

# focus

o n r e t i r e m e n t l i v i n g

WINTER 2010

## Planning for a Secure Future

A Senior Living Seminar at The Forum

A recent senior living seminar sponsored by The Forum offered a timely perspective on key issues people face when considering a move to a retirement community.

The panel discussion featured information on the financial advantages of moving to The Forum, the conditions and outlook of the current real estate market, how downsizing can be a positive experience and a snapshot of what it's like to live in the community.

Panelist and Financial Advisor Joe Kresse shared his professional opinion, as well as his personal experience, since his mother lives at The Forum and he also serves on the Board of Directors for the Health Care Center. He believes equity ownership and the continuing care plan at The Forum are important benefits.

"At The Forum you don't write a check and the money is gone. The advantage is that you get your initial investment returned to you, less closing costs and fees, plus you gain a share of any appreciation in equity. In my mother's case, her initial investment increased by a significant amount," Kresse said. "Also, as a resident owner at The Forum, you have access to quality care at The Forum's Health Care Center for far less than it would cost if you were just walking in off the street."

In addition to financial planning, selling a home is a necessary step for many people. Panelist Susan Perry, a Realtor with Coldwell Banker, thinks this is an ideal time to sell real estate because interest rates are low, prices are good and buyers are starting to turn out.

*see Secure Future, inside*

## We are Family

There is something special at The Forum you can't exactly describe.

It's the warm and welcoming ambiance at the community where residents greet you in the hallway with a friendly smile.

It's the common bond that is shared because residents are also owners who take pride in their community.

It's the opportunity to make friends and take advantage of all the events and activities that are offered, or the choice of relaxing and enjoying retirement in your own way.

There are also more than 300 employees who are part of The Forum family. They provide the many services and amenities that make living at The Forum so enjoyable. From weekly housekeeping to maintenance upkeep and restaurant-style dining to the special concierge services available at the front desk, the staff is ready to provide outstanding service with a smile.

We invite you to visit The Forum so you can see for yourself why The Forum is such a special place to live. Please call us to schedule a tour at (650) 944-0190.

◀ Panel, from left to right. Joe Kresse, Susan Perry, Kate Brauner, Ann and Frank Bradley

Photo By Ken Fullmore



# focus

## Secure Future, continued from front cover

“The timing is perfect. If your dream is to move to The Forum, begin the application process now so you are ready to go,” Perry said. “The spring market in Silicon Valley starts very early. Our phone starts ringing the Monday after the Super Bowl, so it’s a good idea to start getting your house ready to sell.”

Perry recommends working with someone like panelist Kate Brauner, owner of Senior Moving Assistance, who shared her insights about downsizing for a stress-free move.

“People are often terrified, overwhelmed and exhausted at the prospect of moving,” Brauner said.

She helps clients sort everything and determine what to bring, what to throw away and what to donate.

“The Forum is a wonderful retirement community. They have a woodworking shop so you don’t need to bring all those tools, plus the maintenance department is there to fix things for you. There is a fabulous restaurant, so you don’t need a lot of kitchen gadgets,” Brauner said. “You can relax and enjoy life without worrying about all the details.”

For residents Ann and Frank Bradley, The Forum is a place where they can pursue their interests and interact with interesting, diverse

and friendly people including residents and staff.

One of the nicest surprises for the Bradleys was the interaction with the friendly staff at The Forum. “They are so kind and loving towards us. At first you don’t think you deserve all that attention, but it is a wonderful thing,” Frank said.

“We had really high expectations when we came here and they have all been met and exceeded,” Ann said. “The most important thing I can tell you is to come while you are still young and healthy enough to enjoy all the activities and other benefits of life at The Forum.”

## Golf in Full Swing at The Forum

Members of the Golf Club play golf at nearby courses and hold quarterly putting contests at The Forum’s putting green.



