



A Newsletter by LifeSpire of Virginia | [LifeSpireLiving.org](http://LifeSpireLiving.org) | Spring 2016

# Community Matters

## Introducing

# LifeSpire of Virginia

## Faith. Wellness. Community.

Virginia Baptist Homes is now LifeSpire of Virginia. The decision to change the organization's name was not one that senior leadership and our Board arrived at overnight. So why make the change now?

In 2015, our Board of Trustees requested we take a closer look at the organization's name and how it was perceived among our residents, staff, constituents, and prospective residents. Brooks Adams Research (BAR), a market research company based in Richmond, Virginia, was chosen to help with this work. The BAR team spent six months researching the VBH name by speaking with the above-mentioned groups.

The results of the research became apparent early in the process. While the VBH name says a lot about our history and legacy, it did not encompass all we are today. When VBH was founded, the name perfectly described who we were. VBH was founded as a home to care for aging Baptists, provided they were members in good standing of Baptist churches affiliated with the Baptist General Association of Virginia. Today VBH communities

welcome people of all faiths. It is not uncommon for someone to ask, "Do I have to be Baptist to live at a VBH community?" You do not. In fact, less than half of our residents today are Baptist, so clearly you do not have to be Baptist to live in a VBH community.

"Homes" was another component of the VBH name examined during the research. In the 1940s when VBH was founded, "The Baptist Home" was a good descriptor for the company. However, today the word "home" carries another connotation—nursing home. People are not interested in "moving to a home" or "being put in a home." They may say, "I'm not ready for the home." Prospective residents we surveyed felt the word "home" implied a sense of weakness or helplessness, leading them to believe that perhaps we were not the right fit for them given their active lifestyles.

A third factor in the decision to change the name was the coming of the Baby Boomer generation. The leading edge of the Baby Boomers—those born between 1946 and 1964—is turning 70 this year. Of these, 10,000 will turn 65 every day for the next 18 years! Research has shown the Baby Boomers are interested in participating in physical fitness programming designed to strengthen the body's ability to function efficiently and effectively, even more than previous generations. In short, robust wellness programming will be critical to attracting Baby Boomers to LifeSpire communities in the future.

A final point that came through with clarity from the research was that residents and prospective residents value our faith-based non-profit status. Though our name is changing, we will never change the fact that we are a Christian-based organization with

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# The Glebe Staff Presents Program at ICAA Conference

In 2015, Rachel Carson, Wellness Coordinator, and Tricia Cronise, Aquatics Instructor, at The Glebe submitted an application and were selected to be among the presenters at the annual conference of the International Council on Active Aging (ICAA). The mission of the ICAA is to promote Active Aging as a solution for improving the quality of life for older adults. Applications for presenters are reviewed by a board composed of ICAA advisors and members, including at least two reviewers from academia. The board evaluates the applications on multiple criteria such as measured outcomes and innovation. Rachel and Tricia's selection is a significant achievement.

The Glebe presentation at the ICAA conference was entitled "Wellness Redesigned: Building New Programming for a CCRC." It focused on how Rachel and Tricia designed wellness programming to meet the needs of Glebe residents and how their approach could be adopted by other organizations. The presentation also featured Glebe amenities, exercise classes, wellness activities, growth in participation, and success stories. Exercise classes offered at The Glebe include both aquatic and land-based options:

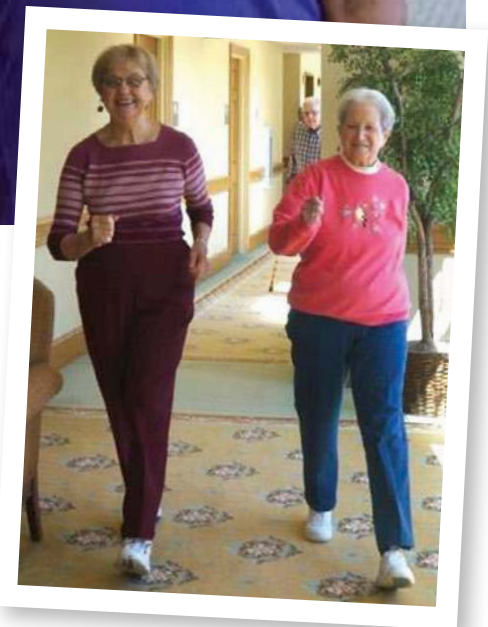
**AQUATIC:** Deep Water Aerobics, Aqua Strength and Balance, Water Aerobics, Water Aerobics for Beginners, Water Walking, Arthritis Water Workout, and Cardio Wave.

