

## NEW TRUSTEES FODOR & WEITZEL

Eliza Jennings Senior Care Network (The Network) Board of Trustees appointed new members Alayne Fodor and Margaret G. Weitzel effective July 1, 2010.

Fodor is Vice President of Fairview Hospital and brings expertise in the hospital's ancillary and support services including quality, patient safety, emergency management and health information. She is a member of Recovery Resources Board Finance Committee, the American College of Healthcare Executives, Cuyahoga Community College Physician Assistant Program Advisory Committee and the Westlake Porter Public Library Board of Trustees. Ms. Fodor holds a master's degree in business administration from Case Western Reserve University's Weatherhead School of Management. She serves



*Alayne Fodor, Eliza Jennings Senior Care Network Trustee*

on the Network's Quality Assessment Committee.

Weitzel is Executive Vice President and Partner for Wyse Advertising, Inc., and serves as Secretary on the firm's Board of Directors. Her experience includes finance, accounting, personnel, benefits and facility operations. Weitzel is currently Chair of the Board for Recovery Resources, Chair of the



*Margaret Weitzel, Eliza Jennings Senior Care Network Trustee*

Finance Committee for Beck Center for the Arts, Treasurer for the Women's Committee Executive Board for Cleveland Institute of Music and on the Board of the Domestic Violence Center. Her previous affiliations include United Way Services, the Cleveland Orchestra and Make-A-Wish Foundation. Weitzel will also serve on the Network's Quality Assessment Committee.

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*Devon Oaks*  
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Clinic at the Westerly*  
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## CHARTING A COURSE FOR THE FUTURE

BY DEBORAH LEWIS HILLER, PRESIDENT AND CHIEF EXECUTIVE OFFICER

Prior to departure a pilot files a flight plan with the local aviation authority. It's a required planning document that covers the expected operational details of a flight, such as destination, a pre-determined route and fuel on board. Most flight plans also include the existing and forecasted weather conditions and navigation reference points to chart the course of the trip.

Eliza Jennings Senior Care Network has recently completed work on its own "flight plan" to span the next decade. Like the aforementioned pilot, the Board of Trustees committed to charting our course for continued success by defining our vision and developing a strategic plan to determine our destination.

Thanks to funding from the William J. and Dorothy K. O'Neill Foundation, the Board retained David Kantor of Kantor Consulting Group, a specialist in strategic planning for health-



care organizations, to guide us through the process. A Strategic

Planning Committee, composed of Trustees and senior managers, oversaw the process on behalf of the Board. Network trustees, employees from various levels of the organization, residents, individual donors and foundations, as well as peers from other aging service providers, were interviewed. A broad range of relevant data such as census, revenues, expenses, and competitive information were internally generated. From this extensive information, David Kantor prepared an Environmental Scan, which analyzed a host of issues confronting the Network as a not-for-profit aging services provider.

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## ELIZA JENNINGS HOME, DEVON OAKS WELCOME EXECUTIVE DIRECTORS

Recent changes in administrative personnel at two Network communities will maximize the skills and experience of current Eliza Jennings Senior Care Network employees, fostering continued excellence and growth.

Danielle Maur, formerly the Executive Director at Devon Oaks, accepted a new position as the Executive Director of Eliza Jennings Home, the Network's flagship community. Maur, who has worked for the Network since 2002, is an experienced, licensed nursing home administrator. We are excited to have Maur bring her talents to Eliza Jennings Home. Under her leadership, Devon Oaks received a perfect survey from the Ohio Department of Health and operated on budget in spite of a difficult economy. Maur is currently working with Network leadership and Eliza Jennings Home staff to expand person-centered care with the implementation of the universal worker.

In addition, Sandy Skerda, previously Director of Resident Services at The Renaissance, has assumed the role of Executive Director of Devon Oaks, the Network's assisted living community in Westlake. Skerda, who initially joined the Network in 2001 and became the Administrator of the Network's assisted living residence in Cleveland, is thrilled with the opportunity to utilize her leadership and operational skills at Devon Oaks. Skerda is dedicated to providing superior resident services. Devon Oaks has recently been recognized by both the Ohio Assisted Living Association and AOPHA, the advocate of not-for-profit providers of aging services, for excellence in resident-driven life enrichment programming.

Maur and Skerda have demonstrated exemplary leadership and commitment to the mission of Eliza Jennings Senior Care Network and will be assets to their communities.



*Danielle Maur, Executive Director of Eliza Jennings*



*Sandy Skerda, Executive Director of Devon Oaks*

## NEW TECHNOLOGY CENTER

Renaissance residents enthusiastically welcomed the opening of the new Technology Center on the second floor of the Great Hall. The Center features six computers, a printer and 55" monitor. Computer classes and staff training will be offered soon.

Interestingly, people age 60 and older now constitute the fastest growing group of computer users and information seekers on the Internet. Like

most PC users, residents often start using the Web for email communications and then move to other activities such as surfing the Internet, banking

on-line and shopping.

