



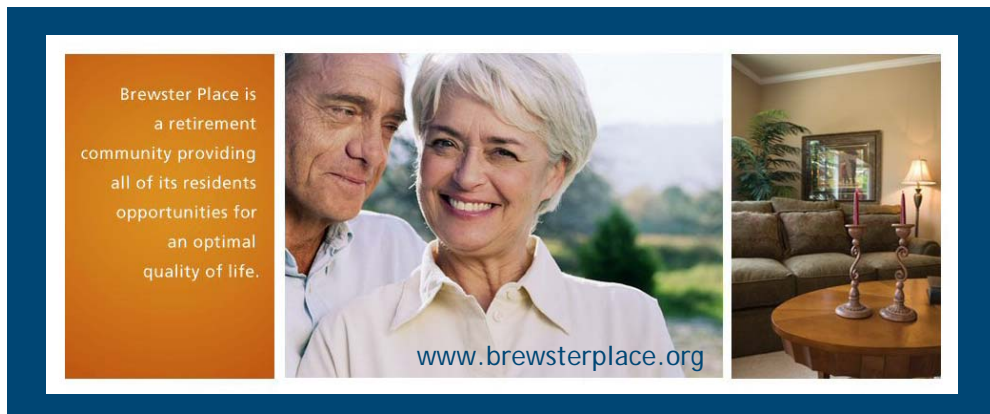
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## New Website and Facebook Page Debut

February marked the debut of a new website for Brewster Place. The only thing remaining from the old site is the address – [www.brewsterplace.org](http://www.brewsterplace.org). A peek inside the new site quickly reveals that our internet presence centers on one goal: informing people about all that Brewster Place has to offer. The site reaches out to people all over the world to give interested parties information about living or working at Brewster Place, selecting Brewster at Home to provide services, giving to the Brewster Foundation, or how to best contact us.

For many people, the world wide web has become the first place they look for information. Internet search engines like Google and Yahoo have become the phone books, directory assistance and yellow pages of today. So whether you are in Topeka or Tucumcari or even Tokyo, the easiest and best way to find out what retirement services are available in Topeka is to just ask Google.



### Did you know...

It took 38 years for radio to reach 50 million users, 13 years for television, and only five years for the Internet.

(CyberAtlas.com)

### The new site features:

- Specific information about Brewster's continuum of care, including independent living, catered living, assisted living, and skilled nursing and an opportunity to request more information or a phone call from our marketing staff.
- Details about Brewster at Home, our ground-breaking initiative that provides the services people need, when they need them, in the place they call home.
- The latest news and events, including our weekly bulletin, monthly calendar, and the latest edition of the *Brewster News*.
- Information about the Brewster Foundation and its mission of raising private funds in support of Brewster and its endowment.
- Particulars about current job openings at Brewster and a secure on-line employment application form.

# Welcome New Residents

by Mary Baker-Mills, Resident

Harry J. Briscoe was born and raised in north-east Missouri, in the small town of New London. Harry has a long history with Santa Fe. His last title was General Manager Eastern Lines of the AT&SF Railway Company. During his 36 years



with Santa Fe, their rails covered a territory reaching from Chicago on the East, to Albuquerque on the West and Galveston on the South.

Harry's heart is truly with the AT&SF Railway Company. He never worked anywhere

else except for a very short time in Slaton, Texas after he graduated from college. He was assigned to the Santa Fe offices in Topeka for two years and then was transferred to Chicago. During World War II, he had to take a leave of absence to serve in the Navy. He was stationed at the Naval Ammunition Depot at Crane, Indiana. The time came for him to be called to sea duty, and he was sent to New York City to come aboard a Destroyer Escort 135

ship. He served there until 1945 when the war was over. He was discharged at Great Lakes, Illinois and returned to his job with Santa Fe.

When asked if he had a hobby, Harry said "Not really, but I do enjoy writing. I enjoy writing about my experiences in the Navy, as well as other events in my lifetime."

Harry, his wife and three children were transferred several times. Their children were raised and attended grade school in La Junta, Colorado. They had two sons and one daughter. Their son Harry now lives in Houston, Texas with his wife and son. Their son David and wife live in Fort Worth, Texas, and their daughter Molly resides in Riverside, California.

