

65th Anniversary Celebration

formerly known as "Steak and Corn Roast"



Guest Speaker: Ernie Harwell

Ernie Harwell is best known for being "baseball's most enduring announcer" having spent 42 seasons with our hometown Detroit Tigers. His radio/television career spans 55 years dating back to 1940. During his career, he won many prestigious awards including the honor of being the first active broadcaster to be inducted into the Baseball Hall of Fame at Cooperstown. Ernie has also been entered into eight more Halls of Fame.



DeeperStill

This talented 5-man a cappella singing group will entertain through uplifting and inspiring music. Their blend of voices and unique character has shown them to be one of the finest Christian singing groups in Michigan.

Saturday, September 9, 2006

Doors Open at 5:30 p.m. - Dinner Served at 6:15 p.m.

Tickets: \$85.00 each

Sterling Inn Banquet and Conference Center

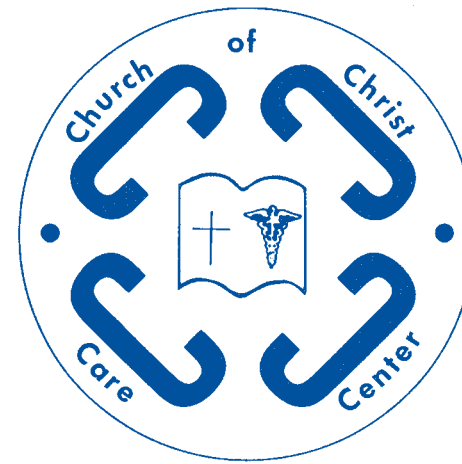
34911 Van Dyke Avenue (southwest corner of 15 Mile Road) in Sterling Heights, Michigan
For tickets, please call **David Walker** at 586-791-2470 ext. 1032

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News

Summer 2006

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CELEBRATING 65 YEARS OF CARING

For 65 years, the Church of Christ Care Center has been providing care for the elderly. In 1941, the idea of caring for the elderly became reality for a group of Christians who had a vision to glorify God and serve Jesus by providing quality senior services.

This issue of the Care Center News is dedicated to celebrating the rich history of our noble quest. Many happy, contented, and peaceful seniors have enjoyed our facilities over the years.

We hold fast to our mission statement: "The Church of Christ Care Center provides for seniors of Southeastern Michigan excellent, faith-based care at each stage of their lives - independence, assistance, nursing - and in every facet of their lives - physical, social, mental and spiritual. We meet the special needs of the aged with special care."

We believe it is essential to give good care to those in the sunset of their lives. All residents of our Senior Housing, Assisted Living, and Nursing Home have lived full lives, and have touched countless other lives. We must honor our parents, grandparents, and friends by giving back in a way they desperately need. In doing this, the values we strive to uphold are:

- RESPECT:** We look to the Golden Rule to lead us to respect the dignity of our residents, their families and our employees.
- COMPASSION:** We care with our hands as our job, but caring with our hearts is our life.
- INTEGRITY:** We hold ourselves to a high standard and earn the trust of those we encounter through ethical relationships.
- QUALITY:** We strive for excellence through training, commitment and hard work.
- STEWARDSHIP:** We use all of our resources - mental, financial, physical and emotional to give quality care in an affirming, loving environment.
- IMPROVEMENT:** We look for better ways to serve seniors in our community.

We are pleased to have grown in so many ways since 1941 and we are excited at the prospects of doing even more in the years to come. However, we must have your help and your support to accomplish all of our goals. Join us in celebrating where we have been, where we are now, and where with God's help we would like to go.

"Not that we have already attained all this, or have already been made perfect, but we press on..." The New Testament, Philippians 3:12

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

BEGINNING - 1940's

From dreams to reality. Our first home was located in Ferndale, Michigan and had a capacity of seven. The widow of one of the men who signed for this property is living today at the Senior Housing. The daughter-in-law of first matron of that home is currently living at our Assisted Living. Last year the Care Center received a large gift from the estate of the son of the first Superintendent of the Ferndale home.

1940



EXPANDING - 1950's

The Board of Directors, who were the elders of the Northwest Church of Christ, purchased a 100-acre estate in Romeo and after some renovation this home replaced the home in Ferndale. Due to the residents being unable to navigate the stairs to the second floor, an addition was constructed and the capacity increased to 30 residents. At the time, staff was able to live on the second floor of the Romeo home.

1950



CHANGING - 1960's

During this decade, the transition to Nursing Home status took shape. The beginning of Medicaid subsidies for resident payment also occurred. Levels of Regulation and Improved Standards increase during these years. Further expansion is proposed but is prohibitive due to regulations.

1960



MOVING - 1970's

The oversight of the Home changed from the Northwest Church of Christ to the Northeast Church of Christ, whose elders and leaders still comprise the present board of directors. With no further expansion allowed in Romeo, 13 acres of property in Clinton Township was purchased. In May of 1977, a new 130-bed nursing home was opened.

1970



GROWING - 1980's

In 1980 construction began on 52 single bedroom apartments in eight buildings on this same property for very low income senior independent living. These remain full with a waiting list for occupancy. HUD subsidizes the rent for these apartments.

1980



CHALLENGING - 1990's

With increased regulation, more office space was required and an addition specifically dedicated as the Business Office was constructed. The dining room at the nursing home received renovations and a gazebo was hand built outside the dining area for use by our residents and their families.

1990



NEW BEGINNING - 2000's

Construction began again on a \$10 million building for another level of care at Assisted Living. Our Assisted Living contains 96 apartments, 16 of which were recently dedicated to caring for those residents with Alzheimer's disease or other dementia-related diseases. In 2006, the Nursing Home became Medicare Certified for the first time.

2000



What the Future May Hold

Senior living is embarking on a new age. The elderly are looking to stay in their homes longer, people are retiring later, and more people are receiving nursing care at home. Meanwhile, baby boomers are aging and the demographic profile is shifting for those needing our services. Therefore, we must redefine the needs of those who require our services. We are on the fringe of change.

Not only are the needs of our seniors changing, but also the market place in which we do business is changing. The State of Michigan Medicaid funding has not changed in the past four years, while costs continue to rise. Operating margins are being tightened and stretched. Resident expectations continue to increase as the average age increases which leads to more extensive, more expensive levels of service.

However, there are many opportunities for growth during this evolution in senior care. We are currently developing a 3-5 year business plan and marketing matrix. This will allow our goals to be clear and our services to be optimal. As we approach what could be considered a dramatic shift in care, we ask for your continued prayers and support. This is an exciting time of change!

Gift Coupon

Name: _____ Phone: _____

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City: _____ State: _____ Zip Code: _____

Enclosed is a Gift of \$ _____ for the following:

Ticket to 65th Anniversary Celebration (\$85). In Memory/Honor of _____

Sponsor Food and Entertainment for Celebration Dinner Please Acknowledge to: _____

General Charitable Purposes of the Care Center Address: _____

Other: _____ City: _____ State _____ Zip _____

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