John for these many successful years dedicated to ensuring that we remain a sustainable provider of the very best care and services to St. Louis seniors and their families. We look forward to continuing to enjoy John's guidance from his position as Vice Chairman of the Board of Directors.

Inside this year's report to the community, you will be introduced to several impressive and colorful individuals. They are representative of the thousands of people who live and work inside and throughout the Bethesda organization. You will read about the famous, the "quirky," the devoted, the courageous and the generous St. Louisans who make Bethesda their home or career choice.

This past year has proven to be another milestone for Bethesda. Our ongoing investment in technology has earned attention from one of the IT industry's most significant players. We are home to the prototype development of innovative electronic medical record software developed by the Cerner Corporation for use in senior living and skilled care communities across the nation.

We continue to expand our physical presence too, offering even more styles of living for St. Louis seniors. We broke ground on Charless Village, a project to update and expand the services we provide in South St. Louis County, located on the campus that is home to Bethesda Southgate and Bethesda Terrace. Charless Village will ultimately include assisted living apartments, an adult day care program and a new, all-private room inpatient rehabilitation and therapy center. We are grateful to the Charless Foundation for their support in delivering the finest care to our residents of today and tomorrow.

I invite you to read on...about our many advances and successes in the past year and, most of all, about the people who bring Bethesda to life each day.

I look forward to carrying on our collective mission, and I appreciate your continued support.



**Joseph J. Brinker**  
*President and Chief Executive Officer*



Joseph J. Brinker

*An avid reader* whose annual recommended book list has its own following. An earnest student of American history. An executive who readily uses words like trust, mission and partnership when discussing business.

Each of these phrases describes John W. Rowe, retiring President and CEO of Bethesda Health Group. John's service to Bethesda is approaching 25 years, and he steps aside having reshaped the organization to ensure its sustainability as the premier provider of care and services to St. Louis seniors.

That reshaping required a few tough decisions and a lot of careful deliberation. "I've always believed, *'Review the facts and do the right thing.'*" he says, when asked how he would describe his professional philosophy. "In every situation there are shades of black, white and gray; and there is always a right and a wrong thing to do. We strive to always do the right thing."

The *we* he refers to includes an impressive team of executives guiding

Bethesda. "I've often looked outside of our industry to bring the best management talent to Bethesda," explains John regarding his recruitment of key leaders from a variety of other industries, including banking, consumer products and public service.

Another hallmark of his leadership was the development of a comprehensive approach to employee relations, including formalizing roles and corresponding wages, adopting a comprehensive benefits package, upgrading insurance and company retirement contributions, and launching the Bethesda Institute—an industry-leading employee education initiative.

Looking to the future, John feels that Bethesda's willingness and ability to adapt rapidly to change will serve the organization well. "Being good people and trying hard isn't going to be enough. We have to keep meeting the demands of the health care industry and delivering services wherever they are needed in the community."

As the organization faces that future, John remains on the board as vice chair and resident bibliophile. For years, he has developed and shared a list of recommended books he recently read, and his annual compilations enjoy distribution to an ever-growing number of fellow readers. Recent entries detail the stories of Americans who held fast to their beliefs, honored their word and gave deeply of themselves for the benefit of others.

While those themes might equally describe John Rowe, he chooses instead to focus on his gratitude for what Bethesda has given him.

"I am so thankful for the opportunity I have had to apply my skills and experiences and see things work so well. I only hope I've been as good for Bethesda as it has been for me."

John W. Rowe



In honor of John, the Bethesda Health Group Foundation has established *The John W. Rowe Humanitarian Care Fund*. This endowed fund perpetuates the purpose for which Bethesda was founded—to provide quality care and services to St. Louis seniors, while making available substantial financial assistance to residents who have outlived their resources.

Tax-deductible gifts to *The John W. Rowe Humanitarian Care Fund* will have a lasting impact on thousands of local seniors, ensuring that they always have a home at Bethesda. For more information, please contact Pam Dempksi at the Bethesda Health Group Foundation, 314-800-1981 or [pedempski@bethesdahealth.org](mailto:pedempski@bethesdahealth.org).

*St. Louis seniors'* care needs are as diverse and unique as their life stories. That's why Bethesda's **Home and Community-Based Services** provide seniors with a full spectrum of high-quality services that are both easily accessible and affordable. Whether care is needed at home or at one of Bethesda's nine communities, Bethesda provides specialized expertise in serving the needs of area seniors, including home health, rehabilitation and therapy care, hospice care, private duty in-home care, respite care and adult day care.

This year, Bethesda continues to expand home and community-based services to meet the demands of the growing senior population. Bethesda formally broke ground on Charless Village, an expansion at the Bethesda Southgate/Bethesda Terrace campus in South County (rendering below). The project will add dedicated short-term rehabilitation, assisted living and adult day care services to the community.

The Bethesda Senior Therapy Center added a new public outpatient site at The Charless Home in South St. Louis. In addition to serving the physical and occupational needs of residents living at The Charless Home, therapists will also offer the high-quality, Medicare-based services to



the South City community. The Bethesda Senior Therapy Center services are already available to the St. Louis community in the Old Orchard section of Webster Groves.

Exceeding standards of customer service, St. Andrews & Bethesda Home Health is nationally recognized by OCS HomeCare, which surveyed more than 6,000 home health organizations throughout the United States, and named St. Andrews & Bethesda Home Health among the nation's best for quality and performance for the second consecutive year.

Pictured left to right, Joe McKee, Paric President and CEO; George Clements, Bethesda Chairman of the Board; John Rowe, Bethesda Vice Chairman; Sally Lilly, President of the Charless Foundation Board; Marian Clifford, member of the Bethesda Board of Directors and the Charless Foundation Board; Joe Brinker, Bethesda President and Chief Executive Officer; Sue Schoemehl, Former Missouri State Representative; Jim Lembke, Missouri State Senator; Chief Timothy White, Mehlville Fire Protection District.



## Community Care Coordinator: Helping Seniors Navigate Health Care Information Maze

*Terri* Glaze empathizes with seniors when they say that navigating the health care system is confusing.

“I can absolutely relate,” said Terri, community care coordinator at Bethesda. “I was working as a hospital liaison in Florida when I relocated to Missouri, and much of the health care terminology I was accustomed to completely changed from state to state. So even for me as an expert, it gets confusing. I know it can be challenging for families to understand all the different options of insurance coverage, state aid and care services.”

“But that’s why I’m here,” she says.

Terri was hired by Bethesda in this designated role to help seniors and their families navigate the ins and outs of senior health care. As Community Care Coordinator, she is available to Bethesda residents and the general public. She offers educational seminars on insurance and state aid coverage, works with seniors and their physicians to assess care needs, and helps seniors and their families coordinate care and access essential health care resources. Terri’s services are provided at no charge to the community.

(right) Terri Glaze visits with Bethesda Orchard resident Tamlin Blackwell.

“My role is different every day,” Terri said. “One day I might be helping a senior relocate to another state, and the next day I might be accompanying a resident to several medical appointments.”

With more than 22 years of experience in senior care, Terri has served in many capacities including residential, assisted living, Alzheimer’s, skilled nursing and rehabilitation.

“I really try to help people through the maze of information on health care options,” Terri said. “People are often surprised when we help them access services beyond the Bethesda organization. But we are here to help, and if we can provide the necessary services, that’s great. But if not, we help seniors get the care they need at other reputable organizations in the community.”

Terri’s greatest satisfaction comes from working one-on-one with seniors and their families.

“I get instant gratification from my job by helping a family in need,” Terri said. “They are always sincerely grateful for the work we do at Bethesda.”

“Terri has been a life saver for me. When she came into my life, it was such a relief to know that someone was there who could help me with all my worries and just make my life what it should be in retirement—worry free!” — *Tamlin Blackwell*



TERRI GLAZE

*Community Care Coordinator at Bethesda*



## Building a Foundation of Care with Charless Village at Bethesda

*This year's* Charless Village initiative, an expansion that will offer much-needed rehabilitation care and extended senior services in South County, took the support of two very special women and one gracious foundation.

Sally Lilly and Marian Clifford have devoted more than 40 combined years to the mission of The Charless Home, one of St. Louis' oldest senior-living residences. A South St. Louis landmark, The Charless Home was established in 1853 and was founded "to furnish a peaceful retreat for the aged, the homeless, the friendless, where they can have the comforts of a well-ordered home, where, if sick, they can receive medical assistance, tender nursing care, and the sympathy which is appreciated by all."

"The history of The Charless Home has been to help people who have nowhere else to turn," said Sally Lilly, the current president of the Charless Foundation Board.

### **A United Mission of Charity and Care**

In 2006, The Charless Home merged with Bethesda Health Group to continue providing high-quality accessible care to seniors in St. Louis. The partnership was formed from the vision and direction of Marian, Sally, the Charless Foundation board members and Bethesda's John Rowe.

"Bethesda and The Charless Home have very similar missions, and our partnership was the best solution to ensure that The Charless Home's services were available to seniors as our operational costs continued to increase," said Marian, member of the Bethesda Board of Directors and former president of the Charless Foundation Board. "Our nonprofit heritage of ensuring care despite one's ability to pay fit perfectly with Bethesda's charitable mission."

Grateful for the leadership of John Rowe, Marian and Sally felt that The Charless Home might have closed its doors if it wasn't for the partnership with Bethesda to help control costs and increase sustainable services and efficiencies.

"After the merger, there was a very bad storm and fallen trees caused significant damage to The Charless Home property," Marian said. "Without the extended support of Bethesda, I'm not sure we could have even covered the restoration costs at that time."

### **The Charless Foundation's Future Legacy: Charless Village**

By helping to fund Charless Village, Marian, Sally and the Charless Foundation members look to plan the foundation's future legacy. They feel the project is another opportunity to fulfill an important need for seniors in the community.

"We are passionate about the possibilities of Charless Village to continue The Charless Home's history of providing compassionate care to all those in need." — *Sally Lilly*





Sally Lilly and Marian Clifford tour the construction site of Charless Village.

Charless Village will offer dedicated short-term rehabilitation, assisted living and adult day care services to seniors and their families in South St. Louis County.

“Most of the seniors we serve at The Charless Home in South St. Louis have family who live in South St. Louis County. So by supporting this project, we are able to provide more services to the growing number of seniors and their families in this area,” Sally said. “We are really just adding care around the block.”

Complete with 36 private rooms each with their own private bath and shower, the state-of-the-art Bethesda Rehab & Therapy Center at Bethesda Southgate will offer rehabilitation care for seniors needing additional recovery after a hospital stay before returning to their homes.

The \$15 million project will also include an 18-unit assisted living apartment community and an adult day care center. Both will be new services added to the Telegraph Road campus, which already

provides skilled nursing (Bethesda Southgate) and independent living (Bethesda Terrace).

“The Charless Village project is the perfect investment for the Charless Foundation,” said Marian. “When completed, the campus will provide seniors with comprehensive care at one convenient location.”

Thanks to the support of the Charless Foundation, Bethesda continues to grow and address the needs of the St. Louis senior population.

“You can’t help but fall in love with The Charless Home when you visit because of its wonderful history and tradition,” Sally said. “We are equally as passionate about the possibilities of Charless Village to continue The Charless Home’s history of providing compassionate care to all those in need.”

If you would like to learn more about the history of the Charless Foundation, please contact the Bethesda Health Group Foundation.

