



*Cyril and Judith Harvey,
Friends Homes Guilford residents.*

Dream inspires gift to Friends Homes

In the fall of 2017 residents of the Guilford campus hosted an art exhibit of prints on loan from Ambleside Gallery in Greensboro, painted by renowned master watercolorist **Guan Weixing**. Born in Dunhua County, Jilian Province, China, Mr. Guan's art creates the distinct illusion of photography - his subjects are primarily people of China. **Judith** and **Cyril Harvey**, residents of the Guilford campus since 2004, felt an immediate connection with Mr. Guan's work. What began as an art exhibit led to a deeply meaningful gift to Friends Homes.

One night, as the final days of the exhibit neared, Cyril dreamt that he and Judith had made possible a permanent Guan Weixing art exhibit at Friends Homes. He shared the dream with Judith the next morning, and they quickly agreed the dream should become reality.

The couple made a gift to Friends Homes which allowed for the purchase of three

prints, images of a woman, a man and a child. The Harveys like to think of the three as family: a grandmother, a grandfather and a grandchild, a perception they feel residents of Friends Homes can share. They also see in these portraits simplicity, community and equality, Quaker values that undergird Friends Homes. And, for the Harveys, the prints reflect their own longtime interest in China and art.

The Harveys both had uncles that traveled to China in the 1930s. The men spent significant time there and traveled the country, though the two never met.

Geologist **Marvin Weller**, Judith's uncle, working for Illinois Geologic Survey at the time, was asked to lead an expedition to western China in search of petroleum reserves. While there, Japan invaded the country. He and his team, traveling by horse, camel, truck and riverboat, escaped China after several months. Marvin and his team discovered the Yumen Oil Seeps,

which became the largest oil field in China, and the primary source of petroleum to the Chinese government during World War II.

Soil scientist, **James Thorp**, Cyril's uncle, was working for the Department of Agriculture when the Chinese government asked the United States government to send a soil scientist to China to train a new generation of soil scientists. The country needed to learn modern techniques for improving and sustaining their soils, damaged by intensive use over thousands of years. Thorp spent three years in China. His book, "Geography of the Soils of China," was published in Chinese and English by the Chinese government in 1935.

Judith's father, **Allen Stuart Weller**, was an art historian, with a specialty in Italian Renaissance art. While serving as Dean of the College of Fine and Applied Arts at the

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A message from the Executive Director

Like spring, Friends Homes is experiencing a state of renewal. We welcome **Annemarie Dloniak, Brent McKinney, Bill McNeil, and Joy Reavis** to the Board of Trustees and to our Friends Homes family. We are confident that their professional background and community involvement will provide strategic support for Phase 1 of our Master Plan as well as to Friends Homes mission and vision.



As 2018 begins to unfold, we are coming together to acknowledge and reflect on our 60 year anniversary for Guilford and 25 year anniversary for West. These are very exciting times as we work with Nancy Borum of ID Collaborative, an interior design firm. Our management team and resident led interior house committees are putting the final concepts together for our \$2.6 million interior renovation project, scheduled to begin this summer.

Another strategic partnership is with Morrison Community Living, the group that has overseen our dining operations for our West campus for almost 20 years. In early January, we extended our relationship with Morrison to include managing dining services for our Guilford campus. The depth of knowledge and support around the culinary experience their staff provides ensures we will continue to meet the expectations of our current and future residents.

Our marketing team continues their successful outreach to the greater community by promoting all the wonderful benefits of joining our Friends Homes family. This past January, we accomplished a milestone of being 100% reserved and occupied for both our Guilford and West campuses. The Arcadia house has been completed and our marketing team has officially moved in. This beautiful, historic home on the corner of Ridgecrest and Arcadia provides the welcoming, official starting point for our new resident prospects. I hope you will take the time to stop by and talk to one of our sales counselors and learn more about this beautiful home and Friends Homes.

A special thank you to all of our Friends who helped us exceed our 2017 Annual Giving Campaign goal of \$40,000. As part of this campaign we are able to provide support for our resident assistance fund as well as purchase a Biosway to assist our residents with improving their balance and gait to maintain health and independence. We have set a stretch goal for this year's campaign of \$60,000 and I am confident that we will again rise to the challenge.

May 2018 be full of blessings for you and your loved ones. We appreciate your support and being part of our extended family.

