

STRATEGIC PLANNING PROCESS



Our Board of Directors began a Strategic Planning Initiative late last year. They selected Mr. Mike Serilla as a consultant to lead them and the senior staff through this process. After interviewing all senior staff members, Mr. Serilla presented an analysis of our Strengths, Weaknesses, Opportunities and Threats. From this, several dozen potential action-goals emerged.

The changing climate of eldercare in our area made this initiative essential if we are to continue providing the best possible care for seniors in Southeastern Michigan.

The Board met with senior staff and Mr. Serilla to evaluate and prioritize these goals in an all-day meeting on February 24. Board Chairman, Ted Schollenberger,

set for us what he called a "B-HAG" (a "Big, Hairy, Audacious Goal") of becoming the best senior care facility in the world. The group identified a total of twenty specific goals in six different areas as action-goals to pursue over the next 6 to 9 months. A team of staff members will pursue each of these goals.

These goals include such things as improving coordination and communication. One team is to develop a web site for us.

We are also looking at potential new areas of service to seniors and their families and at ways of re-focusing the service we currently give to our residents.

Increasing competition from home-health care and assisted living providers have made the occupancy levels in our Nursing Home lower than in the past. Our Assisted Living has yet to reach an optimal level of occupancy. We are looking for better ways to "sell" our services to those who may need it. Higher occupancy will lead to more efficient use of our facilities and reduce our costs per resident.

Since our staff is our greatest asset, we are also examining ways of improving our staff development, evaluation, promotion, recognition, and support. With funding from governmental sources becoming increasingly tight, we must explore other potential avenues of funding.

All of these goals focus on improving or maintaining our services for the elderly in the high standards our supporters, staff, and residents have come to expect.

As a first step, the group adopted a new Mission, Vision, and Values Statement. This statement is not really "new," for it does not propose a new direction for the Care Center. Rather, in it we have attempted to describe what we have always tried to do.

Mr. Serilla said that progress so far on the Strategic Plan is only the beginning of a process that should continue on an annual basis. His addition to our management team as CEO should help insure that we follow through on this plan for improvement and growth.

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The General Charitable Purposes of the Care Center

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100TH BIRTHDAY CELEBRATION

Sigurd Hagen, a resident of Church of Christ Care Center in Clinton Township celebrated his 100th birthday with about 40 family members and friends at the Nursing Home the afternoon of New Year's Eve. Sigurd, whose actual birthday is Jan. 1, guesses he was the first baby born in Norway in 1905, but says "They didn't make a fuss over it like they do in this country." He was overwhelmed by the fuss made over him for his 100th birthday.

Mr. Hagen and his 95-year-old wife, Thelma (also resident in our Nursing Home) enjoyed a lobster dinner provided by their niece, Charlotte Tomaszewski who had it catered by Papa Joe's Gourmet Market in Birmingham. "I could eat an entire lobster from head to tail," exclaimed Thelma who hails from Maine.

The Hagens met in Detroit. Sigurd says, "I knew as soon as I saw her that she was the one for me." They are inseparable in the Nursing Home.

After the lobster dinner, State Representative Elect Fred Miller greeted Sigurd and recognized this milestone. He presented Mr. Hagen with tribute letters from Governor Jennifer Granholm and State Representative Paul Gielegem. A letter from President and Mrs. Bush arrived earlier in the week.

The afternoon party included shrimp cocktail, deli sandwiches and champagne (sparkling grape juice) toast. Sam's Club in Roseville donated the full sheet birthday cake. Flower arrangements from some of the Norwegian relatives served as beautiful centerpieces. Mr. Hagen received many cards and phone calls throughout the week.



OBITUARIES

NOLA TUCKER moved to our campus as a resident of our Senior Housing in 1994 where she lived eight years. She was the first resident of our Assisted Living Building, moving in May 20, 2002. She stayed there until last December when she moved into the Nursing Home. She passed away January 14, 2005 in the Nursing Home at the age of 99 years, 3 months.

Nola was one of about eight hundred original donors to the Great Lakes Christian Home, which evolved into the Church of Christ Care Center. She donated toward the purchase of a home in Ferndale, opened in December 29, 1943, where a few widows lived. This home was moved to a country manor near Romeo in 1950. It stayed there until our present Nursing Center opened on Fifteen Mile Road, Clinton Township in May 1977. Her history with us extends from the very beginning in May 1941 to her passing early this year.

Nola's older sister, Dolly Cox, was also an original donor who lived in the Senior Housing and the Nursing Center. She was disappointed that the Assisted Living building was not completed when she needed to leave her home in Senior Housing. Otherwise, she and Nola might have shared a companion apartment there.



