

HOLLENBECK HAPPENINGS

AUTUMN 2018

HOLLENBECK CELEBRATES UNVEILING OF HEIDEMAN CARE CENTER *with* RIBBON CUTTING CEREMONY



Highlighted by a special commemoration and ribbon cutting ceremony, Hollenbeck Palms unveiled its updated and rebuilt skilled nursing facility on July 11. The Heideman Care Center is dedicated to William A. and William G. Heideman who collectively served Hollenbeck Palms for over 92 years at the time of this writing. The new facility will house 59 residents needing around the clock care.

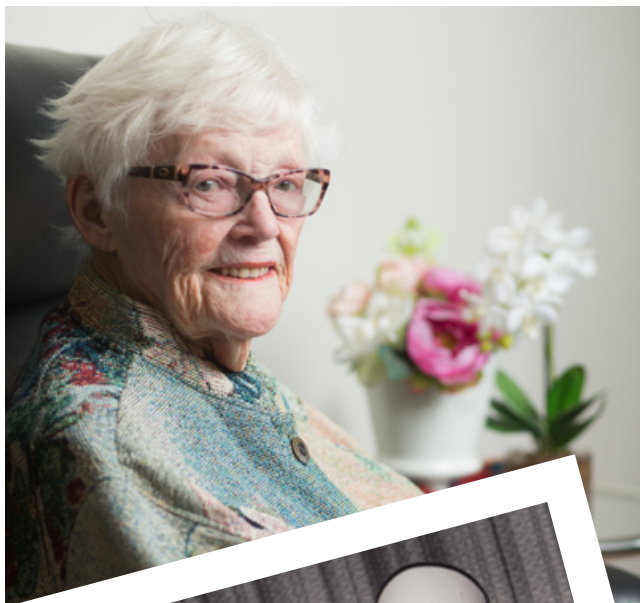
Hollenbeck's current skilled nursing facility was built in the early 1950's and served its residents well, but the years had taken a toll on the structure. "Our patients received exceptional care in our Skilled Nursing

Center, but it was time to replace the building," says Board Chair Carol Johnston. "A major renovation and upgrade was necessary to bring this center up to par with the rest of the campus."

Hollenbeck's reputation is renowned. Well into its 128th year of service, Hollenbeck has taken outstanding care of its residents at all stages of their needs. So, when it came time to rebuild the new skilled nursing center, no detail or cost was spared. "We really wanted to pull out all the stops," adds CEO Bill Heideman.

CONTINUED on page 3

THE PHILANTHROPIC SPIRIT *of* **BARBARA JURY**



Long-time Hollenbeck resident Barbara Jury was born to be a nurse. The older of two girls, she was very close to her father and, as she describes, "in a way becoming the son he never had." A hospital administrator, her father exposed her to the intricacies of the health care world at a young age. When she graduated high school in 1945, she headed to University of Redlands for two years and then on to nursing school at California Hospital through a special program with USC.

Not a fan of nepotism, Barbara didn't return to Redlands and work for her Dad, opting instead to stay on at California Hospital, where she oversaw an intensive care department for premature babies, which would be the equivalent of today's NICU (neonatal intensive care unit). After obtaining a Master of Science in Nursing from UCLA, she returned to California Hospital as Director of Nursing, with one of her tasks being to get accreditation for the nursing school. Eventually she became the first Director of Risk Management.

"I really enjoyed the risk management aspect of nursing," says Barbara. "I'm all about addressing issues, making improvements and actually seeing the difference your work made."

Barbara's passion goes beyond nursing, as well. An active volunteer, she has been a 50-year member of Soroptimist International of Los Angeles, where she helped economically empower women and girls by providing access to education. Having gained a deep appreciation for the arts from her mother, she's also very involved with The Da Camera Society whose mission is to restore chamber music to intimate environments. In fact, she's arranged for them to perform for Hollenbeck's residents. "It's very important to be philanthropic and give back – I learned that early on from my father."

Ironically, it was through nurses that Barbara discovered Hollenbeck Palms. Early in her career at California Hospital, Barbara came

on campus one day to pick up some nurses who were participating in a special program at Hollenbeck. "I was so impressed with the place that it always stayed in the back of my mind," recalls Barbara. "Years later, when I realized it was in my best interest to no longer live on my own, I reached out to Hollenbeck and eventually made it my home."

Ten years later, Barbara is just as happy at Hollenbeck as the day she moved in. She's been involved with the Residents' Council as well as the Scholarship Committee, where funds are distributed to qualifying employees to further their education. She's so vested that when the campaign to rebuild the skilled nursing facility was launched, she wanted to be a part of it. "This is my home, and I want to help build it," she says. "I prefer to see my money do good in my lifetime than leave it in a will to be distributed when I'm not around." As a nurse, Barbara has a special understanding of the importance of the new skilled nursing facility. "Over the course of my career, I've seen some notable changes and one of them is that people are living longer. As a result, their needs will change with time. This new care unit is going to play a crucial role in caring for our most vulnerable residents and I'm so happy to be a part of helping make that happen."