While in Topeka Harry was more than General Manager Eastern Lines. For nine years he was also Chairman of the Board of the Kansas State Historical Society. ■

**Mr. Harry Briscoe**

1205 SW 29th St., Apt. 507

Ph. 267-1922



## I Need to Sell My House!

*What you need to know  
to unlock the equity in your home!*

**Monday, March 22 at 2:00 pm**

Main Building, Klinge Activity Center

RSVP by March 16 by calling 274-3368.

Join these area experts for facts about the current real estate market and ideas about selling your house.

- **Doug Bassett**, Associate Broker, Prudential First, Realtors; President of Topeka Area Realtors Association
- **Leah Gabler-Marshall**, Senior Residential Associate, Kirk & Cobb Realtors
- **Donna Fowler**, Senior Mortgage Consultant, Capitol Federal

## trash & treasure SALE

Friday and Saturday

March 26 & 27

9:00 am - 4:00 pm

Main Building  
Klinge Activity Center

antiques, furniture,  
clothes, electronics,  
kitchen items, jewelry...  
treasures galore!

Proceeds benefit the  
Brewster Service Fund.

## Welcome New Residents

Mary Lou Atherly was born and raised in Coffey County in the town of Strawn. Her father was the postmaster in Strawn, and she lived half a block from both her elementary school and her high school. She said, with a smile, that she was the only girl in her class of five and she also had the honor of being top of the graduating class.



When the family moved to Burlington, Mary Lou got a job with the Federal Government working for the Federal Housing Administration and she earned an outstanding service award.

She left her job when she and her husband became parents, and gladly became an “a stay-at-home mom.” Her son Steve is now a teacher at Highland Park High School. Her daughter Diana is in Lawrence, Kansas and is employed as an office manager. Mary Lou has two grandsons, one living in Lawrence and one in Topeka. She has one granddaughter living in Texas, and a second one currently studying in Italy. Her granddaughter will return to Manhattan and “grandma” when she finishes her studies.

Mary Lou’s treasured memories are the years they spent cruising, she wishes she could do more of it. Mountain climbing was also something she absolutely loved to do. She has hiked at Rocky Mountain Park in Colorado and Mount Rainier in Washington.

Mary Lou has three books published. Two are history books on Coffey County. The other, “Solitude and Mountain High,” is a sundry collection of thoughts and remembrances. Her books are not on sale anywhere, but can be reviewed at the Historical Society in Topeka. She is no longer writing books, but she enjoys writing letters to people who are alone or ill. She’s done this for many years. Who knows how many spirits have been raised by her efforts? What a unique gift. ■

**Mrs. Mary Lou Atherly**  
1205 SW 29th St., Apt. 501  
Ph. 274-5564

## Brewster Firearm Policy

Ownership of firearms is very popular in the United States. Although some people can’t understand why having a rifle or handgun is desirable, other folks can’t imagine not having a firearm in the house. Whether for safety or the love of hunting, Brewster Place recognizes that residents may wish to keep a firearm in their home and has developed a policy that will ensure the safety and wellbeing of all residents, staff, family members and visitors.

There are a few restrictions to possessing a firearm at Brewster Place. The only place a resident cannot have a firearm is in a licensed area, such as skilled care or assisted living. In addition, if at any time Brewster Place determines that the resident possessing a firearm is unsafe, the resident will be asked to keep the firearm off-site. Otherwise having a firearm in your home is permitted.

When keeping firearms in your home, a few common sense precautions are in order.

- Brewster Place security must be notified if a resident intends on keeping a firearm in their home and the resident must provide a record of the firearms, including type of firearm and serial numbers.
- Firearms must be unloaded at all times.
- Firearms must be secured in the resident’s locked cupboard or gun cabinet and the ammunition must be stored separately from the firearms.
- All firearms must be kept within the resident’s home with the exception of transporting them off of campus.

We understand that for some, possessing firearms is part of one’s life. If we work together and follow the above guidelines, our community can remain safe and secure while allowing those who want to possess a firearm the freedom to do so. ■

## Daylight Saving Time begins Sunday, March 14.



Remember to set your clocks **FORWARD** one hour before bed Saturday, March 13.

