

Reflect. Recognize. Reinvent.



The ribbon-cutting ceremony to mark the opening of HSRC's new Alzheimer's Day Care and Resource Center took place in April 2009. Community donations were key in making the Center a reality.



The Humboldt Senior Resource Center (HSRC) has successfully provided services to Humboldt County seniors for 40 years. At the heart of HSRC's success is a commitment to a global vision that states:

"Seniors and their caregivers in Humboldt County will have a life with dignity, health and self-determination in a community of respect and tolerance." This vision guides the board of directors, staff and volunteers when considering the programs that serve our seniors.

It is said "necessity is the mother of invention." In the case of HSRC and the seniors of Humboldt County, the statement is certainly true. In 1974, HSRC was created because of the need for services for 16,000 elderly people living in Humboldt County. Within 10 years HSRC was providing meals for seniors, home health care, adult day

This year, Humboldt Senior Resource Center marks its 40th Anniversary. Since its founding in 1974, HSRC has remained true to its commitment to providing medical and care services, information, education, and recreation for seniors, families and caregivers in Humboldt County.

health, information for seniors, senior home repair, and Senior News.

As additional needs were identified, HSRC worked to address them, adding Senior Legal Services, Health Insurance and Counseling Advocacy Program (HICAP), Redwood Ombudsman, the Adult Day Health and Nutrition programs in Fortuna, firewood sales, Multipurpose Senior Services Program (MSSP), Linkages, the Alzheimer Resource Center and others. (See centerfold timeline.) Growth was the operative word for

the first 25 years. HSRC grew "from a single information and referral program to an array of outstanding programs and services used by thousands of Humboldt County seniors and their families each year," as Executive Director Mary Beth Wolford stated on HSRC's 25th anniversary.

Necessity is the mother of reinvention. This has been true for HSRC. As the number of seniors has increased, and resource allocations changed, HSRC has had to, in a sense, reinvent itself. To continue

as a strong community partner committed to our seniors, the agency has adapted to this changing landscape. HSRC completed a major capital campaign and, in 2009, opened the new Alzheimer's center to help families and individuals coping with the disease or related dementias. And, this fall marks the opening of the Program of All-inclusive Care for the Elderly known as Redwood Coast PACE.

Perhaps the most significant contribution to the success of HSRC, whether we are inventing or reinventing, growing or transitioning, is the commitment and the collaborative efforts of all those who help us meet our global ends. These endeavors would not be possible without the support and coordinated efforts of a strong board of directors, a dedicated and talented staff, committed volunteers, generous donors and community partners, willing governmental agencies, and our seniors.

by Sue MacConnie, president of the Humboldt Senior Resource Center's Board of Directors



HSRC's Nutrition and Activities department, as well as administrative offices, are located in the historic Washington School building in Eureka.

HSRC Executive Directors

In its 40-year history, five executive directors have ensured that HSRC provides programs and services that support the health, dignity and self-determination of seniors, their families and caregivers.



Anne Weiss
1974-1986



Kermit Thobaben
1987-1989



Rozanne Miller
1990-1996



Mary Beth Wolford
1997-2002



Joyce Hayes
2003-present

HSRC's 40th Anniversary Timeline

1970s

1974: The Humboldt Senior Citizens Council begins in a small house on 7th street in Eureka.

1975: The Nutrition program provides a hot, nutritionally balanced meals five days a week in Arcata and Crescent City.

1976: Orleans/Weitchpec and Eureka nutrition sites open.

1978: Dining service begins in Eureka Veterans building.

1980: Activities Department begins. It became apparent that people came to the dining sites for more than a delicious, nutritious lunch.

1981: Senior News established.



1982: Senior Home Repair begins.

1980s

1983: Eureka Senior Center moved from Veterans Memorial Building to old Washington School.



1984: Fortuna Lunch Site opens.

Eureka Adult Day Health Services (ADHS) is licensed.

1985: Multipurpose Senior Services Program (MSSP) begins.

1988: Fortuna ADHS begins.

1989: HSRC receives National Community Achievement Award.

1990s

1991: Firewood Project begins – Partnership begins between Humboldt County Sheriff Department and HSRC.

1994: Frozen Home Delivered Meals begins.

1997: Nutrition Program receives Older Americans Act Silver Anniversary Award honoring the program's innovative practices in meeting the needs of older people.

1998: HSRC purchases the old Washington School building for one silver dollar from the city after 15 years of renting.



2000s

2002: The 100th birthday of the old Washington School building.



2004-05 Home Delivered Meals start in Fortuna.

2009: Grand opening of the Alzheimer's Center.

2010s

2010: Reinvention of ADHC to CBAS – Community Based Adult Services.

2011: Fortuna/Eureka ADHS consolidate.

Senior News celebrates 30 years.

Installation of Fran's Garden.



2014: Adult Day Health celebrates 30 year anniversary.

PACE application receives final approvals – Redwood Coast PACE opens September 1, 2014.

Reflect.

The founding of the Humboldt Senior Resource Center was low-key, to say the least. It all started with a grant. In 1973, a new addendum to the Older Americans Act, Title V, authorized grants to local community agencies for multipurpose senior centers.

