

Pulse

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Fostering successful aging through
compassion and innovation



What a Party!

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Joslin Retires After 25 Years at Bethesda; Wakefield Taking Over Top HR Duties



Kathy Joslin

Chalk this up as one of those very good things that eventually was bound to come to an end.

After 25 years of serving Bethesda as the Human Resources lead, **Kathy Joslin**, who currently holds the position of Senior Vice President, Human Resources & Marketing, decided it was time to step down effective November 10.

“November 9, 2023, marked 25 years at Bethesda, and I decided that if I was going to retire, then it should be as close to my anniversary date

as possible,” Kathy said.

During Kathy’s tenure, the number of Bethesda employees nearly doubled due to the growth in both owned and managed communities, and the development of our community-based services.

Kathy was instrumental in creating the Bethesda Institute for managers and supervisors,

the development of the first website and a robust employee benefits program, and the implementation of three HRIS and Payroll systems. She also effectively addressed the employee communication challenges that occur when employees work in close to 20 different buildings.

“During her tenure, Kathy has made a positive impact on thousands of employees,” said **Joe Brinker**, President & CEO. “Throughout her career, Kathy approached her job with a positive attitude and a willingness to help. I am grateful for her 25 years of service to the organization, and I wish her the very best in retirement!”

And as we wish Kathy the best of luck, we welcome **Caprina Wakefield** to the team! Caprina, who is serving as Senior Vice President of Human Resources, previously worked at SSM Health, where she served as Regional Vice President of Human Resources and provided HR oversight for 6,000 employees.

Thanks for 25 wonderful years, Kathy! And Caprina, welcome to Bethesda!

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Bethesda Hawthorne Place Residents Kick-off Fall with Senior-Friendly “TaleGate”

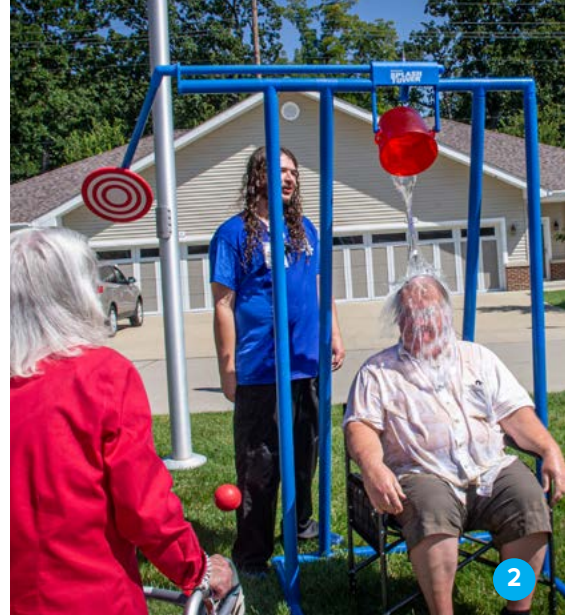
As the days grow shorter and a chill hits the air, autumn takes over. For some that means campfires and cocoa, others are happy it's finally sweater weather and many associate it as a time for football. And for many, football means tailgating.

For residents at Bethesda Hawthorne Place, tailgating took on a whole new meaning on September 15. There were fast-paced games and loads of comfort food, but there was one significant difference. This was a “TALE-gate,” where individuals were also asked to share stories of their lives, explaining how the world has changed in their days and reflecting on making Bethesda their home.

TaleGate is coordinated by a video and event crew that travels the country in a 42-foot trailer truck, capturing the narratives and life stories of older adults. While some residents spoke about love and family, others shared the greatest moments they've experienced in their lifetimes.

“I was just amazed when one Bethesda resident said the best invention of her time was the hand mixer,” said Jack York, founder and chief storyteller of TaleGate. “We often think of things like technology or industry, but the hand mixer had the biggest effect on her life. It's something we take for granted. That's the kind of story we want to hear!”

