

# Lifestyles

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POCONO

WINTER  
2010

## Pocono Lutheran Village offers vibrant life

Located in Monroe County amid the beautiful Pocono Mountains, Pocono Lutheran Village offers outstanding senior living options.

A quick stroll through the community will reveal a multitude of cultural and recreational opportunities. Located directly across the street is East Stroudsburg University with its vibrant performing arts center. Not to be outdone are the nearby Shawnee Inn and Golf Resort and Shawnee Playhouse, which offers concerts and plays.

Shoppers can enjoy the area's specialty stores and nearby outlet center.

The town's medical options also abound, according to Betsi Olmstead, manager of marketing and sales.



*Pocono Lutheran Village, a Diakon Lutheran Senior Living Community, is located at 329 East Brown Street in East Stroudsburg, Pa.*

"We are surrounded on this street and the next by just about every medical specialty anyone could ever need," she says, referring to the Pocono Medical Center and its trauma center, heart and vascular institute, and cancer center, as well as numerous physicians' offices.

In addition, Pocono Lutheran Village is just minutes from Interstate 80, which offers easy access to the Delaware Water Gap and major resort areas in New York and New Jersey.

### 1 Ideal surrounding community

Cultural and recreational opportunities abound

### 2 Senior LivingPlus coming to the village

Upgrades include leading-edge amenities

### 4 Marketing Director feels right at home

Community known for gracious service and hospitality

For more information,  
call (570) 426-4012



POCONO LUTHERAN VILLAGE  
A DIAKON SENIOR LIVING COMMUNITY

# Pocono Lutheran Village set to expand

Long known for providing compassionate, quality personal care services, Pocono Lutheran Village is now poised to offer a new service—Senior Living<sup>Plus</sup>.

You told us what you wanted in a senior living lifestyle, and we listened. Our completely remodeled and upgraded one-bedroom apartments will feature a universal design with your safety and comfort in mind, including leading-edge amenities such as programmable thermostats with time-of-day and specialized lighting controls, as well as the necessary wiring for “smart technology.”

“Our Senior Living<sup>Plus</sup> accommodations feature a 24-hour emergency call system, one meal per day, and cultural and recreational programs for one monthly charge,” says Betsi Olmstead, manager, marketing and sales. “We also offer an extensive service program to cover routine maintenance so our residents can simplify their lives and focus on pursuing their personal interests.”

Senior Living<sup>Plus</sup> at Pocono Lutheran Village is remarkably affordable. Residents can choose from four different floor plans that fit their needs and budget.

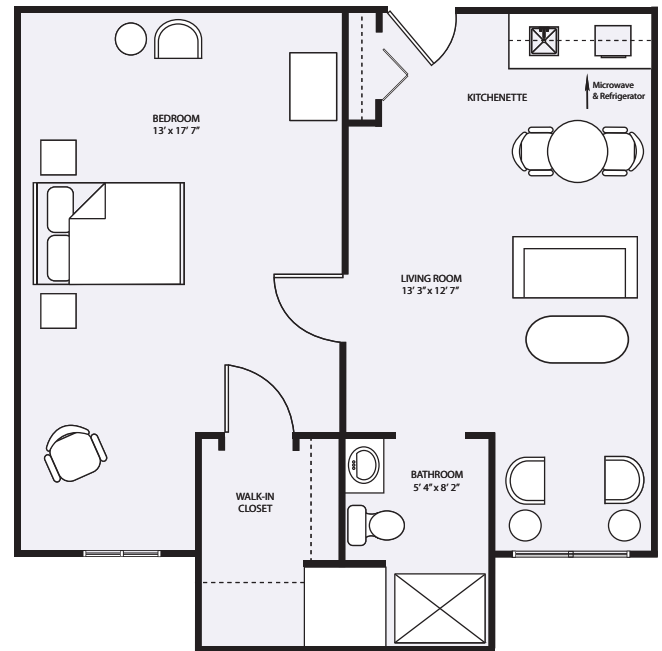
Wanting to take advantage of all that Senior Living<sup>Plus</sup> has to offer, several people have already confirmed their interest by completing an application and paying the \$250 fully refundable fee.

