Why Do We Celebrate Valentine's Day?

We celebrate Valentine's Day, because until 1969, it was one of the many Saint's Days observed by the Catholic Church. It was dedicated to the patron saint of romantic causes, St. Valentine.

Although it was removed from the Church's calendar in 1969, the religious meaning coupled with Valentine's Day's roots in Roman paganism have allowed it to continue as a holiday for everyone.

Early Christians saw Valentine's Day as a way to honor St. Valentine, of whom there were actually three. The Catholic Church recognizes three saints by that name, all who were martyred on February 14.

The St. Valentine the day is named for was, most likely, a priest in the 3rd century who performed secret marriages when the Roman Emperor Claudius II thought single soldiers were more likely to enlist in the army. That St. Valentine was imprisoned and executed on February 4, 270. It is believed he sent the jailer's daughter a note saying, "From your Valentine." The phrase is still widely used on valentines today.

In 496 A.D., February 14, was declared in the name of St. Valentine by Pope Gelasius. It remained a Church holiday until 1969, when Pope Paul VI took it from the calendar.

On February 14, the ancient Romans celebrated the Feast of Lupercalia in honor of Juno, the queen of the Roman gods and goddesses. Juno was also the goddess of women and marriage so honoring her was thought to be a fertility rite.

At the feast held the next day, the women would write love letters and stick them in a large urn. The men would pick a letter from the urn and for the next year, pursue the woman who wrote the chosen letter. This custom lasted until the 1700's when people decided their beloveds should be chosen by sight, not luck.

Linda's Notes

Dear Activity Professionals,

It has been a busy month here in The Activity Director’s Office. We are looking into several new features for Activity Director Monthly, new graphic designs are being worked up for our Activity Director Apparel and Gift Store, and we are just about to provide another helpful store to our list. Thanks for all of your support.

Bob is designing a new cartoon series featuring nursing home life and the activities department. It will be based on our own experiences as activity director and administrator. Look for it in an upcoming issue of Activity Director Monthly.

I want to remind you that our premium newsletter for health care facilities is now free and included with Activity Director Monthly. You will find it starting on pages 13-17 of this issue. Just place your newsletter title on the front page and your address on the back. Then use it for your own facility newsletter. We hope this will save you and your facility a considerable amount of time and money. Enjoy!

Sincerely,

Linda

Linda Lucas is the owner of The Activity Director’s Office website. She has been an Activity Director in Indiana since 1983.

Readers may contact Linda at: admin@theactivitydirectorsoffice.com

http://www.theado.makesparties.com
President’s Day

History of the Holiday

The original version of the holiday was in commemoration of George Washington's birthday in 1796 (the last full year of his presidency). Washington, according to the calendar that has been used since at least the mid-18th century, was born on February 22, 1732. According to the old style calendar in use back then, however, he was born on February 11. At least in 1796, many Americans celebrated his birthday on the 22nd while others marked the occasion on the 11th instead.

By the early 19th century, Washington's Birthday had taken firm root in the American experience as a bona fide national holiday. Its traditions included Birthnight Balls in various regions, speeches and receptions given by prominent public figures, and a lot of revelry in taverns throughout the land. Then along came Abraham Lincoln, another revered president and fellow February baby (born on the 12th of the month). The first formal observance of his birthday took place in 1865, the year after his assassination, when both houses of Congress gathered for a memorial address. While Lincoln's Birthday did not become a federal holiday like George Washington's, it did become a legal holiday in several states.

In 1968, legislation (HR 15951) was enacted that affected several federal holidays. One of these was Washington's Birthday, the observation of which was shifted to the third Monday in February each year whether or not it fell on the 22nd. This act, which took effect in 1971, was designed to simplify the yearly calendar of holidays and give federal employees some standard three-day weekends in the process.

Apparently, while the holiday in February is still officially known as Washington's Birthday (at least according to the Office of Personnel Management), it has become popularly (and, perhaps in some cases at the state level, legally) known as "President's Day." This has made the third Monday in February a day for honoring both Washington and Lincoln, as well as all the other men who have served as president.

For more information on Presidents of the United States visit the Whitehouse website at http://www.whitehouse.gov/history/life/
Five Favorite Organizational Tips

The beginning of a new year often fosters feelings of hope and a fresh start. Past mistakes, oversights and bad habits are forgiven and opportunities to start anew are present. As an activity professional, I am always looking for ways to be “more organized” and “use my time more effectively”. I am one of those spontaneous, creative people who likes to save everything because it might be useful someday, is excited and distracted by new ideas and starts new projects on a regular basis. My personality does not lend itself completely to the organized, time efficient person I strive to be. In spite of my limitations, I have managed to find a time management and organizational style that allows me to function effectively within my world.

Throughout the years, I have continued to read time management articles and buy the latest books, looking for more ways to be more effective. In the end, I come back to my favorite five ways to be more organized. They are not the most innovative ideas and they don’t involve spending a lot of money buying organizational plastic bins at Wal-Mart (although there is some satisfaction in that approach). But practiced regularly, they have become my time management routine which works for me. Each activity professional needs to find their own organizational style. Acquire habits steadily, one by one. Practice them daily and eventually you will have a time management style that works for you.

