ONE of the most important attributes of any successful business is a good marketing and public relations program. Marketing a service for the terminally ill requires a special touch that enables us to promote our services throughout the community while remaining a good steward of the funds that are donated to us for the purpose of providing direct patient care. In order to hold our marketing costs down, we avoid the high-end communication tools of television and radio and depend upon what we call “grassroots” advertising to get the word out about the services that we offer.

Our grassroots advertising includes items like this newsletter, our annual reports, brochures, articles in local newspapers and fundraisers like the summer Smoke on the Water Chili Cook-off where our name and logo are closely associated with the marketing and advertising done by the Chili Cook-off Committee. However, our most successful grassroots marketing tool is our Speakers Bureau Program that allows us to meet with various groups throughout the communities we serve to more intimately tell our story and to answer questions about what we do. These small groups include church groups (Sunday school classes, circles, prayer groups), local civic groups (Rotary, Lion’s Club, The Optimists, etc.), quilting clubs, fraternal organizations (the Moose and the Eagles), high school and college classes, as well as other health care facilities such as hospitals, nursing homes and assistant living facilities.

Our standard Speakers Bureau Program includes a video that does an excellent job of summarizing the services we offer. Each of our designated “speakers” has an outline that they follow to supplement the video and to highlight any new services or programs that are being offered followed by a opportunity for the participants to ask questions or to make comments about our program. This is where the program switches gears as the participants become the “marketers” and we become the beneficiary of their kind words. Invariably, participants will step forward and offer to the group their appreciation for the HospiceCare staff and how we were able to help them or their families deal with the loss of a loved one.

Humbly speaking, and hopefully without appearing too self-serving, the following are examples of the feedback that we receive from those who in their own words have become some of our best grassroots marketers:

- “HospiceCare was so very good to me and my family, they took great care of my husband. There are no words to explain just how great your team is.”
- “All of your people are blessed with skills, compassion and grace that makes them angels to families in trying situations.”
- “I would like to thank everyone that was involved in taking care of my mom during her final days. She was always treated with love and dignity.”
- “We could not have managed without HospiceCare.”
- “Five members of our family have been under your care. We have no complaints only praise. We can recommend your services with total confidence.”
- “Your team was very caring and always willing to go the extra mile.”
- “I found the hospice team always cheerful, smiling and upbeat, always ready to answer questions and talk. I would highly recommend HospiceCare to anyone.”
- “HospiceCare is a calling from God. I have never met more caring and compassionate people.”
- “Your team made it possible for my wife to die pain free, anxiety free and with dignity.”
- “When I knew I couldn’t do anymore to make my husband comfortable at home, HospiceCare came in and did what I could not do.”
- “It was a comfort knowing that we did not have to go through this alone.”

Rest assured that we all are very appreciative of such kind words and the positive support and feedback that our staff receives on a daily basis. Our “grassroots” marketing team is available to come speak to you or your group at your convenience. If you are interested in learning more about our Speaker’s Bureau Program please call Jeff Sikorovsky in our Development Department at (304) 768-8523. I wish all of our readers a most enjoyable summer and want to thank all of you for your continued support.
On the Cover: Come take a tour!

Come wander through our beautiful gardens in full bloom! Visitors are welcome and encouraged to discover what has made Hubbard Hospice House such a special place to thousands of patients and family members over the past decade.

4 New Developments

The annual Tidewater Dinner Gala, Charleston Tennis Club Tournament and MotorTrend Intl. Auto Show VIP Gala spread cheer and raise funds to benefit HospiceCare.

Growth plan for Lewisburg

HospiceCare Board of Directors envisions a new $2 million inpatient facility for patients in the Greenbrier Valley.

So long, but not farewell

Volunteer Director Jewell Cook retires after 20 years with HospiceCare. (Above, Cook sits with other colleagues with 20-plus years; CNA Supervisor Gloria Javins, Cook, and Intake Coordinators Judy White and Pam King.)

10 Hospice pioneer heads back to school abroad

Chris Zinn, RN, BSN, CHPN, will return to her family homestead in Scotland while going for a masters.

12 Inmates need hospice, too

HospiceCare’s Clinical Director Jeff Carrier, RN, trains prisoners how to care for fellow inmates who are dying.

14 Volunteers stitch comfort

Residents of the Charleston Kanawha Housing Authority high-rises sew fleecy pillows and pillow cases for patients.

16 Reporting for duty

Nurse Practitioner Lora Bowens takes leave to serve her country at a military hospital in Kabul, Afghanistan.

