

The Poydras Promise

Spring 2019

Dear Patrons,

On behalf of the Poydras Board and the Poydras community, I want to express my heartfelt thanks for the wonderful support you gave to Poydras Home in 2018. Your generous gifts to the Annual Appeal, the 24th Annual Patron Party & Art Exhibition, the 200th Birthday Gift, and your many hours of volunteer time engaging residents all had a marvelous impact on our institution.

Because of your generous support, we wanted to share some of our accomplishments in 2018.

Using input from many here at Poydras, the Board finalized a new Strategic Plan that addresses: needed renovations to our nursing area; expansion of the day programming; senior community requirements for the future; and other updates and expansions of our current areas, programming and services. This year we announced the acquisition of Home Care Solutions, an independent, in-home, personal care attendant company. This addition will expand our reach to serve seniors in our community with Poydras support at home. We also completed construction of the Bicentennial Birthday Gift-- A Scenic Park and Koi Pond, with gardens, walkways and a gazebo. This beautiful addition will be the setting for interactive therapeutic activities and nature-based programs for our residents as well as an oasis of tranquility for families and visitors. New for Poydras, in November we hosted a garden show of The Garden Study Club of New Orleans and The New Orleans Town Gardeners.

Earlier this year we conducted a national Executive Search and named Dr. Robert Prehn our new Chief Executive Officer in October. Bob is a native of New Orleans and brings 35 years of proven leadership to the position. He has a track record of growing programs and improving quality, and experience ranging from hospital and long-term acute care facility administration to healthcare administration faculty roles.

We are thrilled that Erin Kolb, who served as Interim CEO for 20 months, has taken on the role of Chief Operations Officer and remains an integral part of the Poydras Home leadership team.

It has been a privilege and honor to serve as the President of this Board for the past two years. We are all just temporary stewards of this fine institution. Through its doors have passed many talented women who have devoted time and energy to ensure the Poydras Home legacy of compassion for the elderly and a commitment to excellent care. I am excited to pass the gavel to our new Board President, Becky McGoey.

Your generosity makes this all possible. We remain deeply grateful for our dedicated trustees, sponsors, donors, families, volunteers and supporters. The Board and staff thank each and every one of you for your commitment to Poydras Home. We hope you are as excited about the future of Poydras as we are.

Respectfully,

Wendy M. Beron

Wendy McCarthy Beron
Immediate Past President

POYDRAS SPOTLIGHT

Home Care Solutions

Poydras Home Can Now Do More with the Acquisition of Home Care Solutions

In April of 2018, Poydras Home took a historic step, reaching deeper into the Greater New Orleans area to fulfill the diverse care needs of even more seniors with the acquisition of Home Care Solutions, an independent, non-medical, in-home, caregiver company. Continuing Care Retirement Communities such as Poydras Home recognize that community living is not the only option available to our aging population. “Following national industry trends by offering support at home, seniors and their families can choose their optimum environment,” explains COO Erin Kolb. “For the first time in our 202 year history, Poydras Home will now be able to offer non-medical, caregiver services to those who elect to remain at home.”

Home Care Solutions was started 28 years ago by two experienced hospital social workers with a passion for caring for the elderly. It began delivering Care Management services, personally advising seniors and their families as they face a wide variety of healthcare choices. Home Care Solutions Care Managers today can:

- Design proactive solutions that relieve the stress of caring for elderly or chronically ill family members
- Explore medical and residential care options
- Provide recommendations for navigating Alzheimer’s and dementia care
- Schedule doctors’ visits, coordinate medical care, attend medical appointments with clients and share results with families
- Manage crisis situations such as accompanying a client to the ER
- Assist with processing long term care insurance benefits
- Recommend safety equipment and specialized modifications to extend independence at home
- Assist with bill paying and household money management



Following Hurricane Katrina, Home Care Solutions added non-medical, in-home, personal care attendant services. Home Care Solutions provides more training and oversight for their attendants than any other agency in the Greater New Orleans region.

Home Care Solutions Personal Care Attendant services begin with a four hour minimum shifts and can be expanded to 24 hour coverage, while Care Management services are available by appointment. Home Care Solutions continues to be headquartered at their current office location in Metairie at 3421 N. Causeway Blvd and can be reached at (504)828-0900 twenty-four hours a day.

Poydras Home CEO Bob Prehn stresses, “this new venture, and expansion of our services, will allow greater flexibility for both Home Care Solutions and Poydras Home to meet the growing needs of more New Orleanians as they age in place at home or at Poydras home.”