LESTER ALLEN, former Superintendent of the Care Center and fund-raiser par excellent, passed away late last year in Searcy, Arkansas. His widow, Linda, lives at 711 Melody Lane #B-2, Searcy, AR 72143. Older friends of the Care Center remember him with fond appreciation. His work for us still bears fruit.

VISITS BY CHURCHES

Our Volunteer Coordinator, Jeannette Schiele, is leading a new program of getting interested churches on our campus. Once each month we invite various congregations of our constituent churches to come for a tour of the campus and to enjoy a meal with us (on us, of course) in our Assisted Living. We have had churches from Grayling, Sterling Heights, and Mount Clemens so far. The Oakland Church of Christ from Southfield is scheduled to come in March. All who have attended have been thrilled to be here and to see the changes taking place on our campus.

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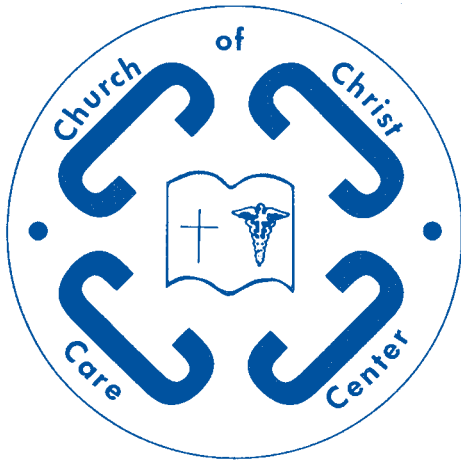
New Door Opener Donated in Memory of Elizabeth Woods



Nearly a dozen friends and family members contributed to the installation of an electrically powered door opener for the main entrance to our Nursing Home in memory of Elizabeth Woods. Now, residents in wheelchairs, or those who are pushing them, can open the door with a button without having to fight with it!

Mrs. Woods was resident with us from December 23, 2003 until her death July 12, 2004. The door was recently installed - and will be a huge benefit when the nicer weather comes. Many thanks go to Larry Woods, her son, for spearheading this project.

**MARK YOUR CALENDAR!
STEAK AND CORN ROAST - AUGUST 27, 2005**



CARE CENTER

News

Spring 2005

(586) 791-2470 • 23575 15 Mile Road • Clinton Township, Michigan 48035



WISH LIST

Monthly Donors.

Small Gifts for birthdays, Christmas, etc. Things like Body Sprays, Lotions, Nail Polish (and Remover), Emery Boards, Knick-knacks, Purses, Socks, Sweat Shirts/Pants, etc.

Small Prizes for Bingo (Assisted Living & Nursing Home). For example, Small Stuffed Animals, Notionals, Toiletries, Costume Jewelry, Note Pads/Envelopes, etc.

Exercise Equipment, suitable for use by seniors - treadmill, exer-cycle, etc. Equipment that can be used while sitting would be good.

Beds. We are still taking donations for new beds and mattresses in the Nursing Home. \$450 will buy a bed and mattress.

Golf Carts. With the addition of Assisted Living, moving from building to building is more challenging for those who have trouble walking. One or two golf carts would help transport residents or supplies from one building to another. A golf cart or gift toward the purchase of one would be appreciated.



NEW CHIEF EXECUTIVE OFFICER

Monday, February 28, 2005 our Board Chairman, Ted Schollenberger, met with senior staff to announce that Mike Serilla has accepted the Board of Directors' invitation to become our new Chief Executive Officer. This position has been vacant since the Board accepted Steve Czekiel's resignation in late December.

Mr. Serilla, a member of the Northeast Church of Christ, has a background in health care, including hospitals, assisted living, and nursing homes. He worked for Bon Secours Cottage Health Services for the past 7 years as the Vice President, Operations / Chief Operating Officer. He was with Bon Secours of Michigan 20 years before that hospital merged with Cottage Hospital in 1998. He guided the integration of all services of the two hospitals and led a \$27 million construction project at the two sites. He has also worked for St. John Hospital and Harper Hospital, both of Detroit.

His professional background and experience are impressive and impeccable. Mr. Schollenberger said, "The Board believes he will be able to take us to the next level as we work together to become the best elder-care facility of our kind in the world."

Mr. Serilla said that at the Care Center he will be able to merge his professional career and his personal spiritual journey into a single path.

A graduate of Wayne State University (BS, Biology, 1973) and Central Michigan University (MA, Business Management, 1985), Mr. Serilla was already working as a consultant in helping to create a new strategic plan for the Care Center (see related article on page 2). In that capacity, he won the hearts and the admiration of the Care Center staff members who worked with him. They greeted the announcement of his new position with enthusiastic applause. Now, as CEO he will be able to follow through on the plan he has inspired.



Leave a Legacy and Make a Difference for Those Who Come After:
Remember the Care Center in Your Will.