## Compassionate Care for a Compassionate Person: Humanitarian Whitney Harris

*He was the* last surviving member of the legal team that prosecuted Nazi war criminals in what would become known as the Nuremberg Trials. He traveled the world, speaking about his experiences, authoring books and becoming an advocate for peace, justice and humanity.

Dedicating much of his life to protecting and elevating human rights, Whitney Harris was the epitome of mercy and compassion.

“He was an incredible, wonderful man. A philanthropist, kind and generous, and a humanitarian,” says his wife, Anna Harris. “He believed in saving the Earth and people, as witnessed by his work.”

Mr. Harris was cared for by St. Andrews & Bethesda Home Health, and later Bethesda Hospice Care, from December 2009 up until his death on April 21. He was 97.

It was through Anna’s involvement with the Friends Advisory Council for St. Andrew’s Resources for Seniors that she came to know St. Andrews & Bethesda Home Health, which was created in 2008 and assisted in Mr. Harris’ care.

After having surgery last year to remove a cancerous tumor, Mr. Harris broke his hip during a fall at his home. While Mr. Harris had a successful hip replacement, he developed an infection and, unfortunately, was unable to receive chemotherapy, thus allowing his cancer to return.

It was around Christmas 2009 that Anna and Whitney decided to enlist the help of St. Andrews & Bethesda Home Health’s caregivers. During those difficult months, Anna said she was comforted by the caring staff and felt fortunate to have the help when she needed it most.

“I was staying at the Missouri Baptist Medical Center all day and all night because I didn’t want to leave him alone,” she said. “Having Whit receive daily care in the comfort of his own home was extremely helpful.”

The team of caregivers visited Mr. Harris daily, overseeing blood transfusions, taking vitals and keeping him physically active. Having the staff available, Anna said, helped put her mind at ease.

“They did a great job, and our home health nurse Frederika took very good care of him,” she said. “Having the same person every visit—someone whom my husband was comfortable with and someone who knew his history—was comforting to me.”

Anna was also encouraged by the competency and quality Bethesda had demonstrated toward her own mother, who lived for nearly 10 years at Bethesda Gardens, an independent living community in Kirkwood. It was her satisfaction that prompted her to stay with Bethesda during Mr. Harris’ decline in health, even after she was approached by a local hospice provider for end-of-life care.

“I had the choice, but because I was so familiar with St. Andrew’s, I felt what I needed and what Whit wanted could be provided through Bethesda,” she said, adding that Frederika stayed on as the primary caregiver throughout the Hospice Care services.

“It was important to Whitney and myself that he remained at home and had time with his family during his last few days in hospice,” Anna said. “They still call me today to see how I am doing.”



Whitney Harris during his military career.



## Going Above and Beyond: The Bethesda Senior Therapy Center, Bethesda's outpatient provider

*When Bethesda* Orchard resident Ellen Dirnberger underwent knee surgery in April 2009, she wondered how she would manage her recuperation. Thanks to the caring staff at the Bethesda Senior Therapy Center, Ellen received the personalized care she needed to make a full recovery.

"I really feel I got the best outpatient therapy at Bethesda," she said. "The staff was absolutely wonderful, and I even got to know their children's names. My whole experience was very positive."

The Medicare-certified center opened in April 2008 at the Bethesda Orchard campus and is available to all seniors in the St. Louis community. Services include neurological, orthopedic and post-surgical therapy as well as assistance with balance and weakness issues.

For Ellen, taking advantage of Bethesda's team of therapists following her surgery at St. Clare Health Center in Fenton allowed her to get back to the things she loves.

"Before I had the surgery, my knee was hurting quite a bit. I remember going to visit my brother and I couldn't make it down the hall without stopping every few minutes. I finally decided to have it done, and looking back, I wish I would have done it sooner."

Ellen said the quality one-on-one care with physical therapist Brian Rose was both comforting and professional. "He was so good about explaining everything to me. I

also felt he, and the other staff, worked really well with the older people."

By performing various exercises and using the center's equipment, such as the stationary bicycle and weights, Ellen was able to build up strength after just three weeks of therapy. Today, the 88-year-old is able to get around without relying on a walker, and is proud to say she does not need any pain pills.

"I know some people who are taking pain pills for surgeries they had two and three years ago," she said. "I really feel the outpatient therapy I received at the Bethesda Senior Therapy Center was the best."

Since then, Ellen has revisited the therapy center when her shoulder and hip have been bothering her. She appreciates how organized the staff are about scheduling appointments and operating so efficiently.

"You just call and make an appointment," she said. "They remind you about your appointment, and when you go, you seldom have to wait. They keep everything running smoothly."

Ellen said she's happy to be at Bethesda, where there's a real focus on providing a continuum of care, as well as improving the quality of life for seniors.

The Senior Therapy Center's steady growth is just another sign of Bethesda's commitment to St. Louis' senior population.

"I really feel I got the best outpatient therapy at Bethesda. The staff was absolutely wonderful, and I even got to know their children's names.

My whole experience was very positive." — *Ellen Dirnberger*



ELLEN DIRNBERGER

*patient, Bethesda Senior Therapy Center*



## Committed to Caring: Mary Hetherington's lifelong passion for nursing

*Bethesda's* highly acclaimed skilled nursing communities offer St. Louis seniors expert care in a safe environment based on dignity and respect. Bethesda is continuously recognized for excellence in senior care, as all three dedicated skilled nursing residences have received the Joint Commission's national accreditation, the Gold Seal of Approval, which is one of the highest honors awarded in the industry.



When Mary Hetherington was faced with deciding which skilled nursing community was right for her, the 91-year old may have thought back to her days as the first city-employed nurse whose job was to inspect skilled nursing communities in St. Louis.

The fact that Mary now makes her home at Bethesda Dilworth says a great deal about her standards for quality senior living and compassionate care.

Raised in the small farming community of Barlow, Ky., Mary never imagined the Great Depression would be responsible for her 40-plus year career in nursing.

It was the late 1930s, and her father was out of a job, but Mary found a nursing school that would pay for room and board if she helped wash dishes in the kitchen. Luckily for her, it happened to be a premier nursing school.

At age 18, Mary enrolled at St. Luke's Hospital School of Nursing on Delmar Boulevard and Belt Avenue, and thereafter was hired as a nurse at Missouri Pacific Hospital at Grand and Shaw avenues. She tended to employees of Iron Mountain Railroad and was regularly assigned to the emergency and operating rooms.

"It wasn't hard," she said, adding it was something she just did and was passionate about.

Whether it was giving encouraging words to a Boy Scout who had fallen and hurt his head or having a meal and conversation with an ill patient, Mary always put her patient's needs first. Her kind and caring demeanor followed her through many changes throughout her nursing career, from taking care of newborns at a Nashville, Tenn., hospital to interacting with criminals in the psychiatric ward at a hospital in St. Louis.

But perhaps it was her patience with people and her ability to care for every kind of individual that led her to her job inspecting city nursing homes.

"I made sure the patients were getting proper care and sufficient food," she said, adding that there were 30 nursing homes in St. Louis during that time. "I also gave training programs to the staff."

Mary said she can still remember her first day on the job, which happened to be the hottest day of the year, and how the elevator stopped working. Without complaint, Mary continued to work, carrying food up and down the stairs to those in need.

By the time Mary had retired from nursing at age 62, she had worked in nearly every division of the hospital and served as nursing administrator for two hospitals. During that time she also got married and raised three sons.

Today, Mary's compassion for others continues to shine through at Bethesda Dilworth, where she's made her home for the past two years. And even though she's been retired from nursing for nearly 30 years, she can't help but lend a helping hand or comfort to her peers.

"That has always been my favorite part of nursing," she said.



MARY HETHERINGTON  
*resident, Bethesda Dilworth*

### Dedicated to Quality Care and Education

One of Mary's dedicated caregivers at Bethesda Dilworth is licensed practical nurse Shirley Karsznia. According to Shirley, she loves to start her shift with a bright smile and welcome from Mary.

"We hit it off right away," Shirley said. "She is so funny and quite the social butterfly. You will never find her in her room. She is busy socializing with the other residents."

As a Bethesda employee, Shirley was offered the opportunity to participate in a scholarship program that would allow her to earn her Registered Nurse (RN) degree while working at Bethesda. The program was made possible by a partnership with The National Education Alliance and Rue Education, two organizations that have a vested interest in increasing the number of qualified nurses in the job market.

Bethesda has made the program available to more than 15 employees, investing more than \$200,000 in education costs for their dedicated team of caregivers.

"Bethesda helped me fulfill a dream," Shirley said about the program. "I'm so lucky to work in such a supportive organization that invests in their employees' future."

Now halfway through the program, Shirley looks forward to graduation day and relies on her family for encouragement. "My family, especially my husband, have really been my cheerleaders throughout this process," Shirley said.

With several continuing education programs available at Bethesda Health Group, employees are able to grow and develop their individual strengths for the good of the organization and its residents and patients.

## Bethesda's Perfect Pitchman: Meet the Lovable and Zany Steve Mizerany

*Sometimes*, a commercial break can be the most memorable part of watching television. Long after you've forgotten the TV show's characters or plot, a jingle or punchy commercial catchphrase continues to broadcast in your brain.

This was definitely the case with legendary pitchman Steve Mizerany's unforgettable commercials that promoted his St. Louis appliance store—The New Deal. Aired on local stations throughout the 1970s and 1980s, the commercials featured Steve zipping around the showroom floor on roller skates, lighting appliances on fire and grappling with famous professional wrestlers named “King Kong” and “Big Daddy.”

“You won't find a guy who did better commercials,” Steve says today. “They were so bad, they were good!”

Steve's zany style was a hit, and soon he became a St. Louis small-screen celebrity. Shouting his famous catchphrase, “Don't be confused,” Steve urged viewers to pay a visit to the “Decent Boys”—a title he used to describe himself and his longtime business partner, Joe Farhatt.

“Joe was the brains of the operation and I was the clown,” Steve said of their partnership in the appliance business.

It's obvious when Steve talks about the “good ol' days” that he and Joe made it a point to have fun all day, every day. This attitude translated directly to their comical and often ad-libbed commercials.

“Joe and I would have fun with the customers,” Steve said. “If I saw him talking to a customer about a refrigerator or washer and dryer, I'd yell from across the store, ‘Hey, you give them a decent price, would ya?’ And that's why we started calling ourselves the Decent Boys.”

In perfect pitchman fashion, Steve knew how to draw a crowd. It was his slapstick-

style that helped him build his empire of more than 23 successful businesses, from retail appliances to personal and business finance. Steve's roller skates, now featured at the Missouri Historical Society, became his signature accessory and he would use them to get a laugh by slipping and sliding into any appliances that got in the way.

“After the spots aired, people would come in and ask to talk to that crazy fellow with the roller skates from the commercials,” Steve said. “Then, I'd sell them an appliance. It worked like clockwork!”

As for the lack of skating skills, it was all an act, according to friends and family. Steve was an excellent skater who even lettered in skating at McKinley High School.

While most people will remember him for his role as a wacky TV icon, Steve was a brilliant businessman who has a big, loving family and more friends than he can count.

As a resident at Bethesda Meadow, Steve is still very much the local celebrity. The community even holds impromptu autograph signing sessions for the residents and employees who cherish their personalized photos of Steve. Old friends and new, like Bethesda Meadow volunteer and Steve's close friend Bob Morris, also love to reminisce with Steve.

