

The Goddard Times

October



***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.

First Things First

Lance Chapman

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.

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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.

Melody's Article

A Warm Welcome by Ginny Mazur

Goddard House is excited to welcome Daniella Rothchild and *Transitions to Work* to our community. Daniella works as a server in the dining room four nights a week. She feels like “part of the family” at Goddard House and believes she has “found her niche”. Daniella’s goal is to always make the residents smile. Inspired by her 92 year old grandmother, Daniella enjoys interactions with the residents and the lessons and stories they share with her. They inspire her to want to create a meaningful life. She takes pride in her work, focusing on details and the needs of each resident, even double checking that each meal is correct before serving. Daniella also values the relationships she is building with her co-workers. She strives to take initiative and be a team player. She felt “welcomed back home” after a recent trip to Israel. Ken Yarvitz, head of Food Service, says Daniella’s personality fits in perfectly at Goddard House; “She has connected with residents, learned procedures and become an integral part of the team”.



Daniella Rothchild

Daniella praises her training with *Transitions to Work* as “priceless’ and “a perfect environment with skills training and support”. She is glad that now she knows “exactly how to do customer service”. Daniella is also a graduate of Mitchell College and enjoyed liberal arts and early childhood education studies. She continually made Dean’s List, graduated Magna Cum Laude, and was a member of the Alpha Chi National College Honor Society.

Transitions to Work, is a collaboration among Combined Jewish Philanthropies, The Ruderman Family Foundation and Jewish Vocational Services, is a high quality, supported employment program for young adults with disabilities and is based on an intensive 12-week training and internship. *Transitions to Work* enables young adults with disabilities to develop the skills needed for employment and places them into jobs that provide earnings and a sense of purpose. The program builds relationships with employers to raise awareness about inclusive hiring practices and engage not-for-profit and corporate partners to consider young adults with disabilities as qualified, committed candidates for employment opportunities.

By Chef Ken Yarvitz

Roasted Vegetable Salad

Ingredients:

- 1 large eggplant, peeled, trimmed, and cut into ½ inch dice
- 1 large zucchini, trimmed and cut into ½ inch dice
- 1 medium yellow squash, trimmed and cut into ½ inch dice
- 1 cup diced onion
- ¼ cup olive oil
- 1 ½ teaspoons salt
- ¾ teaspoon black pepper
- ½ cup finely chopped assorted fresh herbs
- 1 oz. extra virgin olive oil
- 1 tablespoon fresh lemon juice
- ½ tablespoon chopped fresh garlic
- 4 oz. feta cheese crumbled (optional)

Preparation:

- Preheat oven to 350 degrees
- Place the vegetables in a large mixing bowl and toss with the olive oil, salt and pepper



- Spread the veggies in one layer in a large pan, and roast in a preheated oven for 45 min.
- Remove the roasting pan from the oven and allow the vegetables to cool for 15 minutes
- Place the vegetables in a large mixing bowl and toss with the fresh herbs, olive oil, lemon juice, and garlic.
- Toss with the cheese if desired and serve
- Recipe yields 5 to 6 servings

Goddard House - A Model Home for Japan's Senior Living Communities

Architect Yukiko Kitaguchi from Osaka Japan, is involved in a project which aims to redesign many of the interiors of existing Assisted Living Communities throughout Japan. On her Yukiko Kitaguchi and Goddard House Marketing Director, Lance Chapman recent visit to the U.S., Ms. Kitaguchi chose to visit Goddard House as a model for the project, among a short list of other sites, that represent the homelike interiors she believes older Japanese citizens are seeking as they enter into senior living communities.



Yukiko Kitaguchi and Lance Chapman

Optimizing the Later Years of Life

By Dr. Jacquelyn James

Growing old is not what it used to be but it does still require a little bit of “muscle.” Eat right and exercise your mind says one theory; stay “productive” says another. While some theorists and practitioners recommend staying engaged with life, few provide concrete pathways for doing so or any understanding of what engagement actually means. Does it mean simple involvement? Or something more? At the Sloan Center for Aging & Work, we have argued that involvement and engagement are different things.



