

The Goddard Times



***First Impressions* by Lance Chapman**

This August marks the end of my second year as the Marketing Director here at Goddard House. This moment allows me to look back and take stock of the journey I've been on and where it is headed in the future. I thought it might be interesting for people to read about why I believe Marketing is so important to the success of our community and what our marketing team does to help foster and maintain that success.



Lance Chapman

First Things First

I start each day of my life expecting good things to happen. As I come to work with that attitude, I look for ways I can make important contributions to the mission and the community of Goddard House. I learned that positive attitude from my wise mother and it seems to have stayed with me through thick and thin. It is fair to say that within any community of people there are challenges and frustrations to be overcome. The measure of our community is our willingness to candidly and respectfully address those issues by holding the common goal of creating an exceptional place to live and work and a sense of well-being that is shared by all.

From a Marketing perspective, the mission starts on a future resident's first visit to Goddard House. Many people have shared that there is a special sense of warmth that is experienced as soon as one walks in the front door. This experience is enhanced by being organized and ready for guests to arrive, having a table ready in the dining room and serving a cool beverage. Even more, meeting a few residents and staff members who greet guests warmly, truly helps to make people feel welcome.

Vol. 1 No. 2 - August 2013

Newsletter Contributors:

John Moniz, Executive Director

Melody Bushmich,
Traditional Program Director

Lance Chapman,
Marketing Director

Bridie Johnson,
Community Partnership Associate

Ginny Mazur,
Community Partnership Director

First Day - Moving In

On a resident's moving-in day, we make every attempt to anticipate their needs and comfort. From medications to welcome baskets to door keys and clean linens, the checklist of important details is tended to by many staff. Most people have some anxiety about their move but often our residents are choosing to start with a short term trial stay for a month or two in one of our furnished apartments. These trial stays are so popular because they take much of the stress out of moving to Goddard House. Without furniture to move, residents arrive with a suitcase or two, some personal items and settle in for a few weeks. It's a smart idea and often allows residents to remain very involved in such important decisions. (continued on page 2)

(continued from page 1)

Event Marketing

One of the most colorful facets of our marketing campaign at Goddard House is our Dinner/Lecture series. The marketing team of Ginny Mazur, Bridie Johnson, Judith Gregory and I are proud to produce monthly events which bring a wide variety of people through the doors here at Goddard House. Our chef, Ken Yarvitz and his stellar dining staff, partner with Juan Carlos Solarzano and his maintenance team to transform the library into an elegant banquet room. Our Dinner/Lecture series has been host to many great speakers including former Governor Michael Dukakis and his wife Kitty as well as respected researchers and authors such as Joanne Koenig-Coste who has written extensively about the effects of Alzheimer's Disease.



Melody Bushmich and Luba

So, it looks like we're in for an exciting year. With John Moniz, our new Executive Director at the helm, we can expect a number of new ideas and improvements here at Goddard House. Meanwhile, the marketing team is excited about developing ways to spread the news about this new chapter we have just begun. - Lance Chapman



Marie Curcio

Introducing New Social Worker, Marie Curcio

Marie Curcio, MSW, NHA, has joined Goddard House in a new role, Social Worker. Individuals choosing life-style changes often have questions and concerns. Marie will offer education, welcome and support groups for residents and families as well as guidance through life transitions that our residents may encounter while living at Goddard House. She appreciates the value of knowing one is not alone when dealing with the challenges of life and health transitions.

Marie has considerable experience in social service, staff education and program development and the care and support of individuals with Alzheimer's disease and related disorders. Marie is a graduate of Simmons College School of Social Work and has enjoyed a long career in geriatric social work. She has worked in acute hospital, long term care and assisted living communities. Her professional career roles and responsibilities have included Director of Social Services, Memory Care Program Director, Staff Development, In-Service and Quality Assurance, Admissions Coordinator and Licensed Nursing Home Administrator.

As a Certified Eden Associate, Marie is trained in relationship-based Culture Change in the renowned model created by Dr. Bill Thomas. She is an Alzheimer's Association Certified Caregiver Trainer, Licensed Certified Social Worker, Licensed Nursing Home Administrator and a founding member of the Alliance of Care Directors of Massachusetts and New Hampshire.

Marie will provide education and support to Olmsted Place residents, family members and staff as well as our Traditional Assisted Living Community. She is impressed by the energy and professionalism of our community and looks forward to beginning the next chapter in her career.

Keep the Good Times Rolling!

By Melody Bushmich

Traditional Program Director

Many thanks to each of you who joined us at the Goddard House Annual Barbecue! Whether you found yourself dancing to music from the Zaitchik Brothers Band, taking a ride in John Benson's antique car, or sharing laughs among friends and family, your being there made the event a great success!



Goddard House families enjoying the Annual Summer BBQ!

It is with great pleasure that I introduce the newest member of our staff – Eden Walsh! Fulfilling the position of Traditional Program Assistant, Eden comes to Goddard House with a degree in Business Management from Lesley University and experience planning activities and events for groups of all ages. Already with great ideas up her sleeve, Eden is sure to bring new vitality to Goddard House programming!

The talented resident artists of Goddard House and their extraordinary artistic leader, Susan Swanson, have been invited to display and sell their fine pieces of art at a local Pop-up shop! Pop-ups are shops, restaurants, places and events that are positioned for a brief period of time. While big name brands or world-renowned chefs often host pop-ups, aspiring artisans in many fields too have been “popping up” and offering a more intimate, one-of-a-kind experience. After having started a social media marketing company called PopUp Republic, Jeremy Baras is set to open a series of pop-ups in hopes of revitalizing the area. Cue the resident artists at Goddard House! We will be joining Jeremy later this summer in hopes of selling our art to the public! Future dates are to be announced.



Goddard House staff having fun at the Annual BBQ! Pictured L - R: Betty, Sharlyn, Sheereen and Demaris



Musia with examples of the jewelry that will be on sale at the Pop-up shop later this summer

Featured August Events! Please Join Us!

We ask that Resident's families and friends RSVP by calling Melody Bushmich at 617-731-8500 x. 152



Brian Corcoran

"Memories in Music"

Tues., Aug. 6th at 6:30pm

Part of the Olmsted Summer Concert Series!

For over 30 years, Brian Corcoran has been singing and strumming for audiences of all ages. His show "Memories in Music" comprised of songs from the "Greatest Generation" era will leave you smiling and humming familiar and beloved tunes. In addition to music, Brian's show also includes humorous stories about his family and growing up as one of fifteen children.



The Julie Seeger Quintet

Sun., Aug. 18th at 3:30pm

From the John Payne Music Center in Brookline, the Julie Seeger Quintet will perform swing music from The Great American Songbook - compositions from the 1920's through the 1940's. Music by George Gershwin, Cole Porter, Duke Ellington, and Irving Berlin will all be featured. A school for music students of all ages, you can learn more about the John Payne Music Center by visiting their website at www.jpmc.us.



John Clark & Henry

"Thins" Francis

Sat., Aug. 24th at 3:30pm

Clark and Francis have been delighting Boston area jazz fans with their lively performances for decades. Saxophonist, John Clark, leads the 7-piece Wolverine Jazz band and Henry "Thins" Francis plays stride piano in the style of "Fats" Waller (hence the name "Thins"!). Together, their knowledge of jazz and American popular song has yielded a diverse repertoire of eclectic material, which they play with style and taste.



For more information visit: www.goddardhouse.org

165 Chestnut Street
Brookline, MA 02445
617-731-8500