“I call him Bob Morris ‘The Superman,’” Steve said, “because he can take care of anything for me.”

Steve's wisecracks and playful antics make Bethesda Meadow an entertaining place to be, but according to Steve, the Bethesda employees, friends and staff are the real stars of the show.

“The people here are great,” Steve said. “I couldn't live at a better place.”

And he adds—“Bethesda Meadow, don't be confused!”



In addition to appearing in commercials, Steve also hosted the Morning Sports Show on KMOX with Jack Buck.



Steve poses with longtime friend and business partner Joe Farhatt.

(far right) Steve enjoys one of his favorite activities, joyriding with Bob Morris at Bethesda Meadow.





STEVE MIZERANY

*resident, Bethesda Meadow*



“The people here are great. I couldn’t live at a better place.

Bethesda Meadow, don’t be confused!” — *Steve Mizerany*

## Built to Last: The story of aviator and engineer Howard Henderson

*High-quality* service, exceptional care and affordable living: these are the hallmarks of Bethesda's community of Independent Living residences, designed to provide seniors with an elevated level of comfort, security and privacy.

(far right) Howard pictured here with the Thorp T-18 he completed in the 1990s. Howard received the Wright Brothers Award at the U.S. Air and Trade Show for his contributions to aviation.

This past year, Bethesda's independent and assisted living communities underwent remodeling, facility upgrades and expansions, making Bethesda the preferred choice among St. Louis' senior population.

Hospitable leadership and dedicated staff, who are committed to offering the highest quality of individual care to residents, help create a supportive, nurturing environment where seniors have a sense of belonging.



According to Howard Henderson at the age of 91, he's done it all...or at least built it all.

This self-taught titan of tinkering has handcrafted hundreds of intricate and functional projects throughout the course of his life. Among them is a moon-phase grandfather clock, two boats, a ham radio, several telescopes, classical guitars, violins, a replica of a 19th-century steam-powered car called a locomobile, and two airplanes, the Thorp T-18 and the Pietenpol Air Camper, which is powered by a Ford Model A engine.

More amazing is that Howard built these projects on his own with only written plans and blueprints as his guide. As he explains, "You learn to make mistakes and learn by doing."

"I grew up thinking that men were supposed to build stuff and that's what I did," said Howard, a resident at Bethesda Gardens in Kirkwood.

Howard was particularly fascinated by anything related to aerospace. As a child growing up in a small town in Indiana, he idolized American aviator Charles Lindbergh and spent every free moment gluing together bits of wood, wire and silk to construct elaborate model airplanes.

"The Spirit of St. Louis flight really sparked my curiosity in flight and engineering," Howard said. "As a kid, every stray dog I took in as a pet I would name 'Lindy' after my hero, Charles Lindbergh."

His childhood pastime ultimately turned into his life's work as he studied science and mechanical engineering at Purdue University and eventually became an engineer at The Boeing Company, building large commercial and military aircrafts.

His love of learning and instinctive curiosity led Howard to plan and create his most prized projects. Today, many of his handmade projects are on display at museums and in private estates.

Howard is now building a new life at Bethesda Gardens, making friends and volunteering at the community.

"At Bethesda, I'm still able to stay active with my other hobbies and clubs, like the Thermaleer Free Flight Club, where we create large-scale model airplanes," he said. "But I also get to enjoy the carefree living and community at Bethesda Gardens."

With a pencil in his front shirt pocket, a recently renewed library book and a modified workspace in his Bethesda Gardens apartment, Howard happily gets ready to take on his next project—an updated sound system for his Bethesda community.



Top: Howard flying his handcrafted Pietenpol Air Camper airplane. Howard learned to fly and became an expert pilot during his service in World War II.

Bottom: Howard's handcrafted steam-powered locomobile.



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HOWARD HENDERSON  
*resident, Bethesda Gardens*  
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## Getting a Kick Out of Life: Soccer Star Harry Keough

*The soccer ball* that adorns a shelf by Harry Keough's front door at Bethesda Orchard in Webster Groves isn't just a decoration. It represents the better part of Harry's life.

For someone who dominated the soccer fields in St. Louis, winning championships and earning spots on the U.S. National Team at the 1950 World Cup and at the 1952 and 1956 Olympic Games, Harry is extremely humble about his achievements as a soccer star.

"Some guys only make it maybe four or five years, due to injuries or other things in their life," he said. "I was just lucky to have a long career."

Harry grew up in the Carondelet neighborhood of St. Louis, playing soccer with the children of Spanish immigrants and studying his older brother and stellar athlete Bill. "He was 10 years older than me and I really idolized him. I followed him around whenever he let me."

By his teens, Harry was hooked on soccer. Playing with guys a bit older and more experienced, Harry demonstrated his abilities in controlling the ball, which earned him a spot as a member of the St. Louis Schumachers team. The team went on to win the 1946 National Challenge Junior Cup.

From there, Harry refined his soccer skills while serving for the U.S. Navy and joined teams following his return to St. Louis. In 1949, he was selected for the national team that qualified for the 1950 World Cup.

Harry recalls the famous victory over England as one of the most exciting times in his life. "We did quite well and our competition was hard to beat. We played

Spain, England and Chile—in that order. When we defeated England, it was a huge upset."

The cooperation and camaraderie among the teammates, according to Harry, was the key to victory. "I was on a team where everyone wanted to play hard to win the game," he said. "Many of us played against each other at one point, but once we came together, we had one goal: play to win."

Harry's soccer career would span another three decades, taking him to two U.S. Open Cup championships, seven National Amateur Cup titles and the 1952 and 1956 Olympic Games, which was "a thrill to play against people you read about in the papers."

Throughout this time, Harry maintained a full-time job as a U.S. letter carrier. Harry said he always appreciated the fact that his supervisors allowed him to take time off from his job, which he earned by working hard and being a loyal employee.

Even after he retired from playing, Harry never strayed far from the soccer field. He spent 16 seasons coaching for the Saint Louis University soccer team, leading them to five NCAA championships. Harry's success as a player and coach is acknowledged at four local and national soccer Halls of Fame, and in his apartment at Bethesda Orchard, where plaques and newspaper clippings fill a wall.

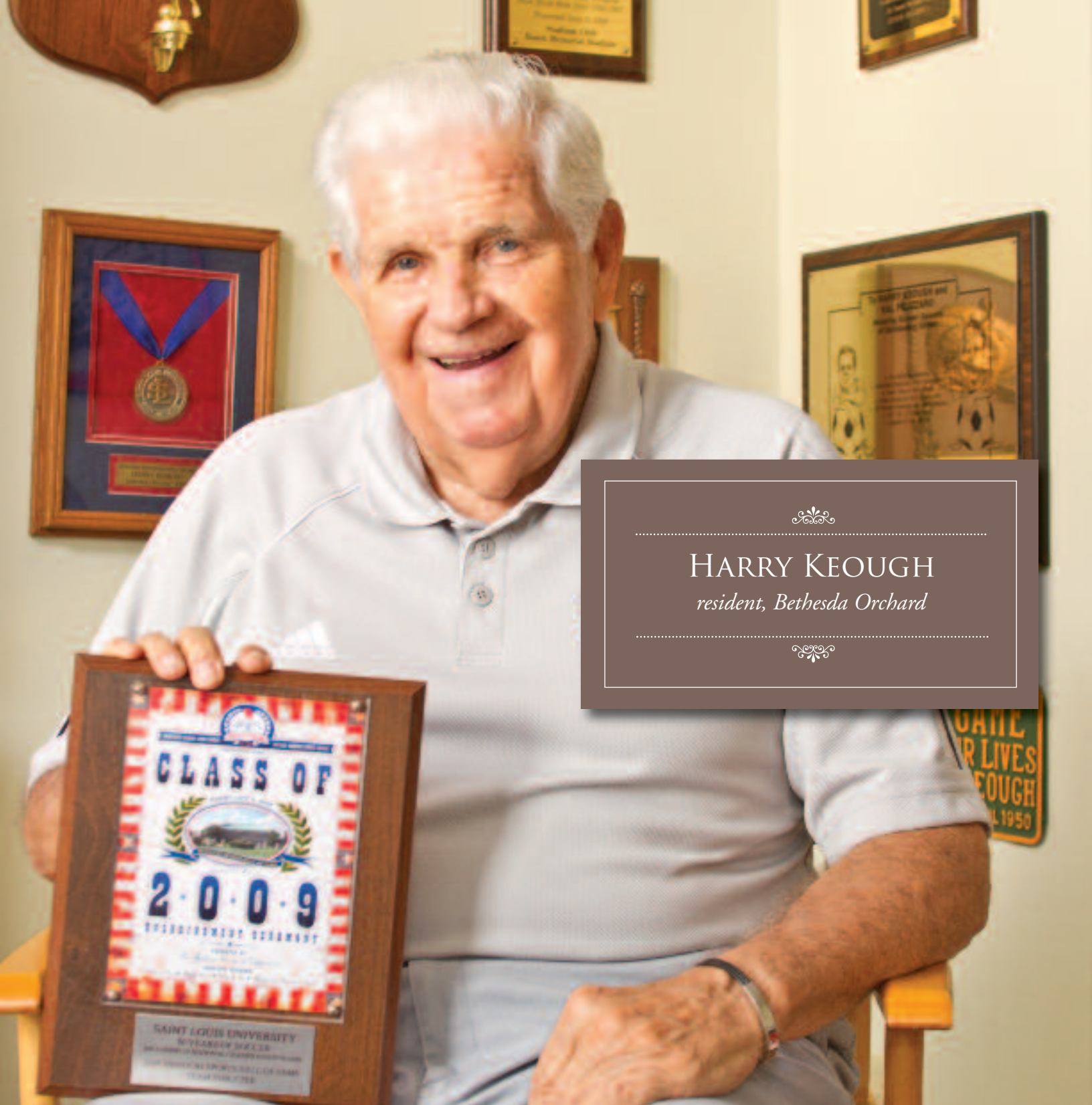
Today, his son Ty, who played professionally and is now a soccer commentator, and his grandchildren keep the tradition going on the field while Harry takes pleasure in being a spectator.

Harry said while today's soccer players may be better trained and the game may be more technical, there's still a raw ruggedness about the sport.

For Harry, the reason he's still passionate about the game today is a simple one: "There's never a dull moment in soccer."



Harry Keough (back row, second player from the left) and his teammates from the U.S. National Soccer Team.



.....  
HARRY KEOUGH  
*resident, Bethesda Orchard*  
.....

“We did quite well and our competition was hard to beat. We played Spain, England and Chile—in that order. When we defeated England, it was a huge upset.” — *Harry Keough*

*As a* leading nonprofit provider supported through charitable donations, Bethesda is able to reinvest in the organization and each year strives to make advancements in care, services and technology. With the direction of Bethesda's Corporate Vice President and Chief Information Officer, Larry Hickman, Bethesda continues to position itself as the top technology leader in the long-term care industry.