Warm regards,
Arnie Thompson
Executive Director

Dream

Continued from p. 1

University of Illinois, he was part of the group that selected works for biennial art exhibits held at the university in the 1950s and 1960s. Through that exposure, he became interested in contemporary mid-20th century American art. Purchasing a piece from each new exhibit, he and Judith's mother, **Rachel Weller**, built a sizable collection over time, most of which they gave to Guilford College more than 25 years ago. Their collection and that of local collectors, **Ira and Ruth Julian** of Winston Salem, initiated an expansion of the art galleries at Guilford College.

Judith's and Cyril's family history has been a rich source of inspiration. They have traveled broadly in China and

throughout the world. Their apartment is an exhibit of artwork and handcrafted items from every continent. The Harveys are pleased to contribute something personally meaningful to them and at the same time naturally connected to Friends Homes.

"The meaning of our gift is not only to give us the pleasure of something we've enjoyed, but it is meaningful to the group ... there's a reciprocal relationship there," states Judith. Cyril adds, "It's a good way to approach philanthropy, we're taking something that's already valued by the community and keeping it here."

Guan Weixing once said: "Excellent details are precious. They will bring profound connotation and graceful

artistic quality." Words seldom impart more truth or more relevance.

Cyril says most of his dreams are about travel – rather travel nightmares – where he's stuck somewhere and can't get to the next destination. A dream that inspired Judith and Cyril to make a gift is, for him, a new phenomenon which he is both grateful for and amused by.

When asked to share advice on philanthropy, Cyril states, "If you are going to practice philanthropy do it before you're gone, don't leave it in your will. There's a great joy in seeing the people that receive the gift enjoy it, if you leave it in your will you will never get to experience that."

Joe & Terry Graedon visit Friends Homes

Popular NPR hosts of *The People's Pharmacy* discuss vitamins, Integrative Medicine

Joe and Terry Graedon of National Public Radio's "The People's Pharmacy" visited each of the Friends Homes campuses on February 9 to lecture on nutritional supplements. **Dr. Teresa Cox**, the Wellness Director for Friends Homes, invited the couple to speak at the request of the Friends Homes Guilford Health and Wellness Committee.

The FHG Health and Wellness Committee has been sponsoring a class on integrative medicine featuring the Great Courses series, "Integrative Medicine," that residents have been watching each month this winter. The Mayo Clinic video courses feature such topics as nutritional supplements, yoga, meditation and massage, among others. Each month, residents watch one of the courses on the theater screen in the living room and then support discussion with an invited lecturer. In January, our Pharmicare pharmacist consultant also provided information about dietary supplements.

The Graedons stressed the difference between optimization of health versus curing as it relates to vitamins, and explained that vitamins are best sourced from food, but occasionally a supplement is required. A few diseases are caused by a deficiency in vitamins. Scurvy is caused by a lack of Vitamin C.



Speakers Joe and Terry Graedon at FHG.

Most vitamins do not cure disease. Vitamin D, calcium and Vitamin B12 are evidence-based to show health benefits, but many other vitamins are questionable. The Graedons stressed talking to your doctor before ingesting a lot of vitamins. They said that for many vitamins, such as zinc and Vitamin C, there are no lab tests to measure the amount of the vitamin in your body. A person only needs a small amount.

Terry said that 3.5 cups of fruits and vegetables daily will provide your Vitamin C daily allowance. Most vitamins have been medicalized and are treated as if they are drugs, but they are very artificial and often the best source of the vitamin is food. In the last 50 years, processed food has replaced real food and a true well-balanced diet.

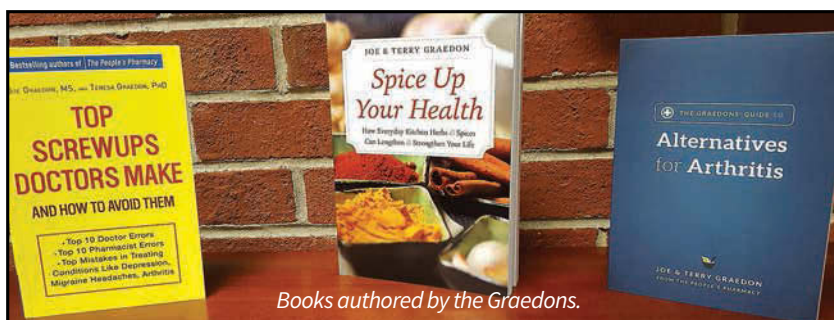
Vitamin D, as a supplement, has shown to be beneficial. Dermatologists have discouraged the best source of Vitamin D which is sunlight, but the body still needs plenty of Vitamin D. A lack of Vitamin D

can cause cognition difficulties and higher incidences of non-skin cancers, said Joe. The sweet spot for elderly taking this supplement is about 1000-3,000 international units per day.