A Message from the CEO



Robert Prehn, Ph.D., CEO of Poydras Home

I was excited to join the Poydras team on October 1. Poydras Home has a deep and rich history of service to its residents and the New Orleans community and I could feel how special Poydras was as I walked around the campus. My first weeks were spent getting to know the Board, meeting with the staff, and talking with the residents and their families. It has been an enriching and learning experience. I saw quickly that I was the beneficiary of the 200+ years of great work that had gone before me. As we go forward, we will build on these accomplishments as we push the boundaries of what senior care is capable of achieving. The Poydras team is fully engaged in building on our legacy and leading the way forward as we create the standard of excellence for senior care in New Orleans.

Sustaining our premier position in elder care is not without challenges. The “Baby Boomer” generation is entering retirement and the population of those 65 years of age or older will double by 2040, increasing the demand for our services. New competitors with new services will compete with Poydras for those residents. With increasing demand, there is a need for more quality staff while there are fewer job applicants to fill those positions. In addition, our residents have increasingly higher expectations in terms of amenities, technology, activities, and service excellence. Changing consumer trends are focusing more on “aging in place,” the ability of seniors to live independently in their home for as long as possible. These challenges call for new and innovative strategies if we are to maintain our leadership in senior care in New Orleans.

In 2018, the Board finalized the five-year Strategic Plan to deliver quality care, meet and exceed our residents’ expectations, and meet the challenges of a changing marketplace. In 2019, we will begin to act on those plans to expand our services and increase the reach of Poydras Home in our community, invest in emerging technologies to improve the resident experience, train and develop the next generation of caregivers, and continue to build shared programs and partnerships with trusted community partners in order to provide the high-quality care for which Poydras is known.

Finally, whatever we do and wherever we do it, we will always be guided by our mission to promote each resident’s wellness and individual lifestyle while empowering them to reach their potential to live life to the fullest, whether here at Poydras or with Poydras care in their home. With your support, Poydras Home is poised to evolve to meet the future needs of senior care and to fulfill our legacy and mission of personalized and innovative care.

Sincerely,

A handwritten signature in dark ink that reads "ROBERT A. Prehn". The signature is fluid and cursive, with the first name "ROBERT" in all caps and the last name "Prehn" in title case.

Robert A. Prehn, Ph.D.

The Portraits of Poydras

24TH ANNUAL

Poydras Home Patron Party & Art Exhibit

The 24th Annual 2018 Patron Party & Art Exhibition raised \$85,000 for Poydras Home! Show proceeds were dedicated to Memory Care Programs for those residents living with Alzheimer's and dementia.

Patron Party Chair **Margo Moss** and her committee **Adrienne Altman, Susan Boyd Bright, Jane Dupuy, Shannon Foley, Lesley Hardin, Blainey Kern, and Eleanor Burke Lieder** showcased a beautiful, festive evening for patrons and guests on Thursday, November 1st. Fabulous food and libation were served amid a beautiful backdrop of original hanging art. Over 250 attendees at Thursday night's Patron Party mingled within the historic halls and socialized outside on the front park surrounded by beautifully landscaped grounds, including the 200th Bicentennial Birthday Gift, a Scenic Park and Koi Pond. Partygoers enjoyed specialty dishes

donated by: **Creole Creamery, Galatoire's, Langenstein's, Nothing Bundt Cakes, The Pelican Club, Poydras Home Executive Chefs, Ralph's on the Park, Saba Restaurants, Two Girls One Shuck, Vincent's Italian Cuisine, and Willa Jean.** Specialty drinks offered to patrons were: a handcrafted cocktail presented by **Cajun Spirits** and a world spirits tasting by **ImPex Beverages**. Lively entertainment was provided by **Deacon John.**



*Nanette Shapiro, Margo Moss,
and Evelyn Jordan*

paintings inspired by Solitario's love of the Gulf Coast. Paintings were hung gallery-style in the historic entrance hall and the 1857 Hall. Also featured was **select pottery** from **Evelyn Jordan**, whose work melds practicality with aesthetic, and experiments with surface and form. Jordan led a clay activity with **Poydras residents** in early October, aiding them in creating their own **beautiful ivory-glazed plates**, which were on display in the Historic 1857 Hall during the Patron Party & Art Exhibition. Heartfelt thank you to the Art Exhibition Committee: **Margo Moss, Kay Livaudais, Dolores Hall, Delia Hardie, Margie Scheuermann, and Terry Salassi.**

A special thank you to our loyal supporters **Peggy Scott Laborde and Steppin Out, French Market Corporation, Laurel Outdoor Advertising, MPress Printing, Johnny Lopez of Perfect Presentations, and Moss Antiques.** To all the patrons, sponsors, donors, families, volunteers, artists and attendees of this year's wonderful successful event, **we thank you!**



