



The Friendship Quilt

A newsletter highlighting news and trends affecting senior living in our community.

Back on His Feet

Former weightlifter gets TLC rehab at Friendship



Richard Ata and son, Richie, credit Friendship for a speedy recovery.

Richard Ata is a burly man whose physique defies his gentle personality. He's leg-pressed 1,865 pounds – nearly a ton. He's competed in weightlifting. He's been a professional wrestler and strongman.

But the wear and tear on his 41-year-old body was too much for his left knee. Doctors replaced the knee and Ata, used to working through pain, faced weeks of therapy and a long recovery.

When he arrived at Friendship Retirement Community's Health and Rehab Center he could not walk. "I started my therapy the very next day, a Saturday," Ata recalls. "The therapists came down and brought me to therapy. Let me tell you, they worked me. There was no weekend break, Lord no. They iced it and told me, 'As the swelling goes down you will have more movement.' There was a

lot of reassurance and sympathy about the pain. They were caring and understanding."

The Friendship team of therapists at both the rehab center and the outpatient therapy and wellness center designed a therapy schedule that would get Ata back on his feet quickly. Twelve days after surgery, he was walking again, ready to go home.

Ata continued therapy at Friendship's outpatient therapy and wellness center.

The road to Friendship began at his doctor's office. Ata was given a sheet outlining choices for therapy. Ata selected Friendship in part because his 14-year-old son, Richie, underwent outpatient therapy following foot surgery. His choice for therapy also was convenient for him and the family

(continued inside)

Welcome



As the President and CEO of Friendship Retirement Community, it is my pleasure to welcome you to the latest issue of *The Quilt*.

We've got a lot in store. Over the next few months,

you'll see some significant capital improvements and service enhancements on our campus, including a new lobby for our Health and Rehab Center, a new Residents' Center for our apartment community and a new dining experience at Eastwood Assisted Living – changes to keep Friendship the leading choice in the area. You can read more about these enhancements in this issue.

We also have some new leaders. You'll meet one of them, Sue VanHousen, RN, administrator of our Health and Rehab Center, who brings a wealth of clinical experience to an already highly trained and professional staff.

Not all of our enhancements are clinical. A talented executive chef will be training our cooks on food preparation and quality. Maybe you've heard of him – Roger Light, the executive chef at Roanoke's Shenandoah Club. The dining experience is important to us and only the best for our residents is acceptable.

As always, I invite you to get to know the many faces of Friendship – the people who make our community an extraordinary place to live, visit and receive care.

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Visit us at www.friendship.us

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Diverse Activities for Independent Living

Apartment residents at Friendship Retirement Community enjoy a diverse array of activities, including regular breakfasts, theater presentations, movies, pot-luck lunches, bingo, card groups, Bible study, wellness classes and more. Here are just some of the upcoming activities:

May

- ◆ **Friendship Broadway Series:**
Beauty & the Beast
- ◆ **Cinco de Mayo Fiesta**
- ◆ **Tea for Two**
- ◆ **Red Sox Baseball Game**
- ◆ **Picnic Lunch and Visit**
W.E. Skelton 4-H Center
- ◆ **Guest Speaker: Adrian Cronauer**
Memorial Day

June

- ◆ **Red Sox Baseball Game**
- ◆ **Relay for Life**
- ◆ **Trinity Service**
- ◆ *Radio Gals*
- ◆ **Friendship Open at Brookside**
- ◆ *Smoke on the Mountain*

July

- ◆ *Gabriel's Honky Tonk Angels*
- ◆ **Red Sox Baseball Game**
- ◆ **Ice Cream Truck**
- ◆ **Gorgeous Grandma Day**

August

- ◆ *Heidi*
- ◆ **Friendship Day**
August 7th
- ◆ **FRC Community Yard Sale**
August 13th
- ◆ **Trip to Local Cupcake Eatery**
- ◆ **Resident Service Cookout**
- ◆ **Senior Extravaganza**

Stichin' Time

Sewing store a profitable way to live independently



Sharon Eubank tackles some of the region's most challenging sewing jobs.