17 Driving the green

Professional and amateur golfers around the state are chipping in to raise money for HospiceCare.
Annual event fills restaurant to capacity to benefit HospiceCare programs

They did it again! Another Tidewater-HospiceCare Dinner Gala has come and gone and thanks to Tidewater’s General Manager Dale Gouty (above in beige shirt and gold tie), Chef Jack Neophytou and the rest of the kitchen and wait staff, more than 160 guests enjoyed a fantastic four-course gourmet meal of lobster cakes, salad, salmon and tenderloin and cheesecake for dessert, as well as an evening of lively conversation and fun. HospiceCare also benefited to the tune of nearly $20,000 thanks to contributions from our new VIP Sponsors — Thomas Health Systems, Commercial Insurance Services, Inc., Mountain State Vital Care, Dave Wallace & Walt Dial, Deb Copeland & Don Lucci and the Hospice Foundation of W.Va. — as well as ticket sales and a generous gift of tips donated by the restaurant’s fine servers. We’re all looking forward to an even bigger and better 6th next year.
HospiceCare would like to thank the staff at the CTC for helping make the 12th Annual HospiceCare Tennis Tournament such a wonderful success and helping us raise more than $25,000 to benefit hospice patients and their families. All would be lost without the hard work and coordinating efforts of George Bsharah, Sherry Reed, MC Liberatore, Scott Barr, and Kate Schulz. We owe them and the rest of the pros & staff at the CTC a debt of gratitude for their tireless work and devotion to the sport and HospiceCare. We’d also like to thank the 152 tennis players and countless spectators that turned out to make the first weekend in February such a fun time. Our most special thanks goes to all of our tournament sponsors: founders Deb Copeland & Don Lucci; Mountain State Blue Cross Blue Shield; The Charleston Group at Graystone Consulting; Rory M. & Kimberly J. Isaac; Charleston Area Medical Center; Arnett & Foster, PLLC; Suttle & Stalnaker, PLLC; The Center For Pain Relief, Inc.; Holden Machine & Fabrication, Inc.; Daniels Law Firm, PLLC; Stephen D. & Laura Wehrle; Boyds Family Home Medical; United Bank Inc.; West Virginia Lottery; Thomas Health System; Eckert Seamans Chiren & Mellott, LLC; Walker Machinery Co.; John Vargo, DDS, MS, Implant Dentistry; Steven & Sharon Rubin; James F. & Karen E. Smith; Charles Rhodes, DDS; Gibbons & Kawash, CPAs; Smith Fastener Co.; and Capitol Beverage Co. & Miller Lite. Also, thanks to all of our food sponsors for supplying some of the most delectable edibles around: Tim Kirby of The Chop House, Al & Joe Leonoro of Leonoro’s Spaghetti House, Bill Riggall of Subway in Kanawha City, Laura & Scott Miller of Ichiban, Robert & Sherry Wong of Bridge Road Bistro, Robin Williams of Spring Hill Pastry Shop; Cary Charbonniez of Lola’s; John Carson and Nathan Rose of First Watch; and Deb’s Prayer Group & Friends.

Hundreds of guests from around the state braved the cold winter weather and came out Jan. 28 to enjoy the annual VIP Charity Gala sponsored by the WV Automobile and Truck Dealers Association to benefit HospiceCare. The event helped kick off MotorTrend’s 2010 West Virginia International Auto Show at the Charleston Civic Center that weekend. Thanks to the tremendous effort of HospiceCare board member Ruth Lemmon (top left), her staff at the WVATDA, and all of their fabulous guests — including Gov. Joe and First Lady Gayle Manchin — the gala event raised $5,500 to benefit hospice patients and their families. Volunteering at the registration table were: architect John Harris (far left) and his wife, Cathryn, board member Rich Bishoff, and board member Joy Kleeman and her husband, Ken (near left). A highlight from this year’s show was this Dale Earnhardt Jr. custom Chevrolet Camaro (left center), among other stylish 2010 domestic and import models. Here’s to doing it all again next year!
The Greenbrier Valley Hospice has been providing quality end-of-life care to residents of the Greenbrier Valley for more than 20 years. From its home office in Lewisburg, experienced hospice staff and volunteers have provided in-home hospice care for the residents of Greenbrier, Monroe, Nicholas, Pocahontas, Summers, and Webster Counties. In October 2005, the Greenbrier Valley Hospice merged with Kanawha Hospice Care, Inc., (dba HospiceCare) to create the single largest hospice provider in West Virginia, providing end-of-life care to patients in 16 counties in the south central part of the state.

One of HospiceCare’s most successful programs is its 24-bed inpatient unit in Charleston, the Hubbard Hospice House. The facility provides end-of-life care to patients whose terminal illness cannot be adequately cared for in the home program or in assisted living or nursing home facilities, as well as for patients who do not have a primary caregiver or live alone. The success of the Hubbard Hospice House, built in 2001, has led to four additional inpatient facilities being built in different parts of the state.

