

The Independent

NEWS & INFORMATION FOR THE ENRICHMENT OF INDEPENDENT RETIREMENT LIVING



A Special Edition For



SARASOTA BAY CLUB

Sarasota's Premier Senior Retirement Community

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“People with many interests live, not only longest, but happiest.”

~ George Matthew Allen



Steve Roskamp



Greg Patterson

A CONVERSATION WITH STEVE ROSKAMP & GREG PATTERSON

In this issue, Steve Roskamp and Greg Patterson talk about the progress of their creative Freedom Purchase

Program, what it's meant to prospective buyers and the details that make the program such a success with potential new residents.

It's been nearly a year since you began the Freedom Purchase Program and we want to discuss how it's been going.

Steve: We're very pleased with how it's worked out and we're pleased for a number of reasons.

Greg: One of those reasons is that because of the program a lot of wonderful seniors haven't had to defer their dream of carefree retirement living.

Steve: Exactly. As everyone knows the economy has only started to recover from one of its worst historical downturns, and that the housing market was particularly hard hit. That left a lot of seniors afraid to make a move.

Greg: The Freedom Purchase Program removed that fear. It has allowed our residents to make a move without worry.

Steve: That's the thing we're most pleased about.

Greg: Plus, seniors can enjoy the benefits of living at Sarasota Bay Club even before they move in.

Can you tell us more about the benefits that someone can take advantage of before they move in?

Greg: One of the benefits is access to our wonderful dining room so you can enjoy the delicious meals prepared by our Executive Chef. You'll have access to all of our Clubhouse amenities, including the social and recreational activities that take place here. It's a wonderful way for you to start establishing relationships, get to know your new neighbors, and begin to form new friendships.

Steve: You will also be able to use our Clubcare Home Health Services in your present home, which can be a great help. In addition, to help facilitate your move, you'll have the services of a Move-in Coordinator to help with all the details of preparing for the move.

Can you give us some more details about the Freedom Purchase Program?

Steve: We've **Reduced Prices, Extended Closing Dates** and will **Assist with the Sale of Your Current Home**. We're guaranteeing the price and your unit of choice with just a minimal deposit. We're also allowing new residents to move in before they close.

Greg: Our Preferred Realtor Program provides you with a full-time, professional realtor with one of the top-producing brokerage firms in Sarasota and Manatee counties. You will realize a quicker sale at a higher price with less stress utilizing the resources and marketing plan designed just for you.

Since starting the Freedom Program, the Preferred Realtors' average marketing time to sell our resident's home has been 56 days, compared to the general market which has been 202 days!

Steve: We're providing a complimentary competitive market analysis and offering a \$750 credit towards professional home staging services to help facilitate the sale of your home.

You mentioned delaying closings?

Greg: We're also allowing our residents the ability to extend their closing date up to 12 months, so they have plenty of time to sell their current home. We don't want anyone to feel pressured by the current market.

Steve: Plus, you have the option of moving in to your new residence before you close on it. If you do, you'll receive up to \$500 off your Monthly Service Fee to compensate for the expenses of maintaining your existing unsold home.



So people really don't have any reason to delay their dreams?

Greg: We've always believed in doing the most we can for our residents whenever possible, which all ties back to Bob Roskamp's philosophy of love, support, and security. If we can do that, then we feel we've done something important.



**You Are Always Welcome To Contact Us To Schedule A Free Luncheon & Tour At Your Convenience
Call Us Today – (941) 552-3284**



SARASOTA BAY CLUB

A LETTER FROM THE EXECUTIVE DIRECTOR

February – A Masterpiece Living Month...

Sarasota Bay Club was fortunate on February 1st of this year to host the Second Annual Masterpiece Living Lyceum here in Sarasota, Florida. SBC is one of 45 retirement communities from across the United States that have brought together a vision that has become a reality in the form of an organized program for each community's resident population. This program uses the four components of Wellness that was researched through the MacArthur Foundation Study on Aging and that was illustrated in the book "Successful Aging" by Robert A. Kahn.

