

the OAK COTTAGE of santa barbara NEWS

June 2015

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*there is
no greater
love.*



In the News...

A PICTURE REALLY IS WORTH A THOUSAND WORDS!



And in some cases, carries a significantly deeper meaning.

When we began our first branding for Oak Cottage, we looked to a campaign that would be **a reflection of Santa Barbara in the 50's**. Recognizing that we would be providing services to residents from this era, we looked high and low for images that suggested a love of life, a celebration of the outdoors, and a sense of whimsy. Our graphic designer, Dianne Gomersall, came across an iconic image of nine handsome men, posed in vintage beach trunks, on a beach that looked local and familiar. It felt fun, spoke to a life well lived, and felt like those men could each tell a great story (little did we know).

We asked our management team to come up with an eye-catching tag-line. Our Dining Services Manager, Nicole, suggested **"Where the Wild Things Are"**. As you can imagine, she enjoyed delivering this line, with a big twinkle in her eye. If we have learned anything in our many collective years in the senior care field, it is that the resident we are caring for now quite likely had a life path that was interesting, entertaining to hear about, and in some cases, rather humbling for those of us who have not had the chance to live through multiple world wars, The Great Depression, and the explosion of the California Lifestyle. So "Wild Things" it was. The tag-line soon went viral.

(Cont. on page 2)

In the News... (Cont. from front cover)

We went on to splash those wonderful men across both sides of our marketing folder, and on our on-line communications. Our advertising also proudly proclaimed that we were the place, "where the wild things lived". Families loved it.

We received a lot of feedback from the greater Santa Barbara community. The majority of it very positive. Folks liked the idea of the ad catching their eye in a positive way, before recognizing that we were also announcing the provision of memory care services for elderly residents. It helped to have a normalizing effect on what is often a very difficult and painful series of decisions for a family.

A few confused people wanted to know if we were a strictly Gay/Lesbian/Bisexual facility. That led to an interesting discussion of how we embraced residents from all walks of life, and did not intend to exclude anyone who could benefit from our services.

A few stalwarts let us know that we were completely off-base, and that their vision of assisted and memory care services was more traditional, and did not include a bunch of scantily dressed men cavorting on the beach. A few even found it offensive.

Given the variety of comments we received, our first thought was "Great! People are actually reading our ads, controversial or not!" Our second inquiry was more about the nature of the photograph and the men that were the original models. Having mounted the ad at a recent fundraiser we attended, a passerby catching site of it, started to name off a few of them. **To our complete surprise, we found that they were famous sports figures from the 50's.** Intrigued, we dug into our research, and found that, yes, each man had been extremely talented, and later celebrated for their achievements in their given game.

What was sobering.....and humbling.....

And should not have been any surprise to us (or to others reviewing this story), was **how close some of these men's later lives came to resemble the very extraordinary people we are serving today at Oak Cottage.** A brief description follows from left to right. Note the highlighted italics.

Bobby Hull: A Canadian Hockey player and regarded as one of the greatest player of all time. Elected into the Hall of Fame in 1983. Winner of the Hart Memorial Trophy twice and Art Ross Trophy three times.

Frank Gifford: A former American football player and sportscaster. He played for the New York Giants and appeared in eight Pro Bowls. MVP in 1956 that lead the Giants over the Bears in the Championship game. Inducted into the Pro Football and College Football Hall of Fame in 1977. A well know ABC sports commentator for 25 years. *Currently suffering from late stage Alzheimer's.*

Terry Baker: Former Pro-American Football and Basketball player. Won the Heisman Trophy in 1963. Played for the Los Angeles Rams and Canadian Football league. Inducted into the College Football Hall of Fame in 1982. Retired attorney.

Fran Tarkenton: Former NFL quarterback, TV personality and software executive. Played for the New York Giants and Minnesota Vikings Inducted into the Pro Football Hall of Fame in 1986 and College Football Hall of Fame in 1987. *Older brother died of Alzheimer's.*

In the News... (Cont. from page 2)

Bob Cousy: Former Pro basketball player for the Boston Celtics who was instrumental in leading them to six world championships. Was awarded the MVP award in 1957. Inducted into the Basketball Hall of Fame in 1981. *Married his college sweetheart who later died of dementia in 2013.*

John Severson: Founder of the well know "SURFER" magazine. Inducted into the Surfer Hall of Fame. Actor in many surfer movies.