*Continued from page 1...*

One doesn't have to look much further than current usage statistics to see why a vibrant, fresh, and information-laden web presence must be a key part of any retirement community's marketing strategy.

While people 65 and older still make up less than 10 percent of the active Internet universe, their numbers are on the rise. In the last five years, the number of seniors actively using the Internet has increased by more than 55 percent, from 11.3 million active users in November 2004 to 17.5 million in November 2009.

Online visitors 65 and older partake in a variety of activities, from e-mail to bill paying. With 88.6 percent of seniors, checking personal e-mail was the number one online activity performed. Viewing or printing online maps and checking the weather online were the second and third most popular online activities.

The number one online destination for people over 65 in November 2009 (the last month for which data was available) was Google Search, with 10.3 million unique visitors. Many seniors starting their search for a retirement community now begin by "Googling" for information online. Brewster's new web presence was designed not only to provide information about our community, but to provide it in a way that will help us stand out when people search for us on Google and other search engines.

We know, however, that a web page isn't enough. In today's marketing environment with lots of options for seniors, we've got to do more than just have a website prospective residents can visit. **"Social networking" – with websites like Facebook and LinkedIn and Twitter** – will play an increasingly important role in our marketing efforts. That's why Brewster Place has started its own Facebook site, a presence we started in February along with our new website.

Facebook is a social networking website in which users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, and school or college. The website's name stems from the colloquial name of books given at the start of the academic year by universities with the intention of helping students to get to know each other better.

Overall, the number of unique visitors who are 65 or older on social networking and blog sites has increased 53 percent in the last two years alone. Interestingly, Facebook, which came in at No. 3, ranked No. 45 just a year ago among sites visited by senior citizens.

And it's not just seniors that are using social networking sites. The Baby Boom generation – those born between 1946 and 1964 – are avid users. And if we know anything, it's that the "Boomers" will seek to rewrite

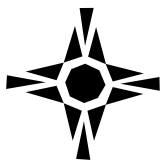
what it means to be old exactly as they have rewritten what it means to be children and adults. Marketers willing to reach out to the Baby Boom generation as they age can tap into a large marketplace. Those who are not willing to market to persons over the age of 65 will miss out on the first generation to grow up in a full blown consumer marketplace.

It will be 2021 before the first Boomers will be 78 and looking to live in retirement communities like Brewster. But in the meantime, it's vital that we reach them because they influence their parents' decisions about where to live. One recent study showed that Boomers influence 78% of purchasing decisions of their elderly parents. Even more telling, Boomers now spend \$100 billion annually on health and caregiving-related purchases for their parents.

We invite you to check out our new website and become a "fan" of Brewster's Facebook page. If you need help becoming a fan or navigating your way to the new homepage, just give Janis Swanson a call at 274-3389 or drop by the DocADuck Resource Center located on the Garden Level of the main building. Happy surfing!

*Portions of this article were borrowed from the Internet. ■*

**get the most  
out of life!**



## From Chaplain Larry

*“As iron sharpens iron, so one man sharpens another.” -Proverbs 27:17*

As a young boy, some of my fondest memories were spent with a very special friend. My Grandpa Huffstetler. He always made me feel very special. Oddly enough, he and grandma had twelve children of their own—eight girls and four boys. Well, I happened to be the first grandson born, which proved to be to my advantage. I loved being with grandpa on his big farm and receiving what I call “special loving treatment.”

We often went to town in his old truck to sell the crops. Barely able to see out of the window in the front seat, I would prop up on my knees to make myself seem bigger. No matter where we went, it was fun tagging along. As we made our way into one of the local markets, the owner would often say, “this must be your little helper.” To which grandpa replied proudly, “this is my grandson.”