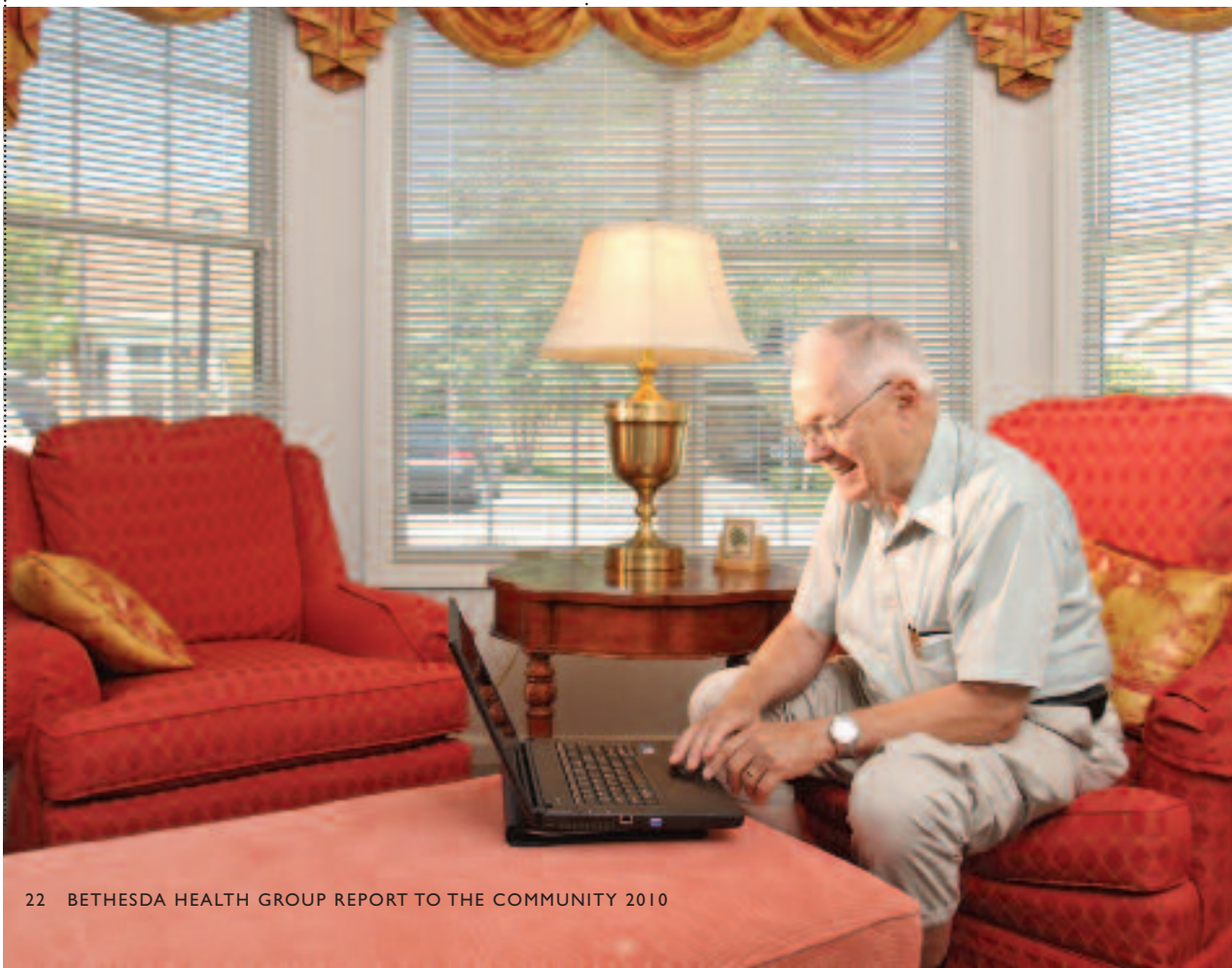
Bethesda's ongoing investment in technology has made significant strides this year as the Cerner Corporation, the nation's largest health care software company, chose Bethesda to partner in a software development program for use in the senior

care and services industry.

In addition, the Microsoft Corporation is partnering with Bethesda on a white paper regarding technology innovation in long-term care. This white paper will serve as a model for establishing efficient and effective technology in senior care.

"The partnership with Microsoft is a major achievement, not just for the technology team, but for all of us at Bethesda," said Larry. "Only by working together were we able to create platforms where IT could be an asset for the staff as they take care of residents. We're very proud of both partnerships and look forward to securing more in the future."

The Oaks at Bethesda resident Henry Kipp in the Oaks clubhouse accessing the free Internet service provided by Bethesda at no charge in the common areas at all Bethesda communities.



*Each* year Bethesda recognizes individuals who reflect the mission and values of Bethesda in their service to the organization and our residents. At the 12th Annual Norwood Awards ceremony, one individual and a group of active Bethesda supporters received that honor.

Kenneth Kolkmeier was recognized for his longtime service on Bethesda's Board of Directors. During his tenure, he has served on the Board's Finance Committee, the Human Resource Committee, and was instrumental as Chairman of Bethesda's Building and Grounds Committee, which under his guidance completed 25 construction projects totaling more than \$36 million.

Also honored were members of the Charless Foundation, who financially supported and guided Bethesda during the partnership of The Charless Home in St. Louis, and the current construction of Charless Village in South County. Sally Lilly, Charless Foundation Board President, accepted the award on behalf of the Charless Foundation members.

**Bethesda Health Group Awards**

The St. Louis Regional Chamber & Growth Association (RCGA) has once again named Bethesda Health Group as one of the "Top 50 Businesses Shaping Our Future" in the Greater St. Louis area. This is the third consecutive year and the fourth time in the last five years that Bethesda has been selected. According to the RCGA, businesses recognized in the Top 50 represent the best of what St. Louis has to offer, not only with their contributions to the region but also their positive impact on the business community and business success.

Bethesda also was honored with the Special Ambassador award from the Special School District (SSD) of St. Louis County



Sally Lilly, on behalf of the Charless Foundation, and Kenneth Kolkmeier receive Norwood Awards from John Rowe.

for demonstrating an extraordinary commitment to the students and staff of the SSD. Several years ago, Bethesda created a partnership with SSD to give students the opportunity to learn vital skills in real-life work experiences. Students not only provided extra help in the areas of food service and housekeeping, but they also created a special bond with seniors at each of Bethesda's nine communities.

**St. Andrews & Bethesda Home Health Recognized**

St. Andrews & Bethesda Home Health was nationally recognized by OCS HomeCare as one of the nation's top agencies for quality and performance for the second consecutive year.

**Marketing Videos**

Those wanting to learn more about Bethesda living communities and services can now access videos through the Bethesda website at [www.bethesdahealth.org](http://www.bethesdahealth.org). The videos, put together by Bethesda's Vice President and Director of Marketing Jeff Waldman, feature testimonies from actual residents and family members, and offer prospective residents and families vital information about the organization, its services and the Bethesda Health Group Foundation.



Jeff Waldman, (right) edits Bethesda's marketing videos with Media Pulse owner John Stephens.



## Hearts for Our Homes: Bethesda Employees Give Back to Seniors

*Just how* far would Bethesda employees go for one of their senior residents? This past summer, some took a pie in the face and puckered up to a pig, and that's just scratching the surface. Behind the laughs and amusements, Bethesda employees were not only having fun, but also supporting a great cause.

Photo, right: Bethesda Barclay House resident Toni Breihan throws a pie at Bethesda employees, Bill Jones, Ann Sternberg, Nathan Torno and Janie Bradford (left to right) during a fundraiser event for the Hearts for Our Homes campaign.

Over the course of two weeks in June, employees from every Bethesda community engaged in an ambitious fundraising campaign called “Hearts for Our Homes”—an event that benefits the Humanitarian Care Fund (HCF) which helps Bethesda keep residents in their homes when they have exhausted all of their resources and can no longer pay.

Pam Dempski, Vice President and Director of Fund Development, said the campaign not only raised more than \$42,000 for the HCF, but it also surpassed last year's fundraising by more than \$8,000. All in

all, more than 450 people donated to the cause.

“We really wanted the employees to take ownership of this campaign,” she said. “We wanted them to feel good about giving, but we also wanted to generate excitement among the communities, so the idea was to think of ways to make it fun.”

Campaign efforts started in March after a team of employees was recruited to serve as ambassadors for each community. The ambassadors met regularly to put together a plan, which for the first time went beyond direct mail, and coordinated dozens of events



designed to motivate employees to support the campaign.

Driver Jann Outman implemented a number of fundraising activities for Bethesda Orchard. She and her mother Carol Igleheart—who came up with this year's theme—worked together on ideas that involved both employees and residents.

Jann said one of the most successful fundraisers resulted in staff members auctioning themselves off to residents. Seniors had the opportunity to bid on outings with staff members, some of whom took residents golfing, to a garden or to dinner at a restaurant. Other staff members raised money by raffling off employee prepared gift baskets, hosting barbecues and car washes or offering rides in a convertible.

Altogether, the Bethesda communities raised \$6,000 just from events.

Dempski said this kind of commitment shows the St. Louis community that Bethesda employees truly support the philosophy that ‘giving begins at home.’

“I think what really made this campaign work was that the employees themselves did all the coordination at each of their communities and encouraged their own colleagues to donate,” she said. “It was really a grassroots effort.”



Hearts for Our Homes ambassadors Janie Bradford, Sarita Weldon, Jan Keale, Erin Duckett, Pam Moore, Mary Roqueplot, Jann Outman, Pam Dempski, Carol Igleheart and Leslie Simon. Not pictured: Greg Abrams, Mitchell Beuke, Nancy Breitenstein, Jane Cookemboo, Sanna King and Kimberly Martin.



*With this* year's *Report to the Community* theme, "Life Stories," Bethesda employees, volunteers, residents and donors tell their personal stories of commitment, collaboration and compassion. These dedicated individuals give freely of their time, talents and treasures to help Bethesda be a better place for our seniors now and for generations to come.

In response to a growing demand for senior assistance throughout the community, more than 600 Bethesda volunteers enriched the lives of hundreds of seniors by devoting more than 19,800 hours of service. We also exceeded the number of donors from the previous year, by more than 850 donors.

Another highlight of 2010 was the inauguration of the Foundation's endowment program with the *John W. Rowe Humanitarian Care Fund*, which honors John's leadership and acknowledges his years of service to the thousands of seniors and their families cared for during his tenure with Bethesda. This new endowment perpetuates the purpose for which Bethesda was founded—to provide quality care and services to St. Louis seniors while making available financial assistance to residents who have outlived their resources.

*Lasting Heritage*, another new Foundation program, established in 2010, provides seniors an opportunity to leave a permanent legacy to Bethesda by donating a portion of their refundable entrance fee. This program offers a convenient and simple way for residents to give back to their community.



As we continue to build programs that help seniors live productive and independent lives, it is important that we reach out to new friends. On the following pages, our Honor Roll of Donors recognizes those who have made Bethesda Health Group a priority in their giving. This support allows Bethesda to provide essential care and services to hundreds of Bethesda residents, regardless of their ability to pay. We would be pleased to add your name among our Honor Roll of Donors. Please contact the Bethesda Health Group Foundation at 314-800-1981 for more information on gift opportunities.

Bethesda Orchard resident Dee Roorda visits with Pam Dempski.

**Pamela Dempski**  
*Vice President and Director  
of Fund Development*

*For Mary* Sertl, Bethesda has been a familiar word at the family dinner table for more than 37 years. That's because Mary's husband, Dr. Jim Sertl, not only served as Medical Staff President at Bethesda General Hospital, but also cared for patients both at Bethesda Dilworth and Bethesda Meadow, where he served as Medical Director.