The opportunity to secure \$45,000 in grant monies for services targeted to the senior citizens of Humboldt County had come to the attention of the staff at Humboldt State University's Center for Community Development. A successful grant proposal was submitted. They knew the funds could be put to good use; at the time, services for seniors in the community were almost nonexistent.

Anne Weiss, a teacher by training, found out about the grant opportunity from a friend at HSU, applied, and won the job. With the initial grant monies secured, Anne and Phyllis Bosch, who had been hired to do the bookkeeping, started their new jobs in January 1974 for the nonprofit Humboldt Senior Citizens Council — the original name of the Humboldt Senior Resource Center. Its governing board was comprised of seniors from different areas and interests in the community, including John Bowersox (the first chairman) and Sam Jones, a member of the Yurok Tribe.



Staff, participants, and local dignitaries celebrated the completion of renovations to the Washington School building in 1983.

Anne remembers, "I was essentially asked to write a grant for services that did not exist. At the time, the only program in Humboldt for seniors was IHSS (In-Home Support Services). We set up shop in an empty house in the Cal Trans redevelopment zone on Seventh Street in Eureka. Monies from the first grant were used to set up the initial Information & Referral service."

Anne was the agency's first executive director. Phyllis answered the phones; her prior experience as a small business owner in Arcata had given her the customer service expertise that was essential for a fledgling organization.

After the first grant was secured, funding efforts continued to help support new services that were being created. Patty Berg was brought on board to write a successful grant for nutrition funds. About this same time, the Bertha

Russ Lytel Foundation was created. Anne paid them a visit. "I must have made a good impression," Anne recalls. A beneficial relationship was established with the Foundation, which became a reliable funding source over many years.

With the nutrition monies, the congregate dining program was started, first in Crescent City, then Arcata, Orleans/Weitchpec, and Eureka, all during the 1970s. The Fortuna site opened in 1984. The city of Eureka, led by city manager Ron Bartels, played an important role in the early success of the nutrition program by giving the agency permission to use facilities in the Veterans Memorial Building to serve the meals; a few activities took place here, as well.

The agency also developed "a wonderful relationship with the state," says Anne. "HSRC became a model in California for how senior services could be developed and

implemented. Our successes led to more programs and new grant monies."

Over time, the community didn't refer to the agency as the Senior Citizens Council, but instead as "the Resource Center." As a result, the agency was renamed Humboldt Senior Resource Center, and its new logo included the helping hands, which represent its assistance to and partnership with the clients and community.

New services and a growing clientele also meant that new, larger space was needed. The City of Eureka offered HSRC the Washington School building at a rent of \$1 per year, with the stipulation that the building's façade be maintained as is. This historic building has been HSRC's home since 1983.

Anne retired from HSRC in 1986 to pursue traveling and other interests. Looking back, she reminisces on the reasons for the agency's early success and longevity: "Teamwork. Everyone was patient and worked together. One of the nicest things I recall being said about me is that I always told the truth."

And what does Anne wish for HSRC's future?

"I hope it stays the great place that it is," she replied.

Memories of HSRC's beginnings, as told by Anne Weiss to Joyce Hayes and René Arché

Recognize.

After 40 years, the Humboldt Senior Resource Center continues to serve Humboldt County elders:

- 80,000 meals this year will be served to seniors through our three dining centers in Arcata, Eureka, and Fortuna, and delivered to homebound seniors from Trinidad to Fortuna.

- 15,000 sack lunches will be prepared by HSRC and distributed by Food for People to children who need food during the summer months.

- 70 disabled adults attend our Adult Day Health & Alzheimer's Services center daily and give respite to family and paid caregivers. Our new facility, completed in 2009, is guaranteeing a compassionate, safe and caring place for individuals with dementia and other chronic conditions.

- 5,000 copies of Senior News are distributed monthly along 150 miles from Eel River Valley to Crescent City.

- 160 seniors are being served by Multipurpose Senior Services Program (MSSP) and provided a care plan and services that keep them in the community.

- More than 10,000 visits are made to our centers with individuals participating in language, exercise and social activities, purchasing

Dial-A-Ride tickets and firewood, receiving flu shots, commodity food, and tax assistance and benefiting from support groups.

- This year marks the opening of Redwood Coast PACE, the first rural Program of All Inclusive Care for the Elderly in California, filling a gap in the continuum of care for frail elderly in Humboldt County.

It is hard to reflect on the success of the Humboldt Senior Resource Center over the last 40 years without recognizing the forces behind the agency's record. This success is extremely dependent on being connected to the community,

its people, organizations, legislators, businesses, donors, and governmental agencies.

Forty years ago only two staff started the HSRC journey. Now 120 employees continue with the same commitment and shared mission to create a community that respects elders and supports their maximum independence, dignity and quality of life as they age.

Our highly skilled and passionately dedicated staff often bears the brunt of fluctuating funding and service reductions; however, it is clear that our common agency mission drives the desire to work for HSRC at every level. I am extremely grateful and always filled with appreciation for the entire HSRC staff and their dedication to the people they serve.