Sarasota Bay Club choose to affiliate with Masterpiece Living because this program encourages our Owners/Residents to constantly stay engaged in life through these four components of Wellness or SIPS . People need to stay Socially engaged; Intellectually stimulated; Physically active and Spiritually involved (or have a purpose). According to research, it is never to late to start or maintain an active lifestyle incorporating these four components into everyone's daily routine where one can stop the steady decline of what has been considered in the past usual aging. Simply put: Live–Better–Longer! And Never EVER act your age!! Enjoy your retirement life at Sarasota Bay Club.

Also in February – February 16th to be specific our retirement community held one of our quarterly Masterpiece Living Days. This designated day started with breakfast for Owners/Residents and Staff of SBC on our Veranda over looking the bluff of Sarasota Bay; learned about Laughter from Ecadne Mela; Luncheon Buffet in our main dining room; participated in Drum Magic by world renowned drum circle facilitator Jana Broder; Dinner in our three dining rooms and the day ended with a full house attendance in our Ringling Room to view & participate in Masterpiece Follies.

This day became one of the best Masterpiece Living day SBC has ever experienced. This day involved more Owners/Residents than we have ever had to participate. This day ended with more "Smiles of Laughter of a Whole Body Experience". For you to experience Masterpiece Living with our Owners/Residents, you too should move into Sarasota Bay Club.



Ted Jones

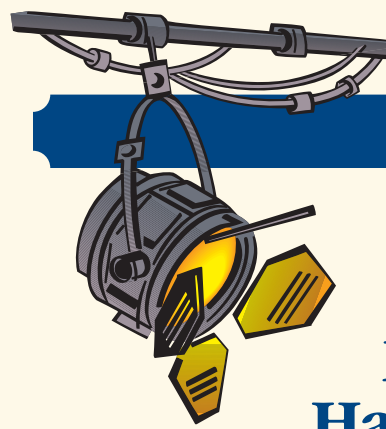
Executive Director /Sarasota bay Club



SARASOTA BAY CLUB

CALENDAR HIGHLIGHTS

- Apr 12** **Jensen Family Concert**
- Apr 16** **April Dinner Dance**
- Apr 19** **Trivial Pursuit Dinner/Game**
- Apr 26** **Bob Price – Banjo Concert**
- Apr 27** ... **Dr. Larry Thompson – Pres. Ringling College**
- Apr 29** **Linda Ballou – "All That Jazz" Performance**
- May 1** **Kentucky Derby Day Party**
- May 3** **Jose Lescono – Spanish Guitarist concert**
- May 9** ... **Mother's Day Brunch – Bonnie Caplan, Harpist**
- May 13** **Mexican Theme Night – Mariachi Bad**
- May 20** **Masterpiece Living Day**
- May 31** **Memorial Day Holiday Buffet**



RESIDENT SPOTLIGHT

Meet Harriet Marks

Sarasota Bay Club Resident



It was bad weather in Miami that first brought Harriet Marks and her late husband, Jack, to Sarasota more than 15 years ago. Rather than wait out the weather, the adventurous Jack suggested a road trip to Lido Beach. The Pittsburgh residents fell in love with the area and bought a home on Siesta Key before eventually moving to the Pierre on Longboat. Harriet joined us a few months ago, on the advice of her four children, taking advantage of the Freedom Purchase Program.

"The thought of moving was daunting, but Trudy Clark and her team came to my home and packed everything I was taking with me in a day. They were marvelous, as is everyone I've met at the Sarasota Bay Club. There's a real sense of caring here, the entire staff knew my name in a matter of days. I'm enjoying my self because there's so much going on and my children are very reassured."

Always active, the one time Publicity Director for public television station WQED in Pittsburgh isn't letting a bit of arthritis in her back slow her down much. She belongs to two book clubs, one here at the Bay Club and another on Longboat. Right now she's reading Maytrees by Ann Dillard and American Lion, the Pulitzer Prize winning biography of Andrew Jackson by Jon Meacham. That's only part of Harriet's reading list; she gets the New York Times everyday and the New Yorker.

She's also a fan of independent and foreign films, enjoys following politics; she's a fan of Jon Stewart and Stephen Colbert and watches Chris Matthews and Rachel Maddow on MSNBC. All essential viewing for someone's who still serves on the Board of the Democratic Party on Longboat Key. Interested in art, she took classes at the Institute of Learning and volunteered until recently as a docent at the Ringling.