A Vitamin B12 deficiency can cause problems from depression to confusion to tingling in extremities to hair loss. Drugs can cause the body to be depleted of Vitamin B12. Metformin for diabetes and proton pump inhibitors for GERD both cause Vitamin B12 depletion. The body only needs a small amount of Vitamin B12. It used to be very common to get monthly Vitamin B12 injections, but it is best if a physician directs how much Vitamin B12 one must take.

Other medications such as diuretics can lead to an array of vitamin deficiencies. Potassium, magnesium, sodium and zinc can all be minerals that can be depleted. In the end, the advice was to eat a healthy, well-balanced diet, get some sun, and take a multi-vitamin if you feel a supplement is necessary.

A few resources mentioned by the Graedons were: "Fortify Your Life: Your Guide to Vitamins, Minerals and More" by **Dr. Tieraona Low Dog** and "The End of Alzheimer's: The First Program to Prevent and Reverse Cognitive Decline" by **Dr. Dale Bredesen**. They also shared some of their own books and promoted their website, www.peoplespharmacy.com.



Books authored by the Graedons.

From American Samoa to Saudi Arabia

Friends Homes West seems to have more than its fair share of residents who have lived very interesting lives. **B'Ann Vance** is a good example of this, having lived in two countries that couldn't be more different from each other: American Samoa and Saudi Arabia.

B'Ann was enrolled at Women's College when a friend set her up with a blind date, North Carolina State student **David Vance**, from Williamsport, PA. They eventually married and had three daughters and a son. David went to work as the department head of civil engineering technology at Gaston College, and B'Ann worked for the Gaston County Extension Service.

In 1974, David saw an ad in an engineering magazine for a job in America Samoa as the head of the roads division of public works. He and B'Ann were ready for a change, and a change is what they got. The whole family moved to the island of Tutuila, and lived in Pago Pago (pronounced "Pongo Pongo"), where they lived for more than a year.

Their neighborhood was referred to as "Palongi," which means "other than Samoan," and was designed by an American architect. The houses were rectangular with cinder block ends and walls of posts and screens. Large canvas shades could be rolled down according to the weather. B'Ann says that a large gecko was a nightly visitor to their bedroom walls, providing unusual entertainment.

During the day, B'Ann and one of her daughters sailed around the island on a boat and met with various women's groups. The social event of 1974 was the wedding of the chief's daughter, to which they were invited. The best thing about living in Pago Pago, said B'Ann, was getting to know a group of people who were adventurous and willing to try new things.

Back in the United States in 1978, David saw another ad: this time, it was for the public works department/engineering in Dhahran, Saudi Arabia, and once again, they moved to a different country. David and B'Ann, this time with just



Meet
Friends Homes West
resident
**B'Ann
Vance**

their two younger children, lived in the company compound of the Saudi Arabian Oil Company, known as Aramco, in a very westernized house, among other Americans as well as people of other nationalities. Life within the gated residential community was very familiar to David and B'Ann, but whenever she left to go shopping or sight-seeing (always with a group of women, never alone), things were very different.

"If we were shopping in Al-Khobar or Dammam, I wore a long skirt or slacks," said B'Ann, "and if we were in Dammam, I also wore a head scarf, a shemagh, because Dammam was a more provincial town."

A typical day in Dhahran for B'Ann included a morning exercise class with her women's group; planning and attending welcome parties for new members; going on company-organized outings and trips; or shopping in nearby towns for items from around the world. Once a week she and her family attended a worship service. Aramco paid three-fourths of the clergy or "special teacher" salary, with the congregation supplying the rest, for both the Protestant and the Catholic congregations.

