



AGING WELL NEWS

Adult Day Centers | Group Respite | CarePartners at Home | Caregiver Education

Summer 2009

Caregiver Corner Deborah Valiton-Carnish



When asked to share the most helpful thing someone did for her during her time as a caregiver, Beth's response was swift and to the point: "a friend visited me and told me the best thing I could do was be kind to myself... that I deserved it, for some reason that day, I heard it". Beth continued to share as she recalled the act of "being kind" to herself and what a foreign thought that was at the time. Her conversation with her friend prompted her to take a step and put into practice the act of kindness to herself. She started by attending a community support group and seeking assistance from friends and family. As the weeks went by, Beth found not only relief for herself but also energizing refreshment which led to her offering better care for her husband.

There are many positive stories like Beth's when caregivers find connection with others during their time as a caregiver. The Adult Center for Enrichment understands the need for caregivers to be kind to themselves and offers assistance in a diversity of ways. Seeking helpful connections in the community and offering ongoing caregiver support and education are a few ways ACE offers assistance. To learn more about how the Adult Center for Enrichment can benefit you or someone you love, please visit www.ACEcare.org or call 336-274-3559.

Caregiver Education & Support Opportunities

Not many people are prepared for the role of caring for a loved one who has chronic illness. ACE offers training and support to help caregivers provide this care. Most recently ACE offered:

- A day long retreat for caregivers
- A self care for caregivers workshop.
- Caregiver support group meets the second Tuesday of each month from 12:30pm-2:00pm.

To learn more about ACE offerings contact **Deborah Valiton-Carnish** at 274-3559 or dcarnish@acecare.org



Relaxing at the Caregiver Retreat

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2009 "Save A Place for ACE" Breakfast Judy West, Director of Business and Development



The 2009 "Save A Place for ACE" breakfast fundraiser on May 5th in the Empire Room was a huge success. There were over 350 community supporters of ACE in attendance.

We give special thanks to the sponsors of the breakfast who were so generous with their support: Comfort Keepers, Well-Spring Retirement Community, Bank of Oak Ridge, Edward

Jones, Green Ford, Greensboro Merchants Association, Guilford Medical Supply, Heritage Greens, Home Instead Senior Care, Leapfrog Marketing, PR, Design, Morningview Assisted Living, Patricia Graetz, Senior Living Guide, Sylvia Fiano, Tracey J. Marshall of Marshall Art Gallery, and Triad Retirement Living Association.

Thank you to the forty-five wonderful table captains who spent their time and energy recruiting folks to attend. Without your help we could not tell the story of ACE to our community.

Carol Campbell, our speaker, opened the hearts of our guests with her inspirational stories of being a CarePartners at Home volunteer. Her stories about the different people she has shared her time, energy and heart with gave everyone in attendance a chance to see and feel her joy, as well as the benefit of this valuable program. Thank you Carol.

Thank you once again to all of the community supporters and volunteers who made this event a success for the Adult Center for Enrichment and the families we serve.



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To learn more about the Adult Center for Enrichment visit

www.ACEcare.org

The Early Crew at ACE at River Landing **Jim Ingram, Program Director - ACE at Bardolph**



Promptly at 7:30 am our early crew arrives. Alberta is usually the first to come in the door so she is on hand to greet later arrivals. While we are serving coffee, she is commenting to others on some aspect of the daily news or something of interest in a magazine. She and our early staff frequently go through the coupon section of the paper for all the good buys. There is an easy camaraderie between Alberta and the rest of the early crew.

This is how it goes at the ACE at River Landing adult day center. Folks arrive ready to go. From coffee and conversation, we go right into individual activities- work projects from our activity shelf such as puzzles and word searches, and then later, we serve our morning snack, and begin our group programs. Several days a week we move from morning snack to either an interactive music program or a daily devotional with residents at River Landing.

Alberta in particular looks forward to these activities, stating that they are an important part of her day here. She is always ready to offer an opinion on most any subject, always livening up our days.

Making a Difference **Anita Brock-Carter, Director of Caregiver Services**

It is obvious that Jerry & Lee Leahy have a deep commitment to the Adult Center for Enrichment. This commitment is demonstrated in the loyalty and dedication they have shown by the service they have given to the ACE Group Respite programs for over 10 years. Jerry & Lee were led to volunteer because of how important Group Respite was to them during the time they were caring for Lee's mother who had Alzheimer's disease. After Lee's mother passed away, they made a decision to dedicate themselves to helping others who are caring for loved ones.



On any Tuesday, at the Group Respite Program at First Baptist, you are likely to see one of the Leahy's. Not only are they at the program on a regular basis, they are happy to fill in at the last minute if they are needed. They are loving friends to the participants, serving lunch, having conversation and in general helping the staff make sure things run smoothly. Not only do they volunteer, but Lee is constantly finding volunteers who can work in the program or share their talents with the participants. In addition Jerry volunteers in the CarePartners at Home Program. People like Jerry and Lee make our programs the success they are. Thank you Jerry and Lee for making a difference in the lives of the families served by the Adult Center for Enrichment.

To Learn More About How You Can Volunteer With ACE
contact Valerie D'Erman at 336-274-3559 or vderman@ACEcare.org



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A New Look Chip Cromartie, Executive Director

As part of our strategic planning efforts the Adult Center for Enrichment has been working to develop our brand and marketing strategies to increase community awareness about our programs and services. To fulfill this initiative Bob Wood, Ralph Graetz, Connie Collins, Chip Cromartie, and Judy West along with Leapfrog Marketing, PR, and Design developed and began implementing a marketing plan.

By now you may have noticed some of the work that has come out of the new marketing plan. The redesign of this newsletter is a perfect example. Also note above, the new Adult Center for Enrichment logo and tagline. After twenty years we felt it was time to freshen up the ACE logo arrangement for greater impact. We also wanted to add a tagline that would provide an emotional impact that was relative to our services. After some research, we found that 96% of our participants reported that coming to the Adult Center for Enrichment enriches their lives. Therefore we felt it appropriate to tie that into our tagline, which is "The Experience Will Enrich Your Life."

We also needed a more consistent message when talking with stakeholders. In response we developed new internal/external communication strategies such as identifying four core services/divisions within the Adult Center for Enrichment: 1) Adult Day Centers, 2) Group Respite, 3) CarePartners at Home, and 4) Caregiver Education.

We will continue to update, develop, and implement new strategies for communicating with the community about the programs and services offered at ACE. Our next steps will be a complete redesign of our marketing materials and website.