"We wanted a technology center that would be highly visible and frequently used," said Toby J. Miletta, Vice President of Information Technology. "The new Technology Center will support the residents' desire to learn, grow and enjoy a convenient, flexible lifestyle."

Miletta planned the space with the help of Trustee Barrie Briggs Spang of Lee Meier Interiors. Modern and

comfortable, the Center is designed for use by residents, families and staff, and accommodates wheelchairs and other mobility devices. The cost to create the Center was underwritten by the Network's Board designated fund.



Greg Storer, Eliza Jennings Senior Care Network Vice President and COO, Hallie Christian and Betty Gordon, Renaissance residents, were among the first to try out the new Technology Center at The Renaissance.



## RENAISSANCE WELCOMES MAGGIE LANGLEY, ASSISTANT MANAGER OF WELLNESS

Maggie Langley, a new member of the Renaissance Resident Services team, has focused her passion and career on fitness for more than 20 years. As the Assistant



Maggie Langley

Manager of Wellness, Langley develops and coordinates individual and group wellness activities and provides resident support for fitness and multi-dimensional wellness programming.

Langley is a Certified Fitness Instructor through ESA and a Certified Personal Trainer through the YMCA. She is also a Silver Sneaker Instructor and has trained with the Arthritis Foundation. Langley has a bachelor's degree in social work from Cleveland State University.

"It's good to see how many people at The Renaissance have made overall wellness a priority," said Langley. "Some folks express concern about not being able to do everything they would like to do. I tell them that my motto is to strengthen the abilities you have." Attendance has doubled under her leadership.

## AWARDS & RECOGNITION

### CRAIN'S HEALTH CARE HERO FINALIST

Marjorie Cornell, RN case manager for Eliza Jennings at Home Clinic at the Westerly, was a finalist in the 2010 *Crain's Cleveland Business* Health Care Heroes awards.

### 2010 NEO SUCCESS AWARD RECIPIENT

Eliza Jennings Senior Care Network was honored by *Inside Business* magazine as one of Northeast Ohio's top-performing organizations.

### 2010 OALA AWARD FOR EXCELLENCE RECIPIENT

Carol Sechkar, Program Director at Devon Oaks, was a 2010 recipient of the Ohio Assisted Living Association's Award for Excellence for her dedication, leadership and creativity.

### 2010 AOPHA AWARD FOR EXCELLENCE IN ASSISTED LIVING RECIPIENT

Devon Oaks was honored by AOPHA for its outstanding resident-directed activity program.



(Left to right): Karma Winburn Rule, AOPHA Professional Recognition Committee Chair; Martha Kutik, AOPHA Board Chair; Devon Oaks resident Molly Zangerle; Devon Oaks staff members Carol Sechkar, Program Director; Carrie Zdilla, Sales Consultant; Sandy Skerda, Executive Director; and John Alfonso, AOPHA President and CEO.

## BEST OF THE WEST III

The Renaissance was bustling with activity and brimming with the aroma of fabulous food on the evening of May 16<sup>th</sup> for Eliza Jennings Senior Care Network's third annual Best of the West event. The fundraiser successfully netted more than \$84,000 to benefit the older adults served by the organization.

Almost 300 guests attended this year's event and sampled dishes from some of the West Side's favorite restaurants and eateries. Entertainment included a dazzling array of silent auction items and a lively

performance by Baldwin-Wallace College's talented Conservatory of Music students.

Special thanks to the following participating restaurants: Blackbird Baking Company, Flying Fig, Gatherings Kitchen, Grady's Fine Wine, Saucy Bistro, Tartine, Vento La Trattoria, Westside Market Café, The Whistlestop and Wine Bar Rocky River.

Please take a look at the list of our generous sponsors on page eight.



Donors Paul and Carol Gress with Nancy Oatey McMillan, Eliza Jennings Senior Care Network Trustee, sponsor and Chair of the Development Committee.

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Based on the Environmental Scan, the Committee identified the challenges lying ahead, such as the changing nature of reimbursement and Health Care reform. Future opportunities will arise out of older adults' greater expectations of and demands for home and community-based services. The Scan also validated our strengths: a focus on mission and clients; strong leadership; dedicated staff; and innovative thinking.

Ultimately, the Environmental Scan guided the Committee as it first developed the Vision for Eliza Jennings Senior Care Network for the next ten years, and then created the 2010-2013 Strategic Plan that will enable us to fulfill that vision. Finally, to ensure that the 2010-2013 Strategic Plan is implemented, we also created Measures of Success to hold ourselves accountable.

The resulting Vision and 2010-2013 Strategic Plan, which are included in this publication, were adopted by the Board of Trustees at its April meeting and

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implementation has already begun. We feel confident that this Plan will maximize our strengths, transform challenges into opportunities for ongoing growth and success, and continue to safeguard us as we navigate the seachange we anticipate in aging services.

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