

# Touchmark team grows

## Bobbie Thompson takes on new role



**New Director of Business Development**  
**Bobbie Thompson**

Bobbie has worked with older adults for more than 30 years in a variety of roles. For the past three years, Bobbie has served as the Life Enrichment/Wellness director at Touchmark and now is taking on the role of director of Business Development.

“I see this opportunity as an exciting new way to serve the Touchmark community,” says Bobbie.

As director of Business Development, Bobbie will visit businesses in the community, sharing information about Touchmark.

Prior to working at Touchmark, Bobbie served as executive director with Integrity Christian Centre, where she developed operational structure, organized international leadership development events, and coordinated volunteer groups for the organization. Bobbie also held a position with Valley VNA Senior Services as vice president of Community Care services and director of business development. She holds a Bachelor of Science in Human Services and Education from the University of Wisconsin, Oshkosh. She has served as president of Women in Management and was named mentor of the year by the National Association for Women in Management.

In her free time, Bobbie enjoys traveling, animals, gardening, orchids, and all outdoor activities. Bobbie is married to Keith, and together they have housed six Japanese foreign exchange students and sponsored two children in Brazil and one in Peru.

## Meet the Life Enrichment/Wellness team

### Julie Buss joins Touchmark

Julie brings a rich work experience to her role as the new Life Enrichment/Wellness coordinator of Touchmark.

Julie’s professional background includes health care and working with older adults. Prior to her position at Touchmark, she worked as a client care coordinator with Valley VNA Senior Services. She also served as admissions nurse-hospital liaison with HospiceCare Inc. of Madison, Wisconsin, and as vice president and director of cognitive retention therapy with Care4Life in Las Vegas.

Julie holds a nursing degree from Fox Valley Technical College. She is certified as a qualified dementia care specialist by the Alzheimer’s Foundation of America.

As Life Enrichment/Wellness coordinator, Julie will work with residents to determine their interests, skills, strengths, and needs as well as coordinate programs.

Julie and her husband, Tom, have two daughters and one son-in-law. Julie loves knitting, dancing, *(cont.)*



**Meet the new Life Enrichment/Wellness team (from left), Ashley Freiburg, Nicole Fannin, Stephanie Marks, and Julie Buss.**

(cont.) walking, hockey, animals, and the University of Wisconsin Badgers. She also is active in her local church community.

### Stephanie Marks joins as Life Enrichment/Wellness Lead Assistant

Originally from the Madison area, Stephanie moved to Menasha two years ago. She has worked with older adults in a variety of settings most of her life.

“Becoming a part of the Touchmark family has been challenging as well as enriching,” says Stephanie. “I thoroughly enjoy all the dynamics the Touchmark community has to offer and look forward to helping expand the horizon of all who live and work at Touchmark.”

### Meet Life Enrichment/Wellness Assistant Nicole Fannin

After finishing her bachelor’s degree in psychology, Nicole started working at a community home for disabled adults. Through Touchmark Executive Chef Mike Balistriero, Nicole was introduced to Touchmark and joined the Dining Services team in early 2008. Nicole is now joining the Life Enrichment/Wellness team at Touchmark. “I love making positive connections with others,” says Nicole. “I look forward to getting to know everyone on a more personal level.” Nicole and her husband, Nick, are expecting a baby boy this fall.

### Meet Life Enrichment/Wellness Assistant Ashley Freiburg

Ashley started working at Touchmark in July 2005 as part of the Dining Services team. She currently shares her work time between the caregiving and the Life Enrichment/Wellness departments.

“Becoming a part of the Life Enrichment team has been absolute fun. I am not only enriching the lives of others, but they are enriching mine, as well,” she says. Ashley has been playing the viola since the age of 8, and she has participated in chamber ensembles and the Oshkosh and Fox Valley Youth Symphony Orchestra. She also enjoys scrapbooking, knitting, watching University of Wisconsin Badger sports, such as football and basketball, and relaxing outside on beautiful days. ■

## Living with intention



**Marge Coalman, EdD**  
Vice President of Wellness & Programs,  
Touchmark

### Wherever You Go There You Are

—Jon Kabat-Zinn, PhD

Is the “science” of living with intention hocus-pocus, or does it make a difference in the quality of life

to use focus, positive thinking, and conscious change to create one’s destiny? Actually, there is a large body of research that looks at the whole connection between purposeful living and a life that relies on chance, others, or circumstances.

Most of us know about the famous changemakers who chose mindful responses to life challenges—Gandhi, Buddha, Jesus, and other spiritual leaders. In 2008, however, the scientific community is looking at “ordinary” people and tracking their outcomes and experiences based on journals, interviews, and interactive technology to see what happens when they face crisis and chaos that comes from circumstances beyond their control.

The research group at Berkley, Tufts, John Hopkins, and the Mayo Clinics all agree that people can become more resilient, happy, and experience whole-person wellness as they age as a result of steering their own course through choices, changes, and intentional decision making. Lynne McTaggart, the author of *The Science of Intention* (Harper Paperbacks, 2003) writes about “harnessing the creative power of our thoughts” and has developed the curriculum for scientifically based training of academics and other health professionals to quantify and qualify the commonly held belief that we can experience happiness and satisfaction at a higher level by purposeful living.