B'Ann and her family lived in Dhahran for five years, making friendships that have lasted throughout the years. One of those friendships, with **Les and Vi Van Huben**, led B'Ann to Friends Homes West. When they returned to the United States, B'Ann and David settled in Gastonia, where B'Ann worked for the Girl Scouts for 12 years. The Vances and the Van Hubens kept in touch over the years, and B'Ann had visited with them after they moved into Friends Homes West. After David died, B'Ann decided it was time to live near one of her daughters, and she remembered Friends Homes West, so this became her new home.

She has two large scrapbooks of pictures of her travels and homes abroad, and B'Ann will gladly share them with you. Looking through them is like visiting the Swiss Family Robinson or the Arabian Nights. "David had an adventurous soul," says B'Ann, "and my life was very interesting because of it."

Guilford partners with Morrison Community Living

Friends Homes Guilford transitioned from in-house dining management to Morrison Community Living food service management in January. Morrison has been a part of Friends Homes West for many years, but now the entire campus is participating in all that Morrison has to offer. At Friends Homes Guilford and West, the positions of Director of Dining Services, Executive Chef, Dining Room Manager and Dietitian are all contracted employees through Morrison. All other dining employees are directly employed by Friends Homes. Morrison is responsible for procuring all of the food for both campuses. They will also systemize and computerize all of dining services.

Morrison Community Living seeks to prepare food that creates taste memories and pleases all of the



senses of their customers. Their food is alive with flavor using wholesome ingredients harvested in a socially responsible way for the wellbeing of residents, clients, associates and the environment. Morrison does this by involving residents, staff training, kitchen operations and through its menus.

They accomplish this with a passion for comfort foods and using seasonal foods. Fresh food is always preferable to frozen or canned. They believe in sustainability and have a mission to buy responsible seafood and antibiotic-free meats. A wholesome menu with healthy offerings, low processed foods and plenty of whole grains, fruits and vegetables is their

philosophy. Morrison has a program called Heirloom, where residents are encouraged to share their favorite recipes and these are incorporated into the menus of their community.

What can residents expect to see from this change? One change that will affect both campuses is new kiosks and web access for proprietary software called Webtrition. This software calculates the nutrition information for each menu item, which residents can use to manage their special dietary needs or count calories. This service is already on line and can be accessed at <http://mcl dining.compass-usa.com/West> or <http://mcl dining.compass-usa.com/Guilford>.

Another great Morrison program already being coordinated by Friends

Please see **Dining Services** on p. 6

Alex Perez named FHG Director of Dining Services

Friends Homes Guilford is pleased to announce Alex Perez is our new Director of Dining Services. While living in New York City, Alex was a senior director of dining services in a retirement community. He joined the Morrison Community Living family in 2009 after graduating from Kennesaw State University in Atlanta with a degree in Business Administration. He had successfully grown within the organization in the New York market and is now taking an opportunity to showcase the dining program at Friends Homes Guilford.

Alex recently moved to the Piedmont with his wife, Wanda, and son, Nicholas. He also has a son, Anthony. In the nine years since Alex graduated college and moved to New York, he has been looking for a way to return to the South. Over the last year, he was supporting the North Carolina region in business development for Morrison and had the



Wanda, Anthony, Nicholas and Alex Perez.

opportunity to work at The Forest at Duke and some accounts in the Liberty System. Eventually the stars aligned with the right fit, right environment and right career path that landed Alex at FHG.

“I was in the food industry during high school and college, working in multiple restaurants as a manager and as a waiter,” Alex said. “I had a close family friend who worked for Morrison. He led me to the company. Since the job market was so tough, I went back to my roots, but had no idea food industry was so different in a retirement community.”

During his down time, Alex enjoys spending time with his family, cruising, trying new restaurants and he loves to play ice hockey. Fun fact: Alex played minor professional hockey in Georgia.

In 1996, the Florida Panthers joined the National Hockey League. His dad was in the banking industry and would get sports tickets through his employer. His dad received inaugural tickets for the Florida Panthers, and going to watch, he was hooked.

Alex brings wonderful enthusiasm to his new position at FHG.

New strength training equipment available

There is plenty to enjoy in the realm of fitness – and equipment – at Friends Homes. The latest buzz is our newly purchased Keiser strength training equipment at our West campus, as well as the latest in treadmills, total body ellipticals, and high-rise Concept II rowers at both campuses.

