Living life to the fullest

the Pleasantview Home

Winter 2020

Schmidt named Executive Director

Jeffrey K. Schmidt became Pleasantview's *Executive Director* on October 21, succeeding Nick Jedlicka in that role (Jeremy Kauffman served as interim director from May-November).

Schmidt has vast experience with nursing homes, having served most recently in Decorah, Iowa. He comes with experience pertaining to building projects -- a definite advantage as Pleasantview moves forward with its own building plans (see separate article below).

"I hope to be here for a long time," Schmidt said. "The welcome I've received since coming to Kalona has been amazing, and I look forward to learning the community and Pleasantview even better in the coming weeks and months!"

Schmidt most recently served as *Executive Director* of Aase Haugen Senior Services in Decorah. Prior to that he held similar positions in Red Oak, Iowa, as well as in Nebraska. Schmidt received his BS from George Washington University in Washington, DC, in 2000; and his MS in Healthcare Administration from Capella University in Minneapolis, MN, in 2013. He is on schedule to obtain his Doctorate of Healthcare Administration in January 2021 (also from Capella University).

Nyle Kauffman (l) and Jeffrey Schmidt.

Forward progress...

"It will happen!"

That is the declaration of newly-appointed *Executive Director* Jeffrey Schmidt, when asked about the progress of Pleasantview's building project.

The *Building on Tradition…* campus improvement plans have accelerated in the fall and winter months, both in terms of fundraising and in discussions with contractors and architects.

To refresh the minds of the public, the project includes the following components:

- renovation of the original structure into 30 *Assisted Living* apartments;
- construction of new space to include 14-16 beds to serve the needs of *Memory Care* residents.

While those two components comprise the project in general, the benefits are many.

Creating additional space on ground level will enable the nursing staff to more effectively and efficiently provide care for residents.

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Architectural rendering of the new *Assisted Living* portico.

Long-time staff retiring

Two long-time staff members, with 62 years of experience between them, have decided to retire from their duties at Pleasantview. Both are nurses.

Dawn Spicher has been employed as an LPN for 44 years, while Katy Rowe, an RN/charge nurse, has served Pleasantview for 18 years.

Both were recently honored with receptions: Spicher in late November and Rowe in early December.

Amy Beachy Skelton, Pleasantview's *Director of Nursing*, paid tribute to them.

"I find I Peter 4:10 a fitting verse when thinking about Dawn and Katy's careers at Pleasantview," she said. "'Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.'

"Dawn has seen many changes over her tenure here, but always had a smile, a warm hand to hold and an encouraging word for each resident she served," Skelton continued. "Her longevity and commitment to the betterment of Pleasantview is nearly unheard of in the healthcare industry anymore and should be celebrated!"

Skelton also attested to the kindness of Rowe.

"Katy is called 'Mama Rowe' here for a reason!" she said. "Katy is the caregiver to others; she not only made it her mission to nurture and love the residents, but staff as well. Katy is a selfless servant who gives without expectations in return."

Skelton summed up the feelings of many.

"Pleasantview is a better place because of these two fine women!"

Rowe returned the accolades by expressing her appreciation and love for Pleasantview. In fact, she plans to continue her service on a PRN (as needed) basis.

"I love Pleasantview!" she said. "It has been a wonderful place for me, and for that reason I plan to come in as needed and as I have time."

Spicher's sentiments were similar.

"In my 43 years at Pleasantview, I learned a tremendous amount from the residents, and it's largely because of them that I loved it so much.

"They became like family to me."

She went on to say that she also felt connected to the residents' families, as well as the "good co-workers" she's worked with over the years.

Both Spicher and Rowe will be greatly missed, and both received some parting words from Skelton.

"I am thrilled for them in their next ventures, and wish them the richest blessings on their journey."

Katy Rowe (above) and Dawn Spicher have worked at Pleasantview a combined 62 years.