*Hole-in-one Putting Contest, from left to right: Tournament Coordinator and Finalist Don Bruns; Hole-in-one Winner Mel Stevens; Finalists James Hicks Williams and Hal Taylor.*



*Jack Stroud, Ruth Bruns and Bob Forster keep score.*

# Meet Author Millie Kalish

**F**irst-time author and retired English professor Mildred Armstrong Kalish never dreamed that her childhood memories would create such excitement until she opened the *New York Times* to discover a glowing review of her book *Little Heathens: Hard Times and High Spirits on an Iowa Farm During the Great Depression*.

That was in 2007 and since then Kalish has been extremely busy with author tours, talks and appearances. Published by Bantam Dell, a division of Random House, her book received critical acclaim and several awards, including the Iowa Reader Literary Award for Non-Fiction. The book was also named one of the top ten best books of 2007 by the *New York Times Book Review* and featured on CBS News and The Today Show.

“One month after we moved to The Forum I got a call from Random House telling me they were going to buy my book. That’s a day I can’t forget. It was amazing.

*When she isn’t traveling about the country giving author talks, Millie Kalish enjoys being home at The Forum.*



*Millie Kalish received an Honorary Doctorate of Literature Degree from the University of Northern Iowa.*

It’s a thrill of a lifetime,” said Kalish, who moved to The Forum with her late husband, Harry, five years ago.

Filled with life lessons, home remedies and long-forgotten recipes, *Little Heathens* candidly recalls the difficult times growing up on her grandparents’ farm near Garrison, Iowa during the depression years. The book has become popular with book clubs, resonating with those who yearn for a simpler time.

“I can’t tell you how many readers report that they didn’t know you could make marshmallows, but thought you had to go to the store and buy them,” Kalish said. “Families who are using *Little Heathens* to simplify their lives are hanging their washing on the line outside. They report they love the fragrance of air-dried clothes and are tickled to find that all of the clothes dry at once and are wrinkle-free.”

Her readers are also adopting some of the favorite sayings from her Grandma Army such as, “If you’re

looking for a helping hand, you will find one at the end of your arm.”

Last summer, Kalish was delighted to receive an Honorary Doctorate of Literature Degree from the University of Northern Iowa, an event she attended with her two sons and their wives. She is the proud grandmother of four grandchildren and two great-grandchildren.

When she isn’t traveling about the country, she enjoys being at home at The Forum.

“I love living at The Forum. I love the beauty of its construction, the inspirational landscaping and the whole setting with the additional luck of having a nature preserve next door,” Kalish said. “Add to that a remarkable group of interesting residents and efficient and pleasant staff, including our kind, genial and helpful transportation staff. How lucky can we be?”

*For more information about Millie Kalish and her book, check out [www.little-heathens.com](http://www.little-heathens.com).*



AT RANCHO SAN ANTONIO  
A Retirement Community

*The library is a popular place for residents.*

o n r e t i r e m e n t l i v i n g

## A Real Library

The expansion of the library at The Forum is a wonderful example of resident ownership at work. The newly remodeled library added much needed space for both books and residents.

“Since we are resident owners, if we dream it, we can make it happen,” said Helen Bright, a former library committee chair who currently serves on the Board of Directors for the Health Care Center.

More than two-thirds of the residents at The Forum check out books and many use the library on a daily basis to read newspapers and periodicals. With 3,762 fiction and non-fiction books, there’s quite a selection, including a whole shelf dedicated to authors who live at The Forum.

The library features reference books, regular and large print books, audiotapes, and CDs. There is also computer access, a magnifying reader for the visually handicapped and a brain fitness program for resident use.

For Pauline DeKraker, who served as library committee chair for the past two years, the library is indeed a dream come true. “We are so very proud to see the beautiful light coming through the windows and all the great books on the shelves.”

DeKraker volunteered as a librarian when her children were in school and loves to read.

“My husband and I moved to The Forum as a gift to each other. I am so grateful to be here. It was the best move ever,” she said. “When I first came here I gravitated to the library and enjoy it so much.”

The 37-member library committee, under the leadership of current chair Margaret Lanphier, includes five former librarians.

Helen Bright, who moved to The Forum fifteen years ago to be closer to her daughter, is a retired school librarian from the Evergreen School district. She believes the library is so successful because of the commitment from the residents who volunteer.



