



Felician Village

The Gardens Gazette

The Resident Newsletter of The Gardens

1700 South 18th Street Manitowoc Wisconsin 54220-5652
www.felicianvillage.org

September 2011

Annual Picnic A Success!

What's Inside

Annual Picnic

New Director

United Way

Open House

President's Corner

Happenings

October 18
Resident Meeting
10:15 - 11:15AM

October 3 - 10
Felician Village Mis-
sion & Heritage
Week
Watch for more ac-
tivities during this
week!

Thank you to all who participated and volunteered at our annual picnic on September 10th. It was a huge success and it was great to see residents, their families and employees enjoying the day together! There are plans to hold future picnics in the next few years.

Feedback gathered from this year's picnic will be considered when planning next year's picnic. Watch for future newsletters announcing the date of next year's picnic!



Dr. Schmidt and his mother, Dorothy pose for a picture during the picnic

New Director Hired

Raymond Weiss is the new Director of Mission Services at Felician Village. In his new position, Weiss is responsible to manage all campus activities related to mission and spiritual care. This includes coordinating prayer services, liturgies and services for diverse faith traditions, preparing resident and staff enrichment programs, providing support and empathy for persons in distress, and establishing collaborative relationships

with local churches and community groups.

Prior to accepting the position at Felician Village, Weiss for Walgreens Health Services as a Hospital Relationship Manager.

Weiss earned his Master of Arts in Theology from Holy Apostles College and Seminary, Cromwell CT.

United Way Campaign

Our in-house United Way Campaign officially began Monday, September 26th and runs through Monday, October 10th . In addition to the several special events to raise money, you will be receiving the traditional United Way Pledge Card.

All pledge cards have been given to your respective Director and they will be responsible for distributing them to you. Our goal is to increase the number of employees donating to the United Way. Remember, the dollar amount is not important. Donating to the United Way is a personal choice and every little bit helps those in need in our community. Please do what you feel you can!

During the campaign there will also be other events to help raise money for the United Way. A few of those events are as follows:

- September 26 - October 10th: A Silent Auction including various items will take place in the Village Hall.
- September 30 - Badgers Tailgate Party in the Village Hall from 10am- 1pm.
- October 3 - Minnow Races in the Village Hall at 2pm. Sign up with Steve Weber, Ext. 244
- October 7 - Walking Taco and Dessert in the Village Hall from 10am - 1pm.
- October 10 - Post Packer Party in the Village Hall from 10am - 1pm.

There are many more exciting events taking place throughout the campaign. Please see your respective Director/Manager for a complete list of events! Your support of the United Way is appreciated!

Open House Planned at The Gardens

On Wednesday, October 12, there will be an open house at The Gardens from 3-7pm. The open house will provide an excellent opportunity for people to see what living at The Gardens actually means. Our guests get a tour of The Gardens

so that they can see the apartments and all the other services and amenities.

If you know of anyone who is interested in The Gardens, please encourage them to attend the open houses.

President's Column



The branding process introduced in the July newsletter is continuing. As explained in that newsletter, branding is establishing an identity so strong and positive that when people see or hear our name they actually picture what we are.

The marketing staff participated in an eight-session webinar sponsored by WAHSA that covered the topic of branding. The marketing staff then had a brainstorming session to address five key topics related to the branding process. They highlighted key factors that need to be incorporated into the branding strategy so that the “brand” is more than just words. Topics discussed were budget, advertising, refurbishing, use of office space and sales effectiveness.

The administrative team will participate in the next phase of the planning process. Following a model from the webinars, the team will provide input on a six-step process that will help define Felician Village’s position in our market. The results of that process will define the brand. If that seems confusing, it will become clearer as the advertising for The Gardens changes over the next couple months.

While there won’t be visible signs immediately, the look of our advertising will be changing soon

Sincerely,

A handwritten signature in blue ink that reads "Pat Kellan". The signature is written in a cursive style and is enclosed in a white rectangular box.