1. Throw things away that are not necessary. I have a difficult time letting go and determining what things are unnecessary, but some things are. I had kept every newsletter and publication from every organization I had belonged to since 1984. It was either throw things away or put an addition onto my office. I am much better now and once yearly, I go through my files and discard information that I have not used in the past year or I could easily find on the Internet.

2. Make lists. I know every time management book says to make lists and prioritize, but it does work. My suggestion is to find your own way to prioritize. I used to do the “A” and “B” priorities but now I create my own sections. I have sections for “urgent”, “to do when I am procrastinating other tasks”, “things to do this year” and “things to do before I die”. Lists provide me with visual cues to remain focused and a sense of satisfaction when I can cross something off.

3. Use a notebook for all phone messages. I read this idea in a Marge Knoth book and it is one of my favorite organizational tasks. I used to write phone messages on scrap paper or post it pads and we all know what happens then. I would lose papers on a regular basis (and waste a lot of time looking for them). Once I started writing all messages into a spiral notebook, my life changed. The initial phone call, when the call was returned and what was done for that person is all written in the notebook. It becomes a diary of phone work. I can look back and know when someone called and what I did in response. Unfortunately, now I have to learn how to throw away the notebooks when they are filled because I have saved them back to the year 2000.

4. Find your prime time of the day. Everybody has a time when they are most productive. I am a morning person and can achieve more in the first two hours of my day than the remaining six hours. Knowing that, I structure my day to tackle big projects and things I don’t like to do during that time. In the later hours, when I am less productive, I do the things that are more repetitive, require less mind power or are more energizing. Everyone has a prime time. The challenge is to find it and use it well.

5. Have goals. If you don’t have your own goals (serious goals), it is very easy to be pulled into helping other people achieve their goals. Even unachievable goals can be come achievable if you create a plan. To set a goal of “get certified” or “get a better job” are not clearly achievable. All goals need achievable steps such as “take the MEPAP course”, and “attend two workshops this year”.

(Continued on page 10)
Setting the Dinner Table

Do you have residents who love setting the dinner tables, but you constantly have to go back and redo what they have done? Here is a solution. Use these colorful placemats to guide the helpful residents to the correct areas for the plate, silverware, and cup.

Materials needed:
1. Contact paper
2. Colored construction paper
3. White paper
4. Scissors
5. Glue

Steps to follow:
Using the white construction paper, cut out shapes that resemble the ones below:

Glue the shapes in the same pattern as above onto a piece of construction paper. Once the glue has dried, carefully place the construction paper onto a 13x19-inch piece of contact paper. Then cover the other side with the same size of contact paper. Cut any uneven edges.

Goin’ Fishin’ in Jell-O

Materials needed:
1. 2 batches of Jell-O
2. Ice cube trays
3. Large bowl
4. Paper
5. Pen
6. Foil
7. Wet towel

Steps to follow:
Make the two batches of Jell-O and place into ice cube trays. For more color, use two different kinds of Jell-O.

Then write a bunch of reminiscing questions on the paper. Try to make them relevant to the resident. For example:

What was your favorite event of your childhood?
What were your parents’ careers?
What did you do for relaxation 30 years ago?
What was your favorite place to go on vacation?

Once you have about 10 questions made, cut them apart. Place in the middle of a square piece of foil, and scrunch up into a ball. When the Jell-O is finished, place the square cubes into a large bowl and randomly place the foiled questions into the bowl as well. Have the resident fish out a question and answer it. Use the towel to wipe off his or her hands.

Three Fun Activities for Anytime

Word Poetry

Materials needed:
1. Craft foam
2. Hot glue
3. Magnet strips, sheet, or dots
4. Permanent marker
5. Scissors
6. Metal sheet

Steps to follow:
Cut the foam into squares, depending on the size of word you are using. For short words use 3”x7” and for long use 3”x9” squares. On the squares, use the marker to write words in large print. Then cut small pieces from the magnet strip or sheet and hot-glue onto the back of the square foam pieces. Then use a large sheet of metal for the activity and have the participant create a poem, sentence, or haiku. Talk about what it means to them.
Dementia Units and Activities:

Many facilities have taken the step of adding locked dementia units. Unfortunately, all too often we are seeing little or no programming for those residents. Additionally, we are seeing these day rooms with lack of supervision or not enough staff to work with the residents. Nursing assistants should be rotated into the day rooms for supervision and to assist the activity staff. It is recommended that activities on these units run 7 days a week from the hours of 9:30 A.M. to 8:30 P.M. Activities play a huge role during the evening hours when the nursing assistants are providing ADL’s. Your Safety Committees minutes clearly show a higher incidence of falls and accidents with residents who are left unsupervised in the day rooms during the evening hours. A strong dementia activity calendar should be designed to include daily music, exercise and reminisce programs. We recommend that you offer exercise and music programs in the morning. You have less time to provide activities that require “time” such as crafts and cooking programs due to the lunch hours. In addition, the residents are confused and have just gotten up. It is a lot to ask of them to complete projects that require concentration.