“We liked the independent living plans in an existing, convenient location with the added security of personal care on-site,” say Glenn and Ellen Sorensen, who are looking forward to life in the Diakon Senior Living Community.

For Carl and Florence Ordway, their first impression made the difference.

“We were really impressed with the décor, the organization—the staff in particular—and the reception we received at the time of the short orientation,” said Mr. Ordway.

For additional information or to make a personal appointment for a visit, call Betsi Olmstead, manager of marketing and sales, at (570) 426-4012.



Floor plan for The Shawnee B Apartment, just one of the four layouts available with the Senior Living<sup>Plus</sup> accommodations.

## Model apartment under way

The Senior Living<sup>Plus</sup> model apartment will soon be open for tours

Located on the third floor, just off the elevator, the freshly renovated one-bedroom suite is easily accessible. Visitors will enjoy the apartment’s many attractive and innovative amenities, such as a kitchenette, full bath with walk-in shower, spacious closets, and new wall-to-wall carpeting.

Once complete, the model apartment will be open for personal tours and during the monthly Senior Living<sup>Plus</sup> information seminars. Call Betsi Olmstead, manager of marketing and sales, at (570) 426-4012 for more information.



## Message from the Director of Residential Services

The Greater Pocono Chamber of Commerce believes “enjoyment in the Poconos is a year-round pastime,” and the new Senior LivingPlus program at Pocono Lutheran Village fits right in with that concept.

Our excellent location offers exposure to all that East Stroudsburg and the Poconos have to offer, including fine dining, a variety of shops and outlets, and cultural events.

For independent residents who look forward to cooking on their own, area markets and seasonal fruit and produce stands provide a splendid variety to “cook up a storm.”

Prefer to put your feet up after a full day of activities, including fishing, hiking, and picnics? Then you will want to take part in our superb dining experiences right here in the village. The choice is yours!

Whatever you enjoy, you will find it here. That is why I invite you to tour Pocono Lutheran Village and experience for yourself the pleasures of senior living in the Poconos. Let us show you how affordable a maintenance-free lifestyle can be.

I look forward to meeting you!

*Sharon Miers*

**Sharon Miers, NHA**  
Director of Residential Services

## Learn more about Senior LivingPlus

*Enjoy a free brunch while you learn more about Senior LivingPlus at Pocono Lutheran Village*

Twice a month, we provide an informational seminar for anyone interested in learning more about the amenities we will offer in our brand-new approach to independent living.

In addition to previewing apartment floor plans, participants can learn more during a question-and-answer period.

Plan now to attend one of our upcoming seminars:

- [Saturday, Jan. 23](#)
- [Wednesday, Jan. 27](#)
- [Wednesday, Feb. 3](#)
- [Saturday, Feb. 13](#)

All seminars begin promptly at 9:30 a.m. at Pocono Lutheran Village.

Seating is limited, so please call Betsi Olmstead, manager of marketing and sales, at (570) 426-4012 today to reserve your space at the seminar of your choice.



**POCONO LUTHERAN VILLAGE**  
A DIAKON SENIOR LIVING COMMUNITY

## Marketing Director fits right in

When you love what you do for a living, sometimes you find it hard to call it a day. For Betsi Olmstead, manager of marketing and sales for Pocono Lutheran Village, that is a constant challenge.

Olmstead has worked in a variety of settings in the senior living industry for 18 years, but she never felt as fulfilled as when she has worked in a faith-based setting.

“I started my career in senior living in a faith-based retirement community before jumping to a for-profit assisted living community that was brand new and ramping up,” she says.

Although she stayed with the community for four years, she knew there was something missing. When the opportunity with Pocono Lutheran Village presented itself, she jumped at the chance.

“Returning to the non-profit, faith-based setting that I enjoyed was like coming home,” Olmstead says.

Today, she readily spends her time marketing the village and all its benefits to people who have heard of its reputation for delivering gracious hospitality and service. That approach to doing business—which she believes



sets the village apart from other communities—is what motivates her day in and day out.

“It trickles down from our employees to our residents,” she says. “It is who we are—our philosophy, our mission, and how we treat one another.”