



FRIENDS HOMES, INC.

# UPDATE

October 2016

Friends Homes at Guilford & Friends Homes West

[www.friendshomes.org](http://www.friendshomes.org)

## Wilson Sheldon to retire after 34 years

“It’s the right time for Friends Homes and for me.”

When you ask people to describe **Wilson Sheldon**, the responses tend to follow a similar theme. People note his exemplary character, his passion for excellence, his commitment to ensuring affordability in retirement options, and his genuine caring for his employees. You might also hear that he puts his own needs and wants behind the good of the organization and of course, that he is “very good with money.”

Wilson Sheldon joined Friends Homes Inc. (FHI) 34 years ago. He’s seen a lot of changes along the way from new standards of care and regulations to shifts in the economy and reimbursements to growth in the retired population and their needs. Through it all, he has remained steadfast in his commitment to this community, its residents and its staff.

On December 31, 2016, Wilson will leave his position at Friends Homes, but true to character, his choice wasn’t made simply to retire. “The retirement industry is seeing tremendous change. We’ve built an excellent community, but as we look to the future, we need the sophistication and maturity to meet the needs of a new era,” he explained. “As I began to think about retirement and what lies ahead for Friends Homes, I didn’t feel that it would be enough to simply hire a replacement. We needed more.”

On May 1, 2016, “more” came in the form of a management agreement with The Presbyterian Homes, Inc. (PHI).

“I feel really comfortable that our organization is in capable hands with the specific skills and expertise we need to carry us into the next decade,” says Wilson.

“It’s the right time for Friends Homes and for me.”

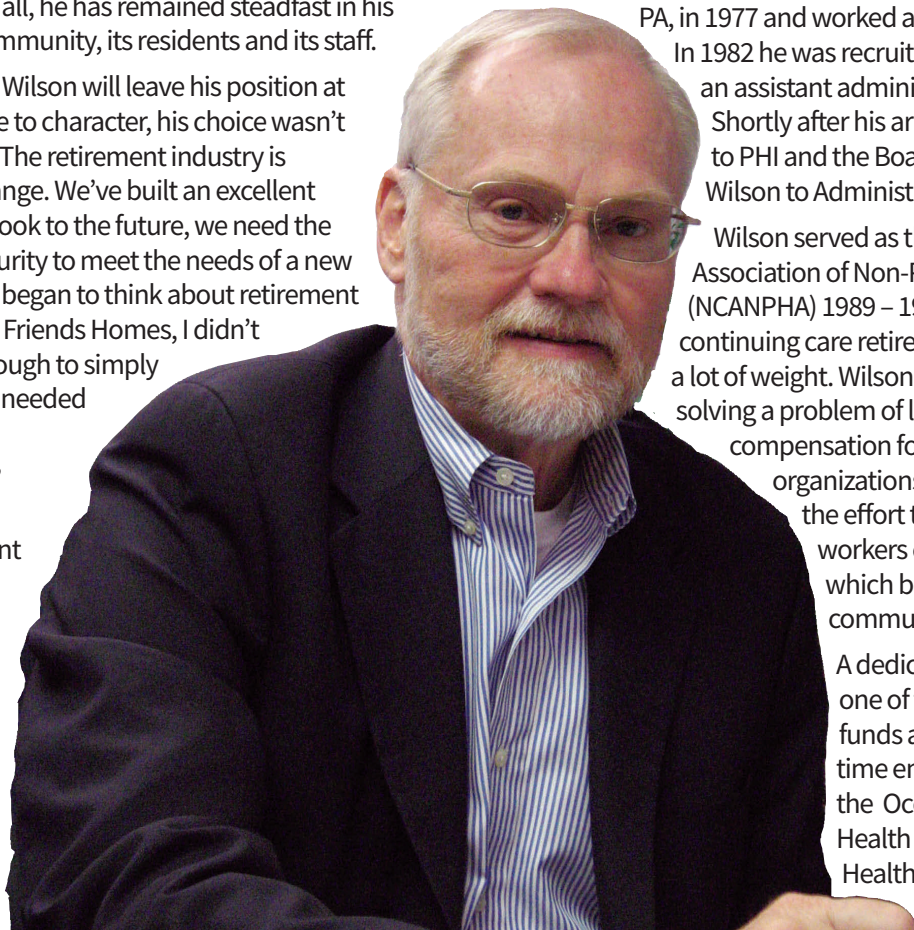
Through the years, Wilson became known for his high standards of honesty, ethics and morality, not just in the Triad, but throughout the state. He embodies the Quaker principles he has practiced his entire life; they are an integral part of his being. Wilson has always chosen the good of the organization over personal gain.