And while it is true, we have had Keiser pneumatic strength equipment at both fitness centers, we have added biceps and triceps machines at West, along with all new equipment to replace our original equipment. The newly designed Keiser equipment has more features and a smaller footprint than the older models, which allowed us to replace the eight pieces and add two additional pieces. We also purchased a super-quiet compressor unit to run all of our new pieces without the invasive sound the older models emitted.

The new Precor treadmills and ellipticals are the latest on the market, with the capability to sync with your iPhone or wireless device, and includes the capacity to watch television on the touchscreen monitors. The super-cushioned deck on the treadmills boasts the softest and safest spring to help save joints.

The Concept II rowers are both the newly designed “high-rise” units, meaning they are not so challenging to mount and dismount, being considerably higher from the floor.



Users so far have boasted about the smooth chain driven feel to the new units. Everyone seems incredibly pleased. Residents are taking a renewed interest in their fitness opportunities.

Thanks to our Annual Giving Campaign at both campuses, donors contributed enough money to purchase a new BioSway unit. This unit is portable and will be able to be used at both campuses to allow all residents to test their fall-risk based on their body’s sway while standing or following on-screen prompts. Also included are exercise suggestions on how to improve balance if applicable.

One new resident recently exclaimed, “They didn’t have equipment this advanced at any fitness center I have ever attended. I cannot believe we have this wonderful equipment in our new home!”

Dining Services

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Homes West’s dietitian is the Empower U comprehensive wellness program. This program, for both residents and employees, has two components: “The Great Living Starts Here” program, which is nutrition and wellness education and the Superfood Program is an offering which each month identifies the health

benefits of a specific food beyond its basic nutrient content. The clinical team then works to integrate these superfoods into the monthly menus.

Catch the Wave is another Morrison program focusing on hydration. Have you seen those lovely fruit-infused water dispensers in spas and health centers?

Friends Homes has appealing fluid choices throughout the day, throughout our campuses.

Friends Homes is excited by this expansion of our services and looks forward to a successful partnership with Morrison Community Living.

Memorials & Honorariums received November-January 31, 2018

Memorials

All Residents

Teresa Cox
Horace Alligood
 Arnie & Kathleen Thompson
Davis Andrews, Sr.
 Gloria Andrews
Herbert T. Appenzeller
 Christel Bullock
Billy Apple
 Bonnie Ray
 Winnie Smith
Dorothy Ballinger
 Emily Ballinger
George Barker
 Barbara Barker
Nancy E. Baldwin
 Sandra Shields
Rachel Benfy
 Lunde Amos
Franklin & Margaret Beal
 Gertrude Beal
Bobbie Carter
 Patsy Hodgins
 Arnie & Kathleen Thompson
Kenneth Carraway
 Linda Carraway
Hannah Coleman
 Mr. & Mrs. John M. Coleman
Ruth & William Coble
 Sam & Sandi Coble
Edith Cook
 Barbara Gillespie
Barbara Corriher
 Patricia Royal
Fred Cothorn
 Carol Cothorn
William "Bill" Crownfield
 Ralph & Nancy Edwards
Dorothy Darnell
 Arnie & Kathleen Thompson
Margaret Edwards
 Charles Edwards David Andrews
 Ralph & Nancy Edwards
Ernest Ferris
 Marvin & Sally Aycock
 Jenny Godwin Huffaker
 E.D. Kennedy
 Miranda Lotz
 Arnie & Kathleen Thompson
Ruth Foster
 Arnie & Kathleen Thompson
Marjorie Garvey
 Marvin & Sally Aycock
 Robert & Ann Carroll Burwell
 Arnie & Kathleen Thompson
Wilson Gerringer
 Joel Gerringer
Katherine Gladstone
 Contingency Fund Northern
 Elementary
Charles E. "Chuck" Gilbert
 Mary Belle Gilbert
Mildred Gibson
 Taylor & Catherine Owens
 Arnie & Kathleen Thompson
Mildred Griffin
 Phillip McBrayer
 Arnie & Kathleen Thompson
Jean Gordon
 Christel Bullock
 Tom & Carolyn Harmon
 Jessie Smith