Paul Hornung: Former NFL player for the Green Bay Packers winning four Championships and the Super Bowl. He was the first in Pro Football history to win the Heisman Trophy, win the MVP and inducted in both College and Pro Football Hall of Fame. *Currently navigating the early stages of Alzheimer's Disease.*

Herman Wedemeyer: American actor (Hawaii 5-0), football player (Baltimore Colts) and politician. Inducted into the College Football Hall of Fame in 1979. *Died of a Heart Attack. His brother Charlie Wedemeyer, also a star football player for Michigan State, later contracted Lou Gehrig's disease in later life, and was a subject of a PBS documentary and made for TV movie memorializing his battle with physical adversity until his death from pneumonia in 2010.*

Jerry West: Former NBA Professional basketball player for the Los Angeles Lakers, Olympic Gold Medalist and inducted into the Hall of Fame in 2010. He was also Head coach for the LA Lakers for three years. *Currently suffering from late stage Depression.*

Of the nine extraordinary men pictured, **six are either suffering from an age-related cognitive disease, or have someone in their immediate**

family who has either battled a physical or mental ailment in late age. This reflects only the information we were able to easily research on-line, and may not include more privately held information about each one of these champion athletes. What the foregoing does illustrate, is that there is often only one or two degrees of separation from each one of us and age-related illness. **No one is immune. We either address the fight for a cure, quality of life and family support as a community,** or we continue to bury our head in the sand.

What started as a whimsical vision of Santa Barbara in the 50's (and, as we hoped, an advertisement that would become a conversation starter), first became a research project for our team, and later a standard bearer for what Oak Cottage plans to be in this community. **A place where people from all walks of life, challenged with age-related challenges, can find a safe harbor. We can promise that our peoples' lives will be revisited, and celebrated and remembered.** And that we will support the families and caregivers who are devoted to these very special folks.

This is only the start of the journey. In following months we will be sharing stories from our residents telling their own tales of life-long achievement, purpose, and hopefully, fun and happenstance (this is, of course, the place, Where The Wild Things Are.)

Things happen for a reason. Sometime it just takes some to figure out the why. **In this case, we found a great gift in the lesson. We hope it resonates with you also.**

— Mark Maldonado & Julie McGeever

In the News...

OAK COTTAGE JOINS WITH DOROTHY RUPE FOUNDATION AT SANTA BARBARA CITY COLLEGE!

I am thrilled to be enrolled in the **Dorothy D. Rupe Memory Care Program. Sponsored by Santa Barbara City College and taught by Michelle Lehne, a certified CNA instructor.** The program is offered to family and professional caregivers as a way to understand Alzheimer's disease and age-related dementia from a different, more life-affirming perspective. **"The Art of Caring for the Person with Dementia-Memory Care Basics"** will focus on improving the quality of life of the older adult with dementia while enhancing the life of the caregiving. Caregivers new to caring for family or friends with memory loss are provided with essential knowledge and skills that they can carry into their every day. The course is **free** to all participants as a result of the **Rupe grant**. I encourage anyone interested in the class to contact **Michelle at 805-730-5138 or mxLehne@sbcc.edu** for more information.



The Oak Cottage of Santa Barbara will offer a second information meeting that will encourage the community to come and join in on Dorothy Rupe Foundation that specifically focuses on memory care programs just like what The Oak Cottage of Santa Barbara offers. This open house information meeting will help benefit our community to learn more about The Oak Cottage of Santa Barbara and The Dorothy Rupe Foundation to encourage us as a community to join together, but to help a loved one in need of this Alzheimer's disease and age-related dementia. We want to achieve this goal through **The Dorothy Rupe Open House that will be Held Wednesday, July 15th at 6:30 P.M- 8:30 P.M. at**

The Oak Cottage of Santa Barbara located on 1820 De La Vina. Right here in the heart of Santa Barbara, California. I encourage all ages to come and join in on a delicious bite, mark your calendar and learn about this great event that will help educate our local community to result in a healthier and positive experience.

As we welcome more residents to The Oak Cottage of Santa Barbara, our goal is to introduce, healthy organic and productive communication, activities and moments of remembrance into our programming. We also want to extend these resources to our family members who are caregiving for their loved ones. We are also focused on growing a community of resources specific to Memory Care. We plan to count the Dorothy Rupe Memory Care Program as one of those trusted resources, and take the tips and lessons learned from those classes to develop fun, out of the box, and healthy ways to interact with our residents.

