

Pulse



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First Alzheimer's Speakers Series Program Exceeds Expectations

Last fall, representatives from Bethesda and the St. Louis chapter of the Alzheimer's Association began developing a new educational series for the general community that would provide valuable information and be tailored specifically to caregivers whose loved ones were living with the disease.

The presentations would be free to the public, and would involve a question-and-answer section so that attendees were able to secure some immediate answers to the questions they may have had while listening to the presentation. Each presenter would be renowned in the field of Alzheimer's and dementia, either from St. Louis or brought in from out of town.

And during the first year (2012), the series would comprise three presentations, with hopes of attracting 200-250 people to each one.

At least that was the vision shared by the two organizations. The reality – nearly 360 people filled the West Atrium at the Edward Jones headquarters on March 25 to listen to **Dr. Gary Small**, the Director of the UCLA Longevity Center and Division of Geriatric Psychiatry, and the author of six books, present "Alzheimer's Disease – Will I Get It, Too?"

In addition, the introduction was provided by **Dr. John Morris**, Director of the Charles F. and Joanne Knight Alzheimer's Disease Research Center at Washington University (ADRC). Dr. Morris joined Dr. Small for the Q&A portion of the evening, after Dr. Small had shared things that each of us can do on a daily basis that can keep our brains as healthy as possible.

"I think that many in the audience were a little surprised that family history was not the only risk factor for Alzheimer's," said **Jan McGillick**, Educational Director at the Alzheimer's Association. "Looking around the room during the presentation, it was clear to me that the attendees appreciated the forum that was being provided to learn about Alzheimer's and were able to ask questions."



Dr. Gary Small (right) and **Dr. John Morris** answer questions following Dr. Small's presentation at the first Alzheimer's Speakers Series, brought in partnership by Bethesda and the Alzheimer's Association.

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Bethesda Hospice Care Receives \$150,000 Grant from Emerson Charitable Trust



Bethesda recently received a gift commitment of \$150,000 from the Emerson Charitable Trust, to be used toward the creation of dedicated hospice rooms within Bethesda's skilled nursing communities.

Plans currently are underway to design functional resident and family care areas within the same room, providing patients with a life-limiting illness and their family members with a private, intimate area that has virtually all of the comforts of home.

"Emerson's gift further supports the importance and commitment to end-of-life care, and Bethesda's desire to limit the number of residents who die alone," said **Amy Trau**, Corporate Vice President, Home and Community Based Services. "Our research shows that a uniquely comfortable environment for families to spend with their loved ones who are actively dying has become a very important service of hospice, and we look forward to creating these rooms and offering them to our families."

Emerson is a diversified global manufacturing and technology company, whose headquarters is located in St. Louis. It offers a wide range of products and services in the areas of network power, process management, industrial automation, climate technologies, and tools and storage businesses.

Efforts are underway by the Bethesda Health Group Foundation to secure additional funding for this capital project. For more information, please call 314-800-1916 or contact pedempski@bethesdahealth.org.

Earlier Start for 2012 *Hearts for our Homes* Fundraising Campaign

The 2012 *Hearts for our Homes* fundraising campaign is kicking off April 30 – two months earlier than in previous years – as to not conflict with the United Way fundraising campaign in September.

"Our generous Bethesda employees, residents and friends come together twice a year for these two worthy fund drives, and we want to do justice to both," said **Leslie Simon**, Volunteer Coordinator with Bethesda Hospice Care, who serves on both fund-raising committees.

"Unlike the United Way campaign, what makes *Hearts for our Homes* particularly meaningful to our Bethesda families is that the money we raise helps keep our residents living at Bethesda communities," said **Mary Roqueplot**, Housekeeping Manager at Bethesda Meadow (Ellisville), who has served as an employee ambassador for the campaign for three years.

"In most cases, Bethesda is the last home for many of our residents," she continues. "It is our commitment to keep our residents here, even if they run out of money and can no longer pay for services."

Last year, *Hearts for our Homes* raised more than \$58,000 for humanitarian care through various events, outright contributions, and gifts through employee payroll deduction.

