

THE GOLDEN TIMES

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February 2024

We invite you to Brooks Place to Celebrate 20 Years of Service to Seniors!



2024 is a BIG YEAR

2024 is a big year for Rose Mary C. Brooks Place Assisted Living and Independent Living. We are celebrating 20 years of providing gracious care and community to our senior residents.

The idea for Brooks Place began in 2000, when a group of community leaders saw the need for an affordable, local community to provide care to seniors who needed assistance. In four short years, the doors opened. A dedicated Board of Directors established Brooks Place as a non-profit organization and set the course for the future. Thanks to the generous land donation from siblings George Brooks and Betsy Brooks Bulleit, Brooks Place secured a great location and welcomed the community to join in its mission to provide quality care at an affordable price.

Through the years, Brooks Place has provided loving care to hundreds of assisted living residents. In addition, hundreds of seniors have enjoyed an active lifestyle as residents of the independent living cottages.

In addition to great resident care, Brooks Place has been a stable employer of a passionate staff. We are so proud of all our staff, some who have been with Brooks Place for 20 years! Thank you.

It is important to tell our story. We are proud to be a local, non-profit organization that is focused on our mission. We remain dedicated to high quality care to our residents. In addition, we are committed to our dedicated employees and their success. Thanks to the generous support of our volunteer Board, we are able to achieve our mission and keep our rates at some of the lowest and most competitive in the state.

Our status as a local non-profit allows all our dollars to remain in our community. We are driven by our mission and never the need to increase the profit margin.

As we celebrate 20 years, thank you! We are going to have some fun celebrations for our residents, staff, board, and greater community in 2024. We look forward to seeing you soon.

Thank you,

Tim Janes, Executive Director

20th Anniversary logo Unveiled



Celebrating 20 Years of Gracious Caregiving:

Gracious (*adjective*)-courteous, kind, pleasant, showing and practicing divine grace to others and self

Caregiving (*noun*)-providing direct care; tending to the wants and needs of others

According to Brooks Place staff, GRACIOUS CAREGIVING is about respect and dignity. It encompasses our culture of always putting the residents' wants and needs first. Gracious Caregiving is about listening, helping, offering extra support for showers, taking unscheduled trips, offering extra desserts, changing an air filter, making returns to local stores on behalf of residents, helping with hair and makeup, providing daily opportunities to laugh and enjoy quality activities, stepping in as a Bridge Club player, Book Clubs, never charging extra, and personal relationships that evolve into extended family. Every staff member provides direct and gracious care that creates a culture of empowerment and vitality for seniors.

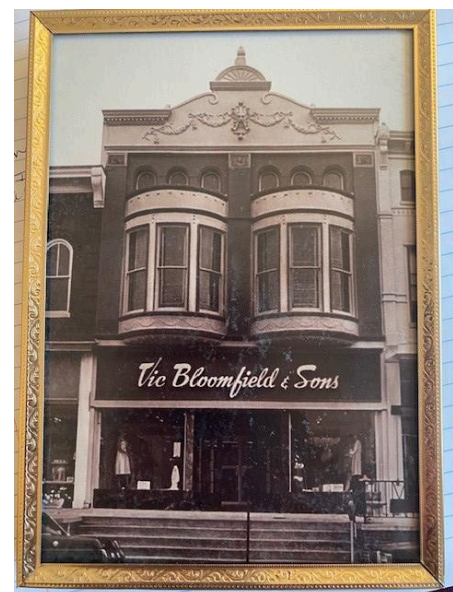
Game of the Year: KERPLUNK!

Since 1967, families have enjoyed the table top game: KerPlunk. The object of the game is to remove as many sticks as possible while releasing as few marbles/balls as possible. We decided to make a homemade life size KerPlunk game for residents to play. We knew they would enjoy the game, but we never dreamed it would be such a hit! Residents study which stick to remove safely. By the end of the game, both residents and staff are laughing. This homemade masterpiece is just one of many our maintenance crew has constructed for residents to enjoy.