The staff and volunteers in Lewisburg office have long awaited an inpatient facility of their own. With the support of HospiceCare based in Charleston, we are embarking upon a capital campaign to raise the $2 million that it will take to construct an 8-bed inpatient unit adjacent to the Lewisburg office located at 223 Maplewood Avenue.

In 2009, 25 employees and 35 volunteers based out of the Lewisburg office served 195 patients in their local four-county service area of Greenbrier, Monroe, Pocahontas, and Summers counties (Nicholas and Webster counties are managed through our Summersville office). HospiceCare’s investment in Lewisburg includes a total payroll with benefits of $950,000 for our staff. The revenues generated in 2009 reached $1.7 million.

A new 8-bed inpatient facility, serving six to eight patients and their families a day, would automatically generate 20 new jobs and new volunteer opportunities, with added total payroll and benefits estimated at $800,000 annually. Additional revenue would exceed $1 million annually.

HospiceCare’s goal is to work with the Greenbrier Valley community on ways individuals, civic groups and corporations can do their part in helping to raise the funds necessary to help us break ground as soon as possible to meet the needs of our patients and their families in the southern part of the state.

We hope that you will join us in this endeavor that will not only be a tremendous addition to the Lewisburg healthcare community, but also will provide jobs and economic stimulus throughout the Greenbrier Valley.

Please give us a call at (304) 645-2700 to ask how you and your friends can get involved and help us turn this dream into a reality.
The proposed one-story inpatient building will house eight private rooms with their own bathrooms, four seating areas outside the rooms, a large family room/common area with kitchen, two nurses stations, an office, staff lounge, chapel, family consultation room, landscaped patio and grounds, and onsite parking for 30 vehicles. The building will be situated behind the present Lewisburg Office building (at left) and connected by a footpath. Plans also take into account the possibility of future growth, with space for four additional patient rooms and added parking. (Opposite page, architectural drawing of proposed front elevation; below, floor and site plans.)
FAREWELL, but not GOODBYE!

Jewell Cook shined brightly for 20 years

Retiring Volunteer Director served as ‘moral compass’

By Monica Orosz
Courtesy of Charleston Daily Mail

JEWELL COOK came to HospiceCare as an office manager, likely recruited because of her organizational skills. Her compassion and enthusiasm quickly made her an asset for the agency that grew from a few dozen volunteers to about 300 today. “In some ways, I think I grew up here,” Jewell said.

A former secretary for West Virginia state government, Jewell started work in 1990 for what was then known as Kanawha Hospice Care, Inc., and did a variety of tasks from office management to correspondence to serving as a liaison to the Board of Directors.

She was required to go through the volunteer training class before she began her job because it served as an excellent introduction to what hospice does. Jewell said the class made quite an impression on her, with sessions on grief, communication, pain management, spirituality and the roles of volunteers. She has repeated that 18-hour program many times during her tenure at HospiceCare, always learning something new. So when Jewell moved into her current position five years ago, she already was well familiar with volunteers and the process of recruiting them.

“It’s not for everybody,” she said. Volunteers are always being recruited, but HospiceCare makes sure their desires and background are a good fit for an organization that helps patients and their families with end-of-life decisions.

“It’s always challenging explaining to them what they might be asked to do. Volunteer work for hospice is patient-driven. You usually have short notice,” she said. Volunteers do everything from sit and listen to read to patients, to run errands, she said. Beyond direct patient involvement, volunteers help answer phones at HospiceCare facilities, put together mailings and help with fundraising events.

“We have one woman, a hairdresser, who works six days a week, and she does Hospice haircuts on her day off. She did 93 visits last year to patients,” Jewell said. There are nearly 30 notaries public who are available to witness documents as necessary.

Jewell is retiring to join her husband of two years, Jim, who retired three years ago. They plan to travel and enjoy themselves - but still give service to Hospice. Jim is a HospiceCare volunteer and the two of them are past cooks for the Smoke on the Water Chili Cook-off, an annual fundraiser for HospiceCare.

Jewell said they have discussed and documented their own end-of-life issues, something she learned the importance of quickly at HospiceCare. “The further you get into a crisis, the fewer choices you have,” she noted.

Continued on the next page
HospiceCare rubbed off in another way on her family. Daughter Michelle Morgan is a hospice nurse. Jewell’s other daughter, Kim Ellis, is a local interior designer who works for an architectural firm.

HospiceCare came especially close to home last year when Jewell’s father died of cancer. “Hospice staff came to his home. His care was wonderful. And after he died, after all these years, I used the grief support group at HospiceCare,” she added.

