

# LUTHER CREST *Lifestyles* FALL 2009

## LUTHER CREST WAS ONLY CHOICE FOR THIS ACTIVE COUPLE

Having lived in the Allentown area for the last 50 years, Ed and Georgia Baldrige had no intentions of moving far away when it came time to sell their family home.

"We didn't look anyplace else except Luther Crest," says Mrs. Baldrige. "Our church is close by; our shopping is close by; we felt comfortable being here."

The Baldriges moved to the Diakon Lutheran Senior Living Community in July after selling their four-bedroom home.

Although they admit it was a big transition and they are

still settling in, they are happy with their new first-floor apartment in the Andover Building.

"Our furniture—what we brought—fits beautifully," Mrs. Baldrige says. "We feel very comfortable with our things. We're very happy."

They're also very busy. Active members of their community before the move, the Baldriges

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*Ed and Georgia Baldrige*

### 2 **Bridegate launched**

Spacious apartments being built

### 3 **New pool and spa open**

Aquatic exercise classes now taking place

### 4 **First phase of renovations complete**

Residents feel at home in new common areas

### To learn more...

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



LUTHER CREST

A DIAKON LUTHERAN SENIOR LIVING COMMUNITY

# CONSTRUCTION BEGINS ON BRIDGEGATE; COMPLETION EXPECTED IN 2010

Active adults looking forward to life at Bridgegate at Luther Crest are one step closer now that work has begun on the luxury apartments.

“Excavation has begun in this next phase of the expansion on our campus,” says Jeanne Oski, executive director. “When construction is complete, residents will be connected with all the lovely amenities and conveniences of Luther Crest.”

Designed for comfort and convenience, Bridgegate will offer five unique apartment styles, connected by beautifully decorated, climate-controlled hallways and lounge areas to the amenities of Luther Crest’s Community Center. With options like breakfast bars, dens, open floor-plans, patios, and extra-large walk-in closets, Bridgegate offers a one- or

two-bedroom floor plan suited for everyone.

Oski advises anyone interested in exploring apartment living at Luther Crest to visit the Bridgegate model apartment. The model’s decorated 1,300 square feet of living space provide a way to envision apartment life.

Visitors also can experience the various options available in a Bridgegate apartment, such as architectural design, flooring, switches, light fixtures, counter tops, and cabinets, as well as cutting-edge technology options.

The model is located within Luther Crest’s existing community and was formed by combining one-bedroom and studio apartments.

“There are no other apartments like it in this community,” explains



Mitchell Huston, manager of marketing and sales. “It is a one-bedroom with a den and two full baths.”

The model apartment will remain open throughout the construction process. To schedule a visit, readers should contact Huston at (610) 391-8227 or, toll-free, at 1-800-606-3424.



*Mitchell Huston*

## MITCHELL HUSTON JOINS LUTHER CREST’S MARKETING DEPARTMENT

Mitchell Huston may have headed up marketing for an international firm, but it is his easy rapport with seniors and heavy involvement in the community that make him a perfect fit for Luther Crest’s marketing director position.

“I am involved with many different activities throughout Allentown and the Lehigh Valley that provide me with an avenue to always be marketing whether I’m here at the office or not,” says Huston, referring to his involvement in four different musical organizations and local sports. “But the bottom line is you have to be a good people person and enjoy working with people to market your product.”

A lifelong resident of the Lehigh Valley, Huston most recently spent six years teaching business and marketing in area school districts. But when the opportunity arose to return to the marketing world, he took it.

“I enjoy all the front-end marketing—such as seminars, advertising, and newsletters—that will lead to the sale,” he says. “This is where I belong.”

# A NOTE FROM THE EXECUTIVE DIRECTOR



Jeanne Oski

I am happy to report that our staff rose to the occasion and the needs of our residents have remained our No. 1 priority.

As we move forward, we are reviewing how we plan and organize events and activities, so that we use our new systems and programs to their fullest.

We are learning to use new equipment such as the sound system and the emergency response system. We must also prepare ourselves for more changes as new residents move into our planned Bridgegate apartments and into the renovated and enlarged apartments in our Andover building.

Although we face these challenges, we are excited by the opportunities they present, both for two distinct and important generations of residents—those currently living at Luther Crest and those yet to come.

Their varied perspectives on what it means to live life to the fullest are why we work tirelessly to position Luther Crest for the future and upcoming groups of older adults.

That is a task that we have addressed and will continue to address with gracious hospitality and service.

I invite you to learn more about what is happening at Luther Crest. Please call us today to schedule a visit.

  
Jeanne Oski  
EXECUTIVE DIRECTOR

Enhancements to Luther Crest have not been without their challenges in recent months, but we also are delighted with the direction the campus is taking.

Dining in the auditorium and entertaining in the dining room have both been necessary at times.

Despite these challenges,



## NEW POOL/SPA DRAWS RESIDENTS TO WELLNESS CENTER

Luther Crest residents can now benefit from aquatic exercise and training in the community's indoor pool as well as relaxation in the indoor spa. Both amenities, located in the newly opened Wellness Center, were made possible through the generous donations of members of the community.

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continue volunteering with their church, Meals on Wheels, Kiwanis, and Muhlenberg College, where Dr. Baldrige was a member of the faculty for many years.

"I retired in 1997, but I'm still here in the Lehigh Valley," he says. "I still participate in things at Muhlenberg just for the fun of it and to keep my eyes and ears open."

They also enjoy the fact that their children and grandchildren are within a half-day's drive, they can frequent the newly renovated library on campus, and they look forward to using the fitness center's new indoor swimming pool.

"It has been wonderful," Mrs. Baldrige says of their new life and readily admits they are glad they listened to friends who urged them to move while they could enjoy all Luther Crest has to offer. "We are at the right age to come here."



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A DIAKON LUTHERAN  
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# CAMPUS ENHANCEMENTS CONTRIBUTE TO WELL-MADE LIFE

With the first phase of renovations to the Upper Commons complete, visitors to Luther Crest, a Diakon Lutheran Senior Living Community, now experience a new entranceway, renovated library, gift shop, receptionist area, mailroom, and marketing suite.

Still undergoing renovations in the Upper Commons are the auditorium, private dining room, and Marketplace/Bistro.

“We anticipate opening our fully renovated auditorium, Crest Hall, by late October,” says Jeanne Oski, executive director.

The auditorium, the new resident library, and the pool and spa in the Lower Commons are evidence of the culture

of philanthropy that is alive and well at Luther Crest, says Oski. Donations made the new pool and spa possible, as well as provided furniture and items for the library.

“Through resident donations we also developed a fund for a new organ,” she says, adding that resident Ruth Rayna will play the organ during the Crest Hall reaffirmation service planned for Oct. 25. “As a not-for-profit operation, donations play an important role in our ability to offer residents a well-made life.”

Updates to the Luther Crest campus also include an enhanced community-surveillance system, resident emergency response system, and renovated apartments in the Andover building.



*Renovated Library*



*Gift Shop*



*Canterbury Room*