

# Pulse

A publication of Bethesda Health Group, Inc. • Spring 2023

Fostering successful aging through  
compassion and innovation

## A Reunion— 70 Years in the Making!

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## Bethesda Earns Third in “Best Places to Work” Contest

In the Winter 2023 edition of the *Pulse*, we shared the wonderful news that Bethesda was one of only 68 category finalists in the *St. Louis Business Journal's* 2023 Best Places to Work in St. Louis contest.

We can now announce and celebrate our standing as the third-place finalist in the Giant Companies (1000+ employees) category, just behind Commerce Bank (first place) and CarShield (2nd place)!

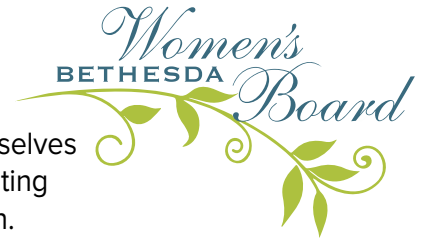
“Not only is this a great accomplishment for our current employees, but word gets around,” says **Kathy Joslin**, Senior Vice President, HR and Marketing. “This achievement has certainly helped us with our recruiting efforts.”

This is the seventh time in 11 years that Bethesda has been named a category finalist. Congratulations to all Bethesda employees for your part in making us a great place to work!



## Bethesda Women’s Board Update

The 55 women who filled the Deer Creek Club at the Spring Women’s Board meeting found themselves taking part in a very interesting and philanthropic afternoon.



Not only did they enjoy a presentation by esteemed St. Louis artist **Marian Steen**, but in typical Women’s Board fashion, they voted to approve generous funding for each of the following items:

- A hanging umbrella for the Memory Support patio at Bethesda Hawthorne Place
- Low-impact resistance chairs for Bethesda Barclay House and Pacific Place
- A smart TV with bluetooth for activities at Bethesda Southgate

“We at Bethesda appreciate the involvement and graciousness of these women,” says **Linda Sanders**, Corporate VP and Director of Development. “We are grateful for their generosity and commitment to our residents.”

The Fall meeting of the Women’s Board will take place on September 27. For more information, contact [llsanders@bethesdahealth.org](mailto:llsanders@bethesdahealth.org).

## Bethesda Board Leadership

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Virginia R. Rowe  
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Tammy Sengheiser  
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Joan Tiemann  
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\*Former Board Chair

Scan here to view a complete list of our leadership team and board members.



# Birdies for Bethesda is a Tee-rrific Success!

This April, Bethesda Health Group Foundation welcomed donors and corporate sponsors to its inaugural golf tournament. The event, cleverly named Birdies for Bethesda, raised nearly \$100,000 to support programs for Bethesda residents and their families.

“I am thrilled to share that this first-time event was a major success!” says **Linda Sanders**, Bethesda’s Corporate Vice President and Director of Development. “These funds ensure that Bethesda can continue to care for and support residents who have outlived their financial resources.”

Golfers from across the St. Louis region came out in full support—eager and generous. The event, which took place at TopGolf in Chesterfield, sold out in only four weeks—filling all 34 bays with more than 200 golfers.

In addition to golf, participants enjoyed an extravagant selection of silent auction prizes. The 40-bottle “Booze Wagon” raffle was easily the crowd favorite—nearly tripling its value in ticket sales.

“Beyond raising funds, we also raised a greater awareness of Bethesda and the Foundation’s mission to the St. Louis metropolitan area,” says Linda.

Thank you to all who golfed with us, and a HUGE thank you to our event sponsors: Midwest Elevator; Unidine; Greystone; WellDyne; AON Risk Management; Bank of America; MatrixCare; Midwest Staffing; RX & Go; Sandberg, Phoenix and von Gontard; and Thompson Coburn.



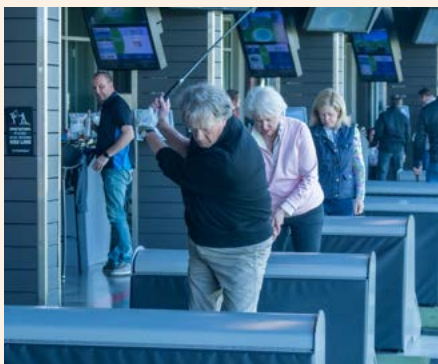
BETHESDA HEALTH GROUP FOUNDATION PRESENTS

# BIRDIES FOR BETHESDA



*This is just one of the five teams representing Midwest Elevator, the premier sponsor of the 2023 Birdies for Bethesda Golf Tournament.*

Scan here to watch a video from the event.



*There is a lot of concentration visible in this photo, as 2023 Birdies for Bethesda participants (l-r) **John Schaperkotter**, **Joan Culver**, and **Colleen Wasinger** line up their next shots.*



*Congratulations to the team from BTX—our 2023 Birdies for Bethesda winners!*



*The team from Common Ground Public Relations show off their matching uniforms, complete with witty golf-related phrases!*

## Return of In-person Job Fairs Boosting Bethesda Recruitment

Bethesda recruiters are seeing results as in-person job fairs return.