A graduate of Springfield College in Springfield, MA., Wilson earned his Master’s degree in Public Administration from Northeastern University in Boston. He began his career in retirement communities at Kendal-Crosslands in Kennett Square, PA, in 1977 and worked at Broadmead for two years.

In 1982 he was recruited by Bill Pleasants to be an assistant administrator at Friends Homes. Shortly after his arrival, Pleasants moved to PHI and the Board of Trustees promoted Wilson to Administrator.

Wilson served as the President of the N.C. Association of Non-Profit Homes for the Aging (NCANPHA) 1989 – 1991. His advice to member continuing care retirement communities carried a lot of weight. Wilson was instrumental in solving a problem of lack of affordable workers compensation for NCANPHA’s member organizations. He spearheaded the effort to form a self-insured workers compensation program which benefited many member communities.

A dedicated manager, Wilson led one of the few organizations that funds a pension plan for every full-time employee. FHI has received the Occupational Safety and Health Administration Safety and Health Achievement



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# A message from the Executive Director

**Arnie Thompson** of *The Presbyterian Homes, Inc. (PHI) Management Services* was named *Executive Director of Friends Homes, Inc.* effective August 1.

*In his new role, he is directly responsible for the management of the overall operations of the retirement community. He will confer regularly with the Executive Committee of the Board of Trustees and the PHI Vice President of Operations in establishing policies and procedures and ensuring that each resident receives the best possible care.*

*As a Licensed Nursing Home Administrator (LNHA), Arnie has been with PHI since December 2000. In December 2005 he was named Associate Director of River Landing at Sandy Ridge.*

Approximately two months ago when I became a part of the Friends Homes family, I knew good things were in store.

My wife, Kathleen, my daughter, Helen, and I have lived in Greensboro for a number of years, so I have become very familiar with the strong reputation that Friends Homes has not only locally, but throughout the senior living industry. I am pleased to serve as the Executive Director of FHI. It is my privilege to work with the residents and staff on a daily basis at Friends Homes at Guilford and Friends Homes West!



As I settle into my new role and get to know the organization and its people, it might be helpful to share a little bit about my background. I am an alumnus of Appalachian State University with a degree in accounting. Shortly after graduation, I joined a public accounting firm in Greensboro - McGladrey & Pullen. In 2000, I joined the The Presbyterian Homes, Inc., serving first as Controller and later as Associate Director here in the Triad area. That transition enabled me to have more direct contact with residents - something I really enjoy!

I am excited about using my previous experiences to ensure we continue to meet the needs and expectations of current and future residents. FHI has a rich tradition within Greensboro and the surrounding community, and our commitment to excellence is evident throughout our region.

As I become acclimated to this new role, I am thoroughly enjoying getting to know each of our residents and their families as well as members of the staff and board. Everyone has been incredibly warm and gracious.

Together, we will build on the strong foundation that is Friends Homes. Your perspective is critical to our continued success, and I welcome your thoughts, observations, and ideas as we move forward.

Thank you for allowing me the opportunity to serve!

## Wilson

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and Recognition Program (OSHA SHARP) Awards since 2013.

Wilson is passionate about equality for the workforce and strives for excellence in the workplace. His work with Project Search and ARC of Greensboro, helped those with disabilities find a career path. In 2013 FHI was named the ARC Employer of the Year for providing employment opportunities for non-traditional candidates since 1988 and was also named Greensboro's "Employer of the Year for Persons with Disabilities." In 2014 FHI, was recognized as the "2014 Employer of the Year" by N.C. Business Leadership Network for its work as a Project Search Employer.

Wilson's FHI legacy doesn't end with staff or residents. It includes stewardship of the environment and commitment to increasing the standards for retirement

communities. In March 2010, FHI installed on both campuses solar hot water heating systems which reduce the consumption of fossil fuels by more than 150 tons per year. This was one of the largest ever installed in a retirement community in the country.

