



MILWAUKEE
CATHOLIC HOME

FOCUS

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A JOURNEY THROUGH LIFE TOGETHER

September is often a reminder that long, hot, summer days are coming to an end and the leaves will soon be changing from green to red. For Frank and Peg Schwoegler, September is a month of anniversary celebrations. On September 23, Frank and Peg will celebrate 66 years as husband and wife, and September 1 will mark a new anniversary; one-year of calling Milwaukee Catholic Home their home.

Peg was born in Hughesville, Pennsylvania in 1921. She grew up in a very close-knit family with her two brothers and two half brothers. She attended Ohio Wesleyan University where she majored in voice with a minor in piano.

Frank was born in Madison, Wisconsin in 1917. After the death of both parents, Frank, along with his brother and sister, moved to Northern Wisconsin to live with relatives when he was just five years old. He spent the rest of his childhood in Bloomer, WI until Frank decided to go to Madison to attend the University of Wisconsin. In 1941, he graduated with a law degree and worked for a year, before he decided to join the Navy Air Corps. He flew for about 40 hours before he realized that he became too air sick to continue in the Air Corps. Since he had a law degree, the Navy recruited him to join the administrative staff on the V5 program at Ohio Wesleyan University.

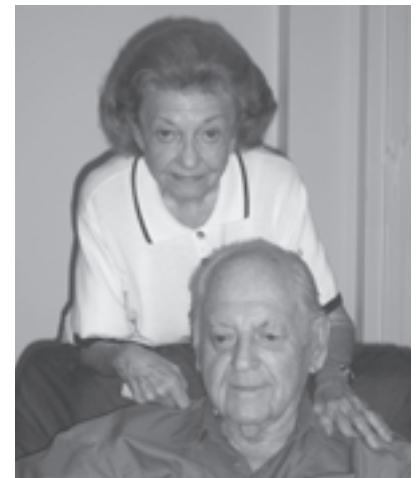
Soon after Frank's relocation to Ohio Wesleyan, he met Peg, who was a senior. The two hit it off immediately and soon after they started dating, one day Frank calmly said, "Peggy, let's get married." Without much hesitation, Peg replied, "Let's do it!" Frank and Peg set a date but were

worried the church would not approve of their short engagement. Peg, who was raised Quaker, was converting to Catholicism and expressed her concerns to the Priest, who gave them his blessing to move forward with their marriage. Frank and Peg were married at 9 a.m. on September 23, 1944 and just 13 hours later, Frank was stationed at a navy base in Oahu, Hawaii for the next 15 months.

When Frank returned from the war in 1945, the couple briefly moved to Superior, Wisconsin. However, they soon felt the need for a change of scenery. Frank decided to apply for a legal consultant job in

Milwaukee at the Fire Insurance Rating Bureau. Frank got the job, and the couple moved to Milwaukee in 1947. Frank spent the next 33 years working for the Fire Insurance Rating Bureau, which was later renamed Wisconsin Insurance Services Office. Peg

started out as a music teacher and later began volunteering at The Neighborhood House, a settlement house with an older adult program. Peg really enjoyed her work there, so much that in 1965, they asked Peg to join their staff as Director of Older Adult Activities. She gladly accepted and enjoyed many aspects of the job, especially



Frank and Peg Schwoegler will celebrate 66 years of wedded bliss on September 23

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FROM THE CEO



David Fulcher,
CEO

In 1972, along with my red wagon, only sidewalks rounding blocks and a big alley confined my world. Capitol Court had miniature golf and a great hobby store called, The Hobby Horse, where for endless hours you could window shop for model trains. These were the early memories of my grandparent's Milwaukee home on 64th and Ruby. Unfortunately, my grandfather was called home only a few years after he retired. This left my feisty grandmother, Lou, to find her way in a changing city, where funerals became a weekly outing.