“Many of the places we routinely visit throughout the St. Louis metro area were forced to shift events online or cancel them amid the pandemic,” says **Eileen Caffey**, Bethesda’s Director of Recruitment and Retention. “We found that meeting people virtually was significantly less effective in making connections.”

As in-person events return, job fair attendance grows more robust with invitations now extended to all students, alumni and the St. Louis community. Bethesda staff are also able to network with non-profit job developers who assist candidates with varying abilities and circumstances.

“One of our goals is to build up Bethesda’s presence as an employer of choice in the region,” says Eileen. “Our recruiters are there to plant that seed and provide a full understanding of who we are and what we do. Candidates should leave with a positive impression of Bethesda.”

Eileen says making personal connections is vital to success. One recent candidate struggled to find his first post-collegiate career position. After meeting at a job fair, Bethesda staff members were able to move him quickly through the application process. The candidate received a recommendation from the recruiter that secured him an interview and landed him a position at Bethesda.



**Kelly deRoode** (left) and **Eileen Caffey** from the Bethesda HR team chat with a prospective employee at a recent St. Louis Community College-Meramec Recruitment Fair.

“It’s finally come full circle after the pandemic,” Eileen says. “We are in a much better position to meet individuals—many of whom have turned out to be exceptional employees.”

To see a list of available positions, go to [www.bethesdahealth.org/careers](http://www.bethesdahealth.org/careers) or scan here.



## Vietnam War Era Veterans “Welcomed Home” at Soldiers Memorial

On March 29, Bethesda Hospice Care honored Bethesda residents and volunteers who served in the United States military during the Vietnam War. The annual Welcome Home Vietnam War Era Veterans event took place at Soldiers Memorial Military Museum in Downtown St. Louis, which included a docent-led tour of a special Vietnam War exhibit and a private pinning ceremony.

“As part of our Level 5 ‘We Honor Veterans’ distinction, we host an annual event to welcome our Vietnam War Era Veterans home,” explains **Julie Strassman**, Manager of Support Services for Bethesda Hospice Care. “We’re proud to provide this level of service to our Veterans.”

Julie says that about a dozen Veterans attended the event, including **Vince Nicosia** and **Bob Kraus**.

“I found the tour very interesting because I saw and experienced first-hand a lot of what was discussed,” says Vince, a Bethesda Orchard resident and 20-year U.S. Air Force Veteran. “It was nice to talk with other people who had similar experiences to me.”

“Whenever Bethesda does something, they do it right,” says Bob, a U.S. Navy Veteran and long-time Bethesda Meadow volunteer. “The event was outstanding, and it was really nice to be honored for my service. I felt like I finally got the ‘welcome home’ that I never did after returning from duty.”

**Michele** and **Vince Nicosia** (far left) were among the nearly 20 Bethesda Veteran residents, volunteers and spouses that attended the March 29 event.



## A High School Reunion—70 Years in the Making!

Three members of the January 1953 Roosevelt High School (RHS) graduating class are currently living at Bethesda Terrace, and they found each other in the most serendipitous way.

“I was sitting at dinner and for some reason had brought the *Rough Rider News*, our school’s alumni newsletter, and put it on my table,” explains **Joan Howarth**, class of 1953, and a longtime Bethesda Terrace resident. “**Walter Noll**, who had recently moved in, saw the newsletter and we got to chatting about RHS. It didn’t take long before we realized we were in the same graduating class!”

A few years later, Joan and Walter’s spouses both passed away and they found themselves eating dinner together every night. They talked about life and everything that has happened over the last 70 years.

And then, just a few months before this article was published, something even more astounding happened.

“One night, a new resident came up to our dinner table and started talking to me about Roosevelt,” Walter says. “She showed me her ID badge from a class reunion. I didn’t recognize her name, but I showed Joan.”

In a moment that could only be described as surreal, Joan immediately realized this woman was her best friend from high school! **Carol “Lucy” Hacker** and Joan couldn’t believe their eyes. Needless to say, they spent the evening catching up on the last seven decades.

“We closed the dining room down!” says Lucy.

After high school, Joan and Lucy went to “IBM School” together to learn how to key punch. After the course was over, the pair went their separate ways and began pursuing their careers and families. They drifted apart over the years and eventually lost touch.

Now, the trio spends time together each evening.

“We’ve just been catching up on our lives. There’s a lot to fill each other in on and it’s been lovely to have such close friends again!” says Joan.

Lucy is grateful for the camaraderie of Joan and Walter, since she didn’t know anyone at Bethesda Terrace when she first moved in.

“It’s such a great miracle that the three of us ran into each other this way,” Lucy says.

Walter agrees, saying, “The people at Bethesda Terrace are the very best thing about this place. Everyone is very friendly, but not everyone can go back 70 years!”

Joan, Walter and Lucy are among six RHS graduates currently living at Bethesda Terrace. Members of the June 1952 and June 1953 graduating classes live there as well.