Jewell’s legacy at HospiceCare is a vibrant and active volunteer force whose work is well chronicled. HospiceCare is required to keep detailed records of their hours and activities because of federal regulations that require a percentage of volunteer hours to paid hours for its other employees.

“Our volunteers are required to fill out activity sheets, and those time sheets go into patient charts. Their time is so important,” Jewell said.

In 2009, HospiceCare volunteers logged 19,426 hours, the equivalent of more than nine full-time workers. Assuming an hourly rate of $16, they contributed the equivalent of $300,000 to HospiceCare. “They are remarkable,” Jewell said.

Jewell will be missed greatly, but is far from gone, promising to keep active with HospiceCare as a volunteer — only this time she’ll be keeping track of her own time and miles instead of everyone else’s. But first, she had to manage a few frequent flyer miles. Her official last day was May 20, but that day she was on a plane out of town heading to Peru for a long-anticipated vacation. When she returned she was back in the kitchen preparing a dozen gallons of chili for HospiceCare volunteers to serve at the 12th Annual Smoke on the Water Chili Cook-off June 19 in Charleston, the proceeds from which will all go to benefit hospice.

Executive Director Larry Robertson called Jewell the agency’s “moral compass” at her retirement party May 19 at the Main Office in Charleston. Jewell held firm to the idea that at the heart of hospice is not the bottom line, but the quality of care and compassionate service provided by our staff and volunteers that our patients and their families enjoy and have come to depend on.

Following Jewell’s departure, Human Resources Director Kendra Prine added Director of Volunteer Services to her title and list of responsibilities. Volunteer Coordinator Libby Gates is now managing the day-to-day operations of the Volunteer Department, including such tasks as providing volunteers as requested by social services, patient care and marketing staff, recruiting and training new volunteers, and maintaining the volunteer office and records to keep us in compliance with Medicare regulations. Volunteer Coordinator Toni Bee, RN, will continue to provide support at the Hubbard Hospice House. (Development & Communications Associate Jeff Sikorovsky contributed to this article)
IN the early days, when Chris Zinn was asked the usual icebreaker at a party, “And what do you do?,” she would answer that she helped people die. “That was a real conversation stopper,” she recently recalled.

Zinn, HospiceCare’s quality improvement coordinator, has been deeply involved with the local hospice program for more than 25 years, first as a volunteer, then as a nurse and administrator. Now, people readily share their stories with her about how HospiceCare helped a loved one in the final stages of life.

Those testimonials, however, aren’t proof. And more and more, that’s what the federal government is requiring — evidence that a system, a procedure, a medication actually works.

That’s one of the reasons why Zinn, at age 55, is leaving her position as HospiceCare’s Quality Improvement Coordinator to pursue a master’s degree in health sciences, specializing in palliative care and doing research to prove what measures work.

In September, Zinn will begin classes at the University of Glasgow, in Scotland, not too far from where her 84-year-old mother lives. She and her husband, David, plan to lease an apartment in the vicinity so he can help his mother-in-law at Garshangan, her family’s 100-acre property.

With her husband retired and the last of her children off to college, Zinn said, “I did think about retiring. But — and I get this from my parents — I want to make a difference and I want to help people. That’s so much a part of me.”

Continued on the next page
She discovered nursing in college, when she worked as a nurse’s aide. After she graduated in French and philosophy, she took coursework to get a nursing diploma. She first encountered hospice when she worked in the oncology unit in the Royal Infirmary of Edinburgh.

“A St. Columba’s team came in to work with my patient, and his family was able to take him home. People often died in a hospital then. I loved that people could go home. I saw dying as much more holistic.

“I asked if I could work there, but they said I was too young and inexperienced to be dealing with death every day,” Zinn remembered.

The hospice program in Charleston was very new in 1984 when Zinn started as a volunteer nurse. She had one patient at time, going out with lay volunteers to the home. She remembered writing letters to newspapers about having patients in pain who couldn’t get medication from doctors or from pharmacists.

“Then it was a taboo, almost,” she said of Hospice. “But I believed in it passionately.” In 1987, Medicare certified Hospice for reimbursement with federal money. Zinn was the second nurse to be employed. She estimated they cared for 130 to 140 patients that year compared to about 2,000 patients now.

On average, there are more than 300 people each day receiving hospice care throughout the 16 counties HospiceCare serves.

Zinn was a hospice nurse for about eight years, then worked as a liaison between hospice and the healthcare community. In 2000, she was hired as the administrator of the new Hubbard Hospice House, where those near death are cared for around the clock. “It was an amazing opportunity,” she said.