**LAND:** Chair Exercise, Aerobics Strength and Stretch, Functional Fitness, Mindful Movements, Balance, Chair Dancercise, and Chair Yoga.



**"I came away from the conference energized and with inspiration for some new programs. For example, we brought home ideas for walking programs that incorporate meditation, leg strength, and balance, and Nordic poles. We hope to use these ideas to jumpstart a walking program in the spring."**

*— Rachel Carson*



**Top: Rachel Carson and Tricia Cronise in the Johnson Aquatic Center at The Glebe  
Bottom: Walkers Ruth Bokum and Jackie Werb**

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# Miss Maggie Ingram's Inspiration Lives On

The [VBH Foundation](#) displays artist work by employees and residents of LifeSpire Communities in the Robinson Gallery, an area adjacent to the Foundation's offices. At a recent reception for the artists of a new exhibit, Tonya Kernodle, Accounting Coordinator for LifeSpire, admired a portrait and was almost sure it was of someone she had long admired. According to Tonya, "When I read the detail under the painting, my mind immediately thought of Miss Maggie Ingram."

**M**iss Maggie was the "Gospel Queen" for more than five decades in Richmond and founder of The Ingramettes, members of Miss Maggie's family. She passed away June 23, 2015.

"I approached Shirley Spangler, who painted the portrait, and asked her if the painting was Maggie Ingram," Tonya said.

"Yes! Do you know her?" asked Mrs. Spangler, who has lived at Lakewood for nearly a year and a half.

"I told her I did not know Miss Maggie personally but that we had crossed paths on occasions because of our involvement in the Christian music arena," Tonya recalled. "As I shared more detail, Mrs. Spangler said she had been inspired to paint the portrait after reading an article and seeing an accompanying picture of Miss Maggie in the *Richmond Times-Dispatch* following Miss Maggie's passing."

"The picture of Miss Maggie in the article attracted me because of her stature and her colorful jacket," Mrs. Spangler explained. "She had a queen-

like presence. Miss Maggie was a remarkable woman who found life's satisfaction in her faith, family, and teaching. Success came to her; she did not seek it."

Painting has been a part of Mrs. Spangler's life since childhood. It enabled her to pay her way through college and beyond to teach.

"I would like to give the painting to Miss Maggie's family," said Mrs. Spangler, who painted the portrait of Miss Maggie while at Lakewood. "I believe artistic ability is a gift to be shared—gifting is my pleasure."

"I was moved in so many ways during my conversation with Mrs. Spangler," Tonya said. "I was amazed by the notion that two women from two completely different backgrounds would come together because of their passionate expression for art—Mrs. Ingram's love for art through music and Mrs. Spangler's love for art through painting. While the two women seemingly had nothing in common, they have everything in common—that commonality being their love for God."



**"The picture of Miss Maggie in the article attracted me because of her stature and her colorful jacket. She had a queen-like presence. Miss Maggie was a remarkable woman who found life's satisfaction in her faith, family, and teaching. Success came to her; she did not seek it."**

— Shirley Spangler

Tonya's experience with Mrs. Spangler was so meaningful to her that she shared it with Pat Morris, Vice President of VBH Foundation.

"I have gained a greater appreciation for the ministry of LifeSpire and how it relates so well to everyday life," Tonya said, "'What a wonderful place to live,' I thought. Now, as an employee, my amazement and love for the community

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# People Matter

Following a conversation between Liz Gee, Director of Sales and Marketing for The Chesapeake, and Cliff Francis, a resident who just loves to make friends, they agreed it would be right up his alley to host a dinner with new residents as the guests. Cliff went right to work on making the arrangements, asking Tom and Gaybrook Crittenden to host the dinner along with him. They agreed, and the plans were finalized.

Among the newest residents were Buck Ivey, Harry Register, Bill Roberts, Jim McClary, and Ann Watkins. During dinner, they quickly became acquainted as they shared about life at The Chesapeake. Cliff said, "Getting new residents into the mainstream promptly is very essential as it helps them feel at home in a very short time." Liz added, "If anyone can help new residents instantly feel at home, Cliff Francis is one of the best."



