



Connections

TIME FLIES! The Pointe turns 10

It's been a decade since we welcomed our first tenants to The Pointe at Sunrise, an apartment community that's home to more than 80 independent seniors. Char Hesse, marketing director for The Pointe, refers to this first group of tenants as her "pioneers," as they played a key role in the development of the building and decisions about amenities.

Roger and Glendy Nichols were among the first residents at The Pointe.

"While it was hard to leave our home of 43 years, the yard maintenance was just too much," shares Roger. He and Glendy have appreciated the flexibility they have had to travel without worrying about upkeep on their home.

Tom and Jan DeWitte are fellow "pioneers" who agree downsizing was difficult, but say The Pointe's amenities have outweighed the challenge.

"We love the maintenance-free living and having someone else to do the cooking and cleaning," Jan laughs.

Adds Tom: "It was important to me that Sunrise was a local non-profit organization."

The Nichols, DeWittes, and other "pioneers" have watched the Sunrise campus change since The Pointe opened 10 years ago. In 2012 they saw new construction of the Sunrise Health Center for skilled nursing and assisted living. Soon after, they saw demolition of the former "Sunrise Manor" and the creation of Zenor Park in its place—complete with a children's play area, putting green, walking path, and outdoor seating.



Front, from left: Tom DeWitte, Jan DeWitte, Ken Wilson.
Middle, from left: Janet Sawyer, Glendy Nichols. Back, from left: Char Hesse, marketing director; Roger Nichols; Babby Ludwig, resident coordinator.

Sunrise also added a dog park to reinforce its commitment to being a pet-friendly environment. For Janet Sawyer, another longtime resident at The Pointe, that was a big reason Sunrise was at the top of her list. "My two cats are my family," she says with a smile.

The Pointe has not only become a wonderful addition to the Sunrise campus, but it has also become home to dozens of active seniors who enjoy the amenities of a catered living experience with beautiful spaces, chef prepared meals, housekeeping services, organized activities, and a basement parking garage.



1959

Opens as Martin Luther Home

1960

Adds senior nursing care

1968

Welcomes independent seniors to Sunrise Hills cottages & condos



Sunrise marks 60 years of service

Sunrise is celebrating 60 years of service to the Siouxland community this year! It is awe inspiring to me. As I look back at the foresight and dedication of people who first imagined this place...this community...that would be developed to provide specialized housing for seniors in Sioux City. Their vision began to take shape in 1956 after Clyde Roe learned the U.S. Congress was going to allow funding for non-profit entities to build housing for the elderly.

Roe's interest in this program spurred community-wide fundraising efforts to establish the Martin Luther Home in 1959. Housed in a three-story brick structure constructed on a hill-top field, this facility provided specialized housing to seniors and individuals with physical challenges. Senior nursing care was added one year later and the building was renamed Sunrise Manor.

Six decades later, Sunrise has undergone significant changes. Sunrise Manor has been strategically replaced with a state-of-the-art health center, skilled nursing, specialized memory care, assisted living apartments, condos for independent seniors, the Gerwulf Community Center, Zenor Park, and so much more.

Still, two things remain the same: our non-profit mission to the community of Siouxland and our

commitment to provide housing to seniors in all levels of care. We were leaders in senior care then. We are leaders in senior care now. And we plan lead the way in senior care for decades to come!

We'll celebrate our 60th anniversary throughout the year. Please join us!



Hallie Salmen, Executive Director

What else happened in 1959?

Fidel Castro took power in Cuba

The USSR's Lunik III took the first pictures of the dark side of the moon

Dr. Zhivago was a top read

"Some Like it Hot" was a top movie

First Grammy Awards were held



1985

Provides affordable apartments through Maple Heights

1987

Expands nursing services & adds new dining room

1992

Launches Sunlight Center, first-of-its-kind memory care neighborhood

Residents warm up to warm blankets

Raffle proceeds from this year's Jill Miller holiday benefit concert raised \$1,280—enough to purchase two new blanket warmers! Both blanket warmers are portable, so the Sunrise transportation team can keep residents toasty warm as they are out and about in the winter. The warmers can also be used to provide warm blankets and towels to residents as they finish in the spa or shower.



Health center resident Jean Olsen (right) and Sheila Sogge, her daughter, love our new blanket warmers!

“We are so excited we could purchase these new warmers,” shares Chris Schenkelberg, health center administrator at Sunrise, “and we are grateful to those who supported the concert raffle and this project!”

Jill Miller event benefits Sunrise

Jill Miller's annual holiday benefit concert was a huge success again this year! Held on Nov. 30 at the Orpheum Theatre in Sioux City, the event raised **\$44,800** in net proceeds for Sunrise.

“We are so proud of Jill's success, and we thank her for her continued support,” shares Hallie Salmen, executive director. “We also appreciate our generous donors who sponsored the concert, everyone who attended, and the support for our raffle.”

One highlight of this year's concert was the creation of a live video for Jill's song, “King of Kings,” which she originally debuted at a Sunrise concert in 2015.

“I'm thrilled with how the video turned out and how it's already received such a great response,” shares Miller. “It was a wonderful experience.”

Next year's Jill Miller holiday benefit will be held at the Orpheum Theatre on Friday, Dec. 20. Mark your calendar now and save the date!



Haven't seen Jill's video? Take a look!

Posted on Sunrise Retirement's Facebook page, the video already has more than 25,000 views! While you're there, be sure to “like” our page to keep up on everything from campus happenings to concert announcements.