Arnie & Kathleen Thompson
Cornelia Harman
 Marvin & Sally Aycock
 Arnie & Kathleen Thompson
Dixie Hodge
 Taylor & Catherine Owens
 Arnie & Kathleen Thompson
Malcolm Hood
 Ruth Anne Hood
William & Ruth Hunt
 Thomas Henley
Barry Jones
 Tricia Barber
 Anne Bruce
 Robert & Ann Carroll Burwell
 Harvey & Emily Herman
 E.D. Kennedy
 Jeanette Patton
 John & Peggy Russell
 Earle & Jane Smith
 Janice Walden
Nancy Joyce
 Paul Zopf, Jr.
Bob Keeny
 Marvin & Sally Aycock
 Christel Bullock
 Arnie & Kathleen Thompson
James Kittrell
 Marvin & Sally Aycock
 Robert & Ann Carroll Burwell
Edna Matthews Knoots
 Christel Bullock
Helen & Al Lee
 Bruce & Mary Lee-Clark
 Patrick & Margaret Miller
 Arnie & Kathleen Thompson
William "Bill" Leavel
 Richard & Annette Bean
 Jean Brincefield
 Diana Clark
 Taylor & Catherine Owens
 Arnie & Kathleen Thompson
Evelyn Lewis
 Gary & Jean Scott
Jacqueline Ludel
 Christel Bullock
William McKenzie
 Carol McKenzie
Carolyn Mclean
 Marvin & Sally Aycock
 Doris Barbee
 Pine Hall Brick Co. Inc.
 Robert & Ann Carroll Burwell
 James & Alice Hodgins
 Arnie & Kathleen Thompson
 Larry & Linda Trogdon
Ernest & Naomi Miller
 Sandra Miller
Rebecca Mulligan
 Bruce Martin
Mary Orr
 Richard & Annette Bean
 Ann Carroll Burwell
 Peggy Fitzpatrick
 Nancy Green
 Arnie & Kathleen Thompson
Carolyn Osborne
 Robert & Ann Carroll Burwell
 Jerry Fuller
 Rausey Mason
 Arnie & Kathleen Thompson
Catherine Owens
 Marvin & Sally Aycock

Richard & Annette Bean
 Robert & Ann Carroll Burwell
 Audrey Koopman
 Julian & Betty Rogers
 Jessie Smith
 Arnie & Kathleen Thompson
T.G. & Mamie Owens
 Karen Owens King
Christine Pearson
 Gary & Jean Scott
Barbara Phillips
 Russell & Joan Sherrill, Jr.
Darlene Powell
 Alan Powell
 Arnie & Kathleen Thompson
Julia Reeves
 Robert & Ann Carroll Burwell
 Jenny Huffaker
 Jessie Smith
 Arnie & Kathleen Thompson
Elizabeth Rose
 Rose Christian
Ruth Scholtz
 Marvin & Sally Aycock
 Jessie Smith
 Arnie & Kathleen Thompson
Nancy Settlemyre
 Richard & Annette Bean
 Christel Bullock
 Taylor & Catherine Owens
 Arnie & Kathleen Thompson
Billie Sink
 E.D. Kennedy
 Gil & Jessie Oakley
 Taylor & Catherine Owens
 Jeanette Patton
 John & Donna Patton
 Mr. & Mrs. Charles Smith
 Arnie & Kathleen Thompson
Homer Sink
 Charlie & Carol Smith
William Smith
 Thomas & Winnie Leienedecker
Evelyn Steed
 Marvin & Sally Aycock
 Jean Brincefield
 Mary R. Johnson
 Arnie & Kathleen Thompson
Alex Stoesen
 Marvin & Sally Aycock
 Richard & Annette Bean
 Christel Bullock
 Taylor & Catherine Owens
 Janet Plummer
 Karen Staker
 Arnie & Kathleen Thompson
Joann Taylor
 Lunde Amos
Barbara Walker
 Gertrude Beal
 Richard & Annette Bean
 Christel Bullock
 Robert & Ann Carroll Burwell
 Michele Cox
 Jessie Smith
 Arnie & Kathleen Thompson
 All the Willards
Jan Walz
 Taylor & Catherine Owens
Ann Wilkins
 Anne Bruce
 Arnie & Kathleen Thompson
Lucille Pick Williams

Lunde Amos
George & Sadie Winchester
 George & Jo Winchester, Jr.
Marietta Wright
 R. Thompson Wright
Angie Zahel
 Robert & Ann Carroll Burwell
Evelyn Zopf
 Paul Zopf, Jr.