*Pauline DeKraker, former chair of the 37-member library committee.*

“Things are very organized and well-run thanks to our volunteers. Shelving is perhaps one of the biggest responsibilities and resident Jean Gill is in charge of keeping it in order,” Bright said. “To this day, if I don’t know how to catalog something, I will check with Martha Thompson who now lives at the Health Care Center. She was the cataloger for the Sunnyvale public library for years and she knows exactly what to do.”

The library is open 24/7 and operates on a self-check system. New residents can expect to find a “real library” with the latest and most popular books, as well as the daily papers, in a well-lit, quiet atmosphere for reading.



*Helen Bright, a retired librarian, helped make the library expansion a dream come true.*

## A Smooth Move

When it's time to move into The Forum, one of the first people you will meet is Lead Relocation Coordinator Pauline Kubisova. She's the person who works with the sales team and with residents and their families to provide coordination and information about The Forum. She handles everything from pet policy paperwork to the assignment of parking spaces and storage units. She is also there on move-in day to ensure things go smoothly.

"I want to make it as easy as possible for the resident," said Kubisova, who is originally from the Czech Republic and brings nine years of experience in the senior living industry to her job. "I like working with people. For me, it's all about service and taking care of their needs so they can concentrate on their family and the things they enjoy doing."

Resident Dorothy Ito, who recently moved to The Forum from Hawaii, can't say enough about the assistance she received. With over 100 boxes, the move seemed daunting at first. "Pauline made life much easier. I appreciate her work and how accommodating she was."

Ito and her husband had always planned to retire in California to be near their children. When her husband passed away, she decided to move and began looking at different retirement community options.

"When I came to The Forum I had a feeling that this is the place. It's nice and green with nature all around. It's neat and clean and I like that," Ito said. "I am independent and I don't want to be a burden to my children. My daughter has her own life, but I like being close by."

Whether she's hemming pants for her daughter or making sachets for the country store, Ito keeps busy. She loves to exercise and goes to both aerobics and the Back and Abs classes at The Forum. She also likes walking and gardening on her patio.

"My husband was a physician and always said if you are happy, then life will be good. I believe life has to be positive," Ito said. "The people here are wonderful, helpful and friendly. It's going very nicely. I'm happy and satisfied."



*Relocation Coordinator Pauline Kubisova chats with Dorothy Ito about her move to The Forum.*



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A Smoke Free Community

[www.theforum-seniorliving.com](http://www.theforum-seniorliving.com)

23500 Cristo Rey Drive  
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The Forum at Rancho San Antonio

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## You're Invited!

Would you like an invitation to the next event at The Forum? Please fill out the form below or call us at (650) 944-0190.

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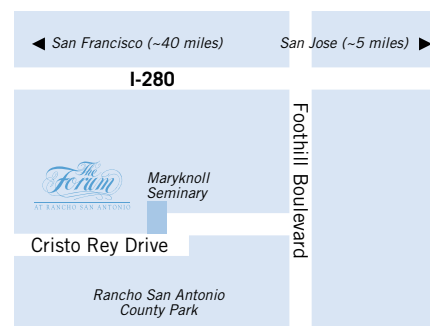
Email \_\_\_\_\_

- Yes, please invite me to the next event
- No, please take me off your mailing list
- Yes, please send more information about The Forum

Mail to: The Forum  
23500 Cristo Rey Drive  
Cupertino, CA 95014

## An Established Community

The Forum, a continuing care retirement community established in 1991, is known for a sound financial track record. Governed by resident owners, the Board of Directors provides oversight of the budget to keep fees affordable, while providing an elegant and gracious lifestyle.



## For More Info

For more information about The Forum or to schedule a no-obligation tour please call 650-944-0190.



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A Retirement Community

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[www.theforum-seniorliving.com](http://www.theforum-seniorliving.com)

A Smoke Free Community

Printed on Forest Stewardship Council certified paper using vegetable (or soy) based inks with no VOC's.