If you're interested in some stimulating conversation, we suggest getting together with Harriet. Miami's bad weather was our good luck.



A WORD FROM OUR STAFF

Michael Harding

Director of Concierge Services



Ask Director of Concierge Services Michael Harding what his job responsibilities are and he answers with his customary smile, "Everything but windows above the first floor. I don't believe in saying that's not my job."

As if to prove the point, while we met with him he answered half a dozen calls on his walkie-talkie, made an appointment for a resident to have her nails and hair done and found someone to man the front desk while we spoke. When your job duties include everything from managing the valets and handling transportation to booking airline tickets and hotel suites, doing several tasks at once becomes second nature.

Newly promoted to his current position, Michael started as a Concierge Specialist, after being recruited for the job on the recommendation of some residents who knew him through family. His happy-to-help-attitude soon got him promoted to Concierge Manager and then this year to his new position.

Michael, who's lived in Sarasota for 18 years, was born in Southern California and raised in Virginia outside of Richmond. His family has roots in the state that date back to the Jamestown settlement. But Michael had wanderlust in his youth and did a lot of traveling in Canada and Central and South America before putting down roots here. He's been at the Bay Club for eight years and has no intention of leaving.

"I love this job," Michael says. "There's something wonderful about the people here. I try to treat everyone as if they were my parents. I like to keep them active and involved. Sometimes that means giving them a little nudge, you know calling and getting them down to an ice cream social, for example."

"When you see how folks respond it makes you feel you're apart of something and appreciated, kind of like the feeling you have when you're with family."

We're glad to have Michael be a part of our family.



“An Apple A Day”

The Latest News In Senior Health

The Inn at Sarasota Bay Club An Unparalleled Range of Services...



You know the moment you enter The Inn, greeted by warm smiles and friendly faces, that this is a special place and indeed it is. One of the premiere rehabilitative, restorative and respite care centers in the country, The Inn is proud to be among the select few who utilize the Eden Care Alternative philosophy.

So here, guests are referred to as neighbors, not patients, and during their stay have warmly furnished rooms with flat screen TVs and direct line telephones. Also available are high-end concierge services, full menu selection and free Internet access throughout the building. In addition to the state-of-the art rehab facilities, there's outdoor therapy at the Bay Club's Central Park, a putting green for golfers, and Wii game therapy. The Inn is even pet friendly, with an aviary and in-house cat, Callie and a dog, Hunter, who provide a little extra love and affection.

“It's about creating a homelike environment where no one ever feels lonely or helpless or bored,” is how Dr. Debra Sandberg, the Inn's Administrator explains it. “It's all part of an attitude that recognizes our neighbors are on a path to wellness and a return home to family, friends and the life they knew and loved. We call it graduating and we always celebrate that triumph.

“In fact, many of them are able to do more after their stay than before their visit. We're pleased that so many of the people who have stayed are playing more sets of tennis and shooting lower scores at golf. We had one neighbor who had a knee replaced so he could dance again. And boy, does he ever!”

For details about The Inn at Sarasota Bay Club visit us at www.SarasotaBayClub.com or give us a call at (941) 953-6949.



“Let's Eat!”

Food & Nutrition For Seniors...

Chef Mark Takes His Place Among Sarasota's Best!

Everyone at Sarasota Bay Club knows what wonders Chef Mark cooks up in our kitchen. Now he's had the chance to show off his skills beside some of the biggest names in Sarasota's thriving restaurant world after participating in the Jewish Family & Children's Service (JFCS) of Sarasota-Manatee's Celebrity Chefs & Wine Tasting benefit for the agency's Senior Services at the Longboat Key Club and Resort March 16th.

“It was a real honor for my team and I to work along side people like Chris Southwick and Greg Howe of the Ritz Carlton, Al Massa from Michael's on East and Ed Geyfman from the Longboat Key Club. They're some of the most talented chefs in Sarasota, so it was a real challenge for us,” Chef Mark said.