"Jim is dedicated and passionate about his work at Bethesda," Mary said. "He was very busy working for Bethesda and running his own private practice, but he always made time for the seniors and patients who lived at Bethesda." Because of his service and commitment, he was awarded the Norwood Award in 2008 from Bethesda.

Throughout the years Mary developed lifelong friendships with Jim's colleagues, staff and even patients of Bethesda. She continued to foster friendships at Bethesda by joining the Women's Board, where she is now the Chairman of Membership, responsible for encouraging other women in the St. Louis community to join the group and support Bethesda's mission of quality senior care.

"The Women's Board provides Bethesda communities with gifts that help make a house a home," Mary said. "Things that bring joy into the communities and that are also beautiful and functional." This year, the Women's Board purchased pianos for Bethesda Orchard and Bethesda Gardens.

Mary's family connection to Bethesda doesn't stop with her husband and the friends she has made with the organization. Her daughter, Lisa, works as a Medicare coordinator at Bethesda. Lisa's health care career was inspired by her father, and she feels fortunate to work for the same organization that he helped mold.

"My father and I were able to work together for about a year before his retirement," Lisa explained. "Most people don't get the opportunity to work side-by-side with their father, and it's a memory I will always cherish."

The Sertl family continues to support Bethesda generously by giving of their time and financial support. In retirement, Dr. Sertl is an active member of the Bethesda Advisory Board and serves as Bethesda's Employee Health and Medical Director. Additionally, both Jim and Mary are members of Bethesda's Legacy Society, helping Bethesda provide superior quality of life to thousands of St. Louis seniors.

"Our community is so fortunate to have a place like Bethesda to provide such quality care for seniors," Mary said. "We are happy to support Bethesda's mission, and want to ensure that seniors always have a comforting place to live and receive the medical attention they deserve."

"We are happy to support Bethesda's mission and want to ensure that seniors always have a comforting place to live and receive the medical attention they deserve." — *Mary Sertl*



THE SERTL FAMILY  
*Bethesda supporters*

## HONOR ROLL OF DONORS, YEAR ENDING JUNE 30, 2010

### THANK YOU!

We gratefully acknowledge our donors for their support and generosity. Every effort has been made to accurately recognize our donors. If you would like your name listed differently than how it appears below, or if any errors have occurred, please accept our sincere apology and contact the Foundation office with any corrections at 314-800-1916.

#### Life Legacy (planned giving)

Marge Bieser  
Alyce Blome  
Daniel and Blanche  
Bordley Fund for  
Bethesda: A Fund of the  
Saint Louis Community  
Foundation  
Margaret L. Butler Trust  
Lucille Charpiot\*  
Mary Alice Collins  
Memorial Fund, a fund  
of the Greater St. Louis  
Community  
Robert and Lorene Drews  
The Estate of Virginia  
Eberhardt  
Mary Poore Fobes Trust  
Margaret B. Grigg  
Foundation  
Alfred and Mary Jane  
Heitzmann  
Frank A. and Alpha H. Ruf  
Fund, a fund of the  
Greater St. Louis  
Community Foundation  
Katherine Stauffer  
Charitable Trust  
Lois B. Tuttle

**Pillar Level (\$10,000+)**  
Bethesda Women's Board  
The Charless Foundation  
RehabCare Group, Inc.

**Founders' Level  
(\$5,000-\$9,999)**  
The John M. Wolff  
Foundation

**Independence Level  
(\$2,500-\$4,999)**  
John and Virginia Baird  
Ken and Mary Bower  
Joe and Susan Brinker  
Patrick J. McCann  
John and Virginia Rowe

#### Empowerment Level (\$1,000-\$2,499)

Robert and Margaret Auer  
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Clements  
Tom and Jennifer Collins  
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Tom and Pam Dempski  
Norvelle S. Geiger  
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Harbison  
Patricia Kapsar  
Mel and Ruth Kohl  
John F. Norwood  
Al and Julie Poelker  
James and Mary Sertl  
St. Louis Service Bureau

#### Opportunity Level (\$500-\$999)

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Bruce and Elisabeth Beeler  
Joe and Jean Birk  
Shawn and Candice Brown  
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Erica Herman  
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Karen Zurick

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Samuel and Sonia Chetta  
Michael and Sharon Cody  
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DaRT Chart Systems, LLC  
Carmen R. Davis  
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Lorraine Fiala  
Nick and Abby Filippello  
Lois Filippello  
Marilyn Fischer  
Robert and Lois Frentzel  
Monica Fry  
Carmela Gennaro  
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Terri Glaze  
Tammy Gocial  
Madonna Godfrey  
Stephen L. Gorczyca  
Tom and Carole Gorman  
Stephanie Graf

Fred and Markie  
Granneman  
Holly Greminger  
Mary Groesch  
Larry and Anna Gross  
John Hagedorn  
Hiwot Hailom  
Ralph Hardin  
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Kutis Funeral Home, Inc.  
Sue LaChance  
John and Sally Lilly  
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Lyric Opera of Chicago  
Technical Department  
Ann McCandless  
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Rita McShea  
Mildred Manganaro  
Mona M. Maus  
Todd Meury  
Lawrence J. Milles  
Sharee Mosby  
Richard C. Mueller  
Janet W. Munger  
Darla Neely  
Ruth Nickel  
Maureen F. O'Day  
Gerry Olliges  
John and Carolyn O'Reilly  
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Tyler and Kerrie Troutman  
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Rob, Kim, and Kristen  
Watson  
Janette Watt  
Eugenia E. Wildberger  
Christopher and  
Nancy Williams  
Craig Williams  
Marie A. Zucchero

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(\$1-\$99)**

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Diana Adams  
John and Julie Adams  
Cecilia Aguayo  
Jack T. Ahrens  
George Akers  
Dillon Alarcon  
Lynn Albus  
Linda Aldage  
Abe and Mary Ann Aleman  
Flora Mae Allers



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Joseph and Rosemarie  
Ambs  
Alice J. Anderson  
William and Kathleen  
Anderson  
Anonymous  
Kristen Anthony  
Don and Carol Arendt  
JoAnn Arnold  
Russell and Shirley Ashton  
Daniel Askew  
Jessica Asp  
Joan Asp  
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Deb Baldwin  
John Banks  
Steven and Helen Barnes  
Ritchie and Sandra Barnett  
Margaret Bassimer  
Jessica Bathon  
Patricia Baudendistel  
Jeffrey and Susan Bearden  
Janine Benjamin  
Patricia Berberich  
Donald and Joan Berra  
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Management Employees  
Bethesda Hospice Care

Bethesda Orchard  
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Laura Bissell  
Mimoza Bitri  
Paul Black  
Ron Blackwell  
Lamont Blockton  
Jeffrey B. Bomball  
Martha R. Bomball  
Gloria Boone  
Clayton Borage  
Sharon Bornefeld  
Alison Bourey  
Dave Bowles and  
Sandra M. Martin  
Marcia J. Brackman  
Brian Bratic  
Nancy Breitenstein  
Pamela Brice  
Leland and Mary Briggs  
Martha Brinkerhoff  
Terence Brinkley  
Geraldine A. Brischetto  
Giovanna Bruno  
Jayne M. Bucher  
John Buck, Sr.  
Rene Bure

Bethesda Terrace residents  
Larry Jennewein and  
Robert Truscheit share  
a laugh.

\*Deceased



The Oaks at Bethesda resident Mary Jane Heitzmann walks her dog around the neighborhood.

Ashley Burney  
 Lee Busch  
 Patrick Bush  
 Jan Bux  
 June Bux  
 Tim Calahan and  
 Lisa Everett  
 John and Anne Cameron  
 Peggy Cantrall  
 Larry and Patricia Carey  
 Shelley Carley  
 Jack Christophel  
 Faith Clack  
 Sharon Clark  
 Arthur Clark  
 Cheryl Cole  
 Edward Collins  
 Ron and Diane Compton  
 Anne Connor  
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 Grace W. Cotten  
 Geoffrey Couch  
 Covidien  
 William and Carol  
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 Crestwood Chapter  
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 Joseph Croghan  
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 Kevin Curry  
 Ryan Curry  
 Jason Dagne  
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 Mr. and Mrs. Thomas  
 David Daniel  
 Brenda David  
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 Davidson  
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 Heather Debert  
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 Pamela Doyle  
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 Toni Emery  
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 Jeanette Estopare  
 Charles and Johanna Faille  
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 Jason Fitzgerald  
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 JoAnn Grotegeers  
 Norm Mario Gualdoni  
 Therese M. Guccione  
 Melody Guillies  
 John and Mary Gunther  
 Stephanie Haas  
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 Robert L. Hageman  
 Fred Hahn  
 Rena E. Hale  
 Terry Hall  
 James Hall  
 Linda Ann Hamilton  
 Paul F. Hanpeter  
 Barry Hanson  
 Jessica Hanson  
 Jane M. Hanssen  
 Charlene Harnetiaux  
 William and Nancy  
 Harrington  
 Robert Harris  
 Donald and Wanda  
 Hartman  
 Steven D. Hartman  
 Jim Hawkins  
 Fritz Heil  
 Helen J. Henderson  
 Melody Henley  
 Haley Hercules  
 Regina Herkenhoff

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Gail Hilderbrand	Donald and Marilyn	Keith Lott	Monsanto Fund
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Martha Holland	Brian Kayman	Maxine Lyons	Virginia Moore
Barbara G. Hollenbeck	Janice Keale	Lyric Opera of Chicago	Anthony Moreno
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Theresa Horn	Loretta Keller	Ivo Mannarelli	Donna Moser
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William Jones, Jr.	Donna Lococo	Leigh Anne Minch	
Yvette Jones	Mark W. Longhenrich	Carl and Linda Mitchell	
Roy and Ann Joos	Monica Lorange	Steve Mizerany	

Dorothy Gannon,  
Chaplain with Bethesda  
Hospice Care, visits with  
patient Virginia Reinecke.



