

Independent Residents Have 24-7 Access to Nurses

Pointe resident Allan Nash recently used the home health care skills of a team of nurses.



When Allan Nash, an independent resident of The Pointe at Sunrise, needed some minor surgery, he relied on Sunrise nurses to see him daily and help him heal. The Pointe has a dedicated wellness nurse and daily access to a team of nurses who can provide home health care. If a resident like Nash hits his emergency call button at 2 a.m., a Health Center nurse is just steps away to respond in minutes.

A rapid emergency response is reassuring for Nash and his family members, Dr. Dale and Barb Holidman. They're also grateful for the weeks of daily nursing to check his healing incision and change his dressings. Nurses are available seven days a week to care for independent residents who need services.

"We connect easily with all of our independent residents," says Angie Lewis, a Pointe marketing staff member and registered nurse. "It's a key value in offering them nursing care when they need it."

Upcoming Events

Annual Holiday Brunch

Sunday, December 4, 11 a.m. – 1 p.m.
Sunrise & The Pointe Dining Rooms
Christmas music & refreshments

Holiday Open House

The Pointe at Sunrise
Saturday, December 3, 10 a.m. – 2 p.m.

Soup & Speaker Series

5:30 Soup & Sandwich Supper
6 p.m. Speaker

VA's Best Kept Secret: Veterans' Aid & Attendance Pension,
October 18

Protecting Yourself from Identity Theft, October 25

RSVP to
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Sunrise Retirement Community, Sioux City, Iowa

FALL 2011

www.sunriseretirement.com

SUNRISE Senior Living Choices for You Connections



Executive Director Bev Zenor expresses deep gratitude before the shovels, left.

New Health Center Rising from the Ground

It was a sparkling, sunny day when 16 smiling people lined up at Sunrise to break ground for the new \$14 million Health Center that will be home to 140 residents.

Community leaders, Sunrise residents and caregivers praised how the new building would further foster care for residents in skilled care, nursing care, assisted living and assisted living memory care neighborhoods.

One of several speakers, Adrian Wisner of Sioux City, said she became familiar with Sunrise two years ago when her mother moved into the Bernstein Center because of her Alzheimer's disease.

"That move saved my sanity, but more importantly it saved my mother's life," Wisner told the crowd of 300. "Thanks to the care and compassion of the staff this has become home for my mom. It is sad to watch our parents and grandparents age and develop illnesses. But it is

comforting to know that there is a place for them to live and be cared for where they are treated with dignity and respect."

The Health Center will offer "all private rooms with their own baths and showers," announced caregiver Doug Black. "It may not sound like a lot, but if you ask our residents, that's what they look forward to the most."

"I thank the Lord for our future home," added resident John Hasebroeck. "I look forward to living there with all the other residents."

More than 6,500 seniors have received care at Sunrise since 1961, according to Bev Zenor, executive director. The Health Center should be completed by next summer.

Construction of The Pointe, the recently opened independent apartment senior community, and the new Health Center represent an investment of \$27 million for senior living at Sunrise. **See Event Photos – PG 3**

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St. Luke's College student volunteers from left, Marissa Rieckhoff, Nasia Wagenaar, and Mary Catherine Tien helped spruce up Sunrise grounds.

THE Gift OF CHRISTMAS



Jill Miller & Mount Zion Baptist Choir
Saturday, Dec. 17 • 7 p.m. • Orpheum

Buy Tickets at Sunrise or the door
Adult \$15
Kids 12 & under Free

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SUNRISE
Senior Living Choices for You
5501 Gordon Drive East
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New Health Center Features

- Nursing care neighborhoods
- Medicare outpatient therapy
- Assisted living neighborhoods
- Assisted living memory care
- Community life center
- Beautiful gardens
- Expanded physical therapy
- Individual heating and cooling controls
- Private rooms with private baths and showers

FUNDRAISING CAMPAIGN
Kicks off – PG 2

Seeing a New Sunrise

FUNDRAISING CAMPAIGN Kicks off

The Health Center groundbreaking was followed with a public campaign kick-off where campaign leaders announced that \$1.1 million has been raised to date toward a \$3 million goal.

Honorary campaign chair Jack Bernstein said his family has supported Sunrise with gifts to benefit memory care because they will be forever grateful for the compassionate care provided to his mother years ago. Support for the new health center, he said, will ensure care for family loved ones in the future.

In unveiling the total to date, campaign co-chairs Larry Book and Carolyn Leman invited others to be part of the "Seeing a New Sunrise" campaign.

Naming gift opportunities of \$10,000 and more range from naming the new Health Center to an indoor park. Other choices of naming gifts – from \$500 to \$5,000 – include chapel chairs, skilled apartments, resident room TVs, small gardens, outdoor grills and more.

Use the enclosed envelope, or for detailed naming gift information visit www.sunriseretirement.com/support. Or call Lorrie Stedman at 276-3821, ext. 3144.

Friends Doing the Right Thing

A Message from Bev Zenor, Executive Director



The new Health Center has emerged from the ground. We are "Seeing a New Sunrise Now." Dedicated volunteers have raised \$1.1 million in the quiet phase of our capital campaign. We thank our donors for helping us begin construction now.

As Richard Keith, board member and emcee of our campaign kick-off event, pointed out, we are building a new health center because "It was the right thing to do for our residents."

Starting our new Health Center now assures current residents will have a place to live in 2013. Upcoming federal life safety code mandates will make it impossible to continue to serve over 60 percent of our Medicare and Medicaid funded residents in our existing building.

In addition to generous donors, Sunrise has received interim funding from some very special friends. Collectively, they provided \$2.5 million in equity on our behalf, enabling us to secure our \$10.4 million bank-qualified loan on August 3. The capital campaign is necessary to help us repay the loans from these friends. Friends who saw the important work we needed to begin.

Providing a safe and caring place for elders to live is the right thing for Sunrise and Siouxland. We hope you will consider joining in providing the "right thing" for our current residents and those who may need our care in the many years to come.

Bev Zenor

Our Health Center GROUNDBREAKING & CAMPAIGN KICK-OFF

September 8, 2011



Honorary Campaign Chair Jack Bernstein



Special prayer for new Health Center.



Campaign Co-Chair Larry Book

Campaign Co-Chair Carolyn Leman



Board Member Tom Padgett addresses crowd.



Sharon Ocker sings tribute.



Hospice guests.



Cattlemen's Association volunteers grill burgers.



Caregiver Doug Black & John Hassebroeke, resident.



Community leaders at lunch.



Adrian Wisner congrats Sunrise.



East High School drumline adds excitement.



Rachel Tolles & her daughter, Elaine Dives.