One memory stands out as a favorite. Grandpa made a habit of stopping at a country general store on our way back to the farm. Of course he would say, “go and get you something.” I headed for the Coke ice box and pulled out a six-ounce glass bottle Coke and grabbed a pack of peanuts. It was traditional to pour the peanuts into the Coke and it tasted great! At the front counter were usually several other men dressed in overalls, “shooting the breeze.” The seats were usually an old

wooden Coke crate, a round-topped barrel or a stool for just propping up your feet. On occasion, someone would be chewing tobacco. But I had the best seat in the store. Grandpa would pick me up and set me on top of the counter. I was considered “one of the boys.” I have no recollection what they talked about. It just seemed that “hangin’ out” together was an important pastime.

There is something unique about “being with the guys.” This type of social gathering remains important to men. As one male resident told me, “it is about the fellowship.” Conse-

quently, all Brewster men are invited to a new men’s group simply called “Hanging Out with the Guys.” The goal is to provide an informal setting to listen and share life stories, current issues of choice, make new friends, enhance interpersonal relationships, or just “shoot the breeze.” The meetings will be held at 10:00 am on the first and third Wednesdays of each month in the Main Building Sun Porch. The inaugural meeting is scheduled for Wednesday, March 3<sup>rd</sup>. Refreshments will also be available. Please contact the chaplain’s office at 274-3349 with other concerns. ■

## Brewster Library News

Did you know that located in the Klinge Activity Center Library are two large screen magnifiers? They are now in position to be used by any resident who has limited vision and would find it helpful to have materials magnified. Learning to use these devices is not difficult. We ask residents to please inform your visually challenged neighbors and friends about these important devices. We also have hand-held devices for use as well.



In addition, we are pleased to announce that beginning in March, there will be a **Library Volunteer available in the Library on Thursday afternoons from 1:00—3:00 pm.** Our purpose is to assist residents with questions and provide help with searches for books, books on tape, videos and DVDs. The library committee would appreciate your comments regarding the services we provide. If you need assistance at a different time than Thursday afternoons, there is information on the library desk about how to reach members of the committee. ■



# Wellness Wise

## Introducing Julie Schmanke...Brewster's New Wellness Specialist

**B**rewster Place is proud to welcome Julie Schmanke as Brewster's new Wellness Specialist. Julie is a lifelong Topeka resident and a graduate of Hayden High School and Washburn University with a Bachelor's degree in Physical Education. She has been teaching senior fitness for over 17 years throughout the Topeka area.

When asked about working with fitness and older adults, Julie responded, "I have a passion

for keeping the aging population independent and living the quality of life they deserve. I love that it is not only about them looking good, but more importantly about seniors being able to do simple things in their life like carrying groceries, getting out of a chair, taking the trash out or opening a jar of pickles. It is my personal goal to keep them keeping on!"

Julie's enthusiasm and expertise in health and fitness for

older adults is a perfect fit for Brewster Place. Beginning in March, Julie will continue to offer many of the previous classes held at Brewster and some new classes as well. Please see the special insert outlining the new schedule and join in on one or more wellness opportunities at Brewster. Exercise classes are free for all Brewster Place residents and Brewster at Home members. ■

### Phase 4 Fitness Training

**T**he Wellness Department is offering a new service to Brewster Place residents wishing to begin a specialized exercise program or continue a program after being discharged from physical therapy.

Beginning in March, residents can receive individualized training from Brewster's new Wellness Specialist, Julie Schmanke, for a fee of \$25 per session. If you're having a hard time getting motivated, or just don't feel like you're getting enough out of your exercise routine, then Phase 4 Training may be just what you need to meet your personal fitness goals.

Julie can devise exercises best suited to your personal goals, or she can assist you with following a home exercise plan given by a therapist – and, best of all, Julie will schedule your sessions for a time that is convenient for you. Call 274-3393 for additional information or to schedule a session today. ■

### *Congratulations!*

The **Brewster Singers** would like to congratulate **Ken Forsyth**, director, for his induction into the Kansas Music Educators Association Hall of Fame on February 26, 2010. We are so very proud and fortunate to have him as our director. ■

### Other Wellness Opportunities

#### Free Chair Massages

**Monday, March 8**

**2:00—4:00 pm Main Lounge**

We will once again offer free chair massages with massage therapy student Mary Lou Herring. Drop by for some relaxation! ■