\*Deceased

Margaret Nunez  
 Jacqueline Oakes  
 Justin Oakes  
 Evelyn Ohlendorf  
 Winette Oldfather  
 Alice M. O'Leary  
 Ralph Olliges  
 Harold O'Neal  
 Jean Oprych  
 John Ort  
 Joan Ortball  
 John and Maria  
 O'Shaughnessy  
 Jann Outman  
 Karen Outman  
 Keven Outman  
 Helen Owings  
 Norma Pace  
 Rebekah Parcel  
 Ted and Ann Parke  
 Paulette Parks  
 Frank Passafiume  
 Lou H. Pate  
 Stephen and Deborah  
 Patterson  
 Joan D. Pavlovic  
 Taylor Payne  
 Joyce L. Peterson  
 Thomas and Judith Peipert  
 Brittany Penalosa  
 Lindsay Penalosa  
 Pfizer Foundation  
 Sherilynn Phegley  
 George and Helen Pike  
 Elvira Pilipovic  
 Zekija Pilipovic  
 Goldie Pillar  
 Michael Pizzo  
 Jerry and Ruth Ponce  
 Edwin and Kay Poole  
 Jennifer Popp  
 Dawn Poppe  
 Maryanne Potts  
 Eleanor Powers  
 Carolyn Price  
 David Proctor  
 Prudential Advantage  
 Realtors, LLC

Kathryn C. Pueser  
 Amir Pulic  
 Dalia Quiroz  
 Virginia Raber  
 Diane Rabin  
 Jeanette R. Rammelsburg  
 Marlene M. Rankey  
 Kipp and Sue Rapp and  
 The Monday and  
 Thursday Afternoon  
 Bridge Clubs and  
 Substitutes  
 Sandra Ray  
 Kelly Rechtlich  
 Chyrle Reed  
 Dolores Rice  
 Dawn Richards  
 Michael Richards  
 Michael Riegert  
 Myrtle G. Rimmer  
 Ruth Rincker  
 David and Ruth Ritzert  
 Thomas Roach  
 John Roam  
 Christy Roberts  
 Karen Robinson  
 Kenneth Robinson  
 Michael and Brenda  
 Rocoberto

Mandi Rodenhofer  
 Carl and Carol Roeder  
 August and Lorraine  
 Roemer  
 Patricia Rogers  
 Rosemary Rogg  
 Don Ronsick  
 Mary Roqueplot  
 Richard and Rosemary  
 Rosenthal  
 Ruth M. Ross  
 Bill and Elfrieda  
 Roth-Roffy  
 Jennifer Rouse  
 Maynard Rozeboom  
 Nora Ryan  
 Fikreta Sabic  
 Melissa Sandlin  
 Alisa Santangelo  
 Fatma Sarajlija  
 Joco Sarcevic  
 Edna Scates  
 Sharon Scherrer  
 Sheila Schkerke  
 Jeannine I. Schleicher  
 Bernard J. Schloemer  
 Terry Schlueter and  
 Jene Weinstein

Al Schmalacker and  
 Helen Gross  
 Colleen Schmelzle  
 Marie Schmidt  
 Elizabeth Schmierbach  
 Jack and Marilyn  
 Schneider  
 Martin Schnitker  
 Bonnie A. Schnurbusch  
 Schrader Funeral Home  
 George and Judith  
 Schuster  
 Rudi and Trude Schwenger  
 Janet L. Scull  
 Muriel Segafredo  
 Arthur Seger  
 Eric and Hazel Seiler  
 Tanyette Shannon  
 Melissa Sharamitaro  
 Pat Sherrill  
 Emma D. Sickmeyer  
 Mike and Laura Siedler  
 Dennis Simons  
 Ian Simpson  
 Kwok Sit  
 Yuet Sit Ng  
 Dwight and Janna Smith  
 Jamal Smith  
 Karen Smith

Photo, right: Marion Ilg and James Kaestner attend the annual Strawberry Festival at The Charless Home.





Leon Smith  
 Audrey F. Smith  
 Fred Solomon  
 Muriel J. Sommer  
 Thomas and Anna Marie Stallone  
 Robert and Jean Stenzel  
 Diane M. Sterett  
 Steve and Patty Steska  
 Edward B. Stevens  
 Michael Stevens  
 Andrew Stevenson  
 Debbie Stewart  
 Drew and Emilee Stitz  
 Gary and Dianne Stitz  
 Charles and Dina Stymiest  
 Joel Surret  
 Frances Svezia  
 Jeanette M. Swartz  
 Dona Tankersley  
 Jimmy Tassin  
 Albee D. Taylor  
 Attauyio Taylor  
 Cathy Taylor  
 Vickie Taylor  
 Harold and Veronica Teich  
 Christina Terry  
 Donna Thierjung  
 Corey Thomas  
 Richard Thomas  
 Doug and Jean Thompson  
 Patricia M. Tice  
 Michael Tillay  
 Erin Tobey  
 Donald and Mary Jo Todd  
 Loigi Tomasella and Gisella LaFata  
 Diane Tomsik  
 Steven and Sharlene Toybes  
 Wendy Trauth  
 Rachel Trimble  
 Kenneth Triplett  
 Annalee Turner  
 Leigh Anne Tyree  
 Mary Unverferth  
 Shirley Valley

Christine Van Doren  
 Nathan Vancil  
 Margaret VanDover  
 Donald and Judith Vansickle  
 Olga Vasquez  
 Zekija Velijevec  
 Keith Velten  
 John and Lavonne Verby  
 Alan and Phyllis Vierheller  
 Cristina Vigil  
 Leonard and Deborah Vines  
 Patricia Virgin  
 Carrie Vogelgesang  
 Marilyn Wandling  
 VonSchulze  
 Sally Voss  
 Bosko Vujic  
 Shelley Wagner  
 Thomas and Janet Wakelam  
 Kim Waldron  
 Ferdie Walker  
 Tamra Walsh  
 Lyle and Shirley Ward  
 Connie S. Wardell  
 Washington University Medical Library  
 Kathryn C. Webb  
 Marilyn Wechter and Iain Fraser  
 Rose Weeks  
 Randy and Rosie Weiss  
 Dan and Kelly Wells  
 William and Elizabeth Wells  
 Mary Wessel  
 Shelley Whisler  
 Leonard White  
 Mark and Vicky Whitehead  
 Alice Ann Whitney  
 Pam Whittaker  
 Rhonda Widmer  
 Tammy Wiedner  
 Linda Wiegner  
 MDS Coordinators Group  
 Walter and Mary Lou Wilhelm



Frank Williams  
 Katherine Williams  
 Mary Williams  
 Roshell Williams  
 Zachary Williams  
 Laurel Willis  
 Nancy Wind  
 Ruthann Wolz  
 Tarry and Carol Wood  
 Catherine Woodrome  
 Courtney Wright  
 Deborah L. Wynn  
 XY2 Group  
 James and Prudence Yerkes  
 Ann Merrick Young  
 Fred Young  
 Jeanette Young  
 Mary Lou Young\*  
 Cordia Young-Brown  
 Angela Yount  
 Janet Yount  
 Arnie Yzermans  
 Susan Zahra  
 Sandie Zanzie  
 Lindsey Zarr

**In-kind Gifts**

CC's Elite Martial Arts  
 Combs Tire and Auto Service  
 Custom Cuts  
 Erker's Kirkwood  
 IHOP Restaurants  
 Kay's Cleaners  
 The Magic House  
 Olympiad Gymnastics Training Centers  
 Opal Otis  
 The Pasta House Co.

Mary Paletta  
 John W. Rowe  
 Sam's Club  
 Jenny Taylor  
 Thompson Price  
 Kitchen Baths Home LLC  
 Howard L. Watson  
 Z-Coil Pain Relief Footwear

**Tributes In Honor of**

**Jim and Carol Adams**  
 Jim and Sue Adams

**Virginia Altheide**  
 John and Betty Altheide

**Bethesda Dilworth Employees**  
 Clara Leak\*

**Bethesda Gardens Employees**  
 Henryetta N. Knobel

**Jane Cookemboo**  
 Jerry and Renita Johnson

**Donna Day**  
 Therese M. Guccione

**Sabina Ferrari**  
 Marlene M. Rankey

**Abby Filippello**  
 Lois Filippello

\*Deceased

Ray Routh and Alex Cissi play pool at the Adult Day Club.



Bethesda Southgate resident Del Lewis pets a visiting therapy dog with fellow residents Terri Russell, Jean Strode and Kathleen Wenzelburger.

**Lois Filippello**  
Nick and Abby Filippello

**Frances Griffith**  
Bill and Gloria Hutchings

**Dorothy Imus**  
Janine Benjamin  
Ed and Loretta Magnowski

**Dorothy Jarvis**  
Michael and Carla Jarvis

**Loretta Keller**  
Therese M. Guccione

**Allan Kruse**  
Evelyn Dickerman

**Alfred Luebbers**  
Tim and Karen Luebbers

**Bill and Monetta Nelson**  
David and Diane McLaren

**Theresa Quigley**  
Joseph and Rosemarie  
Ambs

**Vivian Ross**  
John and Ann Rutledge

**Lucille Samel**  
John and Maria  
O'Shaughnessy

**Norma Schmucker**  
Roy and Linda Schauble

**Margaret Tretter**  
Rose Weeks

**Loretta I. Valentine**  
Norvelle S. Geiger

**Lillian Grace Viglione**  
John and Virginia Rowe

**Howard Watson**  
Susan W. Newell  
Rob, Kim, and Kristen  
Watson

**Dorothy Wegener**  
Thomas and Janet  
Wakelam

**Betty M. Williams**  
Craig Williams

**Mary Williams**  
Therese M. Guccione

**In Memory Of**

**Ollie Ambs**  
Donna P. Day

**Maurine Anderson**  
William and Kathleen  
Anderson  
Ritchie and Sandra  
Barnett  
Donald and Joan Berra  
Ronald and Rosemary  
Beyer  
Donald and Aileen Emert

Kelley Koon  
David and Linda Lyons  
Thomas and Janice  
McKenzie  
Lois A. McPherson  
Dayne and Trisha Mendenall  
George and Helen Pike  
Ronald and Beverly Riley  
Robert and Jean Stenzel  
Jeanette M. Swartz  
Doug and Jean Thompson

**Arthur Arras**  
Marilyn Arras

**Amy Beeler**  
Bruce and Elisabeth Beeler

**Dollie Bertelsmeier**  
Terry, Nancy, Dan, and  
Carie Bertelsmeier

**Walter O. Biedenstein**  
Thomas and Ann Babington  
William Biedenstein  
Dave Bowles and  
Sandra M. Martin  
Richard and Nancy  
Davidson  
Dorothy M. Hanpeter  
Paul F. Hanpeter  
Harold and Amy Melser  
Alma Muir  
Stephen and Deborah  
Patterson  
Steve and Patty Steska  
Steven and Sharlene Toybes  
Tarry and Carol Wood

**Mary Boone**  
Patrick B. Boone

**Eugenia J. Brady**  
Bethesda Dilworth Friends

**Louise and Margaret Carr**  
Myrtle G. Rimmer

**Geraldine Carroll**  
Diane M. Hinkamp

**Vivian Cilufu**  
Emma D. Sickmeyer

**Nancy D'Arcy**  
Marie A. Zucchero

**Maryse DeChavigny**  
Maud Jeanty

**Louie Drinen**  
Dilworth Auxiliary

**Jane Dunlop**  
William and Carol  
Crandall, Jr.  
Ann W. Epps  
Five on Friday Print Group  
Mark and Kimberly  
Gaertner  
Fred and Markie  
Granneman  
Rena E. Hale  
Joan B. Hiller  
Prudential Advantage  
Realtors, LLC  
Muriel J. Sommer  
Patricia M. Tice  
Kathryn C. Webb

**Virginia Eberhardt**  
The Estate of Virginia  
Eberhardt  
Barbara G. Hollenbeck

**Maxine D. Endres**  
Donald and Wanda  
Hartman

**Irene Euler**  
Maria G. Bonetti  
Zelda Feinstein  
Norm Mario Gualdoni  
John and Paula Hunsche  
Rosalin C. Linsenman  
Stephen and Marie Nigro

Dean Pisani  
Don and Cheryl Pope  
Kathryn C. Pueser  
Michael and Brenda  
Rocoberto  
Charles and Dina Stymiest  
Loigi Tomasella and  
Gisella LaFata  
Olga Vasquez  
Leonard and Deborah  
Vines  
Dan and Kelly Wells