**Left to right: George Moore, Dining Room Manager, pours coffee for Gaybrook Crittenden as Berkley Ivey, Harry Register, Ann Watkins, Cliff Francis, Tom Crittenden, and Ed Kothmann enjoy dinner at The Chesapeake.**

It didn't take long before the group found things in common such as working for the same organization, military service, places they had traveled, sports, etc. They also talked about the lifestyle, services, amenities, and the homelike atmosphere at The Chesapeake. The hosts shared their interests, including gardening and volunteering, and they invited the newer residents to join in these activities.

The group had a lot of fun, enjoyed dinner in The Chesapeake Dining Room, and became instant friends. Lots of smiles and laughter topped off the evening.

Plans are in the making for dinners with other new residents to personally welcome them to The Chesapeake. As Cliff said, "We are one big, happy, and loving family."

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## Introducing LifeSpire of Virginia | *Continued from Page 1*

Baptist roots, and we will remain a 501(c)3 non-profit.

So why change to LifeSpire of Virginia from VBH? First and foremost the word, "life," is a great descriptor of what takes place in our communities. Every time I visit a LifeSpire community, I am amazed at the number of residents and employees I see engaged and embracing life with joyful abundance. Life seems like a natural fit to describe our organization. The word, "spire," harkens to our Baptist roots and is a

visible reminder that faith is of paramount importance to the organization. LifeSpire embodies the fullness of who we are today and all that we hope to be in the future; it says we are a welcoming, inclusive family of communities, based in faith and committed to excellence in everything we do.

A point of clarification: While LifeSpire of Virginia will be what VBH is known as going forward, the legal name will not change. Virginia Baptist Homes, Inc. will be doing business as (dba)

LifeSpire of Virginia. This model is similar to some of our community names. For example, The Newport News Baptist Retirement Community, Inc. does business today as "The Chesapeake." Most importantly, LifeSpire of Virginia will remain a faith-based non-profit organization.

Though LifeSpire is one family, we cherish the fact that each community retains a unique identity consisting of defining characteristics and deep

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## The Glebe Staff Presents Program at ICAA Conference | Continued from Page 2

Rachel and Tricia reported on successful outcomes of Glebe Wellness Programming—specifically, increased participation in exercise. On average, 123 different residents exercised throughout each month in 2015. Since approximately 230 residents live at The Glebe, including residents in Health Care, Assisted Living, and Independent Living, their data reflect about a 58 percent participation rate in monthly exercise for the entire community. The Wellness Program has been very successful in increasing resident participation. Rachel and Tricia attribute the success of the Wellness Program to the application of basic health program planning principles, synergy with other departments in the community, and meaningful and positive relationships between Wellness staff and residents.

Research shows that any amount of exercise can be beneficial to your health. Since The Glebe Wellness Program has increased the level of activity of residents and the number of residents who are participating in at least some amount of exercise, the value of the program may be quite substantial in improving the health, independence, and quality of life of residents at The Glebe.

Rachel said, “I came away from the conference energized and with inspiration for some new programs. For example, we brought home ideas for walking programs that incorporate meditation, leg strength and balance, and Nordic poles. We hope to use these ideas to jumpstart a walking program in the spring. We are always looking for ways to better serve our residents!”



**A beautiful place for yoga: Left to Right: Karen Carter, Caroline Huntley, Clyde Carter**

## Miss Maggie Ingram's Inspiration Lives On

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has inspired me to share the great value of LifeSpire and Lakewood with others. This community is unlike any other that I have ever visited. What an honor to be among the residents—all of whom have a story.”

“As an employee, I see history, hope, and legacy,” Tonya continued. “Among the staff providing care for the residents, I see compassion, caring, and commitment. Among my fellow employees of LifeSpire, I see dedication and hard work.”

We contacted Dr. Almeta Ingram-Miller, Miss Maggie's daughter, and we are excited that plans are underway for the Ingramettes to perform at Lakewood and for Mrs. Spangler to present their mother's portrait to them.

## The Easiest Way to Make an Impact:

### *A Gift in Your Will or Living Trust*

Ready to start planning today? Visit our online resources at [www.vbh.planmylegacy.org](http://www.vbh.planmylegacy.org) and view your copy of *A Guide to Making Your Will: Direct Your Assets to the People and Causes You care About Most.*



@lifespireliving

Find us on 

Culpeper Baptist Retirement Community  
Lakewood Retirement Community

LifeSpire of Virginia  
The Glebe Retirement Community  
The Chesapeake Retirement Community



# VBH Foundation | *New look...same name and mission*

Faithfully supporting LifeSpire's benevolent mission

In February, during meetings with residents in our four communities, VBH announced a name change and logo refresh of the parent company to better reflect the organization we have become. LifeSpire of Virginia, formerly VBH, Inc., is dedicated to serving residents through Faith, Wellness, and Community in our four Virginia markets. Much has not changed. Our passion for residents has not wavered, and our commitment to excellence of service continues as always.