"It is our belief that we must reduce the consumption of fossil fuels, installing these means taking a major step in our commitment to renewable energy," he explained. "We want to be good stewards of the environment, and we are looking for ways to contain costs so that our communities remain affordable."

Wilson's vision led the Board of Trustees to construct a nursing facility as a household model of care in North Carolina. Plans developed by SFCS were shown to the Board in June 2002, were approved and thus began a process

of approvals from the Construction Section at The Division of Health Service Regulation for a non-medical model of care for a nursing facility. The new household model of care nursing facility, Whittier, opened March 2006.

What's next? "I have always traveled and I hope to continue to have those experiences," he said. "I hope to spend some time in New York at our family summer home, and I am enjoying being a homeowner for the first time."

"I have been blessed to work here. I have been very fortunate to create a good life, working for an organization I care about, with people who want to make a difference. I don't think my values and beliefs would have fit just anywhere, but they did here. It has been a pleasure to serve and be a part of growing such an excellent organization."





FHW resident Dona Butler.

## What's Your Story?

“Homegrown entertainment” - that’s the phrase coined for a new program at Friends Homes West (FHW), called “What’s Your Story?” The idea began during an activity committee meeting brainstorming session. There are so many residents with interesting careers and lives. Why not learn more about their neighbors?

The first segment of “What’s Your Story?” focused on resident **Elissa Fuchs**. Elissa has been a resident for more than 20 years! Many years before she moved to FHW, Elissa danced her way through the 20th century, beginning dance instruction at the age of three, and turning professional at only 16 years old. She moved to Chicago with her mother and within four days of arriving, she was cast in the chorus line of a vaudeville show. Elissa made it to Broadway, and when she became a soloist with the Metropolitan Opera ballet corps, she met her husband, Peter Paul Fuchs, an Austrian-born conductor and composer, best known for his conducting appointments with American orchestras. This was not the end of her dancing; Elissa acted in radio, started her own dance school and ballet company and she was a ballet mistress and choreographer of the New Orleans Opera.

After moving to Greensboro in 1976, Elissa served on the Board of the Greensboro Ballet and choreographed for the Greensboro Opera, among many other things. The Fuchs moved to FHW in 1996 and Peter Paul passed away in 2007. Be on the lookout for her life’s memoirs to be published.

The next segment of “What’s Your Story?” focused on three women missionaries: Dona Butler, Evelyn Hill, and Barbara Whitener. They spoke about their years living and serving in Asia.

**Dona Butler**, her husband, Lucius, and their two young sons, were sent to Tokyo, Japan and then briefly to Korea, by the Baptist General Conference in 1955. After attending language school for two years, Lucius worked diligently on getting the first children’s Japanese Bible book published. At that time, there were no Japanese Bible books for children. During her time in Japan and Korea, Dona enjoyed the people, relationships, learning and living the Japanese culture. She says she always floated through life. “I’ve never had a plan. I’ve always just gone wherever God was leading.” So it makes perfect sense that the Bible verse she leaned on the most during her missions years was Proverbs 3:5, “Trust in the Lord with all your heart, and do not lean on your own understanding.”



FHW resident Evelyn Hill.

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**Evelyn Hill** felt God’s call for missionary work at the young age of twelve. And in 1952, she was able to follow God, with her husband, Ronald, and their two young sons. The Southern Baptist Convention sent them to live in Thailand, and lived there for 41 years. From 1952-1993, the Hills were called to preach, spread the word of God, and start churches. They were involved with programs on TV, radio and producing movies. Teaching in Seminary and a college were other means of “spreading the word” as well as helping start a hospital. Evelyn and Ronald truly followed Matthew 28:19-20, which states, “Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with

you always, to the very end of the age.” A minister’s daughter, **Barbara Whitener** learned the ins and outs of a missionary’s life from her husband, Sterling, who grew up in Central China. In 1946 they were sent by the United Church of Christ to serve at the Mission Station where Sterling had lived. They both taught English in the Mission boys’ school and Sterling also worked with the pastors of rural churches in the area. Their first child, Karen, was born. It was a turbulent time as Mao Tse-Tung’s armies were steadily taking over the country. Family safety prompted a move to Hankow, a large city. After the takeover the family lived there for 15 months and Sterling taught in the seminary. Their son Chris was born. When the Korean War started in 1950 all Americans were forced to leave and the

Whiteners returned to live in Salisbury, NC, Barbara’s hometown — until the next call from God came.