At Touchmark, the Life Enrichment/Wellness program focuses on providing social environments where residents, families, and staff can develop relationships and avocations that bring greater life satisfaction (cont.)

(cont.) and fun. Ultimately, it is up to the individual to choose the activities, events, and relationships that lead to personal contentment and happiness. ■

## Coming Events

### Friday, Aug. 1, 6:30 pm

Bus leaves for Wisconsin Timber Rattlers baseball game. Take part in Fang's Birthday & Teddy Bear Toss night by bringing a new or gently used teddy bear (or stuffed animal) to toss on the field. All stuffed animals will be donated to charity. The game will conclude with fireworks. Cost: \$6.50 and money for refreshments.

### Saturday, Aug. 9, 12:30 pm

By resident request: Gordon Bubolz Nature Preserve presents *Raptor Saturday*. View live birds of prey. No admission fee. Donations appreciated.

### Thursday, Aug. 14, 3 pm

Share and reminisce about the past, and learn what the Boy Scouts are doing today. Bring any memorabilia you may have to share. Root-beer floats will be provided. No charge. Chapel.

### Saturday, Aug. 23, 9:15 am

Trip to Farmers Market at the 4 Aces (Formerly the Columbus Club). No Charge.

### Wednesday, Aug. 27, 1:30 pm

Afternoon tour of the Paine Art Center and Gardens in Oshkosh. The museum features work by artists such as Cézanne, Gauguin, van Gogh, Degas, and more. Dinner after museum tour at Robbins Restaurant. Cost: \$5 admission for art center, and please bring money for dinner.

## How does help with your housekeeping sound?

Living at Touchmark enables people to pursue healthy life choices by shedding the responsibilities of home maintenance. In fact, according to the Agency for Healthcare Research and the Centers for Disease Control, older Americans have more to gain than younger people by becoming more active, because they are at a higher risk for health problems.

Touchmark's maintenance-free homes offer housekeeping services. In addition, the lawns are mowed in warm weather and the snow is shoveled in winter. Plus, a variety of amenities and services, like scheduled transportation, are included.

At Touchmark, people have the opportunity to fully embrace an active lifestyle. Visit Touchmark or call 920-832-9100 today to learn more about this summer's featured homes. ■

### Tour this Grande home

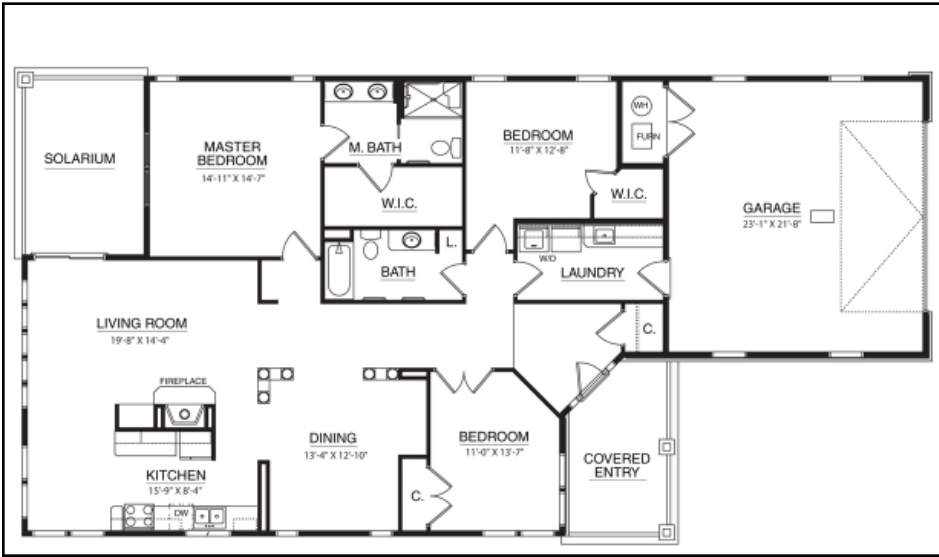


**Apartment 332 offers 604 square feet, one bedroom, and expansive vaulted ceilings. The transom windows allow large amounts of lights to fill the home, and the private balcony provides a beautiful view of the wooded backyard.**

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**Tour this Fox Pointe home**



This beautiful Madison home, located at 2590 Touchmark Court, offers 1,844 square feet and features expansive cathedral ceilings in the living room and kitchen with tray ceilings in both the formal dining room and master suite. Enjoy relaxing year round in the enclosed sunroom with beautiful views of the wooded creek area in the backyard. Call today for a presentation of this one-of-a-kind colonial home.

## Marge Coalman, EdD, presents Fall Reduction and Awareness Program

*One in three Americans 65 and older falls each year, and 30 percent of them require medical treatment. Earlier this year, a coalition of senior advocates requested \$20.7 million in funding for the Centers for Disease Control to help address the problem.*

The public is invited to learn what they can do to reduce their chances of falling at two upcoming presentations. There is no charge for either event, which will take place Wednesday, September 3 at 7 pm and Thursday, September 4 at 2:30 pm. Touchmark Vice President of Wellness & Programs Marge Coalman, EdD, will present at both programs, which will be held at Touchmark.