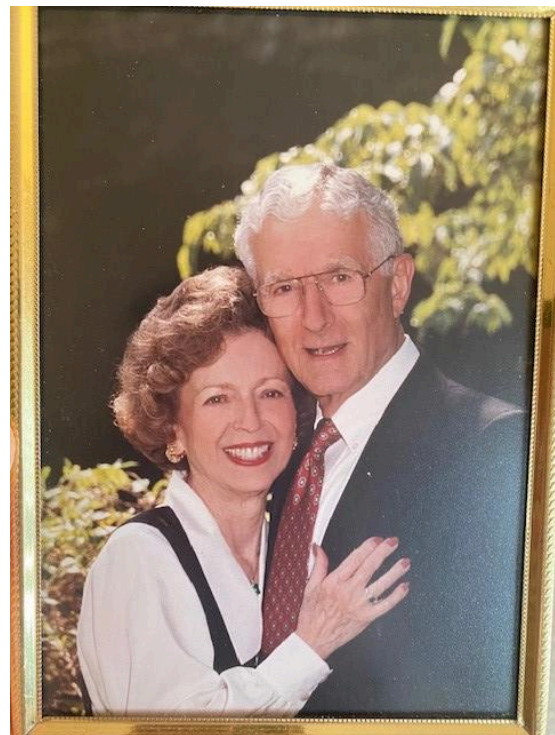
Meet the Residents: Mary Bloomfield

Mary Bloomfield was married to Vic Bloomfield in 1950. In the late '40s, Mary was in college majoring in journalism while working part time at the Winchester Sun on Saturdays. She met Vic Bloomfield, owner of Vic Bloomfield and Sons, a clothing store on Main Street one Saturday while looking for noteworthy stories to write. Together, they shared 4 children. Mary was a devoted homemaker and Vic ran the successful storefront on Main Street for several decades until the early 90s, when he sold the store. Mary described the beginning of his retirement: "It broke his heart to sell the store. He didn't realize how much that store was a part of him. But he was well, I was well. We wanted time together, free to do whatever we wanted to do."



They were married more than 70 years before Vic passed away in 2022. Mary recently visited the Bluegrass Heritage Museum with her friends at Brooks Place. She was honored to re-visit the original cash register that has aged 100 years. Mary said, “Bloomfield’s was one of the first storefronts downtown. There was a time when we sold men and women’s clothing. We eventually decided to just sell women’s clothing, jewelry, accessories, and hats. I never worked there. Vic ran a great business and he didn’t need my help. But I shopped there a lot. We also saw the spool chest we donated to the museum.” Mary returned home to her apartment at Brooks Place and shared more history of the storefront. “Bloomfield’s stores began in Germany in 1855 by Vic’s great grandfather. Vic’s grandfather opened 2 unsuccessful stores in Kentucky before building the successful one in Winchester. He first tried Louisville but it was too crowded with similar stores. He then tried Lexington with the same problems. Finally, he opened one of the first storefronts in Winchester and it worked.”

Mary is recognized a lot in the community as “the Bloomfield’s who owned the store.” She may begin stories about the storefront, but her reminiscing always lands on Vic, the love of her life, devoted husband and father. Married for over 70 years, she adored him and still misses him everyday. “This photo is just my favorite. This is our 50th Anniversary celebration. We were so young, so sharp and so happy. So very happy for so many years.” Mary smiled and thanked us for the opportunity to honor and share her story.



Lynnsay Griffith, LEA on Gracious Caregiving

Celebrating 20 years of service to seniors in our community, we sat down with Life Enrichment Assistant, Lynnsay Griffith to discuss gracious caregiving and what that means to her.

Lynnsay, how long have you worked here at Brooks Place and what do you do? “I’ve worked here for over 4 years. I take care of the residents and help them everyday with anything they need.”

What does gracious caregiving mean to you? “It is something you cannot teach, it comes from the heart. It’s just something you do with no effort. It’s just a natural thing for some people to be caregivers.”

What is your favorite part of your role as caregiver here? “I can leave any of my own stressors or problems at the door and as soon as I walk in and look at them, they put a smile on my face.”

Why do you choose to work with the senior population? “They deserve to have people around that want to do things for them. They’ve lived a long time through life’s ups and downs. They deserve to be taken care of.”

What do you see as the biggest need/reason for seniors to move to Brooks Place? “Sense of community. Definitely. Some or many residents have lost their partners or family. They come here to have people around who want to talk to them, be with them.”