One question raised at the first meeting was, "What is happening to the VBH

Foundation? Will it still be here for us if we need it?" **Yes!**

**The VBH Foundation hasn't changed its name or its mission.** We did, however, choose to refresh our look to more closely align with the new face of LifeSpire of Virginia. Our more than 70 years' history of benevolent support of seniors will not change. Our mission is still "rooted" in the history of Virginia Baptist Homes and will continue its partnership with Virginia Baptists.

In fact, we are revisiting our philanthropy goals to set our sights even

higher to ensure we will have enough funds to support those who need it. In the coming months, as LifeSpire works to refresh our facilities, add additional residences to two of our campuses, and upgrade our capacity to serve those who want to join our family, the VBH Foundation will be doing some strategic planning of its own. We will be looking to predict our future benevolence needs as we work to sustain the level we are able to provide today. So stay tuned for updates throughout the year! And, as always, feel free to contact Pat Morris at the Foundation, (804) 521-9229.

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## At Home Again at CBRC

Jim Jacobson's career with LifeSpire began in 1991 at Culpeper Baptist Retirement Community (CBRC). Later he moved to Lakewood, and in September of this year he returned to CBRC as Executive Director. We asked Jim to share about his career with LifeSpire. Following is his story.

"Being appointed as the new Executive Director for CBRC on September 1, 2015, was a special day for me. I was sad to see Mr. McElmurray retire as Executive Director. He hired me in 1991, and I learned a great deal from him through the leadership values and example he displayed daily for his 30 years of service with VBH. I am grateful to have the opportunity to return to CBRC. After nearly 25 years, it has been an amazing experience. My warm welcome from staff and residents

was appreciated. Everyone made me feel like I had never left. Many of the same staff are still working hard since my departure, some for more than 40 years! This spring, my wife and I plan to move and once again enjoy life in Culpeper. Culpeper has grown over the years, but it still provides the comfort and values of an extraordinary small town.

Before returning to Culpeper, Lakewood was a big part of my life for 20 years. I miss the residents and staff of Lakewood and value their friendship. A special thanks to Jeff McInnis, Executive Director at Lakewood, who has been a great role model and friend for the past 25 years. He has provided me opportunities to grow and advance within the organization and offered support along the way.

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**After 25 years it has been an amazing experience. My warm welcome from staff and residents was appreciated. Everyone made me feel like I had never left.**

— Jim Jacobson

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I am excited about the new challenges and opportunities at CBRC. After many years in various roles with the organization, my appointment as Executive Director means new challenges for me personally and professionally. Serving CBRC as Executive Director is rewarding.

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# Lakewood and CBRC Expansions



**Preliminary rendering of the expansion at Culpeper**

**W**ebster's defines evolution as "a process of change in a certain direction." It is timely and accurate to state that this describes LifeSpire very adequately. As you learned in this edition of Community Matters, Virginia Baptist Homes has changed our name to be more reflective of our brand. While this is a big change, it doesn't change who we are, who we serve and most importantly it doesn't change our focus and commitment to residents.

We are doing more than changing our brand; we are significantly changing the way we look. Our Culpeper and Lakewood campuses are preparing to get a significant facelift—including a brand new front entrance at Lakewood.

At our convenient location in Richmond's West End, Lakewood is adding 65 new independent living residences. Accompanying these new additions, we are redesigning our commons and amenity spaces to have a full offering of wellness and fitness programs, such as water aerobics, Tai Chi classes, group fitness classes and a bridge game. You will even be able to book an appointment with a private massage therapist.

Lakewood will also create dining experiences in multiple venues that will bring a wide variety of choices and options to our residents. You will be able to grab a burger overlooking the

new lake, or have a glass of wine paired with a Chilean Sea bass in our formal dining room. Our goal is to create one of the most envied dining experiences of any retirement community.