Individuals who donate \$50 or more before May 11 (employees, residents, and friends) will receive a *Hearts for our Homes* mug,

along with the chance to be entered in a prize drawing for gift certificates and prizes. All payroll deduction gifts will begin with the first pay period in July.



This year's Employee Ambassadors include: **Mary Cody-Hill, Konnie Egertson, Joyce Eiserle, Toni Emery, Stephanie Graf, Pam Johnson, Jan Keale, Sanna King, Pam Klabe, Kimberly Martin, Graciela Mendoza, Jason Metropolous, Pam Moore, Mary Roqueplot, Leslie Simon, Andrea Snyder, Susan Trout and Sarita Weldon.**

For more information regarding *Hearts for our Homes*, please contact the Bethesda Health Group Foundation, 314-800-1916, or your employee ambassador.

Bethesda Meadow Sports New Landscaping and Waterfalls

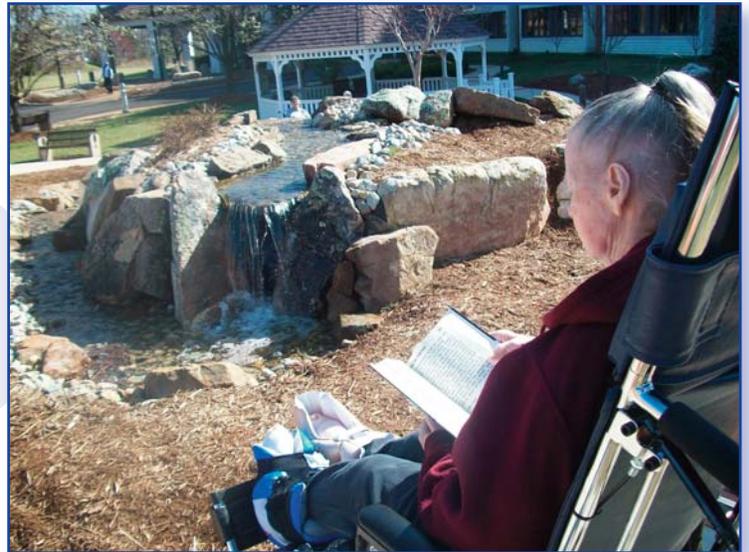
When you enter the campus of Bethesda Meadow (Ellisville), your eyes can't help but be drawn to the beautifully landscaped area that accents the skilled nursing community's existing gazebo.

At the same time, your ears will relish the soothing tones of the eight collapsible waterfalls that flank the portico.

And thanks to the warm temperatures we've experienced this winter, several residents and their families already have ventured outside to enjoy the new outdoor space as well.

"Now that the weather is nice, I enjoy eating my lunch on a bench next to the waterfalls," says **Darla Neely**, Auxiliary Coordinator at Bethesda Meadow. "The new outdoor area really modernizes the exterior of the building, and I've noticed that it already draws more families outside with their loved ones."

The beautiful water features were designed and constructed by **Signature Landscaping and Design, Inc.** **Tom Schreiber**, owner of Signature Landscaping, also graciously donated more than \$14,000 in labor and materials toward the construction of the project.



Resident **Marie Francis** enjoys the tranquility of the new landscaping and waterfalls feature at Bethesda Meadow. The official dedication ceremony will take place at 3 p.m. on June 19.

The new landscaping was able to quickly get off the ground thanks to Bethesda Meadow Auxiliary's generous donation of \$30,000 (as profiled in the Winter 2012 edition of the Pulse).

The official dedication ceremony for the new outdoor area will take place at 3 p.m. on Tuesday, June 19, and will be open to the general public. For more information, please call the Foundation at 314-800-1981.

Will 2012 Taxes Affect You?



Believe it or not, it is not too early to be thinking about your 2012 taxes. The current law states that your estate is exempt from estate taxes if it is worth less than \$5.12 million. Come 2013, if Congress doesn't make additional changes, this amount drops to \$1 million. That means every dollar you own above the \$1 million exemption will be subject to federal estate taxes upon your death.