Classes start on August 27th, 2015 of this year. As our recent ad copy says.....**Are You Ready to Join Where the Wild Things Are?** Come and be part of the wonderful magic we offer to our community.

— **Shane Lopez**
Resident Services Manager

In the News...

THE OAK COTTAGE AT SANTA BARBARA'S CAR SHOW...

It was a beautiful Sunday in May when The Oak Cottage of SB maintained a booth at the 2015 Santa Barbara "State Street Nationals" Car Show.



With well over 300 cars lining more than a dozen blocks of State Street, and thousands of people strolling by; The Oak Cottage booth was impacted with a regular line of people asking **What – Who – Why – Where – When – and of course – What For?** When talking all about the services of The Oak Cottage all the way to the **Line of Men which make up our ad.** And speaking of that infamous photo... Much was learned that day as the Public spoke to us, and let us know more about the Ad then we had known previously.

The main topic of conversation at the booth that day was more about the care involved day to day within a family than anything else; and how much a **"community"** such as The Oak Cottage of Santa Barbara is sorely needed

here; and how much the families in need will be overjoyed to tour and appreciate Our **"Purpose Built"** Community.

The Oak Cottage was honored in choosing a car and presenting a trophy to one of the Show Car participants. **John Rocha, a Santa Barbara native, now living in Ventura had his 1941 Chevy Sedan Delivery on show.** A car which he has owned since his days in high school, and which he drove to San Diego when he enlisted in the Marines during the Vietnam War.



All the best,

Joe Franken
Executive Director



How Rafael Met Nydia...

Many of you have seen some of the Maldonado family pictures we have sprinkled through our newsletters, and placed in frames in the Oak Cottage main living room. Mark Maldonado's parents, Rafael and Nydia,



are quite the photogenic couple and have contributed much to the story behind Oak Cottage, both in photos and family recipes we have in turn adapted as part of our community dining experience. We thought it would be fun to find out a little more about how these two met, evolving into a marriage and partnership that has spanned over 62 years.

Following is an account told in Nydia's own words:

"It was Dec.1951, I was asked to be the maid of honor for a friend who had recently come to the United States from Cuba. The wedding was held at a Spanish church called La Esperanza in upper Manhattan. On the day of the wedding, there was a large contingent from the Spanish community in attendance to celebrate the event, including my best friend Hilda. On this particular day, she brought her brother along. Rafael was in the Army at the time and on leave for the Christmas holidays. According to family lore (and Hilda's memory), Rafael zeroed in on me right away, and asked his sister who the maid of honor was. Hilda shared that my name was Nydia and that we were close friends. Evidently his rejoinder was "I'm going to marry her". Hilda of course told her brother he was crazy, further complicated by the fact

that I already had a boyfriend. Rafael, never one to avoid a challenge, engineered a formal introduction. Suffice it to say, that day marked the beginning of a two year courtship that ended in marriage in 1953. So readers....of course we were intrigued. We asked Nydia if she would share the story of how the enterprising young Rafael (later named El Rey by his co-workers in Mexico for his wit, leadership and strong sense of self), popped the question.....

"After Rafael returned from leave we corresponded for quite a while by mail. Your dad was particularly creative, sending a dozen red roses encircling one yellow rose each month, so I would know those bouquets were from him. He assumed I was dating other gentlemen, and he was correct! Rafael carried on his courtship for about a year, visiting occasionally when he was granted leave.

In 1952, Rafael received his commission as an Army officer, and promptly wrote to my parents, asking them to grant him permission to ask me to marry him. He was fortunate in that my parents were crazy about him. They agreed, and kept up a **campaign urging me to say "yes"**.

I was scared to death of taking such a big step. I dragged my feet for quite a while, until they all just wore me down. The next time Rafael visited me, I was recovering from the flu and was probably a little more vulnerable to his charms. He asked me to marry him, and threatened that if I didn't say yes, he was shipping out, going overseas, and never coming back! (My husband is good at injecting a little drama where necessary.)

I asked to let me think it over and that I would wire him with my response. After many discussions with

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How Rafael Met Nydia... (Cont. from page 6)

my family, I finally sent the wire over good old Western Union. I told him that **“Yes. I Love You”**. He received the wire in the officers’ dorm, along with a note from Colonel Sullivan, wishing him the best.

Rafael and Nydia were married at Our Lady of Lourdes in Washington Heights (now part of Harlem).