Deacon John



*'Drama Above'
Artist Billy Solitario*



*Billy Solitario & Nici Eichberger
and Melissa Payne*



Sammy Spalitta and Allison Freeman



*Delia Hardie, Dr. Bob & Alina Prehn,
and Dolores Hall*



*Melissa Montgomery
and Dena Olivier*



Pottery by Evelyn Jordan



*'Decorative Plates'
Collaborative Resident Project
with Evelyn Jordan*



*Mike Bagot and Lesley &
Charlie Hardin*



*Margo Moss, Claire Jacobi,
and Andrée Moss*



Katie & Howell Crosby



*Jean-Pierre Bienvenu & Erin Kolb
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Jane Dupuy and Maurya Kilroy



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Susan Boyd Bright*



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*Bridget & Bobby Bories
and Jane Bories*



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*Bettye Bagot, Katie Crosby,
and Becky McGoe*



*'Crab Claw Bouquet III'
Artist Billy Solitario*



*Liliana Schor, Jane & William Davis,
and Elizabeth Auzine*



*Blainey Kern, Mary Ann &
Peter Moss, Tracey Moore,
and Carolyn Moore*



*Charlotte Brammell, Ellie Brammell
and Nina Friend*



*Suzanne Butler
and Kelly Donelon*



*'Crawfish Resting on Garlic'
Artist Billy Solitario*



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Dr. Richard Deichmann*



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and Dr. Pat Rappold*

200th Birthday Gift A Scenic Park and Koi Pond



Groundbreaking,
Second Line,
&
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May 3, 2018

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Poydras Home Mission Statement

Celebrating Over 200 Years - Founded 1817

Enriching the lives of seniors and their families through personalized care and
innovative programming in an intimate, compassionate community.

Thank You To Our Generous Donors continued

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Poke Loa
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Evelyn Jordan

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Cornelia Norman Penland
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June Pixler

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the Year
Poydras Home Food & Beverage
Department
Poydras Home Oak House
Assisted Living Staff
Alice Rainold
Henrietta Rash
Jillian Richman
Jay Rive
Sam Robinson
DeeDee Roussel
Linda Roussel
Terry Salassi
Norma Sallinger
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Efriede Westbrook
Suzanne Whann
Joel Weinstock
Ray Wiest
Stephen Wise
Cindy and Billy Woessner
Carolyn Wogan
Elizabeth Wogan
Ariel Zaleha

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Mr. Jacques Feingerts
Mr. and Mrs. Milton G.
Scheuermann, Jr.
Ms. Dee A. Strickland and
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Mrs. Jane Bories
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Ms. Ann C. Middleton
Mrs. Karen G. Smith
Sydney Touchstone

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2018 ENDOWMENT GIFTS

Julien Poydras Home Auxillary

THE JULIEN POYDRAS SOCIETY

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The Anne Roth Everard Family
In Memory of Anne Everard
Betsy Ewing
Dr. David Mushatt
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Shelby Trice
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2018 GRANTS

Azby Fund
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The Garden Study Club
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The Poydras team is fully engaged in building on our legacy and leading the way forward as we create the standard for excellence for senior care in New Orleans. – Robert Prehn, Ph.D., CEO of Poydras





A Walk in the Park



Last November, Poydras Home was the host venue for “A Walk in the Park,” a Club Flower Show presented by The Garden Study Club of New Orleans and The New Orleans Town Gardeners, members of The Garden Club of America. For one day, the Historic 1857 Hall was filled with tables of beautiful displays of florals and greenery. Mannequins wore exquisite hats made solely out of materials like golden calla lilies, palmetto leaves, and yew sprigs. Necklaces, bracelets, and brooches made of dried maple leaves, crepe myrtle seeds, and pine nuts were presented against black velvet. Entries were separated in four classes: floral design, horticulture, botanical arts, and photography. All entries followed the theme “A Walk in the Park” with more specific challenges and themes including “Under the Oaks,” “Singing in the Park,” “Garden Party in the Park,” and “Jogging in Jewelry.”



Poydras Home residents participated and competed in the “Poydras Park” class Floral Design, overseen by Melanee Usdin, former president of Poydras, and Ashley Bright, Poydras alumnus family member. In this special flower arranging class, they created their own designs with cut florals, greenery, and containers provided for them. The residents worked in five separate teams to create five separate bouquets: Ann Burka, Jean Deas, Mary Harris, and Anna Hart participated as “Seasons;” Betty Lou Tranchina and Ann Trufant participated as “Hunter House;” Jane Bories, Louise Lee, and June Trapp participated as “Main House;” and Mimi Flowers, Frankie Hall, and Diane Kern participated as “PHASE.”