Honorariums

All Residents
 Teresa Cox
The Baxter Family
 Rosemary Hartzler
Marie Belinsky
 Tom & Marcia Hobson
Jean Brincefield
 Russellene Angel
Lynn Britt
 Don & Mickey Hoagland
David & Mae Brown
 Rosemary Hartzler
Linda Carraway
 Allen & Katy Dick
Reeves M. Edens
 Gary & Jean Scott
Carson Grantham
 Don & Mary Farlow
Joe Gruendler
 Christel Bullock
Rosemary Hartzler
 David & Mae Brown
Cyril & Judith Harvey
 David Harvey
Ruth Ann Hood
 Kathryn Hood
Mary Ann Johnson
 Sam & Velma Tomlin
Mary R. Johnson
 Russellene Angel
Vernon & Mary Key
 Ann Kunkel
 Ralph & Mary Alice Moran
Hilda Layton
 Donald & Sarah Murray
Mandy Lotz
 Betty Godwin & Jenny Huffaker
Frank McNutt, III
 Michele Cox
Ernie Ohlson
 John & Marietta Mobley
Taylor & Catherine Owens
 Karen Owens King
Trudy Peacock
 Lisa Waite
Harold & Mary Pitts
 Linda Pitts
Barbara Rankin
 Nancy Furnas
Charlie & Mary Routh
 Ann Kunkel
 Don & Mary Farlow
 Ralph & Mary Alice Moran
Peggy Shinn
 Jim & Nancy Highfill
Winnie Smith
 Thomas & Winnie Leienedecker
Florence Touchstone
 George Touchstone & Denise
 Benoit
Jacquelyn Waters
 Charles Ward

Deploying Digital Marketing Strategies

Friends Homes and GlynnDevins, a senior living marketing company with an office in Winston-Salem, are working together to bring a new digital age to our Marketing Department. Through social media, email marketing and a new website, we will have opportunities to reach new prospective residents.

With the assistance of GlynnDevins, we are implementing an integrated content marketing plan to orchestrate delivery of strategic and engaging messages on a monthly basis. Working together, strong messaging concepts and strategy guidelines are developed to promote our community and its strengths including amenities, services, and our residents. This copy- and image-based content is being deployed through an average of three social media posts per week to networks like Twitter, Facebook, and Instagram. Additionally, GlynnDevins is sending one monthly email broadcast to all stakeholders (prospective residents,

future residents, and staff). For example, the February 2018 email focused on the Marketing Department's move into the Arcadia House. It was sent to 377 recipients and was opened by 216 earning an open rate of 62%. That is impressive for our first email blast!

We are also excited to announce that the next generation Friends Homes website is currently underway! We have seen designs that are in-line with our new branding. GlynnDevins is working hard to create a groundbreaking, highly engaging website that ensures our stories are being properly told and our campuses are being showcased in a manner that gives us a clear, competitive advantage online. We are also able to take advantage of GlynnDevins' acute understanding of senior audiences to create intuitive user experiences that identify, capture, and track qualified prospects.

This new website will host immersive,

interactive visual content that will enhance the user experience, to include:

- Interactive Friends Homes campus map that includes residences, campus amenities, and other points of interest;
- Videos containing resident and leadership testimonials that tell a compelling, comprehensive lifestyle story while also showcasing the breadth of services and residential offerings;
- 360° virtual tours of key amenities and homes that showcase lifestyle and residences.

We are working with GlynnDevins to schedule a video and virtual tour shoots as well as a complete review of the remaining assets for our new website.

It has been a busy few months, and we are excited to start seeing the results of our digital marketing strategies!

2017 Annual Giving Campaign Donor List

We gratefully acknowledge all those who gave to the 2017 Friends Homes Annual Giving Campaign! Total giving was a remarkable **\$41,370!** Of that, \$32,680 was directed to the Resident Assistance Fund. The remainder was given to purchase specialized fitness equipment which will help residents increase stability and prevent falls. These dollars advance our mission: to offer an environment which encourages independence and a sense of wholeness, wellness and security, at a reasonable cost, so that each

resident may live a fulfilling life. Thank you to all who gave!