The 64th annual Benefit Sale was held November 1-2 on the campus of Hillcrest Academy. For the third consecutive year, proceeds from the event were designated for the* Building on Tradition...Envisioning the Future *campus improvement project. This year's proceeds were in excess of $67,000; over the three-year time period, more than $200,000 has been placed in the campaign fund as a result of the Benefit Sale. Thanks to all who supported the event by attending, volunteering, contributing, and purchasing!
The 65th Benefit Sale will be held November 6-7, 2020.

Forward progress...

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The *Memory Care* unit will provide better overall care (including space and comfort) for residents with varying levels and stages of dementia.

Adding *Assisted Living* offers that much-needed step in the middle of the continuum of care.

When completed, most of the campus will be significantly updated. All new construction and renovations during this process will include showers and bathing capabilities within *each* of the resident's rooms. All *Assisted Living* apartments will be equipped with kitchenettes.

Schmidt further outlined the process of seeing this come to fruition.

"We are in the midst of conversation with construction and architectural firms," he stated. "I'm optimistic that due to some recent information we have received, there is reason to believe we will begin the construction process in the latter half of 2020.

"There is a fairly aggressive timeline in place that gives me that confidence."

Larry Swartzendruber, Pleasantview's *Director of Advancement*, spoke to the fund-raising piece of the project, stating that it's a multi-million-dollar endeavor with an actual fund-raising goal of $5 million. The remainder will be financed.

Architectural rendering of the new *Assisted Living* dining room.

"To date we have generated $2.3 million in gifts and commitments," he said. "We are grateful to the community for that support!"

Swartzendruber also pointed out the importance of the project and what it will mean to the Kalona community.

"Pleasantview needs to move forward. It is imperative that we offer *Assisted Living*, to complete the continuum of care with that step between *Independent Living* and full nursing care.

"Just as important are the needs of our residents in *Memory Care*.

"Both need to happen!"

Swartzendruber emphasized what he called the 'circular reasoning' of the project by pointing out that a number of potential donors prefer not to give until they see something happening...yet it's not prudent to begin construction until specific fund-raising goals have been reached. It's the chicken-or-the-egg concept.

"It can happen," stated Swartzendruber. "And I wholeheartedly believe it will.

"I am calling on the wonderful support of the community to help us do this. It is vital to the future of Pleasantview!"

Swartzendruber and Schmidt are availing themselves to all who wish to be a part of the project, and welcome the opportunity to explore avenues of support.

"This community is generous, there's no doubt about that," concluded Schmidt. "Thank you to those who have supported, as well as -- in advance -- those who will!"

Architectural rendering of the new public space in the *Memory Care* unit.

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Pleasantview Home
811 Third St • Kalona, IA 52247
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About Pleasantview Home:
Developed by churches in the Kalona area in 1958. Pleasantview Home is a non-profit retirement community offering a continuum of services, from independent living to nursing and Alzheimer's care.

Mission Statement:
A welcoming faith-based community that supports healthy living and quality of life.

Vision Statement:
Pleasantview will be the place of choice to live and work.

Core Values:
Integrity, quality, compassion, community

Board of Directors:
Michael Loss, chair
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- Production and Editorial staff -
Larry Swartzendruber

Executive Director Jeffrey Schmidt

Greetings!

In the few weeks that I've been here at Pleasantview, I've been overly impressed and humbled by the gracious welcome bestowed to me by the entire organization and community. I'm most encouraged by the vision demonstrated from the board of directors in developing strategic plans that can significantly contribute to the longevity of our organization.

As my background is heavily focused on clinical medicine, I have a passion for advanced education for all of our nursing staff and it will be something we embark on immediately.

As *Long-Term Support and Services* (LTSS) finds itself facing numerous challenges regarding reimbursement, workforce, and increasing unfunded regulatory mandates, only those facilities who have the foresight to invest in their staff and develop strategic partnerships will find themselves successful at the end of the day.

I'm committed to working with our Board of Directors, as well as community and business leaders in demonstrating how Pleasantview can not only advance our services, but contribute to the overall economic development of Kalona and Washington County.

I welcome paying a visit to you and your associated groups to talk about LTSS and our combined future in providing the utmost care and senior living products aimed at enhancing the overall quality of life for those we serve.

Thank you!