Props should be utilized during programs as much as possible. The props will offer a visual and keeps their attention. For the exercise programs you could offer pom poms, maracas, wands, top hats and parachutes. At no time should ball toss or balloon toss be offered. One, because they are slow to respond so we should not be throwing anything at them and two, props engages the entire group and keeps their hands strong. The music programs should include props such as tambourines and musical instruments. We recommend Sing A Long With Elder-song for this population.

In the afternoon, we recommend horticulture, crafts and cooking programs when meal programs do not restrict time for activity programs. In the evening, we recommend non-stimulating activity programs. Instead offer; reminisce programs, pet therapy, doll therapy, Wake Up Program, Timeslips, folding towels or easy to

party supplies at http://www.activitytherapy.makesparties.com Get creative! Here is your chance to not only show your staff you appreciate them but your community all that you do! Please include your name, title, email address, address of facility and phone number. We will be judging your submissions on creativity and the number of events and examples you give us about the ways you honored your staff and the recognition you brought to the Activity Professionals Week. You can also mail your submissions to Alternative Solutions in Long Term Care 103 Valley View Trail Sparta NJ 07871

You can offer these programs at a slower pace and allow time for success and completion of the activities. A strong dementia calendar offers activities that change on the half hour, are flexible and geared to the residents interest. Offer coloring activities and simple craft projects, keeping in mind to make sure all activities are age and ability appropriate. Remember, all activities that you offer, should be success oriented, failure free, purposeful and meaningful for every resident who is attending that event.

In the evening, we recommend non-stimulating activity programs. Instead offer; reminisce programs, pet therapy, doll therapy, Wake Up Program, Timeslips, folding towels or easy to

Attention Activity Professionals... You Can Win a $100.00 Gift Certificate

In honor of all that you do, we are having a contest. Deadline is February 14th 2006. Please submit by email to activitytherapy@aol.com. Please tell us the size of your building, how many staff members you have and how you honored your activity staff during activity professionals week. The winner will receive 100.00 gift certificate to be used towards criteria.

(Continued on page 11)
The NAAP Page
National Association of Activity Professionals
“Founded by Activity Professionals for Activity Professional”
http://www.thenaap.com

Special Event Ideas for February
By Debbie R. Bera/ADC, NAAP Public Relations Trustee

When we think of February, of course we think of Valentine’s Day, love and friendships. February has become most known for this holiday. Many Activity Professionals focus programming on these themes during the month. I would like to share with you two very successful activities that I have been coordinating for many years for my residents.

The first one I’d like to share with you is our Annual Sweetheart Dinner. This event is for our married residents and their spouses. It does take significant planning and coordinating, especially since census changes so rapidly for nursing homes now. I aim to have it right on Valentine’s Day unless it falls on the weekend then we hold it either on Friday or Monday. About a month prior to the event, I go through our resident roster identifying those residents who have a spouse. This is ongoing right up to the event i.e. if a resident comes in the day before the event and has a spouse; we include them in the event. This means you have to plan for some extra “couples” when doing your initial planning. I then design beautiful invitations (I subscribe to americangreetings.com.) that are sent out to each couple two weeks before the event. They must RSVP a week prior to the event so food counts can get in to the dietary department. Our dietary dept. plans a special meal at no charge to the couples (this is not the same meal served to the other residents that day, but something you might go out for with your significant other for Valentine’s Day.). I arrange to have The Stevens Point Barber-shoppers Quartet come in during the meal to do singing telegrams to our guests and they present them with a Valentine card and a single long stemmed red rose. (Yes, this is quite costly, but the PR you get out of this event is worth the money spent, but more on that later.) As the guests arrive, we place them under a trellis archway that is deco-

(Membership)

MEMBERSHIP
WHY NOT JOIN NOW?

There are so many benefits when you belong to NAAP! Each member will receive a newsletter which will give the updated reports on Government Relations, Special Interests, International Updates, Professional Development, Nominations, Standards of Practice, Financial Updates and a Membership Report. Along with this comes an update from our President, Diane Mockbee, and our Executive Director, Charles Taylor.

Members will also receive a discounted rate at the Annual Conference which is held in March/April of each year.

Membership dues are only $70.00 per year. If you are a student in the 90 Hour Basic or Advanced Courses, your dues are only $50.00 for the first year.

Email us for more information at membership@thenaap.com.

Join Now! You can download and mail in this application with your payment or use our new online registration.

