What was once a basketball court filled with students is now a warm and welcoming place for adults in need of assisted care, supervision, or socialization with their peers.

The Day Center of Evergreen, located in Holland, Mich., moved into the new 12,000-square-foot facility on October 29, 2012. The gymnasium and locker rooms were formally part of the E.E. Fell Junior High School, built in 1919. The rest of the school was transformed into apartments for low- and moderate-income seniors.

Every room in the new facility was designed to deal with issues related to assisted care. There is a music room, an art room, a sunroom with exercise equipment, ten large restrooms, a kitchen where participants can engage in cooking activities, and an office for the on-site nurse.

The environment design was provided by Herman Miller dealership WorkSquared and architectural firm Hooker De Jong. This included furniture designed specifically to meet the needs of participants, staff and volunteers.

“We were purposeful in making it nice for our participants,” says Day Center of Evergreen Director Jo Ver Beek. “The overarching goal was that the Day Center supported our long-held philosophy of ‘honored care,’ which means treating each individual with respect and dignity.”

In a product case study for Herman Miller, their Healthcare Marketing Director Cheryl Carpenter states, “When you walk into a good space, you know it; it has a huge impact on how people feel. It doesn’t necessarily have to be expensive. But you have to think about your space and be smart about what goes in it. It all matters. It means designing environments that consider the human side, how participants interact, how the staff will use it, and also how family caregivers feel about it: Does it have the dignity their loved ones deserve? The Day Center is a great example of how this type of thinking, early on in the process, made it all come together.

continued on next page
A Message from the Chair
By Linda C. Gibson, Center for Gerontology

MADSA Vision for the Future

Greetings Fellow MADSA Members!

As your new MADSA Chair, I am very excited about all the great opportunities that lie ahead for our organization in 2013! With the numerous potential challenges facing our industry such as integrated and affordable healthcare, Blue Cross escheats and federal government sequestration cuts, it is more important than ever that our organization band together to position ourselves to develop strategies that help our agencies continue to exhibit the great value of services we provide. Confident that MADSA can rise to the occasion, the Executive Committee began work to lay the foundation to face these challenges.

In February, the Executive Committee held a five hour planning meeting to begin to lay a foundation for our current and future years aligning the MADSA mission statement, which is to provide leadership for adult day services through education, advocacy, and public awareness, with the results of the 2013 MADSA survey.

The planning session continued in March bringing together the Executive Committee and the chairs of MADSA subcommittees. 2013 subcommittee chairs are:

**Education** – Georgette Peterson  
(Autumn House Adult Day Services)

**Legislation** – Father Ronald Byrd  
(Forster Woods Adult Day Center)

**Marketing** – Ben Harmon  
(Woodhaven Retirement Community)

From the contributions of everyone at the March session, came the following output:

- 2013 Educational Calendar
- Short and Long Term Advocacy Focus
- Membership Growth/Communication Strategies

I am grateful to this group for time and energy put into the planning session.

Come along and ride with us on this fantastic voyage towards accomplishing goals that will position MADSA for the future!

Day Center of Evergreen...

Continued from page 1

to achieve an incredible experience that creates more independence for participants and less stress for families.”

The Day Center of Evergreen offers a special bathing program for its participants, which is also open to the community. The special whirlpool tub, manufactured by Apollo Corporation, North America’s leading provider of commercial bathing systems, features a patented purification system that disinfects up to 99% of waterborne bacteria during the bath. This system, coupled with special cleansing oils, addresses the hygiene challenges that are unique to older adults while caring for the skin.

Services include use of whirlpool tub or shower facility (both barrier-free), skin assessment, shaving, hair washing, and blow-drying of their hair.

Jo Ver Beek says the new facility has been a blessing.

“We’ve had the right people and we’ve had the right programs,” she notes, “but this building will allow us to do so much more.”
MADSA Committee Updates

Marketing
By Ben Harmon

We are seeking current MADSA members with either experience or interest in marketing to be a part of our Marketing Committee. The MADSA mission is to provide leadership for adult day services through education, advocacy, and public awareness. It is the intent of the Marketing Committee to further this mission by promoting educational sessions and materials that help create public awareness of adult day services, increasing membership by reaching out to non-members and sharing the benefits of MADSA membership, and by potentially launching a marketing campaign that can benefit all MADSA service providers state-wide. Contact Ben at benh@woodhavenrc.org.

Legislative
By Father Ronald Byrd

When I about sixteen to seventeen years old, during a high school trip to Washington, D.C., I had the pleasure of meeting a lobbyist and learn a bit about what his job was like. I can’t remember all of what we discussed, but I do remember walking away thinking what a cool job; having a job which involved a lot of wining and dining clients. During my years as an undergraduate, while studying marketing I continued to dream of becoming a lobbyist in large part because of what I had learned from my lobbyist friend. Although I have never worked as a lobbyist, during my nearly twenty years as a project and marketing manager for General Dynamics and Hercules Aerospace I’ve worked with many lobbyist and I can assure you that the least of their work is partying with clients. The primary work of a lobbyist is advocacy for a particular program, project or idea. As your Legislative Liaison I will work to advocate for and ensure members are informed concerning issues which affect adult days. This is only the beginning of our work together. Advocacy also involves action and with your help we can make a difference. Please consider joining the MADSA legislative committee, I guarantee we will have a party of a time! Interested members please contact The Reverend Ronald C. Byrd, Sr., at revron@tds.net.

Education
By Georgette Peterson

We are looking for individuals interested in being a part of the Education Committee to help develop and implement educational programming and trainings. Both MADSA and non-MADSA members have requested, and would benefit from, having available trainings. Inquiries are from the basic “How to Get Started” to the seasoned Adult Day Services seeking information to help them improve or enhance their existing programming. In order to accomplish our Mission Goal of Education, we need help from all of you who have a vast storehouse of knowledge just waiting to be tapped. Please join us on the Education Committee and help plan upcoming conferences for June and the fall of 2013 and a 2-day retreat in 2014. Contact Georgette at gpeterson@cfsswmi.org for more information.

Save the Date!

June 4: Older Michiganiens Day
Over 800 seniors will rally together on the lawn of the State Capitol in Lansing.

June 7: How to Get Started Training
This day-long training session is perfect for those thinking about starting a center, in the process of opening a center, or for those who would benefit from a refresher course.

June 19: Dementia Training
Explores the different types of dementia and how to deal with difficult behaviors.

July 19: MADSA Membership Meeting

October 18: MADSA Membership Meeting

For more information, check MADSA’s website at www.mimadsa.org or email mimadsa@gmail.com
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MADSA MISSION
To provide leadership for adult day services through education, advocacy and public awareness.