Displays were exhibited in the hall starting at 9:30 that morning, with judging taking place at noon. Awards were given based on the principles of design: balance, contrast, dominance, proportion, rhythm, and scale; and the elements of design: light, space, line, form, color, texture, pattern and size. Creativity was important, as was distinction, conformance to and interpretation of the class and schedule. From 3:30-5pm, there was a cocktail reception for the club members, children and guests, Poydras Home Board and residents.

Charlotte Thomas, VP of Philanthropy, said “Poydras Home was very honored to be the host venue for this very special event. The Garden Show presented by The Garden Study Club of New Orleans and The New Orleans Town Gardeners was truly a gift of art and heart.” We thank you!

*As a Result of Your Generosity and Patron Support that
Began with Julien Poydras' Original Bequest in 1817,
Poydras Home has Stood the Test of Time*

Continuing Your Support Now, and for Future Generations

Annual Appeal

Annual Appeal is the cornerstone of giving to Poydras Home. It includes unrestricted giving from all sources and supports Poydras Home's operations, programs and activities. Poydras Home's excellent staff ratios, quality caregivers, improvements to the home, and support for Alzheimer's and memory support programs are all funded in part by the Annual Appeal. All gifts, large or small, make a difference.

Annual Fundraiser

Support for Poydras Home's annual fundraiser as a sponsor, donor, contributor, patron, artist, or volunteer assists Poydras in raising funds for a specific need. In past years proceeds have been dedicated to a storm emergency generator, construction of both the Wellness & Therapy Center and the Cultural Educational & Spiritual Center, and enhanced multimedia technologies for residents. In 2017 proceeds were dedicated to the 200th Birthday Gift to Residents: a Scenic Park and Koi Pond, and in 2018 proceeds supported memory care programming for residents living with Alzheimer's and dementia.

Memorials & Gifts

The generous support of gifts made to Poydras Home in memory of or in honor of someone directly support the operations of Poydras. These thoughtful gifts offer a special way to remember those you love, or to recognize a kindness received or service rendered.

Endowment

The Poydras Home Endowment Fund ensures Poydras' future as a continuing care retirement community and assures the perpetuation of its mission of quality, compassionate care for future generations. Income generated from the Endowment Fund supports general operations, property and capital improvements, and resident subsidies.

Planned Giving

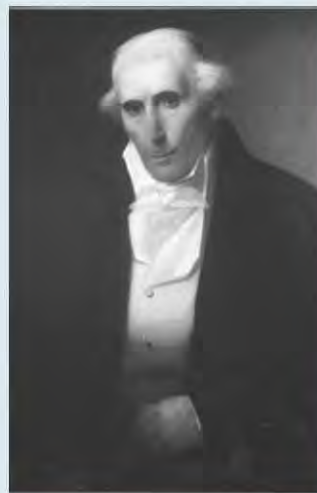
The future of Poydras Home depends on the generosity of our community. Although cash gifts are the most frequent method of supporting Poydras, strategic charitable gifting through a will, life insurance, charitable trust, and gifts of securities and real estate offer significant opportunities to reduce current and future tax obligations and generate income, so the legacy of your gift can continue to benefit Poydras Home for years to come.

Pastoral Care

Poydras Home nurtures the spiritual, as well as the physical requirements of our community. Poydras retains a full-time chaplain who ministers daily to the emotional and spiritual needs of residents, families, and staff. Donations to Pastoral Care support the Chaplaincy Program providing two religious services weekly and year-round support for 12 visiting clergy and cantors from six religious denominations.

The 1817 Founders Circle

The 1817 Founders Circle is a donor recognition circle for all donors who make an annual unrestricted gift of \$1,000 and above to the Annual Appeal. As a member of **The 1817 Founders Circle** you receive special benefits. Members are recognized in the *Poydras Promise*, listed on The 1817 Founders Circle Recognition Board in the Historic Hall, and receive an exclusive invitation to a special annual recognition event. But the strongest benefit of all is the satisfaction found in maintaining the continuity of over 200 years of "quality, compassionate care for those who so lovingly cared for us."



The 1817 Founders Circle Giving Levels

\$1,000	\$1,817	\$2,500	\$5,000
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We hope you will consider a Founders Circle gift to Poydras Home in 2019. Your gift is an expression of your commitment to Poydras' extraordinary mission. Every gift matters, no matter how large or small. For more information, please contact Charlotte Thomas, VP Philanthropy, at 504.897.0535.



5354 Magazine St.
New Orleans, LA 70115

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***In 2018 Poydras Home Received Over 480 Gifts from Generous Donors Like You.
We Thank You From the Heart.***