(Continued on page 7)

About NAAP
Founded by Activity Professionals for Activity Professionals...NAAP is the only national group that represents activity professionals in geriatric settings exclusively. NAAP serves as a catalyst for both professional and personal growth and has come to be recognized by government officials as the voice of the activity profession on national issues concerning long-term care facilities, retirement living, assisted living, adult day services, and senior citizen centers. NAAP is nationwide in scope with a growing membership in Canada and Bermuda. The National Association of Activity Professionals recognizes the following values: The quality of life of the client/resident/participant/patient served is the primary reason for our services. The strength of NAAP lies in the diversity of its members. NAAP recognizes the rich cultural, and educational backgrounds of its members and values the variety of resources represented. The strength of NAAP also lies in the development and promotion of scientific research which further defines and supports the activity profession. NAAP values the development and maintenance of coalitions with organizations whose mission is similar to that of NAAP’s for the purposes of advocacy, research, education, and promotion of activity services and activity professionals. NAAP values members who become involved at the state and national level to promote professional standards as well as encourage employers to recognize them as professionals. NAAP affords Activity Professionals across the country the opportunity to speak with a common voice...NAAP successfully worked with members of Congress to secure a change in the nursing home reform title of the 1987 Omnibus Budget Reconciliation Act (OBRA). Through our efforts, it became mandatory that an activity program, directed by a qualified professional, be provided in every nursing home that receives Medicare and/or Medicaid funds. NAAP was the only professional activity association to participate in HCFA’s workgroups that revised OBRA’s interpretive guidelines now in effect. NAAP provides assistance at the state level to promote certification of activity professionals, working toward uniform professional stan-

NAAP Mission Statement
To provide excellence in support services to activity professionals through education, advocacy, technical assistance, promotion of standards, fostering of research, and peer and industry relations
Activities You Can Do
By Linda Lucas, AD
Site Owner: The Activity Director’s Office
http://www.theactivitydirectorsoffice.com

How About a Pie Contest?

Residents enjoy home made pie. Many of the ladies made pie on a daily basis. I have often used a pie contest for a way to bring in many different kinds of home made pie for our residents and to bring in people from the community. It is an excellent marketing tool for your facility and can make a pretty good fundraiser for your activities department.

Preparation:

1. Prizes - I used $50 in gift certificates from a popular store. First prize was $30; second prize was $20.
2. Advertising - Advertise at least 4 weeks in advance. Make fliers and distribute throughout your community. Call the local newspaper and/or other media to cover the event.
3. Make up entry rules - 1) Eligible contestants include family, friends, staff and anyone in the community. 2) All pies must be home made. 3) Entry Fee [I never had one, but you need to do this if you use the event for a fundraiser] 4) All pies become the property of the facility. 5) The judges decision is final.
4. Judges - Use an odd number of judges (3 or 5). Choose your judges from residents, dietary manager, retired home economics teachers, pastors, etc.
5. Prepare an entry form - On the form have an assigned number, type of pie, name, address and phone.
6. Prepare cards for each pie - Put the entry number on the card. Be sure no names are on the pies. Judging will be done by taste and appearance only.
7. Judging form - I secured a pie judging form from our local 4-H and used it as a judging guide.
8. You will need a table for pies, paper plates, and forks for tasting.

How to do it:

1. Have your judges come early and put them in a room where they cannot see the pies coming being delivered. This keeps the judging fair.
2. Have someone accept the entries and assign a number to the entry.
3. Cut each pie for the judges to taste (a small amount will do fine).
4. Let the judging begin.
5. Here’s the best part. After the prizes are awarded, cut all of the pie and pass it out to the residents and guests.

(Continued on page 10)
**Wacky Days of: February**

Provided by Activity Directors Network
Pennie Bacon, Site Owner
http://activitydirector.net

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**MONTHLY OBSERVANCES**

Potato Lover's Month
Vegetation Month
American Heart Month
American History Month
American Music Month
Biorhythm Health Month
Black History Month
Canned Food Month
Celebration of Chocolate Month
Creative Romance Month
Great American Pies Month
Human Relations Month
International "Boost" Your Ego Month
International Embroidery Month
International Friendship Month
International Twit Award Month
National Cat Health Month
National Cherry Month
National Children's Dental Health Month
National Fiber Focus Month
National Scottish Culture Month

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National Snack Food Month
National Weddings Month
National Wild Bird Feeding Month
Responsible Pet Owner Month
Return Shopping Carts To the Supermarket Month
Sleep Safety Month

**FAMOUS WEEKS**

**Week 1**
Agricultural Week
National Pay Your Bills Week

**Week 2**
Big Brothers/Sisters Week
Boy Scouts Week
Celebration of Love Week
Circle K International Week
Dietary Managers' Pride in Food Service Week
Hero Week
International Forgiveness Week
National Cardiopulmonary Week
National Crime Prevention Week
National Future Homemakers of America Week

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National New Idea Week
National Salute to Hospitalized Veterans Week
National School Counseling Week

**Week 3**
Brotherhood Week
Health Education Week
Home for Birds Week
International Friendship Week
National Cardiovascular Technologists Recognition Week
National Condom Week
National Engineers Week
National Pedestrian Toll Week
Pay Your Bills Week

**Week 4**
International Friendship Week
National Engineers Week
Pancake Week
Truth Week

**ALSO:**

VALENTINES DAY AND PRESIDENTS DAY

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http://www.theado.makesparties.com
Clipart for February
have daily, quarterly, yearly and life-time goals. I keep these goals on my “lists of things to do” page as a daily reminder. The tasks on my “list to do” often support meeting my goals. Getting organized and using time more effectively is a choice. It takes effort and perseverance to adopt new techniques and make them habits. As you can see, my habits are not anything monumental but they work for me. If you feel out of control and frazzled on a daily basis, make the commitment to adopt one new organizational habit per month.