Baking with Beth



Any day of the week, you can catch Baker Beth down the halls, “Hey Betty! I made that homemade oatmeal cake you love so much. It’ll be ready at 2.” Beth has sweetened the lives of residents and staff for almost 7 years now. She welcomes anyone in the community to send her homemade dessert recipes, and she’ll happily make them....and boy do we send them to her! We included one of her own adapted recipes for you to try.

Beth, what is your favorite dessert to make at this time?
“Homemade caramel cake and homemade oatmeal cake. We are on a

roll right now with the homemade caramel cake. Everyone loves it! Mary (dining experience director) gave me the caramel cake recipe and the oatmeal cake was inspired by my aunt. She would make it all the time growing up.”

What are residents’ top requests for dessert?

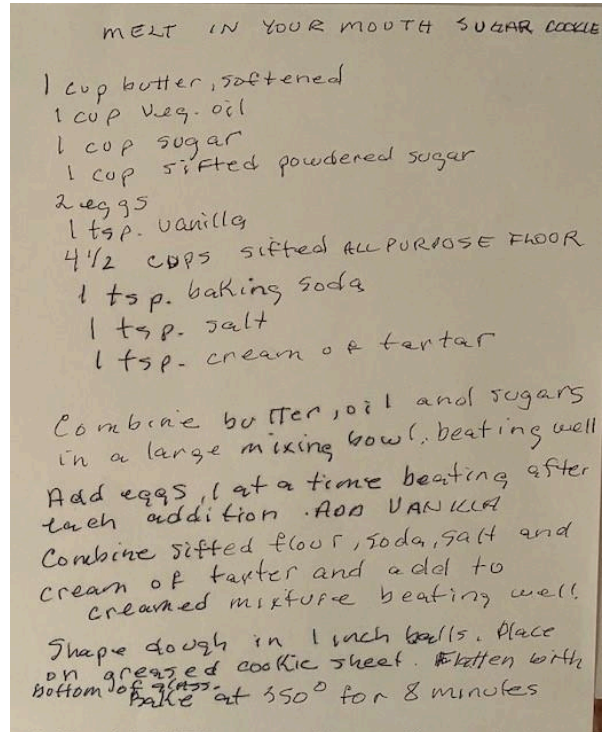
“This can change frequently. Like all of us, they can get tired of the same foods so we have to switch it up on them frequently. Their tastes can change. Right now, butterscotch pie and pineapple pretzel salad is a big hit.”

Would you rather bake cookies or cake?

“Cakes! And I never do more than a double batch of anything. If I do that, it changes the consistencies too much. So even with serving large numbers, I will do multiple double batches if needed.”

What is your favorite part of the job here at Brooks Place?

“The relaxing pace. I bake my desserts and get to have a lot of one on one time with the residents. I do not have to worry about cash registers and computers and dealing with everyone’s money. I just get to bake and be with people.”



Creativity is Understood and Encouraged Among Directors

The directors of Brooks Place are a team of creative, compassionate, and dedicated people who execute and design the lifestyle and culture here for residents. We collaborate on multiple projects from parties, to meals, to outings, to move ins, transportation, caregiving, speaker meetings, and more to ensure the residents have the best opportunities to enhance their social, physical, emotional, and spiritual well being. We love to throw a good party for residents! This is no boring task. Brian Elligson, maintenance director at Brooks Place for 8 years has a reputation for creative set designs, props, and costumes! Overseeing the maintenance of 64 cottages and 44 apartments can be quite the



challenge some days. A large portion of his job requires promptness, communication, and project management skills. However, what makes it more than just a job is the time directors are encouraged to dedicate to the residents through whatever means we relate to them. This could mean taking a break from emails to play ROOK. This could mean bringing in photos and trinkets from a trip we took to share with the residents. This could mean singing for them. Whatever creative means in which we connect with residents, we make time for. Most recently, Activity Director Kim Howard planned a winter ball with Frank Sinatra. Lee Dean, the entertainer from West Virginia is no stranger to Brooks Place. We've invited him back multiple times because residents adore him. Brian was asked to incorporate snow globes into the party. The final product was a snow globe photo booth. Whether it's backdrops, photo booths, props, songs, skits, recipes, or other forms of art, the directors are empowered to use their talents to create meaningful activities for residents.