With Hubbard House, HospiceCare could accept more patients. “Before, there had to be a primary caregiver in the home for a patient to receive care,” she said.

Then — like many of the families she worked with over the years — Zinn found herself torn between the needs of a dying parent, her job and her own family.

Her proud, independent Scottish father was dying. He didn’t want anyone helping him — except for his daughter who lived thousands of miles away.

“I should have been well prepared to manage this case, and everyone expected me to,” she wrote in an article for a professional publication. “I had worked with patients with much more difficult symptom management, but this 80-year-old with metastatic head and neck cancer was my father. I had to suffer with him in a different way.”

She took a leave of absence and then later resigned her job at Hubbard House as she divided her time between Scotland and Charleston. The year after her father’s death in 2007 was a difficult one for her mother, who took a fall and then developed shingles.

“She is so excited about me coming over,” said Zinn, who is also looking forward to the extended stay after 30 years away.

Her great-grandparents used Garshangan as a shooting lodge, and her grandparents bred Labrador retrievers there. “It’s a wonderful place. I was up there often as a child,” said Zinn, whose own family visits there regularly. “Other people go to Florida; we go to Scotland.”

And she’s excited about returning to academia, describing herself as a lifelong learner, and is certain her additional education will benefit HospiceCare when she returns.

“We will have to cut costs while improving quality, and we know there will be changes ahead. ... We are seeing more dementia patients. So, hospice is very needed,’

- Chris Zinn

“We will have to cut costs while improving quality, and we know there will be changes ahead,” she said.

Hospice has seen other changes over the decades. In the beginning, Zinn said 80 percent of the patients had cancer; now it’s less than 50 percent.

“We are seeing more dementia patients. So, hospice is very needed,” she said.
At end of life, even inmates need hospice, too

Clinical Director Jeff Carrier trains prisoners to help each other

By Susan Williams
Courtesy of Charleston’s Sunday Gazette-Mail

As a minister, the Rev. C.J. Rider was familiar with bringing comfort to people in his congregation who were facing end-of-life issues. As a chaplain at West Virginia’s maximum-security prison, Rider realized that inmates there were dealing with end-of-life issues as well.

“It’s just like anywhere else. Prison is a microcosm of society. You face the same issues in prison you face out in society,” Rider said.

At Mount Olive Correctional Complex in Fayette County, HospiceCare’s Clinical Director Jeff Carrier (right) teaches prisoners how to care for dying fellow inmates. “It’s amazing how these big old guys who did nothing but pump iron before can actually be moved to tears. It’s quite touching. This is my favorite program,” he said, after 15 years as a hospice nurse.

Inmates help inmates with bathing and feeding, if they need it. “They might take them outside on a nice day. Much of what they do is simple companionship, being there in silence,” Carrier said. “They talk and share and listen. Some talk about their goals and dreams and regrets. Just being there, just being present fills a void. Inmates become family for each other.”

Mount Olive was the first prison in West Virginia to offer the hospice program, he said. The prison chaplain and security personnel pick model inmates to take part in the hospice program. Carrier then comes to Mount Olive to offer the hospice classes. He has come every year since 2004, teaching his most recent class in May to 10 inmates. His largest class has been around 20, he said.

Carrier said after this last class that he and HospiceCare social worker George Cantees and Chaplain Eugene Blankenship are considering putting together a monthly grief and loss support group for the inmates.

Rider, pastor at the Montgomery Baptist Church, was the religious service coordinator at Mount Olive, but he is now the Religious and Citizens Program Manager for the state Division of Corrections. “No one wants to die in prison, but when an inmate is serving a life sentence, that is what will happen,” Rider said.

Carrier said in his experience, the inmates who are trained to take care of their fellow inmates at the end of life “feel like they are paying back for some of the things they did in life. I know some people disapprove of this program, especially some victims’ families. But I believe everyone deserves death with dignity. I understand that some of these men have done horrible things. But you can really see changes in them as they take care of their fellow inmates,” he said. “For some of them, they have told me that for the first time their sense of empathy broke through when they sat with a dying inmate.”

Continued on the next page
Rider said, “The inmates want it for themselves. Facing end-of-life issues, they have someone to talk to. We try to help with their spiritual needs, but having another inmate there helps them to ease the transition. It’s an issue of compassion and support and comfort on a personal level. “Those who are providing the care are excited that they are able to give back. They also feel better about their lives because they are able to give back. In fact, we often see the most change in the caregiver. They want to help others, and they see themselves in the same situation.”

Both Rider and Carrier said they would like to see the services expanded in prison facilities around the state. “There is no excuse for what the inmates have done to get to Mount Olive,” Carrier said. “But I have seen their compassion. I think everyone is entitled to a comfortable death with dignity. And it is important not to be alone when you die. These men have touched my heart. I look forward to teaching the class.

