

Christmas
Across Our
Masonic
Communities

86th Annual
MCSA
Conference
Berkeley,
California

Three Pillars
Connection
Spans
Generations

The CORNERSTONE

A PUBLICATION OF

MASONIC COMMUNITIES  & SERVICES ASSOCIATION

WINTER 2015



MASONIC COMMUNITIES & SERVICES ASSOCIATION

www.masoniccommunities.com

Our Mission

To provide support, leadership and guidance to member organizations to deliver quality of life care and services.

Our Vision

To recognize providers and inspire members in their service to others.

Our Values

Knowledge
Best Practice (Quality)
Trust
Networking (Sharing)
Support System (Fellowship)
Heritage Professionalism

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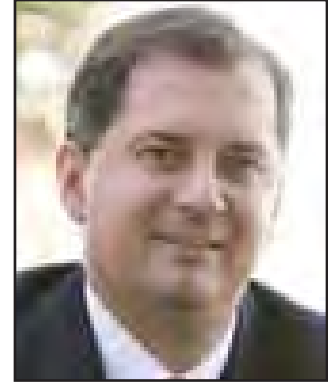
Executive Corner

As the association begins its 85th year, I am excited to outline some of the initiatives our board and management is focused on for 2016. A few key initiatives this year will be 1) Increasing our visibility, 2) Continuing to create value for members, and 3) Membership growth.

Increasing our visibility: During the past several months, the marketing and membership committee along with the help of our Executive Director Shannon Byrne has done an excellent job of updating our logo, enhancing our newsletter and renovating our website. Our goals for 2016 are to improve our collateral materials to share with new perspective members, update our association video to showcase at events such as the North American conference of Grand Masters and develop a social media plan to increase our presence on sites such as LinkedIn.

Continuing to create value for members: Over the past year, thanks to the leadership of Barbara Ramsey, Executive Director of Masonic Home of Missouri, we have developed a valuable track within the association for those members working with fraternal outreach programs. Not only do we have plans to expand offerings at the annual conference focusing on this growing industry, but Barbara is also coordinating regular conference calls to increase networking among states with outreach programs, explore best practices, and even share valuable resources available via a common drop box link. Using this same structure, we are now exploring other underserved areas like development/fundraising professionals within our organizations that could benefit from this type of networking group. The more professionals we bring together on a regular basis, both through the annual conference and ongoing networking, the more value for members we can provide and the stronger our association we will become.

Membership growth: In 2016, the association is committed to trying to expand our membership to include appendant fra-



ternal bodies providing services that could benefit from our resources. We recognize that there are only a limited number of traditional Masonic retirement communities and children's homes/programs that are eligible for membership and are proud that the vast majority are members. The growth opportunity for our association going forward lie in organizations such as the Scottish Rite clinics, Shriner Hospitals and other smaller Masonic outreach programs not currently affiliated with us. With professional association management, relatively low membership dues, and a stellar annual conference to access, we know of numerous appendant service bodies that could potentially enjoy the same benefits from our association. Over the next several months, we look forward to beginning the process of introducing ourselves to these various parties and opening the dialogue of how best to add value to their respective groups and professionals.

I was recently reminded that the rear view mirror in a car is a lot smaller than the front windshield for a reason. The point being, it is more essential to one's success to be looking forward than becoming complacent when looking at the past. While we should all be proud of the association's remarkable tenure and record of success, it is gratifying to see us continue to identify ways to grow, innovate and be resourceful in the years ahead.



"... it is more essential to one's success to be looking forward than becoming complacent when looking at the past."

Christmas at the Masonic Care Community



By Kathy Contino-Turner

The Masonic Care Community is active all year, but the holidays are always a special time. For the past 15 years, we have hosted a holiday light show called the "Wonderland of Lights". Proceeds benefit the Resource Center for Independent Living and the display is open the day before Thanksgiving and closes on New Year's Day.

In addition to the exterior decorations, the spirit of the holidays is visible inside our buildings. The Community Life leaders in our skilled nursing center, adult residential home and even our independent living community, are busy with numerous concerts, holiday choirs, carolers, dancers and entertainment each and every day, including weekends.

But I think the most telling part of the holidays on the campus of the Masonic Care Community is the staff. A food basket drive is held in early December where staff are encouraged to bring

in non-perishable food, or make donations. The baskets are given to employees who are finding it hard to make ends meet.

Our employees also make sure their residents are not forgotten. Every individual is remembered at Christmas.

Yes, the holiday spirit is alive and well at the Masonic Care Community, as our employees do all they can to make sure those who live here enjoy this beautiful season of the year.