MARRY ME CHICKEN FOR VALENTINE'S DAY!

We know that going out to eat in restaurants on Valentine's Day can be too crowded and overwhelming for some folks. We want to invite seniors in the community to join us at Brooks Place for a special Valentine's Day lunch! Bring your date and join us Wednesday, February 14th between 11am-1pm for an Italian feast. Marry Me Chicken will be served in our full service Keeneland Dining Room in a charming setting among peers. Valentine's lunch specials are \$15/piece and include full course meal. We hope to see you there!

A promotional flyer for a Valentine's Day lunch special. The background is a deep red color with several hand-drawn hearts in shades of yellow, pink, and white. The text is centered and uses a mix of serif and script fonts. A central white box contains the date and time. To the right of the menu, there is a heart-shaped image of the 'Marry Me Chicken' dish. The Brooks Place logo is in the bottom right corner.

We invite Seniors to a
Special Valentine's
Day Lunch

Wednesday, February 14
11:00-1:00pm
Keeneland Dining Room
200 Rose Mary Dr.
Winchester, KY 40391

MENU:
Homemade Marry Me Chicken, with sun dried
tomatoes and a rich creamy sauce
Spinach Salad with feta cheese or side salad
Garlic crusted breadsticks
Italian Desserts
Drinks

Brooks Place would like to honor seniors on Valentine's
Day by inviting you and your guest for a delicious
Italian meal. Valentine's specials are \$15/piece. Come
and celebrate without the overwhelming crowd.
Relax, and let us serve you among peers!

Rose Mary Dr.
BROOKS PLACE

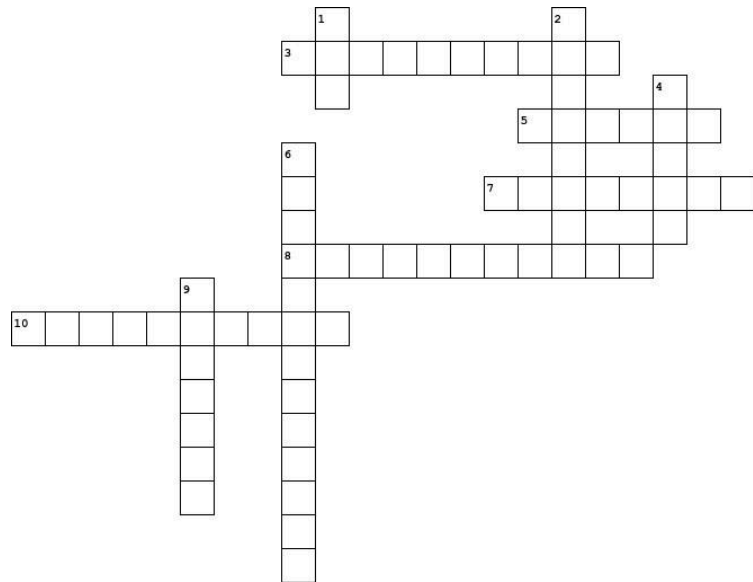
INTRODUCING OUR BROOKS PLACE PODCAST!!!!

Find Rose Mary C. Brooks Place on Spotify and Apple Podcast now. Episode one, “The Founding of Brooks Place” introduces original board members, Ed Mesta and Zella Rosenthal who discuss how Brooks Place evolved from an idea to a successful reality. We will also link the podcasts on our facebook page and our website. You can listen to all of these episodes for free!



Enjoy crossword puzzles? This one's for you!

Thank you for your continued support as we celebrate 20 years of service to seniors in our community. We are working to update our mailing list. If you know anyone in the community who may be interested in newsletters like this, please reach out to Chelsea at chelseareese@brooksplace.org or call 859-737-6400.



Across

- 3. Sympathy and concern for others
- 5. Older, wiser, and more experienced
- 7. Courteous, kind, and pleasant
- 8. The authority or power given for someone to do something
- 10. Use of imagination and original ideas

Down

- 1. Rejoicing, a feeling of great pleasure and happiness
- 2. Made at home, not in a store or factory
- 4. High respect, great esteem
- 6. The action of providing amusement or enjoyment
- 9. Being worthy of honor and respect