“What impresses me the most is that some of the men have committed heinous crimes, but they are still willing and wanting to give back to society for what they’ve done. I believe most people can change — this is proof that you can. It just touches my heart.”

The National Prison Hospice Association, based in Boulder, Colo., tries to promote humane end-of-life care for prisoners. On the association’s Web site, www.npha.org, the group’s founder, Fleet Maull, explained in an interview how he came to realize how essential this service is.

Maull said that when he went to prison, the AIDS epidemic was just starting to emerge. Some prisons placed AIDS patients in isolation. He also noticed other inmates who were suffering from cancer and other illnesses. He said he was overwhelmed at the idea that he must serve a 25-year prison sentence. But seeing sick inmates made him realize “others had it worse.”

He also went on to say that no one wants to die in prison. Such a death is “the ultimate mark of failure in your life.” The New York Times reported last fall that American prisons are home to a growing geriatric population, with one-third of all inmates expected to be over 50 this year. As courts have handed down longer sentences and tightened parole, about 75 prisons have started hospice programs, half of them using inmate volunteers, according to the National Hospice and Palliative Care Organization.

HospiceCare would like to thank Paula Vineyard and Margaret Hall, president of The Barbara Vineyard Foundation, and the rest of the group’s members for their generous donation of $2,500 to help keep our Adult Day Care, the Kanawha Senior Enrichment Center, up and running.

The Barbara Vineyard Foundation is an all-volunteer group of people formed in 2000 in memory of Paula’s sister, a St. Albans resident and lifelong senior advocate who worked tirelessly to benefit senior citizens in our community. Barbara worked to establish the Hansford Senior Center almost 30 years ago. She owned and operated several personal care homes in St. Albans, Teays Valley and Cross Lanes.

“Her life was about service and creating opportunities for seniors,” Paula said. “She recognized the obstacles that seniors face in receiving appropriate care as they age. This Foundation was formed to honor her lifelong commitment to helping seniors.”

The group has one major fundraiser each year, the Bud Light Snowball Softball Tournament, which attracts players from all over the region and surrounding states with the proceeds to benefit local senior services programs. “We raise about $10,000 each year and donate the monies to agencies like yours, deserving of that ‘extra boost’ to help you overcome financial obstacles,” Paula said.

Past beneficiaries have included: YWCA Elder Abuse Initiative, Hansford Senior Center, Thomas Memorial Hospital Drive-thru Flu Shot program, WVU Geriatric Medicine Program, and the Senior Olympics. “We hope that you can utilize the funds to enhance the services of your adult day care center,” Paula told KSEC’s co-directors Leah Anne Canterbury and Debbie Lewis (pictured above right with Paula and HospiceCare’s Executive Director Larry Robertson, at left).
VOLUNTEER SPOTLIGHT

High-rise stitchers craft caring comfort

By Susie Halstead
Charleston Housing Authority

A friend’s grandson was diagnosed with cancer. At the time he had just turned seven. He lives in Virginia Beach. He has an ultra fleece sheet set that he uses constantly. My friend decided that she wanted to make soft pillowcases for kids undergoing treatment for life threatening illnesses here in West Virginia. She wanted to make the pillowcases out of blanket fleece.

Folks at the Charleston-Kanawha Housing Authority high-rises saw the material I had and asked what I was going to do with it, so I told them about the grandson and the pillowcases. They immediately wanted to volunteer to help out. They wanted to help the cancer kids. Folks from the apartment buildings Jarrett Terrace, Carroll Terrace and Lippert Terrace immediately wanted to be a part of the pillowcase project.

Volunteers from Lippert and Jarrett made pillowcases out of the blanket fleece. Carroll Terrace residents didn’t sew, so they decided to make pillowcases like the fleece blankets that you tie. Carroll Terrace residents did a fundraiser and earned $175 to make tie pillowcases. Since then the residents have continued to make pillowcases, baby quilts, pillows and doll clothes to dress over a hundred dolls to do whatever we wanted to with.

Since May of 2009, with the help of the high-rise volunteers, more than 500 pillowcases have been donated to such places as HospiceCare, a children’s hospice in Virginia, CAMC’s Women and Children’s Hospital, a hospital in Huntington that does chemotherapy, Ruby Memorial Hospital in Morgantown, and individuals. Most of the money to make the pillowcases has come from donations, but some of the money has come from the people who make the pillowcases.

Continued on the next page
Without asking for donations, we work with what we have and it seems that folks hear about the project and want to be involved by donating their time, money, or whatever they can to be a part of the projects.