Helpful Organizational/Time Management Sites:

Mind Tools
http://www.mindtools.com/pages/main/newMN_HTE.htm

Strategies for Success
http://www.accd.edu/sac/history/

Lots of interesting articles
http://www.alice.org/Randy/timetalk.htm#At%20this%20talk%20you%20will%20learn%20to:

13 Tips for Time Management
http://ianrpubs.unl.edu/homemgt/nfl72.htm

Marge Knoth books can be found at
http://www.valleypressbooks.com/index.html Sailing to your Success and Thrive not Survive have lots of practical information on organization and management.

(Continued on page 11)
order for prom courts.) The initial cost was about $100 but they are used from year to year. I bought good quality, no cardboard that doesn’t last. Of course the crowning always brings tears to the winners’ eyes, but every resident on the court feels special for the day. We then have a dance for just the court and students are paired up with them to escort them around the dance floor. This event has been done at our facility for over 30 years by the same school, not the same students or teacher, but it has been handed down as it was to me when I came to the facility. I have tweaked it and added my own flair to it over the years, but the basic premise has not changed. The students dance with all residents who are willing, even in the wheelchairs. We also utilize the Valentine trellis for this event and they parade/dance through it throughout the afternoon. Families are invited to this event. It is standing room only.

Staff knows to dress residents in their “Sunday Finery” for these events. For both events I invite the local paper to do a story and/or picture. Sometimes they will do a story/picture on one event, sometimes on both. Depends on what else is going on news wise that day.

These two special events give the residents something special to look forward to after the holidays and during the long winter months. Our residents eagerly anticipate them both every year. I hope you give one or both of them a try, if not this year then next year. Happy Valentine’s Day!

understand movies. We do not recommend that the TV be shown except for light movies.

Remember to offer parallel programming. For those residents who cannot participate in an activity, have a table set up with tactile items. These items could be things to touch (pat mats) sorting items (poker chips and large buttons), folding items (towels and wash cloths). If they are low functioning you could offer a sensory room filled with bubble tubes, fish tanks, aromatherapy, music and tactile items. These rooms offer many benefits for the dementia challenged resident who still requires stimulation.

The day rooms should have many self-recreation items, such as jewelry boxes, theme boxes, sorting and folding items, theme books, sewing cards and magazines. These are items that can be given to the residents where there are no planned group programs.

If you need suggestions for dementia calendars, or props for programs (click on party supplies) & resources, please go to:
http://www.activitytherapy.com
Guaranteed To Make You Laugh

1. How Do You Catch a Unique Rabbit?
   Unique Up On It.

2. How Do You Catch a Tame Rabbit?
   Tame Way, Unique Up On It.

3. How Do Crazy People Go Through The Forest?
   They Take The Psycho Path

4. How Do You Get Holy Water?
   You Boil The Hell Out Of It.

5. What Do Fish Say When They Hit a Concrete Wall?
   Dam!

6. What Do Eskimos Get From Sitting On The Ice too Long?
   Polaroid's

7. What Do You Call a Boomerang That Doesn't work?
   A Stick

8. What Do You Call Cheese That Isn't Yours?
   Nacho Cheese.

9. What Do You Call Santa's Helpers?
   Subordinate Clauses.

10. What Do You Call Four Bullfighters In Quicksand?
    Quattro Sinko..

11. What Do You Get From a Pampered Cow?
    Spoiled Milk.

12. What Do You Get When You Cross a Snowman With a Vampire?
    Frostbite.

13. What Lies At The Bottom Of The Ocean And Twitches?
    A Nervous Wreck.

14. What's The Difference Between Roast Beef And Pea Soup?
    Anyone Can Roast Beef.

15. Where Do You Find a Dog With No Legs?
    Right Where You Left Him.

16. Why Do Gorillas Have Big Nos- trils?
    Because They Have Big Fingers.

17. Why Don't Blind People Like To Sky Dive?
    Because It Scares The Dog.

18. What Kind Of Coffee Was Served On The Titanic?
    Sanka.

19. What Is The Difference Between a Harley And a Hoover?
    The Location Of The Dirt Bag.

20. Why Did Pilgrims' Pants Always Fall Down?
    Because They Wore Their Belt Buckle On Their Hat.

21. What's The Difference Between a Bad Golfer And a Bad Skydiver?
    A Bad Golfer Goes, Whack, Dang!

22. How Are a Texas Tornado And a Hillbilly Divorce The Same?
    Somebody's Gonna Lose A Trailer
Your Free Facility Newsletter Follows

The following four pages contain a pre-written facility newsletter which you may use as your own. It is intended to help make your departmental responsibilities time saving and cost effective. All you need to do is put your title on the front and your address on the back.