The highlight of the day, of course was the TaleGate party, where residents spent the afternoon playing games like a giant rendition of Connect Four, posing in a photobooth and laughing as the staff (and some residents)



1 Judy Rustige-Sher tries her hand at the extra-large Connect 4 game. **2** Joan Whitford drenches her son, Bill Shannon, in the makeshift Talegate dunking booth. **3** The employees have a great time dancing, to the delight of all in attendance!

participated in a makeshift dunk tank that consisted of a chair with a water bucket above it. They ate hotdogs and funnel cakes, and clapped as the Bethesda Hawthorne Place staff performed a “Cha-Cha Slide” dance.

Lisa Reynolds has been the Executive Director at Bethesda Hawthorne Place since it opened in 2017. She loves events like this, especially seeing residents have the chance to interact with the staff in fun and different ways.

“It is an opportunity for everyone to bond and really get to know each other,” Lisa said. “You can see the joy on the residents’ faces when we participate along with them. That’s what makes it all worthwhile.”

That sentiment was echoed by the residents.

“My favorite part was watching the people get drenched,” **Margaret Lahey** laughed.

Laura Pelizzaro agreed that the dunking booth was fun, but she also tucked away a little snack for later.

“I liked the popcorn,” she smiled as she nibbled on a few pieces.

The TaleGate team brings these celebrations to seniors across the country. The footage gathered at Bethesda Hawthorne Place will be made into a video for the Bethesda community, but some clips might make it into a reality show that TaleGate is working on with Saltbox TV. Their hope is to demonstrate the effect seniors have had on others and just how much they’ve changed the world.

Marty Holland–The Person Behind Bethesda’s Radio Voice

One of the blessings of retirement is exploring new hobbies and cultivating one’s talents. Some people take up the piano, write a book, or pursue a life-long dream of becoming an artist. Bethesda Orchard resident **Marty Holland** found her voice, literally, becoming the “Voice of Bethesda” on radio advertisements for the organization at the ripe age of 94.

While show business may not have been an aspiration for the former English teacher, Marty says hearing her voice in commercials during the St. Louis Cardinals radio broadcasts has proven to be a pretty exciting second act, to say the least. It certainly gets her son’s attention every time he hears his mother’s voice come across the airwaves.

“Wait, that’s my mom!” he exclaimed with surprise the first time he heard her featured in the Bethesda radio ad, which aired during pitching changes, before and after the games.

Marty has been featured in many Bethesda promotions over the years, including videos and projects that ended up on the website and in print.



Marty Holland holds the little red radio that she uses to listen to the Cardinals games while she watches them on TV!

“I’m grateful to be here and not in a big house by myself. I do like my time alone, but also love being out with others for meals and social activities.”

Marty Holland

This was the first year she voiced radio commercials, which was extra special considering her love of the Cardinals. Her memories of the baseball team date back to the days when Harry Caray and France Laux called the games, when families would gather around the radio in anticipation of a big play or a home run, followed by Caray’s famous exclamation, “Holy Cow!”

She remembers listening to the games when baseball legends like Stan “the Man” Musial and Enos Slaughter took the field, as well as hearing local commercials for hometown businesses like Griesedieck Brothers beer.

“I can’t believe I’m the one doing it now!” she says, noting that she thinks she was asked by the Bethesda Marketing team because she is loud. She may have a strong voice, but her talent can’t be denied.

Today, Marty is a big fan of Adam Wainwright, whose affable persona captured the hearts of Cardinals nation. She fondly remembers the imposing figure of Bob Gibson, one of the most intimidating pitchers of all time, and one-time base-stealing champ Lou Brock.

Marty is humble about her talent but is happy to share it. Not only does she star in Bethesda ads, but she has also participated in the Bethesda Orchard Follies, a resident talent show where she performs comedic readings. She enjoys the social interactions living in a retirement community offers, especially events like Wii bowling tournaments.

For residents like Marty, Bethesda really does offer the best of both worlds. “I’m grateful to be here and not in a big house by myself,” Marty says. “I do like my time alone, but also love being out with others for meals and social activities.”

If asked to do commercials again, Marty says she’d want to be in one for her favorite candy, Werther’s Original soft caramels. “I’d do it, but they’d have to talk to my agent,” she laughs.