Nydia offers the following about her preparation for the wedding:

“My mother worked for a company called Carlin Comforts. The company supplied a variety of sumptuous bedding (sheets, bedspreads, etc.) to companies like Saks 5th Avenue in New York and Marshall Fields in Chicago. Because of her job, she had access to a world of incredible fabrics and lace, a number of them imported. My mother was also an extraordinary seamstress. She had magic in her hands.

So.....now that I had agreed to Rafael’s proposal, I went through all the brides magazines of the day, looking for the perfect gown. After a long search, I found “the dress”, and hunted it down at Lord and Taylor’s bridal shop on 5th. My Mother and I went there on a Saturday and I tried it on. It was gorgeous. I also knew we could not afford it.

The fabric was silk satin and there were two large pieces of French Alencon lace appliques going from the center front down and around and ending and meeting at the lower end of the dress in the back. I imagined a soft dusty pink as the predominant color.

My mom with the magic in her hands was able to purchase the materials through her work place at a considerable discount, as well as **a Vogue pattern she could rework into the dress of my dreams.**

You have to consider that this woman worked 9am to 5pm every day, rode the subway and came home at about 6:30, tired – only to cook and care for our family. Cobbling together a series of late nights and weekends, she was able to finish the basic dress form. My Aunt Esther then spent many,

many days hand-sewing the lace onto the gown, followed by a mosaic of tiny pink seed pearls to give emphasis to the floral design of the lace. The finished gown was a labor of love I am forever grateful for.

I felt like a princess on the day Rafael walked me down the aisle. That gown is still a treasured memento, and sits under my bed, cleaned and ready for the next princess in our family (maybe my great granddaughter Sophia?).

That wedding day marked the beginning of a life together an apartment in Washington Heights, travels around the world, and the birth of four beloved children. **Robert, Michael, Mark, and Marisa.”**

— **Nydia Maldonado**



Facility News...

Although rare, emergency situations happen when we least expect them. As we get more activity here at Oak Cottage, I want to revisit our Disaster Supply Pack. We have a comprehensive evacuation procedure in place in the event of a fire, flood, power outage, hazardous spill or earthquake. In the event that we have to evacuate our property,

agreement are in place with other assisted living facilities in town to house our residents, as well as transportation as needed. We have simplified our evacuation procedures to make it economical and seamless. How those family members can help our residents and staff, to make sure that their loved one have their Disaster Supply Pack ready to go. The pack will provide necessary personal items that are readily available to make for a quick evacuation. **Please make sure that the bag has a filled out ID tag securely attached to the bag.**

Please include the following items in a backpack or lightweight type of bag w/zipper to hold them:

- **Personal Hygiene Supplies**
- **Change of clothing**
- **Battery Powered Flashlight**
- **Extra Batteries**
- **Moist Towelettes/Liquid Hand Sanitizer**
- **Whistle**
- **Travel pillow and blanket**
- **Food Bars or Nutritional Snacks**
- **Gatorade or Juice Pouches**
- **Lightweight Jacket or Sweater**
- **Travel Pack of Tissues**
- **Sturdy Pair of Shoes**
- **Deck of Playing Cards (optional)**

— **Philippe de L'Arbre**
Facilities Manager

Activities Avenue...



The first **Summer Solstice Parade** in Santa Barbara was a birthday celebration for a popular artist in 1974. The parade then joined forces with a Summer Solstice Music Festival that was sponsored by the Santa Barbara Museum of Art. This festival was held at the sunken gardens to celebrate the longest day of the year. **41 years later the parade has become the largest arts event in Santa Barbara County, seen by over 100,000 people.** This parade allows cultural and creative expression to celebrate summer on the eve of the longest day.



The longest day of 2015 is June 21st. After you have put away your solstice mask and had a chance to rest your

voice from the cheering and singing, we encourage everyone to join the Alzheimer's Association in fighting Alzheimer's from sunrise to sunset. This longest day event symbolizes the challenging journey of those living with dementia and those dedicating their lives to caregiving. Everyone is encouraged to fundraise and participate in their favorite activity, welcoming summer on the longest day to honor someone facing the disease.

The **residents of Oak Cottage are excited** to be a part of this community event and will be watching the parade on the corner of **Cannon Perdido and State Street**. Come say, "hi" and share with us how you are celebrating the Summer Solstice.

— **Claire O'Dell**
Activities Director

Kitchen Corner...

Greetings!!! Summer is right around the corner and we are already seeing some delicious stone fruit from our local growers. **Pluots, peaches and nectarines** are just a few of the beautiful fruits offered in our area and I'm sure within the month and a week of warm weather, we will see gorgeous tomatoes and sweet corn for our monthly summer BBQ's.