1995

Completes John R. Gerwulf Community Center



1996

Adds Bernstein Center, second memory care neighborhood

Sunrise puts the pieces together

Once upon a time many years ago, a talented seamstress took pieces of fabric and handstitched them together. She created a beautiful quilt top...then stored it in the attic. Many years later, the seamstress became a memory care resident at Sunrise. As her family moved her things, they found the quilt top and wondered if anything could be done with it.

Mary Pointer, longtime Sunrise receptionist and fellow seamstress, knew what to do. She took the half-started project, added quilting and backing, and turned it into a beautiful quilt.

And then she did more.

Mary organized a silent auction for the quilt, and the money raised was donated to Sunrise memory care in honor of the resident, Inez McCaslen.

Inez actually co-crafted many quilts over the years for her children and other family. Some were given to sons and daughters-in-laws, and some to grandchildren. A number of quilts were complete, but others were in earlier stages, like the one Mary finished.

Family members say it's likely that Inez made the quilts along with her mother, Mary Ellen (Talcott) Allen or mother-in-law, Mattie Larue (Johnson) McCaslen before they died decades ago.

Based on the McCaslen's written history, others in the family "worked the loom making Kentucky jeans, double blankets, shawls, outing flannels, and rag carpets." There is no way of knowing exactly who stitched the quilt top found among Inez's things, but the family believes Inez was definitely involved. Born in 1926, Inez is now 92 years old and the last of eight children in her family. An incredibly talented woman, she was adept at cross-stitching, quilting, and quilting.

This beautiful hand-made quilt—started by Inez and completed by Mary—was recently auctioned and won by Marty Gubbels, who lives in Sunrise Hills. When he picked up the quilt, Marty found this lovely message from Stephanie McCaslen, Inez's granddaughter:

"May this quilt go with you and give you warmth, comfort, and keep you and yours tightly woven together, and the stitches of time be ever with you...never lost!"



1996

Creates more affordable options with Maple Heights Annex

2002

Introduces Fountainview Assisted Living



2009

Opens The Pointe at Sunrise apartments for independent seniors



Erin Anderson enjoys time with Sunrise resident Lois Choquette in Book Indoor Park.

Residents are center of Sunrise activities

Sunrise welcomes Erin Anderson, our new activities director! Originally from Akron, Iowa, Erin attended Western Iowa Tech and was formerly a supervisor in Vermillion, S.D. She's also the proud mom of three boys: one is a high school sophomore, one attends Iowa State, and her oldest lives in Sioux Falls.

What is your focus when programming activities?

My main goal is keeping all activities resident-centered and considering likes and dislikes of all residents. I want residents to have input, and I want to bring in things they enjoy. Socialization is a big part of our lives, and it doesn't stop when you come to Sunrise. Our activities promote mental stimulation and connectedness with other residents as well as staff.

What events are the most popular?

Bingo, brain power and wellness programs, and musical entertainment are always winners. Church services are important, along with things like weekly Bible study, devotions, and monthly birthday parties for residents. And our holiday events—from the Easter egg hunt to summer cookouts to trick-or-treating—the residents enjoy them all.

Are there certain programs that are especially fun to plan?

We love putting together celebrations throughout the year. Right now I'm working on different events for residents and families to celebrate Sunrise's 60th anniversary this year. I'm also planning a Flag Day ceremony and a gathering for grandfathers and granddaughters.

What else should people know about activities at Sunrise?

Activities are always changing, as our residents' needs and wants are always changing. Getting to know residents and their families is the best way to create a great activity program. And my staff and I also spend time with individual residents, since some do not wish to participate in group activities.

What do you enjoy most about building relationships with the people at Sunrise?

I love the great relationships I'm building with residents, families, and staff. I love seeing residents smile and give me a hug when they see me. And I love hearing their words of wisdom: live simply and spend time with the ones you love.

2012

Adds Sunrise Health Center with skilled nursing, assisted living, & memory care

2012

Tears down former "Sunrise Manor" building



2013

Develops Zenor Park on site of the former facility



From left: Josh Russom, Tammy Wilson, Andrea Queen, Dr. Allen Power, M.D., Zach Veatch, and Julee Larson.

Grant partnership benefits memory care

Sunrise has been known as a leader in providing Alzheimer's and memory care since 1993, when it opened the region's first memory care neighborhood designed specifically for the care and treatment of seniors with dementia.



Sunrise is now continuing in this leadership role by partnering with the Iowa Alzheimer's Association on a collaborative effort throughout 2019. Sunrise is one of 10 senior care providers in a statewide grant project that will participate in intensive training, to enhance care and programming for individuals impacted by dementia.

"The grant partnership is providing skills-based training and support to the Sunrise nursing team working within the memory care," says Hallie Salmen, executive director at Sunrise. "It's giving caregivers even more tools to work with individuals who have dementia."

Dr. Allen Power, gerontologist and a leading expert in the Eden Alternative approach, presented to our care team in early February. Now these care team members are excited to start putting what they learned into practice. Dr. Power will continue staff training at Sunrise in May.

UPCOMING EVENTS

Soup & Speaker Series

Gerwulf Community Center • April 3, 10, 17, 24
 5:30–7 p.m.

Annual Easter Egg Hunt

Book Indoor Park & Courtyard • April 20 • 10 a.m.

Mother's Day Tea

Sunrise Neighborhoods • May 11 • 11 a.m.–12:30 p.m.

Wednesday Cookouts

Book Indoor Park & Courtyard • May–September
 10:30 a.m.–12:30 p.m.

Siouxland Senior Open

Two Rivers Golf Club • June 7 • 12 noon

Father's Day BBQ

Book Indoor Park • June 13 • 5–6:30 p.m.

Flag Day Ceremony

Zenor Park • June 14 • 2 p.m.

Car Show

Front Parking Lot • July 27 • 1–4 p.m.

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