Chef, who took along some of his team including, Executive Sous Chef Tim Rock, Sous Chef Michael Julian and Pastry Chef Cynthia Myrtle used Scottish Loch Duart Salmon and wild Stripped Bass to create cocktail canapés for the event – though exactly what he planned to do was a surprise he kept under wraps until the event. “I hope everyone enjoyed what we did.”

“I was also honored to work with the JFCS because of all the wonderful and important work they do.”

The JFCS provides counseling, coordinated care management and outreach to all seniors in our community to support them in preserving their quality of life, independence and dignity. The agency's Senior Services help with life transitions facing the elderly – caring giving, depression, isolation, illness and coping with grief. The Sarasota Bay Club is proud to be one of this event sponsors.



ROSKAMP INSTITUTE MATTERS OF THE MIND

Consider The Numbers of Alzheimer's...

According to the Alzheimer's Association, 5.3 million American's have the disease. 9.9 million of their caregivers are unpaid. In Florida, the number suffering is somewhere between 250,000 to 500,000. It costs 148 billion dollars a year, tripling healthcare costs for seniors. It is the nation's 6th leading cause of death. And there is a new case diagnosed every 70 seconds. Which means that this disease will almost certainly touch us, someone we love, or some one we know.

All of which makes the research and work being done at the Roskamp Institute to find disease modifying treatments, and hopefully, one day a cure so critical, not only for those with the disease but for their caregivers and society as a whole.

You can help. The Roskamp Institute's funding comes from grants and the general public – people like you. Your donation to the not-for-profit Institute is tax deductible and goes to support the cutting edge research we're doing.

To learn how you can make a general donation, create family funds, donate stock, planned giving and corporate giving programs please contact Jamie Humphrey or John Ramsey at the Roskamp Institute at 941-752-2948 or email jhumphrey@rfdn.org. or jramsey@rfdn.org. Your kindness is greatly appreciated.

Roskamp Institute Memory Center

2040 Whitfield Avenue, Sarasota, FL 34243 • 941-752-2949



Today's Senior: Tips, Trends & Techniques For A Happier & Healthier Life!

Put On A Happy Face!

Pass Jack Schroeder in the hallway and ask “how are you?” and his reply is always the same, “happy!” Ask him his secret and he tells you it's about having a positive mental attitude – even when that's not how he feels.

“You know it helps me as much as it helps others because those positive vibes are contagious. Sometimes, I need that too!” 84 years young, part of Jack's secret is staying involved. He still works for the insurance company he co-founded, American Equity Investment Life in Des Moines, Iowa, where he flies every six weeks or so to tend to business. Ask about retirement and he smiles and asks, “Why would I quit a job I worked my whole life for?”

How important is his attitude? Studies suggest that happy people may have stronger immune systems and be less likely to get colds and flu and viruses. And even when they do, their symptoms tend to be mild. Happy people also have younger hearts and younger arteries. They recover more quickly from surgery, cope better with pain, have lower blood pressure, and have longer life expectancy than unhappy people. When people's happiness levels improve, so do their health behaviors. They exercise more, wear sunscreen, and go for regular checkups.

LuAnn Nelson, Director of our Masterpiece Living program has some additional tips for maintaining a ‘happy,’ positive attitude suggested by Tai Ben Shahar, who lectures on the subject at Harvard.

- Give yourself permission to be human – accept your emotions as natural.
- Happiness lies at the intersection of pleasure and meaning. Engage in activities that are both enjoyable and that have meaning for you.
- Happiness is dependent on your state of mind, not your status or bank account. You need to focus on the half full part of the glass, not the half empty.
- Simplify. We often compromise happiness by trying to do too much.
- Remember the mind-body connection. Exercise, get your sleep and eat well.
- Express gratitude, whenever possible.

All good ideas Jack has practiced for the seven years he and his lovely bride Virginia have lived at the Sarasota Bay Club. Which is why he is such an excellent example of Masterpiece Living.



LuAnn Nelson
Director of
Masterpiece Living



As Seen On The Web!

“Sites For Seniors”

This is the name of a website put together by the South Plainfield Library that will be one that you will want to bookmark once you get this web address keyed in...