After much convincing and a brief hospital stay Lou moved into a retirement community in Pewaukee. She met new friends and exercised on machines that she never knew existed. She also became friends with John, the nice maintenance man, and Monica who helped out in the apartment. When she turned 92, her health began to fail and she needed the care and support of the community's staff. It was only then that I began to realize who the people were that made a big difference in her life. It was the individuals who were there in the quiet, lonely times of the night and in the evening when she just needed a glass of water. I will never forget the last time I saw my grandmother. Staff I barely knew stopped by to tell a funny story about "Lou" or to just share their concern.

When I was asked to write this article, I was prepared to provide a detailed analysis of the difference non-profits make in the market place and how a comparative study revealed that non-profits do out-perform their for-profit counterparts in terms of staffing levels, state survey outcomes, and longevity of service in local communities. As the president of Presbyterian Homes for nearly ten years, it was not until my grandmother lived at Kirkland Crossings, our second community in Pewaukee, that I came to a full awareness of what the "non-profit difference" is. It is not only a story filled with statistics and facts.

The answer to the "non-profit difference" is quite simple, mission with purpose. It is the living out day-to-day, of one's purpose or call. Often an organization's mission is neatly placed in a beautiful frame as one enters the lobby. Over the past two years in my role at Covenant Retirement Communities, I saw many mission statements in beautiful frames, from Washington to Connecticut and many places in-between. Maybe it was my Jesuit indoctrination at Marquette High School and University, or the Social Welfare graduate program at the University of Wisconsin Milwaukee, but as a strategic planner and developer, I missed the daily interactions that defined the "why or purpose" of the work.

Over the past several months I was afforded the opportunity to meet with
(continued on page 4)

A TALE OF AN AUTHOR AND A MOUSE



Genevieve signs copies of *The Adventures of Peter Churchmouse* for fellow MCH residents and friends

As Milwaukee Catholic Home residents gathered in the ballroom for a book signing, they listened to an author read a short paragraph from her book. This was not just any author, but our very own 97-year-old Genevieve Sanfelippo, commonly known as “Grandma Gen.” Gen was being honored for recently publishing *The Adventures of Peter Churchmouse*, a story she had created for her own great grandchildren six years ago for a birthday celebration.

The story begins when Peter the Churchmouse starts living with Grandma Gen in Shorewood after she purchased a pump organ from a local church. The tale goes on to tell the adventures of Peter and Grandma Gen, as they visit her grandchildren in various parts of the United States.

Gen sold out of books within the first ten minutes of sale, but promised to order additional copies. The proceeds of the book will go into a special memorial fund created by the publishers, Robert and Lisa Bruce, in memory of Robert’s mother, Pat Bruce, who lived at MCH from 2001–2004. The fund will help finance new chairs for our sixth floor theater, where Pat enjoyed watching movies.

Gen would read the story to the Bruce grandchildren when they would visit and then mail them copies as a memory of their visit. About a year ago, Lisa Bruce called Gen and said she would like to publish these stories as a book. Gen agreed and was delighted but she “never expected anything like this!” Genevieve is already working on a sequel expected to take Peter the Churchmouse back in time to the 1940’s, 50’s and 60’s.

Genevieve has been a Milwaukee Catholic Home resident for 12 years and was honored last year as “Volunteer of the Year” for her work as a Roving Reporter for the weekly newsletter and her work in the chapel. Gen has 8 grandchildren, 8 great-grandchildren, and a handful of “adopted” grandchildren. We look forward to reading more about the exciting adventures of Grandma Gen and Peter the Churchmouse!



Residents Rose Mary Pluckhahn and Mary Carter read about the adventures of Grandma Gen and Peter the Churchmouse.

MISSION STATEMENT

In an environment of Christian love and service, the Milwaukee Catholic Home is a continuing care community that provides older adults with an array of residential, health care, and spiritual services, respecting dignity, independence and individuality.

OUR VALUES

Compassion: Awareness and empathy concerning the needs of others.

Excellence: A commitment to the highest standards delivered with competence and continuous improvement.

Integrity: Honesty, openness and sincerity.