A life-long skill is turning out to be good business for Sharon Eubank.

The retired geriatric nurse learned how to sew from her grandmother. She now owns a sewing shop and service, Sewing Creations & More, just minutes from her apartment at Friendship Retirement Community.

The location inside Happy's mall on Williamson Road offers alterations, mending and repairs. Eubank also is a favorite of leather-clad bikers who need emblems sewn to their jackets.

For Eubank, it's a fun and profitable way to live independently.

"With the economy the way it is, more people are going to thrift stores to buy clothing and coming to me to alter clothes to fit," she says. "You can get a nice outfit for \$10 and I can hem it for \$5."

Eubank and her husband, Bernie, moved into Friendship's Windsor Court apartments in September. Unable to keep up the financial and physical aspects of their Altavista home and six acres, the couple decided to move closer to the shop.

"We chose Friendship because we looked at a lot of other communities and they didn't have as much to offer," she explains. "They wanted buy-ins or unreasonable amounts. We came here because we liked the apartments."

The Eubanks have some health issues, so they see the advantage of having medical assistance moments away. "I had a medical problem in the apartment, and the nurse was there immediately to assess the situation. It's nice to know you have someone on site. Or rehab services. Or to get help cleaning. And if we're at the point where we need more care, they

will literally move us to assisted living. People need to understand Friendship is not just a medical facility – it's a retirement community with a medical facility on site."

In addition to sewing for customers, Eubank is often called upon to create costumes. She's made clothing for Civil War re-enactors and for play actors. One time she was asked to make a Halloween costume for a couple – Little Bo Beep and her sheep. "He was Little Bo Beep. She was the sheep. He was 60 inches in the middle," Eubank says.

When they're not busy with the shop, the Eubanks like to travel and camp, though Bernie Eubank quips, "It's getting harder to get in and out of tents."

Mrs. Eubank, a foster mother to dozens of children over 27 years, also directs a youth group at a local church.

Living independently at Friendship gives the Eubanks the flexibility and peace of mind knowing they can focus on family and business. Their Daschund, Sugar Baby, has a job too: pet therapy at Friendship's Health and Rehab Center.

Sewing Creations & More can be reached at (434) 229-7272.

The shop is open Tuesdays and Wednesdays from 9 a.m.-3 p.m. and Thursdays through Saturdays from 9 a.m.-5 p.m. Eubank has plans to start pick-up and delivery service for Friendship apartment residents on Mondays.

To learn more about independent living apartments at Friendship, please call (540) 265-2230.

Can Do!

New administrator at health and rehab center in ideal role

Sue VanHousen may have landed her perfect job.

The recently appointed administrator at Friendship Retirement Community's Health and Rehab Center is a can-do go-getter who combines a strong medical background with adept administrative skills and a healthy dose of customer service.

For VanHousen, a registered nurse and licensed nursing home administrator, it's the perfect antidote.

"I'm hands-on and quality focused," she says during a rare break in her schedule.

It's hard to keep up with her. Since joining Friendship, VanHousen has met with as many residents, families and employees as possible and is overseeing a top-to-bottom renovation of the building's lobby.

VanHousen has worked in all aspects of healthcare and rehabilitation. She has extensive experience in long-term care facilities, most recently in Wytheville and previously at other facilities throughout Virginia. Her experiences have included director of nursing, director of admissions and director of rehabilitation.

"Being a nurse, rehab director and administrator, I feel like I'm well-rounded," she says.

She says Friendship, a 373-bed rehabilitation, skilled and intermediate-care facility that's the largest in Virginia, is appealing because "we're like a



Sue VanHousen, R.N., LNHA is focused on customer service.

family. Every person upon admission gets my business card," she says. "If you can't get what you need, you can come to me."