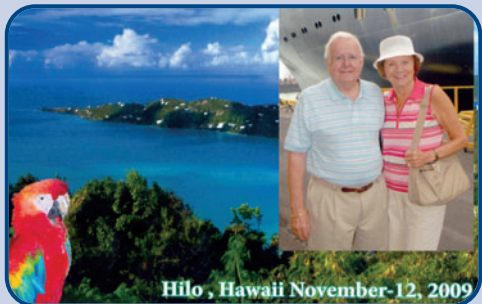
<http://www.southplainfield.lib.nj.us/seniors/seniors.htm>

You can save yourself a trip to the library by using this sort of electronic card catalogue put together by the South Plainfield library. It is one of the best sources you'll find to a host of topics including: the arts, media, culture & society; computers and technology; education; senior & aging resources; grandparenting; health, fitness and health care; law & government; money management; shopping & consumer info; and travel & transportation.



Sarasota Bay Club Travelers Aweigh!

Burnell & Vivian Schubbe celebrated Vivian's birthday during a cruise to Hawaii. They set sail out of San Diego on November 6th for a two-week Hawaiian cruise aboard Holland America's Ms. Zaandam.



Hilo, Hawaii November-12, 2009



November 07 - November 21st - 2009



SARASOTA BAY CLUB

Sarasota's Premier Retirement Community

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Sarasota, FL. 34236

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*Be Sure To Visit Our
Website At...*

www.SarasotaBayClub.com

*Where You Can Discover
The Many Different Benefits
of Living An Independent
Lifestyle at Sarasota Bay Club!*

Here's What's Happening Around Town... 'Tis the Season, Sarasota Style!



Norman Rockwell At The Ringling Museum...

His illustrations on the cover of the Saturday Evening Post perfectly captured the moments that made up our everyday lives. Now, the Ringling Museum will host an exhibition that pairs the art of Norman Rockwell with images by award-winning photojournalist Kevin Rivoli. From February 13th through April 25th. For more information, call 359-5700 or visit www.Ringling.org.



Kevin Kline Headlines The Sarasota Film Festival...

"There's nothing else; just us and the cameras. And those wonderful people out there in the dark." For film buffs rejoice – the 12th annual Sarasota Film Festival begins April 9th. Cinephiles from all over the world will gather to be the first to see the best of this year's films and to meet and greet the great filmmakers and stars that create them. For more information, call 364-9514 or visit www.SarasotaFilmFestival.com.

At The Van Wezel...



April 2 – In The Mood... With a big band orchestra, singers and dancers, IN THE MOOD, presents a retro 1940's musical. Experience the music of Glenn Miller, Tommy Dorsey, Artie Shaw, Benny Goodman, Harry James, Erskin Hawkins, The Andrews Sisters, Frank Sinatra, and more. This was the last time when all of America was listening and dancing to the same kind of music.

April 11 – Barbra & Frank The Concert That Never Was... Barbra and Frank in concert together – imagine the possibilities. Like none other, this concert that never was dares to ask "what if" and audiences and critics alike are raving about this sensational Vegas hit. Sharon Owens, winner of Fox TV's Performing As, joins Sebastian Anzaldo, one of the top Sinatra interpreters in the country. Owens' success has created a whirl wind of Barbra fans waiting to see Owens' famous tribute. With the voice, looks and mannerisms of "Ol' Blue Eyes," Sebastian has wowed audiences from coast to coast.

April 20-21 – Xanadu... Put a bunch of smash hit songs, Tony Award nominee Douglas Carter Beane and the cutest couple in town into a Broadway musical comedy blender, and what do you get? "Heaven on Wheels" says The New York Times. Taking audiences back to 1980 California, this hilarious new musical follows the beautiful Kira, who travels to earth to inspire a struggling young artist named Sonny, as she helps this aspiring painter to find his voice, discover true love and build the world's first roller disco (not necessarily in that order).

For more about the Van Wezel's offerings, go online to www.VanWezel.org or call 953-3368 Mon-Fri from 10:00 am to 4:00 pm or Sat. from 10:00 am to 3:00 pm.

**Want to
Learn More?**

*You Can
Contact Us
Anytime To
Set Up A Tour
And Lunch
Will Be On Us!*

**Call Today
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Enriching The Lives of Seniors Everyday!