The Whitener’s longest missionary calling was between the years 1953 through 1967, living in Hong Kong. The Whiteners three other biological children, Kim, Bonnie and Dana, were born during their time in Hong Kong. The Whiteners adopted their sixth child, Katrina, years after meeting her for the first time in a refugee housing area. Barbara shared this verse from Philippians 4:13 that she holds close to her heart regarding those special times long ago, “Christ gives me strength to face anything.”

“What’s Your Story?” is an on-going program. There is an endless supply of fascinating resident stories to come.



FHW resident Barbara Whitener.



# Brown to retire as Admissions Director

**Marie Brown**, Admissions Director at Friends Homes at Guilford, will retire at the end of this year.

Her title does not begin to describe what Marie is to Friends Homes. Yes, she works with prospective residents, maintains the applicant waiting list which serves both Friends Homes at Guilford and Friends Homes West and performs all the general duties one would imagine an Admissions Director would do. She also is the Administrative Assistant to Friends Homes CEO, Wilson Sheldon, is responsible for the minutes of Friends Homes Trustees Board and committees, is the unofficial "Office Manager" and orders office supplies, handles reservations for guest rooms, opens mail, maintains the switchboard schedule, compiles and files multiple reports, to name just a few of her daily tasks. The running joke is "We will have to hire three people to replace Marie."

It is not a joke that Marie will be retiring. Literally, every single resident at Friends Homes at Guilford knows her. All current residents worked closely with Marie while making their decision about the right time to move, finding the best apartment and navigating all the steps such an important transition encompasses and thus a relationship was established.

Marie's daily tasks involve close interaction with many other employees on a regular basis and she is responsible for communications with the Board of Trustees and attends all the Board Meetings, so just about everyone is going to feel her absence. During her 30 year tenure with FHI she has welcomed about 840 new residents into independent living on the Guilford campus.

Marie's association with Friends Homes started well before her employment. As a member of New Garden Friends Meeting, Marie and her then young children were frequent visitors to Friends Homes. This relationship began when a fellow Meeting member who was a resident at Friends Homes invited Marie and her family to come to Sunday dinner with her at Friends Homes. Marie loves to bake and shared a loaf of bread as a "thank you" for the hospitality. Like yeast growing, her friendships at Friends Homes multiplied. It was the result of a serendipitous event a few years later that her 30+ year career at Friends Homes began.

Marie had begun volunteering as an assistant in the Dining Room at Friends Homes through her circle outreach program. One day as she was having lunch after carrying trays for residents, Wilson Sheldon stopped by the table to thank the volunteers for their service and asked if there was anything

they needed. Marie, who had begun seeking employment in anticipation of upcoming college expenses for her then teenager and pre-teenager, spoke up and asked him "Do you have any job openings?" He let her know that there was an opening for a part time Special Services Assistant. Although Marie was looking for full time work, she made an appointment to come to discuss the job. When she arrived

for the interview, she learned that a full time Assistant in Special Services was needed. She accepted the position and three months later, Wilson Sheldon, recognizing her unique talents and abilities, offered her the position of Administrative Assistant/Admissions Director, to replace Helen Stanfield, who was retiring. She took on the new challenge in September of 1986 and she still holds the position today.

With a degree from Guilford College in French, Marie had been out of the "working paying world" as a stay-at-home mom to her two children. Her husband, Tom, now a retired computer programmer and an active artist, also attended Guilford College. Their

daughter, Jennifer, currently is a teacher and heads the English Department at the local American Hebrew Academy. Their son Josh and his wife, Ophelia, live in Tuscon, Arizona, where Josh is co-owner and Managing Director of Allegro School of Music. More importantly, they are the parents of Marie and Tom's two grandchildren JJ, 7 years old, and Emelina, 2 ½ years old.

As Marie approaches her retirement, she has mixed emotions. She is looking forward to spending more time with her family and friends and on things like gardening and baking, traveling and learning new things, but she is not looking forward to leaving her Friends Homes family.