HEIDEMAN CARE CENTER CONTINUED from page 1



The 10,000 square foot facility has 3 modernized private and 28 semi-private rooms, each of which features separate televisions, larger windows, and individual bathrooms with separate vanities. It also has a new and updated beauty salon. These modern amenities coupled with the high standard of care provided by the staff represents the next generation of healthcare.



"This new skilled nursing facility shows our commitment to our residents," says Carol. "It brings them an amazing peace of mind knowing that should they need it, our new skilled nursing center stands ready to care for them. We are deeply grateful to our generous donors and supporters. They are the ones who made this building possible."

Along with donors, residents, Board of Trustees and friends, Council Member Jose Huizar was on hand to lend his support to the new skilled nursing center, presenting a certificate of recognition in honor of the grand opening. "This structure is Hollenbeck's crown jewel," said Huizar.

Hollenbeck's progress does not end with this building. Keenly aware of the increase in Alzheimer's Disease and dementia diagnoses, the next phase of the Capital Campaign is to build a 33-bed Memory Enhancement Center to serve that population group. By the year 2025, the number of people age 65 and older with Alzheimer's Disease is estimated to reach 7.1 million. "We must be ready to meet the needs of this vulnerable population group," stresses Bill.

Hollenbeck expects to take occupancy of the skilled nursing center by Thanksgiving.

A DAY *at the* RACES



The grand Santa Anita Park was the site for our third annual A Day at the Races, the fundraising event to benefit Hollenbeck Palms. On April 29, over 100 supporters, friends and Trustees gathered for a day of great food, wonderful company and exciting races all to support Hollenbeck Palms.

On a beautiful spring day, guests socialized and got caught up with one another while they enjoyed the magnificent views of the surrounding mountains. Seated at the impressive Turf Terrace, they were treated to a delicious three-course meal as they watched a total of nine races, one of which was named in Hollenbeck's honor. Some betters were significantly luckier than others, but all attendees had a delightful time.

Chaired by Trustee Casey Adams, the event raised over \$100,000, surpassing the initially projected goal. "We are very happy with the terrific turnout this event produced, both with the number of attendees and the funds raised," said Casey. "This being our third time holding this event, it's really picking up steam and attracting a nice following, and we're very happy about that."

"All of us at Hollenbeck owe Casey a great deal of thanks for his outstanding leadership and commitment to the success of this event," said President/CEO Bill Heideman. "His passion and devotion ensured another wonderful A Day at the Races, our signature event. We look forward to working with the balance of the Board to continue and build on this year's success. Additionally, we thank our fantastic vendors and suppliers for their generosity and kindness – we couldn't have done this without them."

DONORS *come through for* **Hollenbeck residents...and their outings!**



Hollenbeck put out the call and our generous donors, friends and family members responded. Proceeds from the last several year-end appeals were used to purchase a new bus to transport our residents to their outings.

Hollenbeck is a firm believer in providing suitable and entertaining activities to our residents, among them regular outings. Being outdoors, in sunlight and fresh air, exposes our residents to unique experiences and allows them to interact with one another in a different social setting. Our residents return from outings with a renewed spirit and a spring in their step. Getting to and from these outings has been made extra comfortable and secure

with a new transportation bus procured at the end of 2017, thanks to the wonderful support of our donors.

The new bus replaced our existing 14 year-old one that had accumulated nearly 90,000 miles of city driving traffic. The ADA-approved 22 seat passenger bus is equipped with wheelchair lift capabilities, retractable seat belts and footrests and handle bars in the cabin. Additionally, it has removable jump seats to create space for wheelchair passengers as well as a rear camera, providing our drivers increased visibility.

Thank you to all our donors who helped give this gift to our residents.

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We are proud to recognize our generous donors whose kindness allows us to deliver exceptional care to our residents. We have made every effort to include all supporters on this list, and apologize if your name has been inadvertently omitted. Please contact the Development Department at 323-307-4554 with any questions.

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Mr. & Mrs. Robert Borgen

To learn more about how you can include Hollenbeck Palms in your gift planning, please contact Sally Sanders at 323-307-4554 or ssanders@holpalms.com

Visit: <https://www.hollenbeck-palms.com/capital-campaign/ways-to-give/planned-giving/>

ONWARD

with our

MEMORY Enhancement CENTER

Building on the success of the Skilled Nursing Center and moving forward with our capital campaign, Hollenbeck Palms stands ready to begin work on its newest addition to the campus, our Memory Enhancement Center. This facility will provide an exceptional quality of life for our residents living with Alzheimer's disease and other forms of dementia.