Suggestions for the Effective Use of Your Newsletter

This newsletter concept is the result of several years of preparation and the generous support of the sponsors whose advertisements are contained within its pages. Because all of the material in the newsletter is copyright free, you may feel assured that the publishing and distributing of your free newsletter is legal.

PREPRINT

After you have downloaded your newsletter you have several choices to make before printing it.

- First type or paste the title of your newsletter into the blank area of the front page mast.
- On the mailing page insert your facility’s name and address in the upper left corner where it says “From:”.
- Prepare any printed material you may have for insertion into the newsletter. At a minimum we suggest you prepare your monthly activity calendar on one side of an 8.5”x11” sheet or paper. On the other side you may enter residents facts and figures (new admissions, birthdays, residents who went home, deaths). Also, on the back of the calendar page you may want to advertise upcoming activities and events, a management roster and other items of interest specific to your facility.

PRINTING

- If you decide to print your newsletter on your facility copier you may print the newsletter on 8.5”x11” sheets of paper. However, it is far more professional looking to use 17”x11” sheets (this size is larger than legal size paper, but can be hand fed into most modern printers).
- If you use a print shop have them print your newsletter on 17”x11” paper. They will have a variety of colors for both your paper and ink. You can expect to pay more for color ink. If you decide to print your newsletter on color paper, avoid using dark colors and extremely bright colors (e.g. fluorescent colors), they are too difficult to read.
- If you take it to the print shop they will also print and insert your extra material and fold your newsletter for you. One fold makes your newsletter ready for hand outs. Two folds prepares the newsletter for mailing.

MAILING

(an excellent activity for your residents)

- To prepare your newsletter for mailing, it must be folded twice so the mailing face is showing on the outside.
- Each piece you plan to mail must be sealed twice on the loose page edge. Use 1/2” pieces of transparent tape (you can purchase seals at most office supply stores if you wish).
- Write or stick your address labels where it says “To:”.
- Place postage in the upper right hand corner. First class postage will pay for your newsletter and at least two 8.5”x11” insertions.
- Your newsletter is now ready to mail. The Post Office appreciates it if you pre-sort your zip codes and bundle the newsletters with rubber bands.

BULK MAILING

With bulk mail you can save a bundle on postage. However, you must set up an account with the post office, mail at least 200 newsletters at a time, presort your mail, prepare a billing form and deliver the newsletters to the post office. Although it sounds complicated, it becomes routine after you have done it a couple of times.

DISTRIBUTION

For the most effective marketing of your facility, we recommend that you make an extensive mailing list including these listed below. The more newsletters you circulate, the more successful your marketing will be.

- All responsible parties
- Seniors at home
- Banks
- Hospital discharge planners
- Nursing homes
- Adult day care centers
- Churches
- Home health agencies
- Federal, State and local social service agencies
- Social organizations and clubs
- Business organizations
- Corporate headquarters
- Area schools
- Area radio stations
- Area television stations
- Area newspapers
- Area businesses

TIMING

For timely distribution, your newsletter will always be available to you at the first of the preceding month. It should be published by the last week of the month and mailed prior to the first of the month the newsletter is dated.
Woo Your Sweetheart with Sweets that are Good for Her Heart

(ARA) - Whoever coined the phrase “If music be the food of love, play on” probably never sank his teeth into a chocolate-covered strawberry. The perfect application of chocolate and sincere ardor has been known to melt more than one frosty heart. And contrary to Americans’ ever-growing interest in weight-loss and nutrition, sweets remain one of the most popular ways to woo your Valentine.

Research increasingly shows even the most decadent sweet, when consumed in moderation, can offer some health benefits. Lovers tired of giving the same old box of chocolates can now pursue their hearts’ desire with updated romantic treats and some persuasive facts about their healthful appeal.

Chocolate

With the average American eating more than 10 pounds of chocolate every year, chocolate is the favorite flavor of more than 50 percent of people in the United States, studies show. Research also indicates that chocolate may help prolong life by lowering bad cholesterol. And you’ll enjoy life more when eating chocolate because it contains ingredients that both relax and stimulate.

“Chocolates are the top-selling candy for Valentine’s Day,” says Ken Bain, owner of Mary of Puddin Hill, creative confectioners who specialize in updating familiar favorite sweets. “But a guy doesn’t have to give a big, pink heart-shaped box to make an impression with chocolate.” Try a box of all dark chocolates—the type of chocolate with the greatest health benefits—available at www.puddinhill.com. Tastefully presented in a gold foil box, your sweetheart will also be impressed that you gave her something that’s actually good for her heart.

For the ultimate combination of romance and sophistication, try chocolate-enrobed strawberries. The popular Valentine’s treats are the perfect marriage of chocolate’s indulgence and health benefits, with the wholesome goodness and antioxidant punch of fresh strawberries. Mary of Puddin Hill totally enrobes its fresh strawberries in pure milk or dark chocolate, unlike some companies who only dip their strawberries in a chocolate coating mixture. The company also offers traditional chocolate-covered cherries made one at a time.