A special thanks to the volunteer leadership of the campaign: Patrick Miller, resident of the Guilford campus and Board of Trustees member; Julia Richmond, resident of the West campus; and Jenny Ross, Board of Trustees member. Their leadership, guidance and creativity helped us to not only achieve our goal, but so much more. Thank you, Julia, Patrick and Jenny!

Daniel Allen
Marla Allred
Marion M. Allred
Dorothy Andersson
Gloria Andrews
Bill & Virginia Apple
Fran Atkinson
Barbara Barker
Sarah Barker
John & Reba Benbow
Ted Benfey
Clifton Berrier, Jr.
James Berry
Dorothy V. Borei
Rachel Brawley
David & Mae Brown
Anne Bruce
Lewis Bull
Jay & Elizabeth Bumm
Maureen Burns
Mary Butt
Ermah Cahoon
Mary Janice Cameron
Jean Campbell
Chris & Sandra Canipe
Sara Cannady
Linda Carraway
William Carroll
Betty Causey
Clay Christian
Diana Clark
Nancy Clark
Louise S. Coble
Jim & Janet Cochran
Adminta E. Coeyman
Bobby & Edith Cook
Lorena Copeland
Gwendolyn R. Cox
Jonathan & Emille Cox
Teresa Cox
Francis & Marguerite Coyle
Ida Jean Crater
Barbara Crews
Tom & Janet Cunningham
Phyllis Dadisman
Judy Dance
Clifford & Dorothea Davis
J. Taylor & Audrey Doggett

Ruth Doggett
Robert & Jean Eason
Ralph & Nancy Edwards
Ray & Beth Edwards
William Evans
Dorothy M. Fansler
Don & Mary Farlow
Merle Frazier
Nancy Furnas
Reid & Judy Gaskins
Joel Gerringier
Mary Belle Gilbert
Robert & Laura Gobble
Judy Goodman
Jean Gordon
Carson Grantham
Joe Gruendler & Lynn Dorn
Julia Gunn
Rusty & Van Gunter
George Haeseler
Lynn Hall
Shirley B. Hamilton
Charlotte Hamlin
John & Ruth Hancock
Lois Hanson
Emma Hardin
Tom & Carolyn Harmon
George & Terri Harris
William C. Harris, Jr.
Mary F. Hayes
Bob & Libby Haynes
Thomas Henley
Barbara Herbin
Clinton & Nancy Hinman
Don & Mickey Hoagland
Peggy Holshouser
Ruth Anne Hood
Ruth Howerton
Brenda Hubbard
Susi Hudson
Ray Hurley
James Hutchinson
Dick & Bev Issacson
Tim Jackson & Deborah Suess
Mary Ann Johnson
Barry & Barbara Jones
Stuart & Naomi Kaplan
Debbie Kaynor

Elizabeth Kirkman
Ralph & Wenda Kirkman
James & Georgia Kittrell
Patricia & Paul Lamont
Herb & Diane P. Lebosse
Jo Leeds
Maynard Ledford & Nancy Parrott
Frank & Sandra LoNano
Harry & Jane Long
Miranda Lotz
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**Every attempt has been made to recognize each donor as requested. Please accept our sincere apology for any error, and contact Sarah Barker at 336-458-0354 or email sbarker@friendshomesinc.org, so that we may correct our records.*



‘Friends Homes West’

by Mildred Griffin

Almost Eden is Friends Homes West!
Those living here are richly blest.
Nestled mid rolling hills of green
Where cattle graze all summer through,
And on the little pond below
Ducks and wild geese come and go.
A place of beauty that we love so
Is Friends Homes West!

A safe haven is Friends Homes West.
Our staff is of the very best.
They spend long hours every day
Seeing that our needs are met.
They are ready at our call
To meet whatever ills may fall.
For constant care we thank them all
At Friends Homes West.

A place of love is Friends Homes West.
Those who're here have stood the test
Of time, and know we spread God's love
When we our love to others show;
When we're kind to one another;
When we're caring for each other;
Each is our sister or a brother
Friends Homes West.

My cozy berth is Friends Homes West,
The happy ending of my quest,
A refuge to spend my latter days
In calm peace and quiet rest.
Were I to search everywhere,
No other place could quite compare
With my paradise, my Shangri-La
Friends Homes West.