#### Washburn University Mobile Health Clinic

##### Free Health Screenings

**Thursday, March 11**

**8:00 am—Noon MB Front Parking Lot**

The WU Mobile Health Clinic will be providing free blood pressure, blood sugar and body composition checks. Lipid panel/cholesterol testing (LDL, HDL and triglycerides) will also be available for a small fee of \$13 (a 12 hour fast is recommended). The mobile health clinic will be open to Brewster residents, Brewster at Home members and the community at large. Stop by and check out this state-of-the-art mobile clinic while at the same time providing the Washburn student nurses with practical experience. Have your health screened for the wellness of it! ■

### Did you know...

The second floor of Brewster East has an Art Gallery? You are cordially invited to stop by and view over 60 pieces of art proudly on display in the hallways.

# BREWSTER FOUNDATION

## An Eminently Fair Question

Each year, the Brewster Place Foundation hosts a Stakeholder Event to celebrate the previous year's accomplishments, preview the coming year's goals, and hear inspirational thoughts from a local leader.

This year's event – held at the Topeka Country Club – was a splendid evening that highlighted the growth in our portfolio, painted a picture of our Reaching Out, Building Community capital campaign, and inspired attendees with remarks from Washburn University President Jerry Farley.

One of the questions we receive about our annual Stakeholder Event is this: "Why do we hold this event off-campus?" In acknowledging that the Foundation functions with donated dollars, a few thoughts about this important – and eminently fair – question:

- As our donor pool has grown, we no longer have room in the Klinge Activity Center for this event (we had 108 attendees this year).
- Many of our residents enjoy the opportunity to go out. This event allows the Foundation the chance to provide just such an opportunity.
- The event was changed this year to dessert-only, different than last year's dinner that included party favors. Making this change allowed us to save more than half over last year's expenses.
- In 2009, the Foundation's operating expenses were 22%. The non-profit benchmarking number for fundraising expenses as a percentage of total contributed revenues is 35%.

In the past four years the

Foundation's assets have quadrupled and now stand at nearly \$2 million. So...do these events bring in money? It's hard to prove definitively that they do. But we know that as we've put more effort into fundraising – and have carefully worked to control expenses – we're able to provide more funding for Brewster Place.

The mission statement of the Brewster Foundation is "to raise private funds in support of Brewster Place and its endowment." And at the end of the day, all foundation initiatives and programs are thoughtfully aimed at serving that mission.

As always, please contact Mary Beth Saylor, Director of Foundation Development, or Tom Akins, Foundation President, with any questions you may have about our mission and the ways in which we use your gifts. ■

### The Irving & Peggy Sheffel Brewster Foundation Lecture Series Presents a New Quarterly Program

A Current Events Discussion Group  
"News & Views"  
with Kevin McFarland

Tuesday, March 2  
10:15 am

Brewster East Community Room  
Coffee and Donuts Served

*foreign policy*      *science*      *politics*  
*war*      *environment*      *arts*  
*social issues*  
*religion*      *sports*      *government*



### FBI Issues Warning...

The Federal Bureau of Investigation (FBI) recently issued a public warning about a mass mailing called the Census of Senior Citizens, which seeks a \$6 donation and opinions from senior citizens on Social Security, health care, the "death tax," immigration and other topics. **At issue is the potential for confusion with official U.S. Census Bureau mailings, which are due out later this year.**

#### **The U.S. Census Bureau does NOT...**

- Conduct the 2010 census via the internet
- Send emails about participating in the 2010 census
- Ask for your full social security number, money or a donation, send requests on behalf of a political party or ask for requests for PIN codes, passwords, or similar information for credit cards, banks or other financial accounts. ■



## National World War I Museum at Liberty Memorial

The National World War I Museum uses its comprehensive, world-class historical collections and exhibitions to inspire its strategic efforts in the areas of exhibition, education, research and interpretation.

The founders of the National World War I Museum, originally known as the Liberty Memorial Museum, began collecting in 1920 and established professional museum policies and procedures in the 1970s.

The Museum collections and exhibitions tell more than an American story. They cover the entire war from the first shots in 1914 to the last attempts at peace in 1919. All the belligerent nations involved, reflecting both the battlefield and the home front, are represented.