The small pillows came about after some of the Lippert Terrace volunteers came to me at the beginning of the year and asked, “What can we do besides, pillowcases, doll clothes and baby quilts?” I said how about making pillows out of left over blanket fleece.

HospiceCare Volunteer Coordinator Libby Gates said the volunteers have already donated more than 100 pillows to hospice. I also know some of the volunteers have donated wheelchair throws that they have crocheted or tacked.

The folks that have volunteered to do these projects have been interested in doing what they can to improve their community. They have volunteered to do this because they care about others. Most of the volunteers have physical problems that can slow them down but they don’t let it get in the way of helping others. I’m very proud of the volunteers.

One Little Pillowcase

One little pillowcase what can it do? What does it have to offer? Just a place to lay a weary head. How can a pillowcase speak to the sick, the sad. Bring comfort to the scared, speak love, be a friend? A pillowcase can not do all of this but the maker can. A pillowcase is a rectangle of soft cloth, Cut by caring hands, sewn with love, The maker doesn’t know where the pillowcase goes, The maker only knows there is a need to reach out to the sick, the sad, Some so young that the heart almost can not bear to know What a better way to be a friend, Especially to someone the maker does not know The soft pillowcase offers a place to lay the weary head A place of comfort for the scared, the lonely A place to relieve the dread of what is to come If the pillowcase could talk it might say “I don’t know YOU, BUT . . . I just want you to know that someone cares.”

— Susie Halstead, The Pillowcase Ladies

For more information on how you can help this volunteer effort, please contact Betty with the Ladies from the CKHA High-rises at (304) 837-3862, or Susie Halstead at (304) 348-6414, or Charlotte with the Community Education Outreach Services in Boone County at (304) 837-7641. To learn more about the little boy who served as the catalyst for this effort, visit him online at www.friendsoftloganandavis.com, he enjoys getting new friends.

Helping to build strong ties

HospiceCare Executive Director Larry Robertson and Development Director Jim Wilkerson accept a check for $5,000 from Mike Matthews, Business Manager of the Charleston Building Trades Council. The funds came from the 16th Kanawha Valley Labor-Management Golf Scramble held on May 10 at the Little Creek Country Club in South Charleston. More than 104 golfers from both business and labor participated, with the Charleston Building Trades Council and the Kanawha Valley Builders Association sponsoring the outing. “Local contractors and workers bring value to our communities, not only with quality projects but because we care about our neighbors,” the association’s Executive Director Jim Cerra said.

HospiceCare for body, mind and spirit
There goes our hero! Nurse Practitioner Lora Bowens ships off to serve in Afghanistan

It was fitting that we celebrated Armed Forces Day in May as one of HospiceCare’s own has headed overseas for six months to serve in a medical hospital at Camp Phoenix in Kabul, Afghanistan as part of Operation Enduring Freedom. Nurse Practitioner Lora Bowens, a Major in the National Guard, left for Ft. Benning, Ga. April 17, serving as part of the 86th Infantry Brigade Combat Team, a 3,500-member unit based out of Vermont that is part of that state’s largest call-up since World War II. It was one of the first combat brigade units to be called up as part of an infusion of 30,000 more troops to the Afghan theater. Hubbard House Administrator Mary Kathren Robinson said, “We truly want those serving our great country to know they are in our thoughts and prayers. The increase in troops in Afghanistan has touched several families here at the Hubbard House. We have hung yellow ribbons here at the house in their honor and are praying for their safe return.” In addition to Lora, Linda Murphy’s son Brent Adkins left April 30, and Diane Walker’s stepson Michael Walker left May 7. They are all in our thoughts and prayers. 

“Things are going well here. I arrived in Kuwait on April 24th and then flew on a C130 to Afghanistan. I arrived here at Bagram Airbase on the April 29th. I work in the Troop Medical Center (TMC) seeing soldiers and government contractors as a Provider. Tell everybody I am doing fine and counting down the days. I know you guys are all looking forward to the beach — I will miss the beach this year. Miss you all. Love, Lora Beth” (received via e-mail)
**Hitting the Links for Hospice**

**First annual Paul Fox golf outing drives the green**

Nearly 120 golfers, family and friends enjoyed a “picture-perfect” sunny day Saturday May 14 at Little Creek Golf Course to honor the memory of their dear friend and loved one at the *1st Annual Paul Fox Memorial Golf Tournament*, raising $3,500 to benefit HospiceCare. Special thanks to **David** and **Kathleen Walker** (Paul’s daughter), as well as Paul’s wife **Nancy**, daughter **Julia**, and son **Mark** for organizing and hosting this special event, which they promise will be back next year on May 21, 2011 — and hopefully for many more years to come!