As administrator, her modus is "think service, quality and what's in the best interest of the resident

"The number-one goal of the administrators should be customer service."

and family. If you do that, you'll make the right decision. It is all about the resident."

chain of facilities under one roof. One of our units is 58 beds – that's an entire nursing building for some facilities," VanHousen says. "To me this is the golden opportunity that any administrator would love to have."

and family. If you do that, you'll make the right decision. It is all about the resident."

When she's not working – and she acknowledges she works a lot – VanHousen enjoys travel and spending time with two grandchildren. "They have made me stop and play a little bit," she points out.

In the meantime, VanHousen is set on making positive changes.

"As a long-term care facility, we need to focus on the future. How are we going to handle the Boomers? We want to stay on the forefront of delivery," she says.

"You've got to change every day – we all have to."

She was also attracted to Friendship by its new leadership, which she says has a lot of vision and energy. "I love being part of such a dynamic organization," she says.

VanHousen says her main focus is on residents and their families: "I think the number-one goal of the administrators should be customer service and availability. I enjoy working with families. I want them to know I'm available."

To learn more about Friendship's Health and Rehab Center, please call (540) 265-2100.

Back on His Feet

(continued from cover)



and friends he relied on during his recovery.

"When I got to the inpatient therapy, I said, 'Wow, what a nice facility.' It had all the equipment and friendly folks," Ata says. "To me, Friendship is not just a name on a billboard. Everyone went out of their way to make sure I'm getting the best possible care."

In addition to physical therapy, Ata received occupational therapy to help him learn the basics – how to bathe, cook or do the dishes – with a new knee. "It's amazing the everyday normal living things you take for granted," he says.

Today, his knee doesn't hurt anymore and he recently returned to work as a transportation supervisor. Ata credits Friendship therapists for his speedy recovery, in particular physical therapist assistant Caleb Willenbring.

"Caleb really stands out," Ata says. "He made sure I could get on the machine. He made my therapy extremely accommodating. To me that's the biggest thing. He went the additional mile – they all did. He made sure that I was working that knee and had tools in my room to aid me in getting on my feet quicker."

Ata is also grateful for the support he received from family and his fiancée, Genevieve.

"You don't realize how much you need those folks until you're laying on your back," he says.

The Salem native, who played football at Roanoke Catholic, was drawn to competitive weightlifting and strongman challenges. He spent some time on the American Championship Wrestling regional tour.

Looking back, he sighs, "You don't make a lot of money but you take lots of bumps and bruises."

Now, he's found a new calling. Due to his experience at Friendship, he's studying to become a physical therapist assistant.

For more information about therapy at Friendship, please call (540) 265-2115.

Upgrades and Renovations

Several projects changing the face of Friendship

Friendship Retirement Community is investing millions of dollars to renovate and upgrade its facilities for residents and visitors. The designs were recently cited for excellence by *Long Term Living*, an industry trade magazine. These renderings may not fully reflect final design.

New Residents' Center

Friendship Hall serves as a gathering place for independent-living apartment residents. The renovation will include a new café and lounge, golfing, Wii station, fireplace, upgraded billiard room and library and other improvements so residents and visitors have more room to relax and meet.

Eastwood Assisted Living dining room

Eastwood Assisted Living is getting an enhanced and upgraded dining room featuring new furniture, lighting and menu to give residents a restaurant-like dining experience. Roger Light, executive chef at Roanoke's Shenandoah Club, will also train Eastwood's cooks on quality and presentation. Meet him in the next issue of *The Quilt*.

Health and Rehab Center lobby

It's getting a make-over that includes a concierge desk, sitting areas and other features. Residents and their families will have more room to meet with staff and begin their stay in the same way guests check into hotels.



Rendering of the new dining room at Eastwood Assisted Living.



Rendering of the new Residents' Center.



Rendering of the new Health and Rehab Center lobby.

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