Bethesda Orchard and Pacific Place— Two Optimum Options for Webster Seniors

In the heart of Webster Groves, **Marty O'Leary** and **Marge Charleville** once reveled in the vibrant lifestyle that Pacific Place offered, where their days were brimming with local activities and exciting excursions.

However, as time unfolded, a desire for change began to stir within both residents. Marty found herself yearning for more connection, feeling a sense of isolation in her cottage, while Marge was ready to embark on a downsizing journey from her two-bedroom apartment. A common aspiration emerged: both were seeking a community that not only provided companionship but also offered convenient meal options.

Uncertain about where to begin, they shared one unwavering certainty—they wanted to remain rooted in the warmth of Webster.

Their search proved to be quite quick and easy, thanks to Bethesda, which had purchased Pacific Place in November 2022. With Bethesda Orchard just two blocks away, both Marty and Marge could move to a retirement community that met their needs. Marge had multiple floor plans from which to choose. Marty's social experience completely changed, as she was now interacting with people as soon as she left her apartment!

Now both are very happy living at Bethesda Orchard, and Marty still goes back to visit and play cards with her Pacific Place friends. They both say they miss certain things about living at Pacific Place, and are grateful that Bethesda offers the Webster senior community two retirement living options.



Marge Charleville and Marty O'Leary

"If you want to live in Webster Groves and can't find what you want at one of these two communities, then I don't know what to tell you!" said Marty.

For more information, call Sarah at 314-717-2330 (Pacific Place) or Beth at 314-578-7579 (Bethesda Orchard).

Bethesda Hiring Is on an Upswing

Amid receding pandemic-induced labor shortages, Bethesda has joyfully welcomed 244 new team members across 16 of its communities between June and September 2023.

Eileen Caffey, Senior Director of Recruitment, acknowledges her team's dedicated effort in sourcing ideal candidates.

"We are thrilled to welcome our new teammates, who share in our commitment to our organizational vision of Fostering Successful Aging Through Compassion and Innovation," Eileen says.

Skilled nursing/rehab communities led the way, with Bethesda Dilworth gaining 55 new hires and Barnes-Jewish Extended Care with 35. Bethesda Southgate, Memorial Care Center, Christian Extended Care & Rehabilitation, and Bethesda Meadow all hired more than 20 new team members during the four-month period. But all communities and services hired new employees.

Eileen highlights the competitiveness of the job market and Bethesda's unique offerings, including competitive compensation, orientation and training that adapts to employee

needs, and a commitment to hiring top talent.

"We've really concentrated on trying to do things that set us apart," she says.

Bethesda invites those passionate about making a difference to click on either the Careers tab at the top right-hand corner of the website (www.BethesdaHealth.org), or scan the QR code above for rewarding opportunities within the organization.

To see a list of available positions, go to www.bethesdahealth.org/careers or scan here.



Celebrating 10 Years of the Kayman 5K

On a beautiful September morning, the Bethesda Hospice Care team, along with families, co-workers, volunteers and even a few Bethesda residents, gathered in Queeny Park and celebrated the 10th anniversary of the annual Memorial Walk, also known as the Kayman 5K.

The event, which honors the memories of friends and loved ones, was renamed in 2021 in memory of **Brian Kayman**, a dedicated employee of Bethesda Hospice Care, who sadly lost his battle with COVID-19 in 2020.



More photos and a commemorative video of the 10th anniversary event can be seen on the Kayman 5K page on the Bethesda website, which can be accessed by scanning the QR code with a phone or tablet.



Jo Oertli Shares her Blessings

Jo Oertli, a Bethesda Barclay House resident, recently contributed a generous gift of \$25,000 to the Bethesda Health Group Foundation to help residents who have outlived their financial resources remain in their Bethesda homes.

As **Linda Sanders**, Bethesda's Corporate Vice President and Director of Development, expressed her gratitude, Jo said, "But it's not my money. I learned a long time ago that it belongs to the Lord, and I am only the custodian for it."