Thank you to all our families for your patience and support during this period of growth and establishing a routine for our dining services. We boast 2 fabulous cooks, Luis and Álvaro, that are always ready to accommodate our residents needs. Please feel free to stop by the kitchen and say hello!

We are always experimenting with different recipes and ways to present our food to excite and stimulate our resident's appetites and taste buds. One of our latest creations is a **protein rich Panna Cotta from Julie McGeever kitchen to ours**. Starting with a base of low-fat buttermilk, vanilla and Greek yogurt are incorporated and chilled to set. Fruit of the season (she made a fabulous Bing cherry compote) is gently stirred in making this anytime snack/dessert truly delicious and a beautiful presentation.

If you'd like to try it just ask our front desk manager Shane, and he can grab you a dish of this awesome treat.



Speaking of **Shane**...I'd like to say **thank you** to our happy go lucky, always helpful and ready to be of service front desk manager. Shane has helped with dining room set up, serving, menu planning, etc. We couldn't have done it without you!

Happy Father's day to my dad! Thank you for being such a patient teacher, giving such sound advice (sorry I didn't take all of it) and most importantly your love.

To the right, is a pic of my dad at Delaware State setting the high jump record for the next 20+ years. Way to go dad!

— **Chef Nicole**
Dining Services Manager



Contact

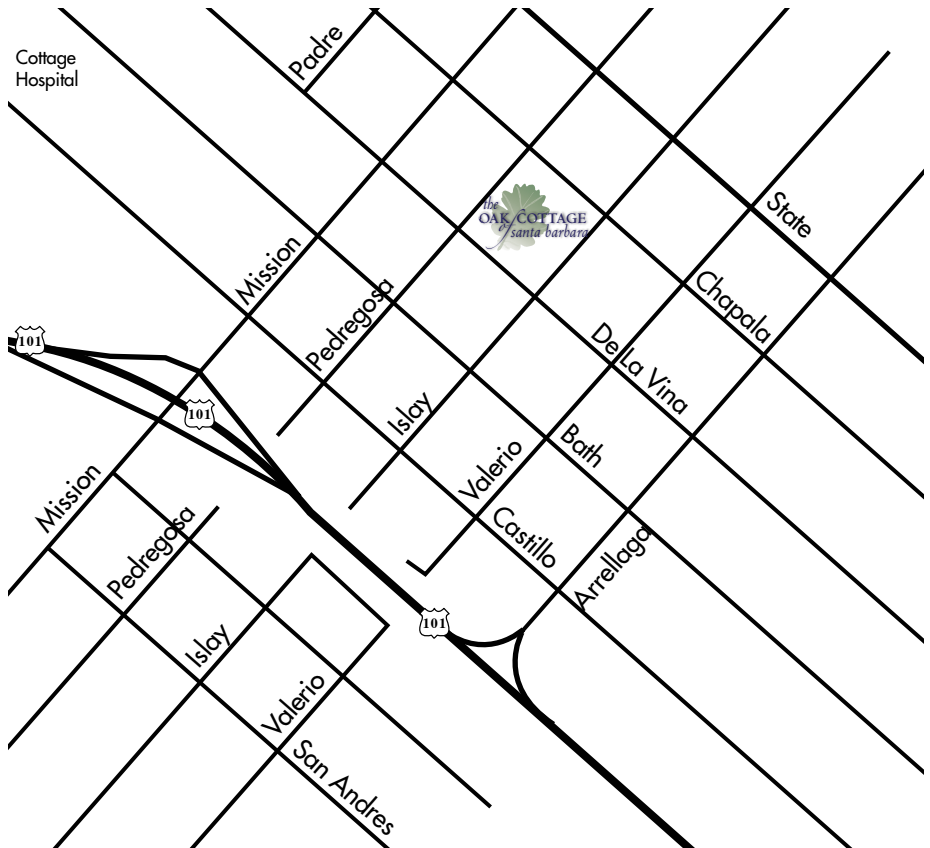


the
OAK COTTAGE
of santa barbara

Joe Franken
Executive Director

t: 805.324.4391 ext. 272
c: 805.319.5886
joe@oakcottagesb.com

1820 De La Vina
Santa Barbara, CA 93101
www.oakcottagesb.com



Please forward our newsletter on to friends and family. We are welcoming additions to our email list.