Benevolence: The desire to do good through acts of kindness and generosity.

Stewardship: Responsible management of the resources entrusted to us.

OUT WITH THE OLD, IN WITH THE NEW

The search and campaign for a new bus has finally come to an end. It has been an exciting and lengthy process, and we would like to thank everyone who participated in our bus fundraising efforts. Many memories stand out as we reflect back on the road to buy a new bus.

It all started with the Mulcahy boys, children of Mary Mulcahy who was a MCH resident from 1999–2009. When Mary passed away at the age of 101, her sons heard that we were in need of a new bus and immediately directed all donations in Mary's name to the bus fund. When Mary was raising her sons in Whitefish Bay, she drove around two big bronze Cadillacs, which were both referred to as the "Queen Mary." A plaque will hang in the new bus in memory of her.

At a cocktail party in the Residence, Anne Catalane, Director of Leisure Services, announced, "the first person to give \$1,000 dollars towards our new bus can choose the color of the seats!" Immediately, resident Ellen Benton's hand shot up in the air and she shouted "make them green!" Her check was turned in the next morning, and sure enough, the new bus will have forest green seats.

We would like to give a special thank you to the Ruth Becker family, whose generous donation greatly exceeded our fundraising goal. According to Joan M. Schilke, a close friend of Ruth and George Becker, "Ruth and George would be so happy. You know, if the bus were going someplace, they would both be on it!" She added, "Ruth and George really loved all the bus trips!" The bus will be named "The Becker Bus" with great affection and thanks.

We can not thank you enough, all of the MCH residents, families and friends who contributed to the bus fund, bought and baked for the bake sale, and bought raffle tickets for the basket of booze. We truly appreciate all of your time and effort in helping us purchase a reliable, safe, and comfortable bus, which is such an important aspect to our residents' lives. We look forward to the future adventures on The Becker Bus!

FROM THE CEO *(continued from page 2)*

the executive search committee of Milwaukee Catholic Home. During the interview process I met with the Board of Directors, a group of dedicated volunteers, safe guarding the mission and values of Milwaukee Catholic Home. Additionally, I had the opportunity to meet a number of the staff, both formally and through tours of the campus. It was in the genuine smiles of the staff in dining services or the greetings from the nurses that reminded of the "why." I am grateful for the opportunity to be a part of this great community called Milwaukee Catholic Home. I look forward to introducing the Milwaukee Catholic Home community to my family. I currently live in Wauwatosa with my wife, Christine, along with my 6-year-old son, Will, and 4-year-old daughter, Dory.

I do realize that there are challenges and also great opportunities at Milwaukee Catholic Home. I do not take lightly the commitment of the board, staff, constitutes, and friends, that make a difference every day in the lives of each resident. Please take a moment to again read our mission statement on page 3. It is within this framework that Milwaukee Catholic Home finds its purpose and celebrates its 97 years of service to the community and its residents. We will look to the future with the acknowledgement of this heritage rich in the values of compassion, excellence, integrity, benevolence, and stewardship. And most importantly, we will live out this purpose in the daily interactions with our residents and each other.





GIFTS FROM THE HEART

Milwaukee Catholic Home gratefully acknowledges our generous benefactors. Gifts of cash, property, securities, bequests and other gifts assist us in providing outstanding retirement and health care services for our residents. We encourage gifts in memory or honor of a loved one. We will be happy to notify the individual or family member of your generosity.

The following gifts were received between April 1 and June 30, 2010:

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Milwaukee Catholic Home sincerely appreciates your gifts. Every effort was made to acknowledge all donors correctly. If your name was omitted or listed incorrectly, please accept our apologies and call the Development Office at (414) 220-3214 so we can correct our records.

A JOURNEY THROUGH LIFE TOGETHER *(continued from page 1)*

cooking lunch for an average of 50 seniors each day and taking bus tours to Fort Atkinson to see shows at a playhouse, which is now known as the Fireside Theater. Peg continued her work there until 1982, when she retired from the Neighborhood House. However, she still served as a volunteer there until 3 years ago.