"We are extremely grateful for Jo's generosity to Bethesda, but more importantly, we are grateful for Jo herself—compassionate and altruistic in every way," Linda says.



Jo Oertli, flanked by Michelle Glass, Senior Vice President of Senior Living and In-Home Services and Linda Sanders, Corporate Vice President and Director of Development, celebrates her \$25,000 donation alongside Rylee, Bethesda's Chief Snuggle Officer.

Thanking Our First Responders

A group of Pacific Place residents wanted to recognize the first responders serving the Webster Groves community on National First Responders Day. So they did.

"This group of residents really felt that for all the firefighters, police and paramedics do for us, it was the least we could do for them," says **Sarah Zimmerman**, General Manager of Pacific Place, who accompanied the residents. "So we took some sandwiches from P'Sghetti's and other goodies to thank the Webster Groves Police and Fire Departments for all they do."



(l-r) Pacific Place residents Marilyn Turner, Marian Rose and Mary Mondello, along with G.M. Sarah Zimmerman (back), pose with some of their favorite first responders.

Bethesda Commemorates Our Veterans

Nearly all Bethesda communities held a ceremony on or near Nov. 11, Veterans Day, to honor our Veteran residents, and their spouses and families.



To see more photos, please scan here and find them on our Facebook pages.



1



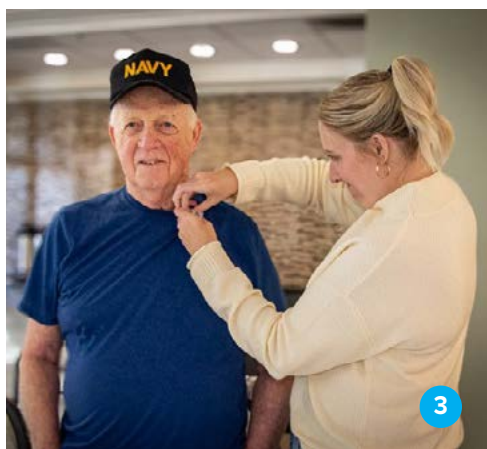
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1 Bethesda Dilworth resident **Jack Feltner** gets his pin from Activities Assistant **Crystal Smith**.

2 At Bethesda Terrace, **Jim Vuch** shows off his pin and certificate with Sales Counselor **Ashley Nelson**.

3 Bethesda Orchard resident **Joe Lynch** smiles as he received his pin from Life Enrichment Director **Kayla Edwards**.

4 Bethesda Hawthorne Place Facility Manager **Elaine Carter** receives her pin from AMVETS representative **Dave Coleman**.



3



4

5 At Barnes-Jewish Extended Care, Nurse Manager **LeTravia King** smiles after receiving her certificate and pin from Activities Director **Chrissy Messman**.

6 Residents (l-r) **Bill Bryant**, **Ben Nelson**, **Francis Foley** and **John Schreck** were among the many being honored at the ceremony at Bethesda Meadow.



5



6

DID YOU KNOW?

...that **Buffie Griffin**, an LPN at Bethesda Meadow, received the 2023 Presidential Scholarship?

...that **Jessie Miller** and **LeTravia King**, both nurses at Barnes-Jewish Extended Care, received the 2023 Mary June King Scholarship?

...that **Jessie Miller**; **Michael Craig**, Dining Services Director, Bethesda Terrace; and **Lois Jones**, CNA, at Bethesda Southgate, were named Employees of the Year at the 2023 LeadingAge Missouri Conference?

...that **Tia Bright**, **Tina Brown**, **Melissa Geisler**, **Jill Immethun**, **Lois Jones**, **Marinko Karan**, **Sam McKeever**, **Annette Middendorf**, **Julie Poelker**, **Tina Robinson** and **Eddie Seawood** are now President's Roundtable members?

Congratulations to all!

BETHESDA

12101 Woodcrest Executive Drive, Suite 200
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The Value of Public Reviews

The Bethesda team thanks all of the residents and family members who have posted reviews on Facebook or Google. 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
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

If you have any questions or need help posting your review, feel free to contact marketing@bethesdahealth.org.