What is Marie going to miss the most? When asked, she answers "The people, the people, the people!" She will even miss those on the waiting list. There are over 2,000 individuals on the waiting list and Marie has interacted with many of them for years. "I have had so many conversations with some that they, like my Friends Homes residents and my wonderful co-workers, are family to me" she said. "I plan to visit often to maintain these friendships."

What has given her the most satisfaction, Marie says, is "problem solving - helping each individual find the best answer to their needs and wants. I have so many stories, so many memories of the wonderful people who have shared their lives with me Those memories will be with me forever."



The opening of the “Brush with Tales” exhibit occurred Friday, September 9, 2016. The Friends Homes at Guilford residents received the program well with over 35 people in attendance.



The live exhibit highlighted a maximum of five large artworks that each evoked a story. The idea for this exhibit came from a Guilford resident, **Yvonne Williams**.

From a young age, Yvonne found art to be a great form of expression and fun. Many of her family members were artists; she terms herself a “professional amateur.” She took art classes for fun, received an award, and worked in a gallery for 13 years.

When Yvonne volunteered to decorate the display area – as another person previously put up art, crafts, clothing, and crochet – she pondered the unique opportunity, “I try to do things as creatively as I can.” Her goal was to use this opportunity to do something great and she decided to replicate a gallery experience.

Yvonne said that as we age, we become part of the “forgotten population” and that for those that do not drive; it is challenging to attend an art gallery.



# Brush with Tales

“The purpose of the program is to provide residents with a quality art exhibit and to provide another avenue for artists.” This is a win-win for all parties.

In the beginning, it was challenging with displaying the artwork. Residents hung the artwork the old fashioned way, as a hanging system was not available. However, the Maintenance Department was able to provide a professional hanging system that helped streamline the display process.

Yvonne wanted the “Brush with Tales” exhibit to be interactive. She found professional storytellers, one was a resident, and another found through the resident. The storytellers were able to view the art in advance. The residents in attendance found the exhibit engaging and Yvonne encouraged the audience to write their own poems and short stories for submission after the exhibit.

Yvonne is working to improve the program and in the future, she would like more people to know about the program and to attend the exhibits. Although the attendance of the “Brush with Tales” exhibit was standing room only, Yvonne wants more people from the Friends Homes community including varying levels of care to

displaying unique artwork as well as providing students an outlet to present their artwork.

Overall, the “Brush with Tales” exhibit provides residents the chance to view amazing pieces and actively participate with the art. We all look forward to the next exciting element of the art program and the poem submissions. Yvonne states: “I get a lot of positive feedback from the residents” and given the feedback she knows she is “doing something that’s worthwhile.”