At age 62, Frank retired his position of President of the Wisconsin Insurance Services. Peg admits she was a bit worried when Frank retired. He had been working for the past 33 years and she was sure he would miss it. When asked how he has enjoyed being retired, Frank replied, "The best years of my life have been now, being retired and spending most of my time with my wife." Peg said that was one of the nicest compliments he could have given her.

Traveling was a pastime the Schwoeglers loved doing together. The snowbirds spent 21 chilly Wisconsin winters in the Florida Keys, where they rented a condo from friends. Frank and Peg have also traveled to Japan, India, China, Thailand and Africa. When they were not traveling the world, or spending their days on the beach in Florida, Frank and Peg resided in Shorewood.

The couple knew it was time to make a move when Frank's vision began to fail and he could no longer help with the daily household duties. Frank and Peg wanted to stay on the east side of Milwaukee, where they had been since 1950. The Schwoegler's had several friends who had moved to The Residence and who were very happy there, making Frank and Peg's decision to move an easy one. The couple is grateful for their wonderful neighbors and friends and the caring staff they have met at MCH. "We haven't met anyone we didn't like!" September 1 will mark one year since their move, and they both look forward to spending many more years here together at Milwaukee Catholic Home!



MAN'S BEST FRIEND

Mallory Genrich, Milwaukee Catholic Home's Administrative Intern, along with her dog Bentley, helped prove that a dog really is a man's best friend. She conducted a study on the effect that dogs have on residents, specifically those suffering from dementia. It is common that those suffering from Alzheimer's disease and other dementias become almost entirely non-verbal. After being in the presence of Bentley, many of the residents began talking in full sentences, discussing their love for pets with those around them and reminiscing about cats or dogs that they previously had. "I was able to see this transformation right before my eyes," said Mallory. "It was truly something remarkable to witness."

Besides the obvious emotional benefits, Bentley also assisted in providing physical benefits. For example, Bentley was used to encourage strength and balance exercises that mirror physical therapy activities. Adding him to the activity took the residents' minds off of the fact that they were participating in therapy, and made it more enjoyable, while still accomplishing the important physical therapy exercises that they needed.

Mallory's study has sparked some interest in exploring the possibility of a permanent therapy dog, primarily for our Special Care Unit because of the immense improvements it has had on the quality of life for our residents. Resident, Lorraine Straszewski became very attached to Bentley, and seeing him was a highlight in her day. She said, "I look forward to seeing Bentley everyday. He makes the difficult time enjoyable, and I can not describe how he makes me feel."



MCH Residents like Madeline Hansen enjoyed visits from intern Mallory Genrich and her dog Bentley.

ANGELS IN THE OUTFIELD

For the third straight summer, the residents and staff of Milwaukee Catholic Home teamed up to participate in the Milwaukee Department of Recreation's Co-ed Adult Softball League. About 20 staff members from numerous departments throughout the organization played on the Angels, which were coached by three of MCH's independent living residents and a volunteer from the community. The Angels tied for third place overall for the summer season.



Softball players and coaches gather after their final game for a photo. The Angels tied for third place overall for the summer season.

The MCH bus brought residents to several of the games, and when the bus was not available, many of the devoted fans carpooled to the park. Like every other season, the MCH Angels had the most enthusiastic fans of any team in the league, who were greatly appreciated by the team members. The players and coaches enjoyed the season so much that they are gearing up for their first fall season beginning August 31. Games will be played on Tuesdays and Thursdays at Wick Field, 4929 W Vliet Street.



SAVE THE DATE!

Milwaukee Catholic Home's **Annual Fall Bazaar** will be held on **Thursday, October 21, from 10:00 a.m. to 3:00 p.m.** The bazaar features handmade ornaments, crafts, books, household items, jewelry and baked goods. As you are doing your end of summer cleaning, please consider making a donation to MCH's Bazaar. **For more information or to give a donation, please contact the Development Office at 414-220-3214.**



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