Seating is limited, and people are encouraged to call 920-832-9100 to reserve a spot.

“The goal of the Touchmark Fall Awareness and Reduction Program is to take the process from information and education to the reality of reducing injury-related falls,” says Marge, who developed the program. “Our initial efforts were even more successful than we’d hoped when designing the program,” she points out, citing an average 72-percent improvement among people who participated in an eight-week pilot program (cont.)

**Join Touchmark for Active Aging Week**  
**Sept 22 to Sept 28**

(cont.) that included six weeks of personal training.

“Essentially this program is about the partnership created with community residents to enhance balance and mobility, support independence, and thus reduce the risk of falls,” she says.

Touchmark’s program is one of 10 recognized nationally by the Falls-Free Coalition at last year’s joint conference of the American Society on Aging and National Council on Aging. It was the only program selected in any state where a Touchmark community is located. ■

## Excerpts from *How to Maintain a Good Memory Ability with Advancing Age*



**Rob Winningham, PhD, Associate Professor of Psychology at Western Oregon University**

Rob Winningham, PhD, will lead Cognitive Training workshops for Touchmark/Waterford staff and invited guests at the Waterford communities in Fargo, North Dakota, in August and then again in September in Spokane, Washington. Following are excerpts from his article *How to Maintain a Good Memory Ability with Advancing Age*. To read the complete article, visit [Touchmark.com/article/maintain-good-memory-in-old-age.htm](http://Touchmark.com/article/maintain-good-memory-in-old-age.htm).

- “The old adage ‘use it or lose it’ has been shown to be very accurate when it comes to maintaining memory and cognitive ability in older adulthood. Researchers are also finding evidence that other lifestyle variables such as nutrition, physical exercise, reducing stress, and getting adequate sleep are all associated with better memory ability and a reduced likelihood of developing dementia.”

- “Numerous studies have reported that older adults who engage in a greater number of cognitively

stimulating activities are less likely to develop Alzheimer’s Disease.”

- “Other studies have found support for the ‘use it or lose it theory.’ For example, we know that the more time people spend engaged in educational pursuits, the less likely they are to develop dementia (Stern et al., 1992). People who know two or more languages develop Alzheimer’s, on average, over four years later in life than people who only know one language (Bialystock et al., 2007).”

- “People who walk or do other physical exercise on a regular basis are less likely to have memory problems, and it increases people’s ability to pay attention (Colcombe & Kramer, 2003), which decreases as we age.” ■

## Getting involved and growing—Meet Jim and Jean Ormson

Jim and Jean have lived in Appleton for 50 years. For 32 years, they lived in the same house, where they raised their children.

The couple moved to Touchmark in October 2003 and immediately became involved in the ongoing events and activities. They even started a few activities (cont.)



**Jean and Jim Ormson**

(cont.) of their own, such as the Bridge marathon, which is still going strong today.

“Touchmark has so much to offer there’s no reason not to get involved. It’s not just a place to live but to continue growing,” says Jim.

Jean volunteered to organize the Touchmark library, and today, she works with others to maintain the book-filled room. Jean enjoys playing the lobby piano every Wednesday and Friday, and she even gets Sales Director Mike Mapes to sing along.

Jim and Jean enjoy gardening together, as well. With Jim’s knowledge and Jean’s labor, they grow beautiful, tasty tomatoes, which they share with their neighbors. “After all, Touchmark is extended family to us, staff and residents alike,” says Jean.

Their grown children now are living out of town (two are out of state). But when the family comes to visit and stay in the guest rooms on the Touchmark campus, Jim and Jean love introducing them to their Touchmark family. ■

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## Highlights from summer events

### Enjoying Touchmark’s first-ever wine dinner

During the Touchmark first-ever wine dinner, the guests constantly chatted about the amazing food, ambiance, and wine pairings. Executive Chef Mike Balistriero created a masterpiece menu. Alex and Zak served guests while Mike’s girlfriend, Jamie, explained the wine pairings.



### Celebrating America

The Fourth of July started with patriotic music as

resident Jean Ormson played the piano and Sales Director Mike Mapes sang. Residents from the Fox Pointe homes organized a block party with a smorgasbord of food. After a tasty dinner, The Live Wyers performed a patriotic program, and then everyone enjoyed fireworks from the Wisconsin Timber Rattlers stadium.

### Eating tasty food at the cookout



**A cookout at the Appleton Yacht Club included mixed drinks, grilled bratwurst, hot dogs, and hamburgers, which were served with fresh coleslaw and chips. From left: Dee Markley, Jean Poulsen, Millie Strandwitz, Cheryl Koepke, Rob Schwarzbauer, Jean Ormson, Pearl Ramey, and Pat Broderick enjoy drinks at the Appleton Yacht Club.**



**From left: Bill and Marge Stilp and Barbara and Stu Leslie enjoy drinks along the Fox River at the Appleton Yacht Club.**