Christmas at Masonicare Health Center



Stacy Bizzario, LPN 5 Ramage and her daughter Isabella with Santa

Children's Christmas Party

The annual Children's Christmas Party was held on December 6 at Masonicare Health Center in Wallingford, Connecticut. The event, sponsored by the Employee Activity Committee, was attended by 35 children and grandchildren of Masonicare Employees and featured a silly sing-a-long, toys, treats, and the highlight... a visit with Santa (wonderfully played by the husband of one of our HR employees)! A wonderful holiday time was had by all!

Holiday for Giving 2015

The elves at Masonicare Health Center (better known as MHC's residents, staff, and visitors) in Wallingford, Connecticut once again joined with the Town of Wallingford's Social Services Department to support the Holiday for Giving Toy and Food Drive. Masonicare has contributed to this drive for over 20 years now.

MCSA 2016: CLICK, CONNECT, CARE

The Masonic Homes of California looks forward to hosting the 2016 Masonic Communities and Services Association Conference in Berkeley, California, taking place June 6 - 8, 2016. *Click. Connect. Care: Masonic Relief at the Edge of Silicon Valley* will offer a fascinating exploration of innovative technologies that have the capacity to transform resident care.*

Get "Smart"

A highlight of the conference will be tours of "Smart Home" apartments, each enhanced by a suite of complementary tools designed to improve resident independence, deliver excellent care to those who need it, and improve the overall quality of resident life.

Think Outside the Box

In addition to exploring technologies that enhance the home, guests will also discover wearable devices and other new technologies that improve resident safety and quality of life.

Join us at MSCA 2016, on June 6-8, 2016 in Berkeley, California, to learn more about the future of resident care. For additional information, visit: masoniccommunities.org/conference

* Please note that all possible solutions referenced in this article will be evaluated for efficacy prior to being placed in the SmartHomes or otherwise featured at MSCA 2016.

TREE LIGHTING CELEBRATES COMMUNITY



On Dec. 3, the Masonic Homes in Union City, California celebrated its 14th annual tree lighting.

In partnership with Acacia Creek, the Union City Home also co-hosted a multicultural holiday celebration on Dec. 17. At this open-house gathering, residents and staff shared their families' traditional holiday foods, music, decorations, and customs.

Celebrating by Giving Back

At the Masonic Homes of California, holiday spirit and charitable giving go hand-in-hand. This year's festive community tree lighting celebration in Union City included a Toys for Tots donation drive.

And, a few weeks later, the Union City community's HOME Association led an on-campus food drive for the Tri-City Food Bank.

HOME is an on-campus program that plans fun and meaningful programs for Masonic Homes' staff; its acronym stands for Honoring Our Masonic Employees. Past HOME events include a company luncheon, employee dance classes, and participation in the Relay for Life and Walk to End Alzheimer's.

In Southern California, residents of the Masonic Home at Covina hand-made 80 pillows for breast cancer survivors.



Senior Living Communities Continuing a Tradition of Giving

The staff and residents of Three Pillars Senior Living Communities in Dousman, WI, came together to share in the giving spirit.

“Giving Trees” across campus were decked with wish tags for seniors in the local community who have low-income or a disability. The campus collected 368 gifts, and through Interfaith Senior Programs, had them delivered to brighten their holidays.

Halloween Haunted Woods

This past October, Three Pillars celebrated its 23rd year of Halloween Haunted Woods, a free community trick-or-treat event coordinated by Three Pil-

ars staff, residents, volunteers, and area businesses, who generously donate their time and money.

Village Point Hook, Needle & Quilt

The resident-run “Village Point Hook, Needle and Quilt Group” has been working all year to create handmade hats, mittens, gloves, scarves, booties, stuffed animals, blankets, and more; and, at year-end, they had more than 500 items completed.

More Holiday Activities

The campus opened its doors to numerous organizations, schools, and church groups to use spaces, host recitals, and lead holiday events on campus. Residents and staff enjoyed the talents and good company of countless visitors.



Pictured: Residents Jean Nelson & Bobbie Mueller joyfully sort knit and crocheted items to be donated.

THREE PILLARS CONNECTION THAT SPANS GENERATIONS



By Kelsey Pangborn

If you’d have asked him back in 1960 what he wanted to do for the next 50 years, Tom Maule, a Dousman native and Master Mason, would’ve told you that being a barber in his hometown sounded good. So what’s he doing now? Working as a (semi-retired) barber in Dousman, of course!

Not only does Tom have the privilege of doing what he loves twice a week, but he gets to do so at Three Pillars Senior Living Communities, a place that’s been near to his heart since he was a boy. As he cuts hair, he visits with the residents and shares memories about all his special times there over the years.