

*Many Hands. One Heart.™*

# SOUTHGATE

## *at Luther Crest*

WINTER 2006-7

### CLIENT TESTIMONIAL

## LETTER REVEALS COUPLE'S MOTIVATION

When John Kotsatos first meets with clients interested in Southgate at Luther Crest, he makes a point to ask them about their interests, likes and dislikes, family background, and so on. The information helps Southgate's marketing manager explain how becoming part of this unique neighborhood could be right for them. Whether it is the proximity to Allentown's cultural center, Luther Crest's many services and activities, or even the appeal of nearby



Wegman's grocery store, he knows that they all have their own reasons for making the decision to become part of Southgate.

Earlier this year, Allentown residents Mr. and Mrs. Carl Reimer became Charter Members of Southgate and shared their motivation in the following letter:

*"Our friends have learned that we decided recently to move into Southgate... Many have asked why we would give up our lovely home in South Whitehall Township and make this move. They know we are still quite 'spry' and in very good health. Well, this is what we tell them.*

*Please turn to next page...*

### 1 On The Cover

Client's testimonial shows why everyone loves Southgate at Luther Crest.

### 2 From the Executive Director

Improved wellness offering promises residents all the comforts of home.

### 3 Apply Now!

Time is running out to gain the early advantages of a charter membership.

### 4 To Learn More...

Call (610) 391-8229 or toll-free,  
1-800-606-3424



LUTHER CREST

A DIAKON LUTHERAN  
SENIOR LIVING COMMUNITY

## A NOTE FROM THE EXECUTIVE DIRECTOR



Active, fulfilling retirement for all our residents was exactly what the architects and designers had in mind when they drafted plans for our new Wellness Center.

From the three-lane swimming pool and expanded fitness center to the arts and crafts center and massage-therapy room, the options will be as varied as the people who will use them.

The first floor of the Wellness Center will house the new library, designed with the help of our residents. In addition to a relaxing sitting area and expanded book selection, the library will include a work area complete with two computers, a machine that benefits the visually impaired, and a work table. A Welcome Center and renovated offices for Administration and Marketing will complete the first floor.

The Wellness Center's ground floor will be anchored by the pool and include the arts and crafts room, massage therapy, the fitness center with both cardio and strengthening equipment, a multi-purpose room, and a clinic, which will be used for services such as blood-pressure screenings and nutritional consultations.



This is a very exciting time to be a part of the new Southgate at Luther Crest neighborhood. With our improved wellness offering, we promise residents all the comforts of home as well as the unique ingredients of a well-made life.

Stop in soon and see for yourself what everyone is talking about. I look forward to meeting you.

**Jeanne Oski**

Executive Director

## LETTER REVEALS COUPLE'S MOTIVATION

*Continued from front cover*

*"We came back to the Lehigh Valley in 1987 after retiring from the DuPont company... Carl started his 30-plus-year professional career there working in one of the company's synthetic-fibers plants. Subsequent moves took us to South Carolina, Virginia, and Tennessee. It was during these final years that both of our parents lost their partners. Carl's mother finally became unable to care for herself and moved ... to The Lutheran Home at Topton, Pa. Sadly, by this time she was in quite poor health and was unable to enjoy the many activities that were available to her. Later, Elizabeth's father's health also took a downturn and he entered Luther Crest. Of course on any number of occasions, we visited these Diakon facilities ... and became quite familiar with the care and concern these establishments offered.*

*"Now, many years later, it is our turn. Yes, we have been very fortunate with our health, but we realize that Father Time continues to march along.*

*Please turn to the back cover...*

## CHARTER MEMBER PROGRAM TIME IS RUNNING OUT TO GAIN EARLY ADVANTAGES



Time is running out to gain the early advantages associated with Southgate Charter Membership. To take advantage of the significant benefits of membership, you have until December 31 to be among the first 70 percent to make a fully refundable 10 percent deposit on your preferred residence.

### **As a charter member, you:**

- Guarantee selection of floor plans
- Lock in pre-construction pricing
- Receive a \$1,500 credit toward options and upgrades
- Gain three hours of moving assistance
- Enjoy free Wellness Center membership
- Receive free monthly guest meals before moving in
- Are a guest at all campus activities and special events
- Earn additional interest on initial deposit, which is credited to entrance fee upon move-in

For additional information or a personal appointment, call **610-391-8229** or toll-free at **1-800-606-3424**.



## FAMILIAR FACE GREETSS THOSE WHO CHOOSE SOUTHGATE

*Mary Louise Drosdak*

Nearly 20 years after joining the staff of Luther Crest, Mary

Louise Drosdak is the resident expert on campus when it comes to knowing the “who, what, where, when, and how” of making the most of life in this unique neighborhood.

With this knowledge-base and her friendly, easy-going manner, she was a natural choice for move-in coordinator at Southgate at Luther Crest. In this new role, Drosdak helps clients make their new homes their own by guiding the selection of options and upgrades, such as kitchen cabinets and countertops, carpeting, and flooring. She also helps with the actual move-in process to make sure things go smoothly.

“When residents invest in our community, I meet with them in the design center and help them understand the options available to them,” she says. “I also tell them how they can get involved in the community and what activities are here for them.”

Drosdak’s love for the community in which she works is readily apparent and helps fuel her enthusiasm.

“I’ve always said this is my second home, my second family,” she explains. “It is a very welcoming community.”



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## LETTER REVEALS COUPLE'S MOTIVATION

*Continued from Page 2*

*We find now that our lovely two-story home is no longer the ideal place for us. Our children are scattered ... quite distant and would be unable practically to assist us in time of need. So we decided that the time was right now for us to make one final move.*

*"We believe it is much better for us to make this move now while we are still able to enjoy all the opportunities Luther Crest offers ... The Southgate expansion offers quite an exciting new dimension for senior living and we are eagerly looking forward to being part of the community. On every occasion that we visit the center and take part in some of the activities, we are struck with the friendliness of the various residents. And what is even more noteworthy—the staff members have bent over backwards to help us with our many questions. We are tickled to be Charter Members of Southgate and are now really looking forward to making this last move. We can't wait to meet more of the residents and become part of this community."*

—Mr. & Mrs. Carl Reimer, Allentown, Pa.

## LEARN MORE ABOUT SOUTHGATE



Enjoy a free brunch while you learn more about **SOUTHGATE** at *Luther Crest* in Allentown, Pa.

Twice a month an informational seminar is provided for everyone interested in learning more about the amenities offered at Southgate, the distinctive community under construction on the campus of Luther Crest, a Diakon Lutheran Senior Living Community.

In addition to previewing floor plans of available homes, participants can hear the latest construction updates and learn more during a question-and-answer period.

Plan now to attend our 2007 seminars, which will feature a **free lunch-time buffet**. January seminars are scheduled for Thursday, Jan. 11, and Thursday, Jan. 25. Call us for dates for later events. Southgate also offers periodic "Move-in Seminars" that bring together prospective residents and experts to share information that makes the move to a new home as easy as possible.

Call **(610) 391-8229** or toll-free at **1-800-606-3424** to reserve your spot for an upcoming seminar.



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800 Hausman Road  
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