Dementia is a degenerative disease that takes a huge toll on the patient, caregiver, family members, government and the nation's health care system. Currently, 5.7 million Americans are living with the disease or some sort of dementia. Alzheimer's disease is the only top 10 cause of death in the US that cannot be prevented, cured or even slowed.

Studies show that environment plays a crucial role in caring for people living with memory loss. In this new wing, each patient will be individually assessed for special programs, exercises and elements

of care according to their condition. This new center will also feature a specifically designed layout to minimize confusion and special colors and shapes to promote mental stimulation. The free-standing two-story building will feature private rooms and semi-private rooms for 33 residents.

"We're very happy to be able to provide this additional level of care for our residents who need it," says CEO Bill Heideman. "Once completed, this state-of-the-art center will allow us to combine friendly conditions with security, creating a harmonious and safe living environment. This will essentially allow us to provide a fourth-level of care for our residents living with dementia or Alzheimer's disease."

Construction of this facility is anticipated to begin at the end of the year. Stay tuned for notices and updates.





HOLLENBECK'S NEWEST TRUSTEE

Bill Kumagai

Hollenbeck Palms happily welcomes Bill Kumagai, the son of former Hollenbeck residents, to its Board of Trustees. Bill grew up on the U.S. east coast and in Japan, completing high school at Tokyo's The American School in Japan. He attended the University of California, Irvine, graduating Phi Beta Kappa and Summa Cum Laude in the School of Humanities. Bill went on to attend Princeton University's doctoral program in literature before returning to California to focus on business.

Beginning his career in information technology at a Savings & Loan, Bill then worked for the City of Irvine as a software developer before taking over as the head of data processing. Switching to the private sector, he served as senior consultant for The Warner Group where he was promoted to Partner.

When The Warner Group was acquired by Gartner, Inc., the world's leading information technology research & advisory company, Bill served as a Managing Vice President over state & local government clients in Gartner Consulting, and managed Gartner Consulting across the western U.S. before assuming the lead role for all of North America. He was promoted to Group Vice President of global strategy & operations. More recently, Bill followed a different calling, reducing his workload at Gartner in order to spend more time and effort in the non-profit industry and writing.

A frequent lecturer at numerous industry conferences across the country, Bill has addressed the League of Cities, the Government Technology Conference, and Gartner's Information Technology Symposium.

Bill and his wife, Linda, who is also in the non-profit industry, live in Sherman Oaks. Along with his brothers Wesley and Robert, Bill helped move his parents, Rikio and Sadayo Kumagai, into Hollenbeck Palms in 2013, who were great additions to our Hollenbeck community. Sadayo was very engaged with numerous activities, and they both made many friends during their time at Hollenbeck.

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Kathy Kirchhoff

A senior banker in Cain Brothers' Post-Acute Care Practice, Kathy Kirchhoff has more than 30 years of experience helping clients with capital funding, financial planning, feasibility analysis, and strategic planning. For nearly 20 years, her work has been focused on the healthcare industry, with specific attention on the senior living sector. Her previous experience includes serving as Senior Vice President and manager of the Western Regional Office of Herbert J. Sims & Co. and 15 years at KPMG, LLP.

A Certified Public Accountant, Kathy earned a Bachelor's in Business Administration, Accounting from California State University Fullerton and a Masters of Business Taxation from Golden Gate University.

Kathy is a member of the Firm's President's Advisory Council. In 2007, Governor Schwarzenegger appointed Kathy to the State of California's Continuing Care Advisory Committee and she has served on the Leading Age California Finance Committee for over 20 years. She is a founding member of Women in Senior Living and is currently a member of Women in Public Finance – Los Angeles. She has held leadership positions with Orange County Society of Women CPAs and Leadership Tomorrow – Newport Beach and membership in American Society of Women Accountants, Healthcare Financial Management Association, California Society of CPAs and American Institute of Certified Public Accountants. She is a frequent speaker at industry conferences on topics involving senior living, health care, financing options and strategic planning.

Kathy is on the Board of Directors of Partners in Care Foundation, a nonprofit organization coordinating home and community-based care, and California-Nevada Methodist Homes, a nonprofit senior living owner/operator.

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We rely on the support of our friends and donors to do what we do. If you would like to make a donation, honor a loved one or make a monthly contribution, visit our website at www.hollenbeckpalms.com and click on the "Donate" button on the right hand side or call 323-263-6195 and ask for the Development Department.

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We always need help in the office or with our activities. If you've got the time and talents to share, please call us at 323-263-6195 and ask for the Activities Department.

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You can make a bequest to Hollenbeck Palms by including language in your will or living trust leaving a portion of your estate to Hollenbeck, or by designating Hollenbeck as a beneficiary of your retirement account or life insurance policy. Please consult your own legal and tax advisors to help guide you in this process.