It is also clear that HSRC could not do what it does every day and serve

the number of people we do without many hours of volunteer service by individuals throughout the community. The Nutrition & Activities program has logged 16,770 hours, with 152 unique volunteers. The value of this time equates to eight full-time employees. Likewise, our Adult Day Health & Alzheimer's Services has benefited from 1,432 hours of volunteer time with the dollar value of \$17,012 to the program. We can't thank these volunteers enough for their commitment to HSRC and all that they give.

And last but not least, we are greatly indebted to the community for continuous and generous support with grants, individual contributions, bequests and special events. When governmental funding was on the decline, our community didn't hesitate to increase their giving. Foundations stepped up to the plate to support our vision to take care of elders. The community giving to our "Building Hope, Changing Lives" capital campaign was exceptionally generous, and the recent partnership with foundations to make Redwood Coast PACE a reality was amazing.

We look forward to continuing to strengthen our partnership with foundations, local governments and the entire community to serve the increased number of older adults in the next 40 years.



Volunteers, such as those who served on the 2013 Fortuna Dining Center Council, help ensure the best possible experience for participants and clients.

By Joyce Hayes, HSRC Executive Director

Reinvent.



Humboldt Senior
Resource Center

Looking toward the future, the Humboldt Senior Resource Center will continue to work to meet the needs of a growing population of older adults in ever-changing times. In honor of our anniversary we unveil our new HSRC logo for the agency and each of our programs. We believe this logo continues to symbolize the helping hand that HSRC provides to older adults and allows them to have a high quality life with health, dignity and the independence to remain in our community. Our new family of logos is below.



Humboldt Senior
Resource Center

Adult Day Health & Alzheimer's Services

HSRC's Adult Day Health & Alzheimer's Services (ADH&AS) is a key program in the agency's continuum of care. The therapeutic adult day health program will continue to serve adults age 18-plus who are coping with chronic conditions and disabilities.

According to Joanne Conzelmann, director of Health Services, many ADH&AS participants now have more choices in care with the addition of Redwood Coast PACE. "This will allow us to enhance our therapy services with the help of additional physical and occupational therapy staff," she said. "We will be able to provide more extensive training to staff and enhance our quality of care. ADH&AS, she added, will continue to offer educational opportunities about dementia-related issues to the community along with caregiver support groups and other related resources.

The services provided by HSRC's Nutrition Program, including the congregate dining centers in Eureka, Arcata and Fortuna, and Home Delivered Meals, is another prime example.

According to Barbara Walser, director of Nutrition & Activities, the staff is constantly reviewing and updating its menus, keeping changing tastes in mind. Meals are including more items made from scratch and more local produce. HSRC is creating relationships with local farmers, and some are growing a portion of their crop specifically for the agency. Produce is also being purchased at the local farmers markets. New products are being introduced into the menus, including purple potatoes, quinoa and heirloom tomatoes.



Humboldt Senior
Resource Center

Nutrition & Activities Program

The Activities Department is developing a relationship with College of the Redwoods to offer classes. It is also exploring the concept of fee-based classes vs. donation-only options. Efforts are also being made to expand the "Are You OK?"® program. Alas, decreasing funding has made it necessary to pare back the Senior Home Repair program.



Humboldt Senior
Resource Center

MSSP - Multipurpose Senior Services Program

The Multipurpose Senior Services Program (MSSP), another key program in HSRC's continuum of care, will continue to offer care management services to frail seniors in the community, reports Robin Wolff, assistant director of Health Services.

The MSSP program's social workers and nurses assist clients, all of whom are age 65 or older, on Medi-Cal, and in need of a nursing home level of care, with the supportive services they need.

Redwood Coast PACE – the first rural Program of All-Inclusive Care for the Elderly in California— is HSRC's newest program and an important addition to the continuum of care offered by the agency. PACE provides health care and supportive services to frail elders, with the goal of helping them stay as healthy and independent as possible. Redwood Coast PACE opens on Sept. 1, and a Grand Opening celebration will be held on Oct. 18.

"We're proud to bring the PACE model of care to Humboldt County," says Justine Medina, Redwood Coast PACE director. "PACE fills the care gap for those older adults who are the most frail and who have the greatest medical and support care needs."



Redwood Coast
PACE

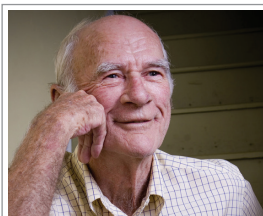
Program of All-inclusive Care for the Elderly



Senior News, established in 1981, remains the only North Coast newspaper committed to covering issues facing people age 50 and older. Senior News is continually evolving to meet the needs of its readership and community, including an updated layout and new columnists Bob Morse, who writes "Point of Departure," and John Heckel, author of "Aging is an Art."



Sponsors of this Anniversary Publication



Congratulations
HSRC on 40 years!

Thank you for providing
high-quality services to
seniors in our community.

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John & Laura Neely,
congratulate the
Humboldt Senior Resource Center
on 40 years of service to
our community.

Thank you HSRC.



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