Pecans

Arguably, nuts are not at the top of most people’s list of romance-inspiring foods. But most Americans love nuts, and there is no debating their health benefits. Take the pecan.

Research shows that vitamin-rich pecans, which are full of the unsaturated fats that scientists tell us are good for our hearts, can help lower your cholesterol, according to the National Pecan Shellers Association (www.ilovepecans.org). Those “good fats” also help you feel fuller sooner, so pecans can contribute to your weight loss efforts, the NPSA says.

To blend the health benefits of pecans and chocolate, Bain’s team created a chocolate pecan cake. Crisp Texas pecans are enfolded within a mix of fruits and light cake highlighted with lots of pure dark chocolate morsels. After baking, white chocolate is drizzled on top. “Adding chocolate was the only way we could think of to actually make our original Texas pecan cake taste ever better,” Bain says. For those who like to go large with their Valentine’s gift, Mary of Puddin Hill also offers a praline pecan pie that is topped with a thick layer of rich dark chocolate.

Apricots

In addition to being loaded with fiber (and who today doesn’t know the benefits of a fiber-rich diet), apricots are high in beta-carotene and lycopene, two compounds that promote heart health. Apricots also contain lots of vitamin A, which is linked to healthy eyes. For an unusual chocolate-dipped fruit experience, try apricots. Bain’s confectioners hand dip Australian apricots in luxurious dark chocolate.

“Food is still one of the most personal and romantic gifts,” Bain says. “With a little creativity, you can show you care by giving a treat that not only warms your loved one’s heart, but is also good for it too!”

For more updates of traditional Valentine’s Day treats, visit Mary of Puddin Hill at www.puddinhill.com, or call (800) 545-8889.

(Courtesy of ARA Content # # #)
The History of Chocolate - 1900’s
Submitted by Gina Salazar

1900’s
1900 - Milton S. Hershey introduces the Milk Chocolate Bar. He also begins the production of Sweetharts. These are vanilla sweet chocolate candy with a heart imprinted on the base. They will be discontinued in 1931.
1903 - Milton Hershey builds a chocolate factory and a town for his workers near Harrisburg, Pennsylvania.
1904 The Cadbury Company develops a dairy milk chocolate.
1906 - The town of Derry Church, Pennsylvania changes its name to Hershey to honor Milton S. Hershey.
1907 - On July 1, 1907 the first Hershey Kisses are made.
1908 - Theodore Tobler develops the unique triangular nougat filled chocolate candy bar called Toblerone.
1908 - The Hershey Chocolate Company makes the first milk chocolate bar with almonds.
1909 - The Hershey Chocolate Company states making Silvertops. This is a version of the Hershey's Kisses that are sold individually. They are discontinued in 1931.

1910’s
1911 - Frank and Ethel Mars build a candy company in Tacoma, Washington. Later it become the Mars, Inc.
1912 - Jean Neuhaus, Jr. invents the first chocolate covered praline. He fills the empty chocolate shell with pralines invented by his father.
1912 - The Whitman Company produces the boxed assortments called Whitman's Samplers. This is the first company to have a drawing of where the chocolate bars are located in the box.
1914 - L. S. Heath & Sons, Inc. makes the first Heath Bar in Robinson, Illinois.
1919 - The Fry family merges with the Cadbury Brothers.

1920’s
1921 - The Hershey Food Corporation begins to wrap the Kisses by machine and add the flag to the wrapping.
1921 - The Mounds candy bar is invented by Peter Paul Halijian. He sells it under the name Peter Paul Mounds.
1922 - H. B. Reese makes the first Reese's peanut butter cup using Hershey's milk chocolate.
1923 - Frank Mars creates the first Milky Way candy bar. This candy has a nougat center.
1923 - Hershey Foods Corporation registers the name Hershey's Kisses as a trademark.
1925 - The Hershey Chocolate Company makes the first Mr. Goodbar.
1927 - Baker's Chocolate Company is bought by General Foods Corporation. They move the company to Delaware.
1927 - The Hershey Chocolate Company is renamed Hershey Chocolate Corporation.
1928 - L. S. Heath & Sons, Inc. develops the toffee candy bar called the Heath Bar. This candy bar can be bought on the home-delivered dairy order form.
1929 - Frank Mars opens the Chicago candy plant.
1929 - Peter, Cailler, and Kohler merge with Nestlé ending 30 years of rivalry between the two companies.

1930’s
1930 - Frank Mars makes the first Snickers candy bar.
1938 - The Hershey Chocolate Corporation makes the Krackel bar.
1939 - Bloomer Chocolate Company begins manufacturing in Chicago, Illinois. It will become the largest commercial chocolate manufacturer in the United States.
1939 - Hershey makes the Hershey's Miniatures chocolate bars.