**Edward Fiala**  
Lorraine Fiala

**Lowell Lee Fellingner**  
Bill and Elfrieda Roth-Roffy

**Bob Fiehler**  
Val Sansoucie and Family

**Helen Fleming**  
XY2 Group  
Jayne M. Bucher

**Alvina Frederitzi**  
Steven and Helen Barnes  
Susan Frederitzi  
William and Nancy  
Harrington  
Mike and Laura Siedler

**Margaret Frink**  
Lynn Albus

**Mabel Gazda**  
Jane M. Hanssen

**Frances Geraci**  
Frank and Lois Agliata

**Mary Ann Gerhard**  
Jeffrey B. Bomball  
Martha R. Bomball  
Jill M. Frein  
George E. Glass  
Diane Kitsmiller

Pamela Thornhill  
Terry Schlueter and  
Jene Weinstein  
John W. Rowe

**Marie Rieber Gartland**  
Martha Rieber DeGray

**James Ginn**  
The Ding-A-Lings at  
Bethesda Dilworth  
Annalee Turner

**Glenn Simms**  
Felecia T. Fleishman

**Helen Gorczyca**  
Stephen L. Gorczyca

**Martha Hardin**  
Ralph Hardin  
Lawrence and Alice Kopp  
Susan Krausz  
Lou H. Pate

**Roland Hawkins**  
Eugenia E. Wildberger

**Ethel Heichen**  
Alison Bourey  
Patricia M. McKeivitt

**C.W. Heil, Jr.**  
Fritz Heil

**Kathryn Hoef**  
John and Anne Cameron  
Tammy Gocial  
Karen A. Goodard  
Ted and Gail Hoef  
Mary C. Krakowiecki  
Jack and Margaret  
McCarthy  
Ralph Olliges  
John and Carolyn O'Reilly  
Sandra Ray  
Dwight and Janna Smith  
Kim Waldron  
Lyle and Shirley Ward

Randy and Rosie Weiss  
Ann Merrick Young  
and Family

**Lucille M. Hoffman**  
Virginia, Betty and  
John Altheide

**Foster Walther Holmes**  
Marie Zucchero  
The Ding-a-Lings at  
Bethesda Dilworth

**Al and Flo Hughes**  
Richard and Sandy Hughes

**Virginia Hughes**  
Joan M. McCarthy

**Harvey Humes**  
Louise Alima  
Joan Ortball  
Sigma-Aldrich

**Doris Hunt**  
Alan and Peggy Jurgensen  
Carl and Linda Mitchell

**Vernell E. Jobe**  
Dennis and Trish Jobe

**Bertha Jones**  
The 25 Year Club/FKI  
Logitex

**Caroline Judd**  
Larry and Jean Keller

**Lorraine Kaiman**  
John and Julie Adams  
Covidien  
Walter and Christine Eads  
Roy and Ann Joos



**Joseph J. Kapsar**  
John and Virginia Baird  
Bethesda Hospice Care  
Joe and Jean Birk  
Leland and Mary Briggs  
Joe and Susan Brinker  
DaRT Chart Systems, LLC  
Tom and Pam Dempski  
Don and Eileen Cognata  
Tom and Chris Crouch  
Albert and Carolyn  
Dimattio  
Jack and Jo Elam  
Christopher and Susan  
Felling  
Bonnie Gauthier  
Rachel Giffhorn  
Avi and Evan Goldfarb  
Larry and Anna Gross  
Charlene Harnetiaux  
Bud and Carmen Hook  
A. Jesse Hopkins  
Doug and Kathy Joslin  
Patrick and Sanna King  
Diane Kitsmiller  
Chris Kleine and  
Mary Lou Young

Bethesda Private Duty  
employee Joy Hill serves  
dinner to Bethesda Barclay  
resident Selma Fox.

\*Deceased

MDS Coordinators Group  
 James and Merle Markwell  
 Pat L. Mueller  
 Gerry Olliges  
 Jack and Myrtle Pacatte  
 Fred and Ida Perabo  
 Al and Julie Poelker  
 RehabCare Group, Inc.  
 Carl and Carol Roeder  
 August and Lorraine  
 Roemer  
 John and Virginia Rowe  
 Val Sansoucie  
 Jack and Marilyn Schneider  
 Bonnie A. Schnurbusch  
 William and Helen  
 Schwinden  
 Pamela Thornhill  
 Dorothy J. Urfer  
 Tom and Muriel Van Oordt  
 Donald and Judith  
 Vansickle  
 Tim and Martha Vosse  
 Tyson and Tiffany Webster  
 Angela Yount  
 Janet Yount

**William Kirkland**  
 Marilyn Fischer

**Theodorick Knobel**  
 Henryetta Knobel

**Gertrude Krause**  
 Bethesda Orchard  
 Residents' Association  
 Don C. Johnson  
 Randy Johnson  
 Robert and Lynn Meeker  
 Joyce L. Peterson  
 Edwin and Kay Poole  
 Rudi and Trude Schwenger  
 Eric and Hazel Seiler  
 Christopher and Nancy  
 Williams

**Juanita Kukay**  
 Martha Rieber DeGray

**Lee W. Lindsey**  
 Kutis Funeral Home, Inc.

**Elaine Longhenrich**  
 Mark W. Longhenrich

**George Lotspeich**  
 Linda Aldage

**Mr. and Mrs. Frank T. Manganaro**  
 Mildred Manganaro

**Mary Margaret Martin**  
 Michael and Sharon Cody  
 Robert and Roseann  
 Hughes  
 Washington University  
 Medical Library

**Sovilla Miller**  
 John and Mary Gunther

**Lee Milles**  
 Lawrence J. Milles

**Matt Mormino**  
 Frank and Judy Mormino

**Elsie Newell**  
 Anonymous

**Lida Nikolajevich**  
 Ken and Nancy Kranzberg  
 Marilyn Wechter  
 and Iain Fraser

**Fred and Virginia Norris**  
 Deborah L. Wynn

**Alyene Novak**  
 Grace W. Cotten

**Gil Novotny**  
 James K. Alice  
 Bethesda Dilworth  
 Auxiliary  
 Joe and Susan Brinker  
 Larry and Patricia Carey  
 Frances T. Dillingham

John A. Dillingham  
 Roy and Susan Maurer  
 James K. Mellow  
 John and Virginia Rowe

**Toni O'Day**  
 Maureen F. O'Day

**Harry Ohlendorf**  
 Evelyn Ohlendorf

**Helen Poertner**  
 Donald and Marilyn  
 Kammler

**David B. Rackley**  
 Nancy Rackley

**Mike and Rose Radici,  
 Paul Radici, John Radici**  
 Margaret Bassimer

**George C. Rankey, Jr.**  
 Marlene M. Rankey

**Vera Rodenhofer**  
 Abe and Mary Ann Aleman  
 Jeffrey and Susan Bearden  
 Dave Bowles and  
 Sandra M. Martin  
 Monica M. Kettler  
 Virginia Raber  
 Connie S. Wardell

**Al Rohlfing**  
 Bethesda Facility  
 Management  
 Kadean Construction Inc.  
 Patricia Kapsar  
 John and Virginia Rowe

**Mary Frances Rudeseal**  
 Charles and Jane Denzel  
 Lisa Duffey

Bethesda Barclay House resident Barbara Montgomery and guest visit at Barclay House's annual Mardi Gras party.



Tom and Barb Fogarty  
Frances C. Love

**Mel Schuessler**

Michael and Jo Ann  
Cornish  
Crestwood Chapter  
#2913 of AARP Inc.  
Charles and Johanna Faille  
Michelle L. Jewell  
Nonine A. Matthews  
Linda J. Nelson  
David and Ruth Ritzert  
Donald and Mary Jo Todd  
Mark and Vicky Whitehead

**Dolores Schloemer**

Bernard J. Schloemer

**Leno Segafredo**

Muriel Segafredo

**Carol Sherrill**

Pat Sherrill

**Thomas Smallwood**

Lyric Opera of Chicago  
Lyric Opera of Chicago  
Technical Department  
Harold O'Neal  
Schmalacker and  
Helen Gross

**Lola Snowden**

Mr. and Mrs. Thomas  
David Daniel

**Charles P. Derleth, Jr.**

Alice M. O'Leary

**LaVona Tankersley**

Dona Tankersley

**Roger W. Taylor**

Dennis, Mark, Michael,  
Arthur Bode

Phil and Martha Dodson

Tim Calahan and  
Lisa Everett

June C. Jaeger

Thomas and Judith Peipert

Janet L. Scull

Bill and Carol Taylor

John and Lavonne Verby

**William Taylor**

Albee D. Taylor

**June Teich**

Alice J. Anderson

Peggy Barrow

Wendy Barrow

Janet Bux

June Bux

Richard and Diana

Cummings

JJ and Ruth Donahay

Carolyn S. Foster

Martha E. Hughes

Mona M. Maus

Ted and Ann Parke

Jerry and Ruth Ponce

Jeanette R. Rammelsburg

Kipp and Sue Rapp and

The Monday and

Thursday Afternoon

Bridge Clubs and

Substitutes

Ruth M. Ross

Bill and Elfrieda Roth-Roffy

Edward B. Stevens

Drew and Emilee Stitz

Gary and Dianne Stitz

Fred and Deborah Sutton

Albee D. Taylor

Harold and Veronica Teich

**Maria Theer**

Jeanine I. Schleicher

**Clara Thornburgh**

Grace W. Cotten



**Inez Turner**

Grace W. Cotten

**Sam Virden**

Robert H. Auer

**William M. Ward, Sr.**

William M. Ward, Jr.

**Gloria Watson**

Susan W. Newell

**Gladys Weitkamp**

Margaret Happel Jolley

Martha G. Stockstrom

**Rose Wells**

Eugene and Barb Murphy

**Elmer Wiltsch**

Rosemary H. Wiltsch

**James (Peanuts) Zagarri**

Martha Rieber DeGray

Betty Bohling and Ruth Kohl  
enjoy Bethesda's volunteer  
appreciation luncheon at  
Chandler Hill Winery.

*\*Deceased*

# Bethesda Health

Group has been caring for the needs of St. Louis seniors since 1889, and never has our organization been more proud of our ability to serve those seniors truly in need than right now.

For the last few years, through the efforts of our donors and the diligent work of the Bethesda Health Group Foundation, we have been able to offer more than \$7 million in Humanitarian Care support. This is a very impressive total, and you will likely find it rare for a non-profit organization of our size to make a commitment of this magnitude.

That total, however impressive, has been dwarfed by our charitable efforts from this fiscal year. Despite the external economic difficulties, Bethesda Health Group is extremely proud to announce that this year's Humanitarian Care effort, between Medicare and Medicaid and our direct charity care, has exceeded \$9 million!

Without question, \$9 million is staggering, but Bethesda is ecstatic about what the future might bring. In June 2010, the Bethesda Board of Directors approved the establishment of an endowment program.

This program, which includes the **John W. Rowe Humanitarian Care Fund (\$1.7 million)** and the **Quality of Life Fund (\$1.2 million)** as well as the Bethesda General Fund, will help us to continue to serve the needs of our residents and their families, and the St. Louis senior community.

Bethesda is very proud that, to our knowledge, no resident has ever been denied services or asked to leave one of our communities due to an inability to pay. As costs across the board continue to increase, the financial assistance we provide to our residents is vital—both to their quality of life and to their health. Therefore, the commitment to this endowment program

and the efforts of the Foundation will not waver, regardless of the economic climate.