**Pro-Am golfers swing for $1 million at Frosty Classic**

HospiceCare would like to thank **Ken Tackett** (top center) of the *WV Golf Association*, and *Wendy’s* for inviting our agency to participate in the *1st Annual Frosty Classic Pro-Am* charity golf tournament April 5 at *Edgewood Country Club*. As part of the tournament, four winners from a closest-to-the-pin contest were selected to swing for a hole-in-one to split a $1 million prize with HospiceCare. Closest-to-the-pin winners were **Plantz**, and **Mark White**. While none of the golfers made the shot, three of the four landed on the green! While none of the golfers made the shot, three of the four landed on the green! Winning the tournament was the team from **Berry Hills Country Club**, featuring (bottom center, l.-r.): **Joe Funderburk**, Head Professional and **Blair White**. Other skills competition winners were: Long drive, **Josh Bower**, 338 yards; chipping, **Debbie Huber**; putting, **Neil Patel**. Executive Director **Larry Robertson** and Finance/IT Director **Mike Morris** played as part of a foursome, and hospice volunteers **Sandra Wilkerson**, **John Baldwin**, and **Ellyn Goldberg** helped spot golf balls on the par 3’s with hospice staffers **Jim Wilkerson**, **Jeff Sikorovsky** and **Mike Dupay**. The event raised more than $15,000 for the *Dave Thomas Foundation for Adoption* and the WVGF. In addition to some great golf, a highlight of the day was a machine serving up free Frosties in the clubhouse!
ReStore’s Sustainability Fair raises awareness

Up from 70 vendors in 2009 to 100 vendors at this year’s event, the 2nd Annual Sustainability Fair attracted thousands of people from the greater Kanawha Valley to learn about ways to “go green” and help reuse, renew and recycle in order to reinvest in the community in a variety of environmentally-friendly, healthy and sustainable ways. About a dozen HospiceCare staffers volunteered their time Saturday May 22 at Habitat for Humanity ReStore in North Charleston to share information about HospiceCare programs and services, discuss ways in which we try to “go green” at our new Main Office, and provide blood pressure screenings to visitors. Special thanks to staff volunteers who helped make HospiceCare stand out in the crowd, including: Kendra Prine, who serves on the fair committee, Marissa Pellerito, our Green Committee chairwoman, Tanya Spade, Diane Sams, Kim Palmer, Elaine Harrison, Julie Slater, Patty Chapman, Mary Kathren Robinson, Linda Greenlee, Terry Yahr, and Jeff Sikorovsky.

Lewisburg Chocolate Chase a sweet success

Penny Cole in Lewisburg reported this year’s 10K run and walk Saturday, April 10 was an even bigger success than in years past, with 116 runners and 150 walkers coming out for the annual race that is now part of the Lewisburg Chocolate Festival. Organizers received donations of 25 prizes to raffle off for the event and about $4,875 from sponsors, with final tallies still coming in from the run, walk and festival, which sold 15,000 tickets again this year. HospiceCare would also like to thank 103.1 FM, “The Bear” and CBS-TV 59 for their free live broadcasts from the event. These two events could not have been successfully accomplished without the steering committee of Meg McKeon, Leslie Bicksler, Nancy Green, Erica Bell, Tom Soper and Brian Gresham.

And like a good neighbor . . .

HospiceCare Executive Director Larry Robertson and Finance/IT Director Mike Morris handed out water to runners and walkers in the 2nd Annual 5K Run for a Wish Saturday April 17 along 2nd Avenue. Tara Romberger, office manager for local State Farm Insurance Agent Melinda Taylor, organized the event on Charleston’s West Side that raised almost $1,800 for the Southeastern Guide Dogs, an organization that helps partner visually impaired people with guide dogs. As a new member of the West Side neighborhood, HospiceCare has been happy to hand out water “at the turn” and provide water and Gatorade at the finish line of the race the past two years. We welcome all of our neighbors to come for a visit and learn more about our programs and services.
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PGA Tournament benefits hospice

The Greenbrier Classic, the PGA Tour’s newest FedExCup Series event, July 26 to Aug. 1, will give players and fans alike the opportunity to experience professional golf against the backdrop of an American treasure, the Old White, The Greenbrier’s first 18-hole course. The Hospice Foundation of WV, whose mission is to benefit HospiceCare programs and services, is pleased to have partnered with The Greenbrier Classic as part of its Badges for Charity program this past winter. Through Badges for Charity, over 150 nonprofit organizations received 30% of the proceeds of each weekly tournament badge sold for their benefit. The program generated over $150,000 for the local participating charities, of which the Hospice Foundation of WV was one.