Visitors cross a Western Front poppy field to enter the Museum. Each of the 9,000 poppies represents a thousand combatant deaths, a total of nine million.

We collect the common item carried by the soldier in the field, as well as the rare treasure of national significance. We hold over 55,000 items in our museum, library, and archival collections. As a national museum mandated to preserve the vast history of World War I, its participants, and this National Historic Landmark, we are still collecting.

Join us for this fabulous trip on **Wednesday, March 10**. We will leave Brewster Place at 8:30 am. Transportation is \$12 and tickets to the Museum are \$8. We will have lunch Dutch treat after our tour. Please call Jeanene at 274-3398 for reservations. ■

## Smiles and Snow Abound at Brewster Place!



**Above left:** Betty and Dale Fenton attended the Annual Brewster Foundation Stakeholder's Event. Betty serves on the Brewster Foundation board of trustees.

**Above right:** One thing we can all agree on is that the winter of 2009-2010 will be one to remember. The seasonal snowfall as of mid-February was 35.5 inches and ranked tenth for the all-time snowiest seasons for Topeka.

**Right:** Frankie Parman, Maggie and Jo Halley were also in attendance at the Annual Stakeholder's Event. Frankie is a Brewster resident and Maggie and Jo have both served on the board of Brewster Place and currently serve on the board of managers for Brewster at Home.





# March remembrances...

## Birthdays

William Reed	1
Mark Lowe	2
Mary Reed	2
Lucy Price	4
Ruth Larson	5
Doris Cioffi	6
Betty McHenry	6
Earl Shipman	6
Marvin Carlson	7
Bob Parman	7
Margaret Marcell	8
Dorothy Paramore	9
Bobbie Smelter	10
Dorothy Berry	11
Jeanne Mathewson	14
Hermi Lowe	15
Audene Miller	16
Jeanne Shreve	16
Leona Casebeer	17
Sarah Murrell	17
Betty Sisk	17
Jim Cunningham	18
Maxine Dickson	18
Homer McElroy	18
Gladys Trower	18
Mary Lou Cox	19
Warren Schriner	19
Lois Fowler	21
Jean Jones	22
Pat Davis	24
Helen Russo	26
Eldon Sloan (101 years old!)	26
Fran Dembicki	27
Bryce Daniels	27
Phyllis McMahan	29
Vivian Grant	30

## Anniversaries

Frank and Mary Cohoon	3-1-92
Larry and Naomi Brooks	3-18-44
Arthur and Bernice Avery	3-21-43
Jim and B Horne	3-22-52

## New Residents

Harry Briscoe	MB 507
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## Staff Anniversaries

These Brewster staff members are celebrating their employment anniversaries in March! ■

Department	Office/Work Location	Years
<b>Administration</b>		
Teresa Bliss	BE	1
<b>Community Relations</b>		
Tim McManus	MB	2
<b>Dining Services</b>		
Dixie Wilson	BHC	2
Bella Ayala	MB	2
<b>Environmental Services</b>		
Galen Shutter	Campus	3
Lori Ross	BE	6
Debbie Rosenberger	BE	32
Charles Johnson	MB	9
<b>Health Services Administration</b>		
Shirley Boltz	BHC	4
<b>Health Services</b>		
Kristine Hundley	BHC	1
Debra Bailey	BHC	4
Sheryl Stremmel	BHC	4
DaySean Phelps	BHC	4
Dell Fletcher	BHC	1
Jenifer Mayfield	BHC	2
Michael Wingo	AL	3
<b>Human Resources</b>		
Julie Kuestersteffen	BHC	9
<b>Resident Services</b>		
Jeanene Johnson	MB	12
<b>Security/Transportation</b>		
Darrell Vaughn	Campus	3
<b>Therapy Services</b>		
Roxanne Perez	BHC	2
Deb Webb	BHC	3

## Transfers

Bob and Ruth Sullivant	AL G12
Joy Glover	BHC
Agnes Mulligan	BHC
Ethel Weckbaugh	AL 2

## In Memoriam

Mrs. Ethel Miller	1-29-2010
Mrs. Nova Freeman	2-3-2010
Mrs. Anna Kapelle	2-20-2010