One of the important components of the Bethesda Health Group mission is maintaining financial strength. Despite the external financial environment, Bethesda continues to meet the needs of St. Louis seniors for whom we provide care.

Through our strong financial position Bethesda continues to:

- Expand our care and service offerings
- Make needed capital investments
- Implement technology advancements for residents and staff
- Recruit and retain caring and compassionate employees
- Adapt quickly to ongoing changes in health care regulations.

The following data, totaled for the fiscal year, offers insight into the care and services we provide to our residents and community members:

Skilled Nursing days	240,034
Inpatient Rehabilitation and Therapy days	29,310
Home Health Services visits	13,093
Private Duty Services visits	56,639
Hospice Care days	21,006
Meals on Wheels delivered	9,653
Capital Improvements Expenditures	\$7,018,976
Bethesda Employees	1,250
Bethesda Volunteers	600
Money raised for United Way	\$48,000
Money raised for Heart for Our Homes Campaign	\$42,000

**Bethesda Health Group, Inc.  
and Subsidiaries  
Combined Balance Sheet**

Year ending June 30, 2010

**ASSETS**

**Current assets**

Cash and cash equivalents	\$ 1,720,064
Assets limited as to use	4,368,059
Accounts receivable	3,378,509
Other current assets	2,614,347

Total current assets	12,080,979
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Assets limited as to use, net of amount required to meet current obligations	71,368,398
--	------------

Property, plant and equipment, net	100,462,588
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Beneficial interest in trusts	880,133
-------------------------------	---------

Other assets	749,012
--------------	---------

<b>Total assets</b>	\$ 185,541,110
---------------------	----------------

**LIABILITIES AND NET ASSETS**

**Current liabilities**

Current maturities of long-term debt	\$ 895,000
Accounts payable	2,704,482
Accrued expenses	5,857,259
Other current liabilities	2,332,516

Total current liabilities	11,789,257
---------------------------	------------

<b>Long-term debt, less current maturities</b>	77,375,000
--	------------

<b>Life residents' fees</b>	35,625,475
-----------------------------	------------

<b>Other liabilities</b>	15,253,757
--------------------------	------------

<b>Total liabilities</b>	140,043,489
--------------------------	-------------

<b>Net assets</b>	45,497,621
-------------------	------------

<b>Total liabilities and net assets</b>	\$ 185,541,110
---	----------------

**Bethesda Health Group, Inc.  
and Subsidiaries  
Combined Statement of Operations**

Year ending June 30, 2010

**Revenues**

Net service revenue	\$59,775,544
Other revenue and gains	4,383,950
Contributions	1,865,554
<b>Total revenues</b>	66,025,048

**Expenses**

Professional care	27,719,373
Dietary services	7,213,963
General services	8,514,072
Administrative services	10,727,036
Employee health and welfare	3,798,598
Depreciation	6,663,774
Interest	3,234,603
Provision for bad debts	(50,484)
<b>Total expenses</b>	67,820,935

<b>Operating income (loss)</b>	\$ (1,795,887)
--------------------------------	----------------

**Humanitarian Care**

In support of its mission, Bethesda provides services to pay established rates. Also, Medicaid and Medicare reimburse Bethesda less than determined rates for services provided to residents.

Total uncompensated charges related to services for the fiscal year ending June 30, 2010 was \$9,015,545.

Meet the  
EXECUTIVE BOARD



**John P. Baird**, Member of the Board, is retired and was Senior Vice President and General Counsel at Ralston Purina Company.



**Joseph E. Birk, Jr.**, Member of the Board, is retired and was formerly an attorney and executive at Ameren UE.



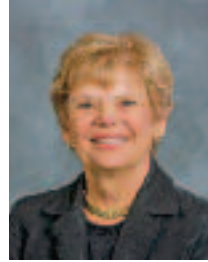
**Kenneth J. Bower**  
Kenneth J. Bower, Member of the Board, is a Principal at Moneta Group, LLC.



**Joseph J. Brinker** is President and Chief Executive Officer at Bethesda Health Group.



**George W. Clements, Jr.**, Chairman of the Board, is a retired family business owner and former President at Midtown Medical Center Redevelopment Corporation.



**Marian F. Clifford**, Member of the Board, is a civic leader and Board Member of The Charless Foundation.



**Thomas R. Collins**, Board Treasurer, is President and Chief Executive Officer at Northern Trust Company of Missouri.





**David M. Culver,** Member of the Board, is a retired banking and insurance executive.



**Susan G. Moore,** Member of the Board, is a school teacher, civic leader and Board Member of The Charless Foundation.



**James H. Esther, M.D.,** Member of the Board, is a physician at St. Luke's Hospital.



**Richard C. Mueller, Jr.,** Board Secretary, is Principal at Bopp Chapel.



**Philip A. Hutchison,** Member of the Board, is the former Senior Vice President of Human Resources for Emerson Electric Company.



**John W. Rowe,** is Vice Chairman of the Board and former Chief Executive Officer of Bethesda Health Group.



**Harry V. Kennedy,** Member of the Board, is the Legislative Director for the President of the St. Louis Board of Aldermen and a former Missouri State Senator.

Meet the  
**MANAGEMENT TEAM**

**Joseph J. Brinker**  
President and Chief Executive Officer

**R. Kenneth Bass, Jr.**  
Senior Vice President, Senior Living

**Katherine E. Joslin**  
Senior Vice President, Human Resources  
and Marketing

**Patricia P. Kapsar**  
Senior Vice President and Corporate  
Compliance Officer

**Alphonse D. Poelker**  
Senior Vice President, Long Term Care

**Larry D. Hickman**  
Corporate Vice President, Administrative  
Services and Chief Information Officer

**Timothy L. Vosse**  
Corporate Vice President and  
Chief Financial Officer

**Christine E. Crouch**  
Vice President and Administrator

**Pamela E. Dempksi**  
Vice President and Director  
of Fund Development

**Michelle M. Glass**  
Vice President and Administrator

**Martha E. Schenk**  
Vice President and Administrator

**Muriel C. Van Oordt**  
Vice President and Administrator

**Jeffrey R. Waldman**  
Vice President and Director of Marketing

  
 .....  
*Meet the*  
**VOLUNTEER BOARDS**  
 .....  


**Women's Board**

Back Row (left to right): Julie Poelker, Susan Krombach, Sally Lilly, Sharon Burkhardt, Mary Sertl, Nancy O'Brien, Sue Voorhees, Barbara Clements, Audrey Smith, Jane Bryan, Jane Hughes, Betty Sims

Front Row: Susan Brinker, Judy Bass, Martie Dille, Carroll Baechle, Carmen Davis, Inky Ball

Not pictured: Sue Bahle, Virginia Baird, Kerrie Caldwell-Troutman, Carol Gaskin, Carole Gorman, Patti Gould, Suzanne Harbison, Juanita Hinshaw, Pat Kapsar, Lorraine Magee, Pat McCain, Ann McCandless, Annette McRoberts, Stella Pettus, Ginny Rowe, Jackie Shillington, Frances Stuhl, Georgee Waldman

**Advisory Board**

Back Row (left to right): J. Dale Meier, Kenneth J. Kolkmeier, Thomas E. Bayer, John W. Rowe, Sally S. Lilly, James A. Mills, Robert C. Drews, Thomas J. Harris, James F. Sertl, Robert S. Barrett, Sue I. Voorhees, Joseph J. Brinker,

Middle Row: Catherine M. Reiss, Peter B. Krombach

Front Row: Martha DeGray, Betty G. Sims, Francis E. Flotron

Not pictured: Earl K. Dille, Benjamin F. Edwards IV, David L. Fleisher, Earle H. Harbison Jr., Juanita H. Hinshaw, Robert C. Kane, Gary L. Mayes, John W. McClure, Subodh K. Mehra, John F. Norwood, Leo G. Peck, Fred H. Perabo, Charles G. Schott, Jacqueline R. Shillington, William M. Ward, Stephen W. Woodard

**Charless Foundation**

Back Row: Betsy Phelan, Sally Ravensburg, Jim Fullinwider, Mary Lopinot, Jane Bryan, Martie Dille, John Rowe, Sue Chalfant, Nancy Metcalfe, John Moulton, Charlie Allen, Joe Brinker, Peggy Jolley

Front Row (left to right): Dessa Morrow, Sally Lilly, Marian Clifford, Ann McCandless

Not pictured: Carol Gaskin, Annette McRoberts, Susan Moore, Fred Perabo, Anne Sheahan, Steve Henson, Julia Barnes, Margaret Jenks, Ellen Jones, Margie McKinney, Nancy Primm, Jane Shapleigh, Barby Wohltman



Bethesda Health Group, Inc.  
1630 Des Peres Road, Suite 290  
St. Louis, MO 63131  
314-800-1900  
www.bethesdahealth.org

**BETHESDA  
INDEPENDENT  
LIVING  
COMMUNITIES**

**Bethesda Barclay House**  
230 S. Brentwood Blvd.  
Clayton, MO 63105  
(314) 725-1000

**Bethesda Gardens**  
420 S. Kirkwood Road  
Kirkwood, MO 63122  
(314) 965-8100

**Bethesda Orchard**  
21 N. Old Orchard Ave.  
Webster Groves, MO 63119  
(314) 963-2100

**The Oaks at Bethesda**  
Big Bend, West of Berry Road  
Oakland, MO 63122  
(314) 972-4777

**Bethesda Terrace**  
2535 Oakmont Terrace Dr.  
Oakville, MO 63129  
(314) 846-6400

**INDEPENDENT AND  
ASSISTED LIVING  
AND SKILLED CARE**

**The Charless Home\***  
4431 South Broadway  
St. Louis, MO 63111  
(314) 481-4840

**BETHESDA  
SKILLED NURSING  
COMMUNITIES**

**Bethesda Dilworth**  
9645 Big Bend Blvd.  
Oakland, MO 63122  
(314) 968-5460

**Bethesda Meadow\***  
322 Old State Road  
Ellisville, MO 63021  
(636) 227-3431

**Bethesda Southgate\***  
5943 Telegraph Road  
Oakville, MO 63129  
(314) 846-2000

**BETHESDA  
HOME AND  
COMMUNITY-BASED  
SERVICES**

**Bethesda Adult Day Club**  
9645 Big Bend Blvd.  
Oakland, MO 63122  
(314) 446-2103

**Bethesda Hospice Care**  
8175 Big Bend Blvd., Suite 200  
Webster Groves, MO 63119  
(314) 446-0623

**Bethesda Private Duty**  
8175 Big Bend Blvd., Suite 202  
Webster Groves, MO 63119  
(314) 446-0700

**Bethesda Rehab & Therapy  
Center at Bethesda  
Dilworth**  
9645 Big Bend Blvd.  
Oakland, MO 63122  
(314) 446-2150

**St. Andrews &  
Bethesda Home Health**  
8175 Big Bend Blvd., Suite 150  
Webster Groves, MO 63119  
(314) 218-2600

**Bethesda Senior  
Therapy Center**  
8175 Big Bend Blvd., Suite 130  
Webster Groves, MO 63119  
(314) 218-2610

and  
4431 South Broadway  
St. Louis, MO 63111  
(314) 481-4840



\*Rehabilitation and therapy services are also available onsite at these Bethesda communities.