(L-R) **Joan Howarth, Lucy Hacker and Walter Noll**, all members of the Roosevelt High Class of January 1953, have spent many evenings at Bethesda Terrace together reminiscing about good times and old friends.

## Southgate Celebrates Pete’s “Gotcha Day” with Donations

Anyone who has been to Bethesda Southgate in the last three years has probably met Pete, a white Labrador who has befriended many employees and residents.

In recognition of Pete’s “Gotcha Day” anniversary, the team organized a drive to support Needy Paws Rescue—the agency from which Pete came.

The items came in droves—toys, food, sanitary items—that filled much of the front lobby. **Nicole Carter**, who organized the drive, estimates the donation to Needy Paws to be nearly \$1,000 in value between the items and cash gifts.

“Pete is so sweet, and everyone loves him,” says Nicole. “We knew people would be generous, but this exceeded our expectations. Our residents, families and especially staff really came through.”



## Hospice Volunteers Raising Awareness at the Capitol

Bethesda Hospice Care Veteran volunteers **Jim Hewlett** and **John Dotson**, along with **Julie Strassman**, Manager of Support Services, attended Hospice Day at the Capitol 2023. The trio met with Missouri Representative Philip Oehlerking and other legislators at the Missouri State Capitol to raise awareness for the benefits of hospice care.

Thank you, Jim and John, for advocating for the unique hospice needs of our Veterans!

## Gardens vs. Orchard—Wii Bowling Returns!

Admittedly, the annual “Turkey Day” high school football game has served as the primary rivalry between Kirkwood and Webster Groves for many years.

There are more than a few residents living at Bethesda Gardens and Bethesda Orchard that beg to differ.

For the first time since before the pandemic, residents from the two Bethesda retirement communities rekindled their friendly competition—in Wii Bowling!

After Kirkwood (Gardens) traveled to Webster (Orchard), the home team won and kept the traveling trophy. Based on her scores of 233 and 211, Bethesda Orchard’s **Shirley Gibbs** was the MVB—Most Valuable Bowler. Judging from the smiles on the faces of bowlers and spectators alike, everyone had a great time!

A date for a return match in Kirkwood is being considered for the Summer.



**Fred Kern** (Bethesda Gardens) lines up his next shot as spectators and bowlers from both Bethesda Gardens and Bethesda Orchard watch.

To watch a video commemorating the event, use your phone or tablet to scan the QR code.



# Life at Bethesda!

The transformation from Winter to Spring provides plenty of opportunities for our Bethesda residents to experience fun day trips. Some feature food and others feature games of skill or chance, but these outings always deliver a great time.



Scan the QR code with your smartphone to link to our community Facebook pages.



**1** Now that's Italian! Or so says the residents from *The Oaks at Bethesda* who enjoyed a delicious lunch at Zia's on the Hill.

**2** Nothing like a trip to Busch Stadium for these Bethesda Orchard residents who—despite the chill—had a wonderful time. They even saw Jordan Walker's first major league home run!



**3** **Bob and Nancy Reinagel** try their luck at the slots when they and some fellow Bethesda Terrace residents took a trip to the River City Casino.

**4** Bethesda Meadow resident **Shirley Horine** is ready to aim for a strike during a trip to the West County Lanes.

Sometimes, of course, you don't need to leave your community to enjoy a good game of "Whack a Mole," as evidenced by Bethesda Hawthorne Place residents **Margaret Lahey** and **Jimmie "JJ" Jeffries**.

Scan this QR code to see a video that captures all of the fun!



## DID YOU KNOW?

... that a recipient of the Bethesda Presidential Scholarship Award graduated this past May with her nursing degree?

... that Bethesda Hospice Care has once again attained a Level Five designation in the “We Honor Veterans” program?

... that Bethesda has plenty of positions available throughout the organization? To find all open roles, please go to [bethesdahealth.org/careers](http://bethesdahealth.org/careers).

... that Bethesda will be celebrating its 134th anniversary on Thursday, June 8?

Information on these and other stories will be included in the next edition of the *Pulse*.

# BETHESDA

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## Change service requested

## The Value of Public Reviews

The Bethesda team receives many letters of thanks and online reviews from grateful residents and families. These endorsements mean a lot to our employees and are very helpful to individuals and families considering Bethesda for a new residence. We encourage you to consider posting a review on Facebook or Google to assist others in their search.

It's easy and we are here to help if you need it. All you need to do is:

1. Log-in to your account—for Facebook, you must use your desktop computer or your laptop. (Not your phone.)
2. Go to [facebook.com/bethesdahealthgroup/reviews](https://facebook.com/bethesdahealthgroup/reviews) or <https://bit.ly/3NOJTw>
3. For both, either select a star rating to match your experience (Google – 1 is low, 5 is high) or answer yes (Facebook)
4. Make sure to write a written review
5. Click “post” to share it publicly

Bethesda appreciates the time it takes to post a review. If you have any questions or need help posting your review, feel free to contact [marketing@bethesdahealth.org](mailto:marketing@bethesdahealth.org).