The top federal estate tax rate, as well as the federal generation-skipping transfer tax rate, is 35 percent. The exemption level for generation-skipping transfer taxes is \$5.12 million. This means that if you leave more than \$5.12 million in property to a grandchild or anyone two or more generations younger than you, your gift will incur a 35-percent tax. The annual gift tax exclusion—the amount you can give to anyone gift tax-free each year—remains at \$13,000 this year (\$26,000 for married couples). So if you plan to give above the exclusion threshold, it will be subject to gift tax if your \$5.12 million lifetime exemption has already been used.

Most of us know that we need an estate plan to determine who gets what from our assets when we are gone. Also, we know that without a valid will, the state will determine who gets the majority of our assets and belongings after we die. With the proper planning, you may be able to eliminate estate taxes.

If you would like to save on future federal estate taxes by leaving Bethesda in your estate plans, you can leave a lasting legacy in the most flexible way possible. Consider revocable options, such as including Bethesda in your will or designating us as the beneficiary of a percentage of your retirement plan assets, or earmarking a percentage of your refundable entrance fee or deposit to the Bethesda Health Group Foundation.

If you have questions about tax laws, please contact your estate planning attorney. To learn about ways to leave a legacy while saving estate taxes at the same time, please contact the Foundation at 314-800-1981.

“Moving with Ease” Helping Seniors Address Anxiety of Moving

If you are among the many seniors who would like to entertain the possibility of moving into a comfortable, secure retirement community but have some hesitations, **Ann Pluemer** understands.

As a Realtor who has worked with countless seniors over the years, Ann recognizes the issues that seniors experience relating to getting their homes ready to sell, downsizing and making the moving arrangements, just to name a few.

As a leading senior living organization with retirement communities throughout the St. Louis area, Bethesda understands the issues as well. And in an effort to address those issues and make the move as easy as possible, Bethesda and Ann have teamed up to offer the “Moving with Ease” program to all new residents moving into a Bethesda retirement community.

“Very simply, we want to make the move to Bethesda as stress-free as possible,” said **Ken Bass**, Senior Vice President, Senior Living. “That’s why we are partnering with Ann and offering up to \$3,000 worth of downsizing and moving assistance when you reserve your home at a Bethesda community.”

Also included as options in the “Moving with Ease” program:

- Cleaning and clutter removal
- Advice on home repairs
- Tips to make your house irresistible to potential buyers

First Alzheimer’s Speakers Series Exceeds Expectations

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Dr. Small’s schedule was filled during his visit to St. Louis. In addition to his evening presentation, he appeared live on Fox 2 News in the morning, was the featured guest, along with Dr. Morris, on “St. Louis on the Air” on KWMU radio, and had some appointments at the Knight ADRC.

Prior to the presentation, Dr. Small signed copies of his latest book, “The Alzheimer’s Prevention Program,” which were available for purchase at the event.

“What a great opportunity for the community to learn more about a disease that is touching more and more people, and at the same time be exposed to information about the communities and services offered by Bethesda,” said **Joe Brinker**, President & CEO, who provided the evening’s welcome. “Bethesda has Memory Care units in our three skilled nursing communities, and we are thrilled to have expanded our existing relationship with the Alzheimer’s Association to include these presentations.”



Ann Pluemer (right) speaks with Resident Ambassadors **Joan and Paul Dietemann** at a recent luncheon hosted by Bethesda Orchard (Webster Groves) for prospective residents. Joan and Paul took advantage of the “Moving with Ease” program when they moved into their independent living apartment.

- Using actual floor plans to see how your belongings will fit in your new home
- Arranging for movers to pack up, transport and unpack in your new home!

The program began in 2011, and already more than 50 new residents have or will be taking advantage of the “Moving with Ease” program options.

For more information on the “Moving with Ease” program, please call any of the Bethesda Sales Counselors, whose names and telephone numbers are listed on p. 2, or go to www.BethesdaHealth.org, click on Communities and, once you’ve selected the community of your choice, Tour Information.

Next Speakers Series Event Set for June 25

The next installment of the series will take place at 7 p.m. on Monday, June 25, at Andre’s Restaurant in Fenton.

Acclaimed St. Louis geriatrician Dr. Charles Crecelius will present “After the Alzheimer’s Diagnosis – What Now?”

The program is free, but space is limited. For more information or to register, please go to www.alz.org/stl or call 1-800-272-3900.