



the Pleasantview Home

Winter 2017

Benefit Sale generates \$80,000

“Success” is the term most used to describe the 61st annual *Benefit Sale* held Nov. 4-5 on the campus of Iowa Mennonite School.

Gross proceeds for the weekend exceeded just over \$80,000, reflecting a generous spirit of the local community.

“We are very appreciative of each one who donated monetary gifts or auction items, served on a committee or helped out the day of the sale or attended and purchased meals or other items,” stated committee chair Nyle Kauffman.

“We need everyone to make the sale successful!”

A record 807 people ate the evening meal on Friday; the Saturday morning all-you-can-eat breakfast brought 339 people.

There were 447 auction items sold on either the silent or live auction, 60 of which were quilts, comforters or wall hangings. Twenty-seven meals in homes were sold.

Quilt prices ranged from \$30-1,050, with the *Challenge Quilt* bringing the highest bid.

Another popular sale item is the “Sweet Night of Music” at the *Home Place* located on Hwy. 22 between Kalona and Wellman. Owners Carey and Joani Miller will host an evening of desserts and music, with the music to be presented by *The Old Man Band*



Sale volunteer Marv Rempel hands a jar of canned beef to the high bidder during the Friday evening auction.

and *Acoustic Music*. The scheduled evening is June 10, 2017, with the 11th offered as a rain date.

Tickets still remain for that event and can be purchased by contacting Larry Swartzendruber at Pleasantview.

Of course, no auction is complete or successful without auctioneers, clerks and cashiers. Employees of *Hills Bank & Trust* and *CBI Bank & Trust* do the clerking and cashiering. Auctioneers this year included Stan and Gentry Yoder, Dwight Duwa, Lloyd and Jerome Miller and Delmar Yoder.

Some final thoughts from Kauffman: “As with all auctions, some items go high and some go low, but each dollar adds up and benefits the Pleasantview residents. Wellness room renovations and a new secure, outdoor courtyard for memory care residents will be purchased with this year’s net proceeds. Any additional funds will go toward the general welfare of Pleasantview residents.

“Thank you to everyone who contributed to the success of the weekend!”

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Images from 2015 Benefit Sale



Top left: On Friday evening more than 800 guests enjoyed a dinner of turkey steak, baked potatoes, coleslaw, dinner roll, and dessert.



Above: Sale attendee James Miller shares his bidding strategy with Clara and Ruth Ann Shetler prior to the live auction.

Below: Friday's silent auction generated a lot of interest.

Below right: Breakfast Committee co-chair Brandon Helmuth lends a watchful eye over the "pancake process" during Saturday morning's all-you-can-eat meal.



Above: Under the watchful eye of Pleasantview board member Lowell Yoder, young bidders Brynna and Marryn Boshart get in on the action. The two are the daughters of Tony and Tanna Boshart, and the great-granddaughters of Independent Living residents Allen and Lucille Wagler.

Left: Sale attendee Lloyd Bender hands the money pig to Pleasantview Independent Living residents Ethel and Henry Miller.



What's new in Advancement?



Larry Swartzendruber

What's new in advancement, you ask?

Perhaps a better question might be: what *is* advancement?

That seems to be a question asked a lot of persons in my position. For 29 years I engaged in similar work for another local institution, and I enjoyed the work tremendously. Working with high school students gave me great energy at Iowa Mennonite School...but it

was time for a change.

So on Aug. 1 of this past summer I began as *Director of Advancement* at Pleasantview. While taking nothing away from my wonderful experience at IMS, I've not regretted the change whatsoever. These days I'm finding my energy while spending my days among the senior citizens of our community.

In many cases I find myself reconnecting with persons from my past, since I grew up right here in Kalona and have lived in the area for the past 30 years.

But back to the original questions...

Second question first: What is advancement?

As one might expect, the position entails moving something forward. In this case it means advancing the mission of Pleasantview Home; helping Pleasantview move forward; expanding the opportunities and options for our residents...and future residents. I do that by looking for ways to market and promote Pleasantview, and by sharing with the community what our residents are doing. Believe it or not, there

are many activities on a daily basis, organized by our highly competent activities staff.

Our residents have plenty to do!

I also am charged with overseeing efforts to expand in a more tangible way -- the addition of facilities to enhance the living options for the residents of this area. That includes our current residents, of course...but also future residents considering their retirement years.

So what's new in advancement?

For starters, we're in what we call the "quiet phase" of a capital campaign.

That means we're visiting with folks and sharing the vision of a "better Pleasantview," whether that be our memory care facilities or assisted living. Our nursing care and independent living options will likely be altered at some point in the future. (All good changes, of course!)

Beyond having conversations pertaining to the building campaign, I am also enjoying the opportunity to just get to know the Pleasantview community. Hearing the stories of residents or visiting with a family member as they come to see their loved ones gives me great joy and appreciation for the aging in our community.

For now, suffice it to say that we are feeling a lot of excitement about the future. Rest assured our conversations with community members are generating a lot of interest.

You will hear more about the future of Pleasantview. I promise you that!

We've got plans, and we're happy to share them with you individually. As time goes on, you'll read and hear about them more publicly.

That, my friends, is what is happening in the world of advancement!



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Pleasantview Home
811 Third Street, Kalona, IA 52247
A Continuing Care Retirement Community

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About Pleasantview Home:

Developed by churches in the Kalona area in 1958. Pleasantview Home is a non-profit retirement community offering a continuum of services, from independent living to nursing and Alzheimer's care.

Mission Statement:

Pleasantview is a Christ-centered community that promotes aging well and supports the quality of life for our residents, their families and our employees.

Core Values:

Integrity ... quality ... compassion ... faith ... community

Board of Directors:

*Michael Loss, chair
Dave Hochstetler, vice-chair
Lee Ebersole, secretary
Gary Fisher, treasurer
Wanda Miller Beachy, Janet Erb Geyer, Rachel Knebel, John H. Miller, Margaret J. Miller, Lowell Yoder*

Published quarterly by the Advancement Office. Editor: Larry Swartzendruber



Three young angels from the community spread holiday cheer to the many residents and family members braving the snowy winter weather, during the annual resident/family Christmas party on Dec. 10. Left to right are Maggie Shetler (Joe & Rachelle Shetler); Aubrey Miller and Lauren Miller (Ryan & Natasha Miller). The girls spent the hour handing out candy canes to all who attended.