



The Friendship Quilt

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

Red Hats Rule

New club focuses on friendship, fun



Ellen Martin leads Friendship's Red Hat Society chapter, The Lady Bugs.

On the second Thursday of every month, the activities room at Friendship Retirement Community's Eastwood Assisted Living turns into a symphony of chatter and laughter.

There, ladies from across the Friendship community don red hats and colorful boas to celebrate friendship and sisterhood as the Lady Bugs, a local chapter of the national Red Hat Society.

This growing new club greets new residents and welcomes back ill ones, runs a tomato garden and sponsors international-themed events on campus.

Perhaps more importantly, it's a chance for women to get together, share stories, reminisce and develop friendships.

At the heart of the group is its "queen," Eastwood resident Ellen Martin. Herself a collector of hats, she's the Lady Bugs' leader. "Our club gets us out of the room and involved," Martin says. "It's something to look forward to – we're always meeting new people."

The idea for the Lady Bugs came from Keysa

Sexton, Eastwood's activities director. When she wanted to form a chapter of the Red Hat Society, she approached Martin and invited women from Eastwood to tea. That later blossomed into a burgeoning club with monthly meetings – and enough interest to gain a club charter.

"We thought Lady Bugs are good luck and cute and popular and delicate, just like the ladies here," Sexton explains. "They all fell in love with the name." In addition to members from Eastwood, the club has participants from Friendship's Health and Rehab Center and, eventually, Friendship's independent-living apartments.

"This organization represents friends," Sexton says. "They are loyal to each other, getting to know each other and what they like, where they lived, and about friends from their past."

Members of the national Red Hat Society wear red hats for fun. (Those under 50 wear pink hats.) "Underneath the frivolity," the organization states, "we share a bond of affection, forged by common life experiences and a genuine

(continued on next page)

Welcome



As Friendship's new President and CEO, I'd like to say hello and welcome you to the latest issue of the *Friendship Quilt*.

I'm excited to be at Friendship after leading retirement communities and medical facilities in other parts of the nation. In my short time here so far I've had the privilege to meet with many of our residents and employees, and I look forward to contributing to the Roanoke Valley community.

No matter where I've served, one thing has remained constant – retirement isn't about slowing down. It's about staying active, healthy and enjoying all that life has to offer.

In this issue of *The Quilt* you'll meet some extraordinary Friendship residents who truly live up to this mantra. And you'll get to know one of our outstanding employees dedicated to keeping our residents healthy, active and engaged.

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

Feel free to drop by to say hello anytime. You can reach me at (540) 265-2061 or rbarksdale@friendship.us.

Russ Barksdale
President and CEO
Friendship Retirement Community

Visit us at www.friendship.us

Inside

- The 'Foot Lady'
- Get *The Quilt* Online
- Social Butterfly
- Broadway in Roanoke
- Community Giving

Red Hats Rule

(continued from previous page)



enthusiasm for wherever life takes us next.”

Sexton is excited about the potential. Membership, she explains, “makes our residents feel like part of the community, it makes them feel like they’re doing something different. When they get together they’re so excited with their hats on. It puts them in a different mindset.”

For more information about Friendship’s Eastwood Assisted Living, please call (540) 265-2244.

Get The Quilt Online



The Quilt will soon be delivered by email. If you’d prefer to receive this publication electronically, please send your e-mail to quilt@friendship.us.

The ‘Foot Lady’

Nursing assistant provides in-home pedicures



Brenda Porter, CNA, soaks the feet of a resident during an in-home visit.

Whether it’s cleaning, organizing, cooking or just spending a few minutes to chat, Brenda Porter, CNA (Certified Nursing Assistant), and her colleagues at Friendship Home CareSM help keep seniors independent throughout the Roanoke Valley.

And a bit more relaxed.

In addition to her other in-home duties, Porter’s knack for pedicures has clients saying “yes, please.”

“Anytime I can do something that benefits someone else I’ll do it,” Porter says. “When I do peoples’ feet they are so elated. It’s such a little thing but for them it’s someone paying attention to them. It’s so rewarding.”

The 17-year Friendship veteran had been offering pedicures to clients. They liked them so much they started asking her for regular at-home appointments.

“Most of them can’t get to their feet or can’t see once they get there,” Porter explains. “They can’t go to the podiatrist, so they really enjoy us coming into their homes. And I enjoy their

company while I work on their feet.”

Porter soaks their feet, trims and shapes nails and helps to take rough skin off the bottom of feet. She also uses lotion to massage feet. “They say that’s the best part,” she says.

Porter adds that foot care is an important part of staying healthy. “Once you relieve the pain and discomfort of walking, they say they haven’t felt this good in years. Some even want to get up and dance! Just the pleasure of making them feel better and their feet look better just tickles me.”

Porter, who worked for a podiatrist out of high school, has a following beyond Friendship Home Care. She vacations with a group of women who want to take advantage of her skills. And family members also are known to seek pedicures.

About the nickname, she adds: “I’d rather be known as the Nail Lady.”

For more information about Friendship Home Care, please call (540) 265-2193.

Social Butterfly

Independent living resident keeps seniors active

If Friendship Retirement Community's Wellington II independent-living apartment

building were a ship, Doris Egge would be the cruise director.

Party in lobby? Check. Outing next week? Ready. Birthday celebration? Done.

Egge is not one to sit still, whether it's making the rounds for a nightly lobby social or walking a mile per day in the hallways.