## Memorials & Honorariums received June-Sept. 9, 2016

### Memorials

#### **Betty Austin**

David & Mae Brown

#### **Betty Sink Aydelette**

Bettina S. Gangi

#### **Victor Roy Barbee**

Kathryn Crownfield

Dorothy Lazareth

#### **Judith Behar**

Christel Bullock

#### **Frank Benditz**

Marvin & Sally Aycok

Joyce Y. Parkhurst

Arnie & Kathleen Thompson

#### **Mary Best**

Eleanor "E.D." Kennedy

#### **Marie Bilbro**

Mr. & Mrs. William Cassell

Dorothy Lazareth

#### **Jean Brooks**

Bettina S. Gangi

#### **Richard "Dick" Cartland**

Robert & Ann Carroll Burwell

John & Ann Oakley

Charles & Barbara Phillips

John B. & Peggy Russell

Arnie & Kathleen Thompson

#### **Margaret Coltrane**

Jean Brincefield

Sidney & Gloria Gordon

Brenda Hubbard

Jean P. Lippard

Ann H. Mills

#### **William "Bill" Crownfield**

David & Mae Brown

Tom & Anne York Fehring

Dorothy Lazareth

Eleanor Wales

#### **Jean Davis**

Annie Wilkinson

#### **Louise Deshaies**

Marvin & Sally Aycok

Reuben & Jean Edwards

Cyril & Judith Harvey

Beth Holder & Family

Michael & Bobbie Holder

Beth Maher

Jeffrey & Tama Morris

Margaret Pipkin

Julian & Elizabeth Rogers

Mr. & Mrs. David J. Sergeant

Jessie Smith

Marilyn Smith

Sigrid M. Walker

April I. Wreath

American Nurses Credentialing

The Gamma Epsilon Chapter

of Alpha Delta Kappa

#### **Janet Donaldson**

Robert & Ann Carroll Burwell

#### **Owen Doyle**

Robert & Ann Carroll Burwell

#### **Angie Ensign**

Eleanor "E.D." Kennedy

#### **Betty Felt**

Bettina S. Gangi

#### **Melva Fraley**

Ann H. Mills

Taylor & Catherine Owens

#### **Betty Gibson**

Dorothy Lazareth

Eleanor "E.D." Kennedy

#### **Randy Kabrich**

Robert & Ann Carroll Burwell

Charles & Barbara Phillips

#### **Katherine Keeny**

Robert & Ann Carroll Burwell

Miranda Lotz

Jessie Smith

#### **Austin Lane**

Robert & Ann Carroll Burwell

#### **Josephine "Jo" Lewis**

David & Mae Brown

#### **Don Lindsey**

Charles & Barbara Phillips

#### **Jane Mosher**

Marvin & Sally Aycok

Jessie Smith

#### **Fred Luther Mounce**

Arnie & Kathleen Thompson

#### **Owen Norment**

Doris Barbee

Richard & Annette Bean

Christel Bullock

Robert & Ann Carroll Burwell

Nancy Clark

Marie Franklin

Joe Gruendler & Lynn Dorn

Cyril & Judith Harvey

Ann Kunkel

Miranda Lotz

James C. Newlin

Taylor & Catherine Owens

Joyce Y. Parkhurst

Julian & Elizabeth Rogers

Jessie Smith

Dana Symoniak

#### **Mary Pauline "Polly" Purgason**

Arnie & Kathleen Thompson

#### **Ruby Richourg**

Eleanor "E.D." Kennedy

#### **Richard Robinson**

Bettina S. Gangi

#### **Betsy Sink**

Bettina S. Gangi

#### **Lane Smith**

Jane Brincefield

Judy & Reid Gaskins

#### **Larry Smith**

Eleanor "E.D." Kennedy

#### **Catherine Snavely**

Eleanor "E.D." Kennedy

#### **Joann Taylor**

Dorothy Lazareth

#### **Emily Vail**

Christel Bullock

### Honorariums

#### **Arnold Humphrey**

Clyde & Debbie Humphrey

#### **Charlie Routh**

Robert & Jean Eason

Helen Wolff

#### **Clyde Sudderth**

Anonymous

#### **Dot Ballinger**

Miranda Lotz

#### **Fran Bennett**

Robert & Ann Carroll Burwell

#### **Mary Ann Johnson**

Charlotte Hamlin

Vernon & Mary Key

#### **Ray & Carole Treadway**

David & Mae Brown

#### **Taylor Owens**

Marvin & Sally Aycok

#### **Trudy Peacock**

Lisa & Aidan Waite

# Falls Prevention Awareness Day – Friends Homes-style!

On September 22, 2008, the first day of fall, the National Council on Aging (NCOA) began a critical focus-preventing falls in the older adult population. This date has become synonymous with fall prevention awareness and the NCOA invites all communities to take part.



Friends Homes' Health and Wellness Committees wanted to take this concept one step further to create a culture of safety. Friends Homes Wellness

Director **Teresa Cox** states, "We want our residents to get and/or remain "fall free" in the fall season (and all year)."

The 2016 NCOA theme is "Ready, steady, balance: prevent falls in 2016" and focuses on exercises that improve balance in the older adult population. Friends Homes is already working

toward that same goal. Cox has worked for the past two years constructing a fall-proofing and balance program that helps the residents with steadiness and thereby – balance.

To highlight the national event, Friends Homes' Health and Wellness Committees at both Friends Homes at Guilford and Friends Homes West

arranged for three speakers to come during the week of Falls Prevention Awareness Day to talk about conditions that might exacerbate a fall – such as neurological and orthopedic conditions, as well as steps residents can take to make their own homes an environment that is both safe and accessible. The speakers presented at both communities each of those days.

*You are Invited!*

**Open House • Fried Apple Pies**  
*Everyone is invited!*  
**Friday, October 14 • 2:00 p.m. - 4:00 p.m.**

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