At Culpeper, we will be creating a new front entrance, plus a new entrance road and new building. We will change the access point to our community from Rte. 15 to Rte. 299 and the campus will then be turned to face the beautiful Blue Ridge Mountains. We will have a rehab-to-home neighborhood, specialized space for residents facing memory care challenges, skilled nursing, assisted living and residential apartments.

For Culpeper this is long overdue. We have long been known for providing some of the best care in the area. We have been accomplishing this in a building built in 1948. We can't wait to give residents and staff a new building, multiple dining venues, a wellness center, library, walking trails and all the amenities our residents deserve.

LifeSpire is excited to bring these new projects from a vision to a reality for our Culpeper and Lakewood residents and staff. Both of these projects are long overdue and will serve as a spring board as we evolve to serve not just our current residents and families but the next generation of retirees!

**LifeSpire**  
of Virginia

Faith. Wellness. Community.

  
**VBH Foundation**  
Faithfully supporting LifeSpire's benevolent mission

The funds we raise help eligible residents who outlive financial resources needed to cover the cost of their care. During 2015, we have provided almost \$1,089,614 to 60 residents in our four communities.

LifeSpire of Virginia operates four exceptional communities that welcome people from all faiths and share the steadfast mission of providing *Dignity in Living*.

## Let Us Hear From You

For more information about VBH Foundation, visit [LifeSpireLiving.org/foundation](http://LifeSpireLiving.org/foundation) or call (804) 521-9229. Our communities may be contacted at the numbers below:



Culpeper  
(800) 894-2411



Newport News  
(800) 345-0474



Richmond  
(866) 521-9100



Daleville  
(877) 994-5353

## At Home Again at CBRC | *Continued from Page 6*

It was about 25 years ago that I served as the Director of Dining Services at CBRC. The opportunity to grow and advance within LifeSpire has been a huge positive for my professional career. I am very grateful to be part of the LifeSpire family.

The residents of CBRC are so proud of their home. We often talk about the sense of family and friendliness we share. The residents see themselves as an extended family. The words family, love, and compassion always rise to the top of every conversation. CBRC is a beautiful place to call home and work.

CBRC and LifeSpire have many quality long-term employees within the organization. We often hear how they appreciate the communities' atmosphere, vision, organizational values, and faith-based commitment. When I ask staff why they have stayed for so many

years, "making a difference in the lives of the residents" is often shared. We recently presented annual service awards to many staff for years of dedication to CBRC. It was exciting to show appreciation to Brenda Wilkins, who has served CBRC as a dining assistant for 45 years. Brenda spoke from the heart and shared her gratitude for the family atmosphere and the love in the room, and then she thanked the Lord for providing such a great place to work to carry out His Word. Everyone in the room was touched by her words.

Over the past 25 years, I have seen many positive changes take place within LifeSpire. My personal commitment to serving seniors and providing dignity in living has always been a top priority. Coming to work at Lakewood and CBRC certainly has been more than a job in my life. Being a part of the LifeSpire family brings me much



**Betty Jo Bates and Jim Jacobsen enjoyed a recent holiday gathering.**

satisfaction and gratitude. I am passionate about my career choice of providing care and services to seniors and look forward to the next chapter of my life."

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## Introducing LifeSpire of Virginia | *Continued from Page 4*

connections to local areas. LifeSpire proudly supports each community in its individual needs and offers a host of ongoing initiatives that include training programs for staff, support for dining and wellness programs, and access to the combined knowledge and experience of a large organization. We constantly work to ensure that the same level of excellence is present across all four communities. Thanks to positive leadership and a hard-working, dedicated staff, our residents know they can look forward to the highest quality of service, a host of innovative programming and countless opportunities for improving their health and well-being each and every day.

Throughout our 70-plus year history, we've remained true to our long-standing faith-based tradition, and this tradition will continue to guide us in the future as we take the exciting step of changing our name. Welcome to a new standard for our organization, focused not only on providing great care, but also offering life in abundance to our residents through spiritual, emotional, and physical well-being.

I welcome your thoughts about our name change or other areas of interest to you.

Peter Robinson  
Vice President for Marketing  
and Public Relations  
[probinson@lifespireliving.org](mailto:probinson@lifespireliving.org)

**GO**  
**GREEN**

If you would like to start receiving Community Matters electronically instead of in print, send an email to Ann Lovell, LifeSpire Corporate Director of Communications, at [alovell@lifespireliving.org](mailto:alovell@lifespireliving.org)