"We had 16 people in the lobby last night," says Egge, who serves as the building's program chair. "This is the party building."

Egge is among many independent-living residents who see retirement as a chance to enjoy life – not sit around and grow old.

"I'm always stimulated to be active," Egge says between activities in her well-appointed two-bedroom apartment. "I'm active in my church and in the community. I've been active all my life. I just think, 'Why not?' I'm very extroverted."

Egge, who moved from her home four years ago for therapy at Friendship, says she had never lived alone until her husband died six years ago. The former English teacher and high school guidance director takes an active role in planning activities in her building.

"I'm always anxious for new things to do," she says. "I keep 'em going."

Some of the activities include trips to restaurants, museums, plays and musicals, and monthly outings such as Château Morrisette winery. Even though Egge still drives, she also likes the convenience of Friendship's shuttle buses.

When she's not planning the next outing, Egge writes book reviews for the American Association of University Women and moderates at her church (she's taught Sunday school for 60 years).

"There's always something to do around Friendship," she says. "The grounds are so beautiful. We're at the heart of everything here but it's very quiet. We're a little residential area with everything we need all around us but no major road traffic."

She also enjoys maintenance-free apartment living.

"People ought to come here when they're young enough to get involved, enjoy activities and enjoy other people. They say, 'I'm not old



Doris Egge keeps her neighbors active and engaged.

enough for that yet.' Well, if you wait until you're old enough it will be no pleasure. You'll regret what you lost."

For more information about Friendship independent living, please call (540) 265-2230.

Broadway in Roanoke

Friendship sponsors series at Roanoke Civic Center

Friendship Retirement Community is a proud new sponsor of the Broadway in Roanoke series at the Roanoke Civic Center's Performing Arts Theatre.

"We are delighted to partner with the Roanoke Civic Center to present the Broadway Series as a mainstay of our region's cultural offerings," says Russ Barksdale, Friendship's President and CEO. "As an active member of the Roanoke Valley community, Friendship is proud to partner with the Roanoke Civic Center to sponsor the Broadway Series through our commitment to the Roanoke Valley and our mission to enhance quality of life for seniors."

Friendship Retirement Community Broadway in Roanoke 2010-11 season:

- ◆ **Fiddler on the Roof**
February 1, 2011 at 7:30 p.m.
- ◆ **The Color Purple**
February 24, 2011 at 7:30 p.m.
- ◆ **Rain – a Tribute to the Beatles**
March 9, 2011 at 7:30 p.m.
- ◆ **The Wizard of Oz**
March 22, 2011 at 7:30 p.m.
- ◆ **Disney's Beauty and the Beast**
May 1, 2011 at 2 p.m.



To subscribe to the Friendship Retirement Community Broadway in Roanoke 2010-11 season, please visit the Roanoke Civic Center ticket office, call (540) 853-2510 or visit www.HomeTownBankTix.com.

Community Giving

Friendship's charitable contributions benefit Roanoke Valley residents

Friendship Retirement Community® and its employees are already well-known for providing outstanding care to residents and patients. The same can be said for the less fortunate in the Roanoke Valley.



United Way of Roanoke Valley

Friendship's 2010 United Way campaign raised \$88,933 in contributions, including \$65,333 from employees and a \$23,000 corporate gift.

"No other retirement community in our region, and perhaps even in the nation, plays such a key role on an annual basis," says Frank Rogan, president of the United Way of Roanoke Valley. "And it's truly a team effort – everyone gets involved, which makes it such a

great place."

Friendship's Ken Srpan, a team captain for the campaign, credits the results to dedicated employees, supportive management and fun enticements. Employees who give \$10 or more per pay period, for example, get a T-shirt and cooler – and are entered into a drawing to win prizes, including an HD television.

"We have tireless employees, led by Teresa Hosey and Shirley Hiner, who come in early mornings and work on the weekend to engage our employees about the importance of giving," Srpan says. "Over the years people see how important this is and I see an increase in the amount of giving. A number of people who don't make a large amount of money give more than their fair share. It's heart-warming to see the amount of money people give who you didn't think could afford it. They know it's the right thing to do."

In 2008, Friendship earned the Spirit of Community Award for its outstanding support of United Way. This year, 21 employees pledged at the leadership gift of \$500 or more. And others volunteer their time to support United Way, including programs that support seniors.

Friendship also contributes to other community organizations, including:

- ◆ American Cancer Society
- ◆ American Heart Association
- ◆ American Red Cross
- ◆ Arthritis Foundation
- ◆ Bradley Free Clinic
- ◆ Center in the Square
- ◆ CHIP of Roanoke Valley
- ◆ Family Service of Roanoke Valley
- ◆ Good Samaritan Hospice
- ◆ Jefferson Center
- ◆ Juvenile Diabetes Research Foundation
- ◆ LOA (League of Older Americans)
- ◆ MS Society
- ◆ Mental Health America of Roanoke Valley
- ◆ Presbyterian Community Center
- ◆ Project Access
- ◆ Rescue Mission
- ◆ W.E. Skelton 4-H Educational Conference Center
- ◆ Virginia Western Community College Educational Foundation

Friendship does not discriminate against any person on the basis of race, color, national origin, disability, or age in admission, treatment, or participation in its programs, services and activities, or in employment. For further information about this policy, contact the Corporate Compliance Officer (540) 265-2222.



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