



A Continuing Care Retirement Community Since 1890
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Hollenbeck Palms President and CEO, William G. Heideman Celebrates 40th Anniversary

(Los Angeles, California, July 17, 2012) CEO and President William G. Heideman marks his 40th year at the helm of Hollenbeck Palms Retirement Community now in its 122nd year of service to the Greater Los Angeles community.

Heideman follows the leadership of his father William A. Heideman, and his grandfather Clarence W. Hensel who served tenures of 46 and 31 years respectively. "The long legacy of Hollenbeck Palms' Presidents has steered our course steadfastly to insure that Hollenbeck stays true to its mission to provide comfortable, enjoyable and secure retirement living, with great compassion, honest dignity and genuine love as Elizabeth Hollenbeck intended," notes Heideman.

Founded in 1890 Hollenbeck Home (now Hollenbeck Palms) was established by Elizabeth Hollenbeck, widow of John Hollenbeck who died in 1885. Following her belief that life's highest calling was to serve others, Mrs. Hollenbeck donated their considerable estate to the creation of a comfortable and secure lifetime haven for California seniors by filing a judgment and decree with the Superior Court to assign her assets for this mission. In 1926 Hollenbeck became the first licensed retirement home in the state of California.

During his tenure as President and CEO, Heideman has overseen the continuous refurbishment of the Hollenbeck eight-acre campus, construction of three residential buildings and a skilled nursing wing. Along with the development of award-winning programs and teams including nursing, food service and activities, Hollenbeck Palms has entered the 21st Century as a first class retirement destination. In 2006 Hollenbeck received Joint Commission Accreditation for its

Hensel - Heideman Health Center and has also received the highest 4-5-star ratings from the Centers for Medicare and Medicaid Services (CMS).

In 2008, under the leadership of Heideman, Hollenbeck opened a new, 32-unit residential building, strategically planned and designed to accommodate current generations and the upcoming tsunami of baby boomers.

“Successfully managing a retirement community over many years has been immensely challenging and rewarding,” says Heideman. “From expanding on the idea of small single rooms to the creation of “condo style” apartments with multi bed, baths, and balconies; along with developing an array of programs to support the interests of each new generation including medical care on site, a full gym and 24 passenger bus so that our residents can continue to engage in contemporary lifestyle activities, has been very exciting. I’m very grateful we have been so successful in our efforts.”

Today Hollenbeck Palms, a Continuing Care Retirement Community (CCRC), provides independent, assisted living and skilled nursing for its 230 residents. Its focus on “Wellness as a Way of Life” through daily nutrition, exercise, activities, health care programs and many other amenities, enables residents to achieve goals which enhance their independence and quality of life. Hollenbeck is a 501(c)(3) nonprofit and is governed by a distinguished Board of Trustees, comprised of seven individuals who have achieved notable professional and philanthropic accomplishments throughout their careers. The California Department of Social Services and Los Angeles County Health Department oversee Hollenbeck’s licensing and standards.

Under Heideman’s leadership, a unique management team has provided many years of service including Morris Shockley, VP of Finance and Administration, 26 years; Peggy Heideman, starting as Heideman’s secretary and moving to Director of Marketing and Community Relations, 33 years; Camille Goldsmith, Director of Nursing, 18 years; Grace Hartono, NP and Ivania Ramirez RN, 22 years each as Assisted Living nursing supervisors; and Ray Shively, Chief Engineer of all Hollenbeck facility operations, 42 years.

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