Jacquelyn James, PhD. with Lance Chapman, and Fay Gano

We have shown, in fact, that it is better for psychological wellbeing to be uninvolved in an activity than it is to be involved but not engaged in such activities as paid work, volunteering, and caregiving (Matz-Costa, Besen, James & Pitt-Catsouphes, 2013). How so? Engagement, in our view, is a positive, enthusiastic, and emotional connection with some activity that both motivates and energizes people. To be engaged means that we are truly *interested* in an activity, that we commit a lot of our personal *energies* (whether physical, cognitive, or emotional) into an activity or set of activities, and that we sometimes get so *focused* that we forget about time. “Highly engaged individuals feel enlivened and invigorated” by their involvements and look forward to the time spent in them” (Matz-Costa, James, Ludlow, Brown, Besen, & Johnson, 2013).

Examples? A man who ran an auto mechanic shop in New Orleans started guitar lessons before selling his shop and retiring. He loved playing so much that he became a sought-after jazz player in restaurants across the city. A woman, who had been a consultant and professor of environmental studies for most of her life retired, and, with some training, became a Doula, or midwife’s assistant. She so enjoyed this work that she worked long days and odd hours. Another woman who had helped her husband run the family business took up quilting after an early retirement; soon she had developed a unique quilting style and was winning prizes for her wall hangings. Now, she teaches classes and sells patterns for her appliqués. These are examples of people who found new energy in later life.

Many times older adults are already highly engaged in preferred activities but can’t continue at the same level as they did in early life. A marathon runner, for example started to run fewer miles as age took its toll on his body. Later, he was unable to run at all, but began walking. Still loving running, he participated as a volunteer for marathons and local races, handing out water and cheering for the runners—still deeply engaged in running without actually doing it. Some people want to contribute talent and apply the experience that they have developed during careers working for pay to unpaid “encore” experiences that benefit others. One well-respected consultant, for example, began working with African communities to provide aids awareness education and ended up sponsoring a village orphanage—fundraising, finding sponsors for each of the children, enhancing their physical plant and their educational experiences. Aging well requires a little bit of muscle.

The muscle required? Do follow dietary guidelines and exercise your mind. Make new friends. Seek out activities that build on your interests and strengths. Challenge yourself. Contribute to the greater good—all toward staying engaged with life. “None are so old as those who have outlived enthusiasm” (Henry David Thoreau).

Keep the Good Times Rolling!

By Melody Bushmich

Traditional Program Director

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 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 Re-public, 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.

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

Featured September Events! Please Join Us!

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



Yiddish & Hebrew Songs with Mena Levit

Friday, Sept. 6th at 7:00pm

Mena Levit, a soloist with the Moscow Musical Theatre, New Israeli Opera, and Jewish Theatre on Broadway, presents us with pearls of Yiddish and Hebrew songs in recognition of Rosh Hashanah.



Piano and Violin with OS2

Sunday, Sept. 15th at 3:30pm

Olga Litvintsova and Sivan Etedgee have been performing classical music together since 2009. They have presented works by Piazzolla, Beethoven and Bach. Originally from the Ukraine, Olga is a former violinist with the National Opera House Orchestra in Kiev. Sivan performs frequently throughout New England as both a soloist and a chamber musician.



Latin Pop & Jazz!

Sunday, Sept. 22nd at 3:30pm

As part of Hispanic Heritage Month, singer Maura Mendoza and guitarist Jeremy Quick will perform Latin pop and jazz tunes. With a background in musical theater, acting and dance, Maura has played many local music venues exploring rock, jazz, acoustic and pop music. Jeremy performs nationally and internationally with a wide variety of music projects.



For more information visit: www.goddardhouse.org

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