1940’s
1941 - Forrest Mars returns to the United States from England. He goes into business with Bruce Murrie, who is the one of the president of the Hershey Chocolate Company. They call their new company M & M Ltd. Together they make the first M & M's.
1947 - Peter Paul makes the first Almond Joy.

1950’s
1950 - Sam Altshuler starts the Annabelle Candy Company, Inc. He names his company for his daughter and makes the first Rocky Road candy bar.

1960’s
1962 - Hershey's Kisses are wrapped in colors other than silver for the first time.
1963 - Hershey Chocolate Company buys H. B. Reese Candy Company, Inc. for $23.5 million.
1966 - The Campbell Soup Company buys the Godiva Chocolatier, Inc. of Belgium.
1969 - The Cadbury chocolate business merges with the Schweppes soft drinks to form Cadbury Schweppes.

1970’s
1970 - The Tobler company merges with the Suchard to become the largest chocolate company.
1970 - Because the Reese's Peanut Butter Cups are so popular the company has to double its size.
1973 - The Hershey Foods Corporation opens its theme park, Hershey's Chocolate World.
1973 - Hershey Foods begins putting nutritional information on their labels.
1976 - Hershey Chocolate Company adds chopped peanuts to the Reese's Peanut Butter Cups to make Reese's Crunchy.
1977 - Hershey Foods makes the first Golden Almond chocolate bar.

1980’s
1980 - An employee of the Scharetobler tries to sell secret chocolate recipes to Saudi Arabia, China, and Russia. Luckily he was unsuccessful.
1988 - Nestlé buys the British chocolate and candy manufactures Rowntree. This makes Nestlé the world's largest chocolate manufacturer.
1988 - Hershey Chocolate Company is renamed Hershey Chocolate U.S.A. The company buys Peter Paul.
1989 - Hershey Chocolate U.S.A. makes the Symphony milk chocolate bar with almonds and toffee chips.

1990’s
1990 - Hershey sends 144,000 of their heat-resistant candy bars to soldiers in the Gulf War, Desert Storm.
1991 - The recipe for Reese's Peanut Butter Cup is changed to add three times the amount of peanuts.
1993 - The first Hershey's Hugs and mini Hershey's Kisses wrapped in white chocolate are sold.
One significant source of tart cherry is Fruit Advantage Tart Cherry dietary supplement. The entire cherry, except the pit and stem, is used to make Fruit Advantage Tart Cherry – even the skin. “Just two capsules a day give you the benefits of this amazing fruit. Each daily serving provides 850 mg of 100 percent pure tart cherry,” says Andy LaPointe, of Fruit Advantage. (www.fruitadvantage.com)

Although more research is needed to unlock all of the amazing natural benefits of tart cherries, Linda L. Patterson is a living testimony of the soothing affects of cherries on her joint pain. “I enjoy crocheting and lately my hands have been so painful, I couldn’t crochet for more than about 30 minutes,” says Patterson. In an attempt to find relief from her pain, a friend recommended Fruit Advantage Tart Cherry, a dietary supplement made from tart cherries. “Within the first week of taking the tart cherry capsules my hands felt so much better,” says Ms. Patterson. “I am now able to crochet without the pain in my hands.”

Another significant find within tart cherries is the presence of natural Melatonin. “Tart cherries contain high amounts of Melatonin, which can help to regulate the natural body clock to promote better sleep,” says LaPointe. “Many take our capsules in the evening and find they sleep much more soundly during the night.”

As more people are living more active lifestyles and looking for natural remedies for health issues, it’s a rare treasure to find a simple fruit to provide so many different benefits. For more information about the health benefits of cherries, visit www.fruitadvantage.com or call (877) 746-7477.

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Guaranteed to Make You Laugh

2. How Do You Catch a Tame Rabbit? Tame Way, Unique Up On It.
3. How Do Crazy People Go Through The Forest? They Take The Psycho Path
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7. What Do You Call a Boomerang That Doesn't work? A Stick
8. What Do You Call Cheese That Isn't Yours? Nacho Cheese.
10. What Do You Call Four Bullfighters In Quicksand? Quattro Sinko..
15. Where Do You Find a Dog With No Legs? Right Where You Left Him.
16. Why Do Gorillas Have Big Nostrils? Because They Have Big Fingers.
I don't understand why Cupid was chosen to represent Valentine's Day. When I think about romance, the last thing on my mind is a short, chubby toddler coming at me with a weapon.

How Do I Love Thee
By Elizabeth Barrett Browning

How do I love thee? Let me count the ways.
I love thee to the depth and breadth and height
My soul can reach, when feeling out of sight.
For the ends of being and ideal Grace.
I love thee to the level of every day's
Most quiet need, by sun and candlelight.
I love thee freely, as men strive for right;
I love thee purely, as they turn from praise,
I love thee with the passion put to use
In my old griefs, and with my childhood's faith.
I love thee with a love I seemed to lose
With my lost saints---I love thee with the breath,
Smiles, tears, of all my life! and, if God choose,
I shall but love thee better after death.