



Bethany Life

Newsletter



Our First Residents ca. 1914



100 Year Edition



Bethany Life

Helping older adults thrive

From the President & CEO

Bethany Life is celebrating our 100th anniversary in 2014. Our longevity is not an accident. As you look at our history, you will see the essentials of organizational life repeated often: Benevolence, Stewardship, Teamwork, Personal Development, Growth, and Innovation. These values have given Bethany Life the vitality we need to not only carry on, but to lead and thrive.

I am personally honored to be a part of Bethany Life as we celebrate our Centennial and honor those we have served while we ready ourselves for those we will serve in the future. I am proud to work with a dedicated group of people who show compassion and love every single day. As a team, we are motivated to begin our second century with high expectations and high hopes. There is work to be done – but with the support and faith of our community, we will continue to evolve

yet remain committed to our convictions which have brought us here today.

In 2014 we begin a journey we have proudly named Building Tomorrow. This is a journey that will impact generations to come. There is no doubt that this journey will take time, hard work, and resources, but we are fully committed and excited. This is a sentinel moment; a legacy time for our organization, our community, and for you.

This year the look and feel of Bethany Life will change. We are changing the culture of our organization. We are changing the physical appearance of our building. Yet, through all of this, we hold true to our values and our faith.

Bethany Life is truly a community legacy that was born from a deep

commitment to those in need. That commitment is as strong today as it ever has been. This is because of you: our community, our member churches, our friends, our volunteers, and our employees. Thank you for your support. Together we will ensure that our ministry of serving older adults in a place they can truly call home will continue for many years to come!

Gratefully,

Betsy Warburton

Betsy Warburton, President and CEO



As we walk through our centennial year, the words of a hymn seem to echo in my heart; “Oh God our help in ages past, Our hope for years to come.” Those words are a powerful reminder that it was God who gave Bethany Life birth; it is God who has blessed the organization for 100 years and it is God who gives the vision for the future.

The Centennial Celebration is a time to celebrate and honor the past and to remember who we are and the ministry and service that God has called us to. As we remember, we can anticipate the future with confidence.

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Time and time again in scripture God exhorted his people to remember. For it was in their remembering that they had hope and strength for the future.

So we remember and give thanks. We remember and celebrate. We remember and step into the future with confidence, for God is faithful.

In His Service,

Chaplain Sandy

Chaplain Sandy Anenson



Bethany Life

Our Mission

Bethany Life's mission is to help older adults thrive in their life journey, living in a Christian environment of hope and compassion.

Our Vision

Bethany Life will become a regionally recognized resource for comprehensive and innovative aging services.

Our Values

Benevolence, Stewardship, Personal Growth, Innovation, Teamwork, & Relationships.



The Chapel at our 75th Anniversary (1989) Chaplain Sandy with Residents



The residents and volunteers enjoy a hymn-sing in the Chapel (2012).

Generations of Employees

Ruth Gabrielson and Betsy (Gabrielson) Warburton have dedicated their careers to serving the residents of Bethany Life. Although they only worked side by side for a short time, each has dedicated heart and soul to helping older adults thrive in Story City, Iowa.

Ruth served at Bethany Manor for just under 30 years. Most of her time was spent as Director of Nursing. She saw many loved ones, both residents and staff, come and go throughout the years. “Time goes so quickly,” says Ruth. She most enjoyed spending time with the residents. “Whenever I was unhappy with the way things were, I’d visit the residents and that would make it all alright,” she says.

Betsy started her career at Bethany Life as Director of Human Resources in 1996, and became administrator in 1998. In 2005 she was named President and CEO and continues to serve in that role. Under her leadership, the organization has expanded greatly in an effort to better serve older adults at a variety of care levels including Assisted Living, Independent Living, At-Home Care, and now a new Continuing Care at Home program.

Prior to her roles in leadership, Betsy served as a CNA working evenings and summers during school. She served as a CNA from 1976-1982. For a few of those years, she had the pleasure of

working with her mom. “Mom and I have a great relationship and it was a pleasure to work with her. I’ve admired her incredible commitment to Bethany and to the people we serve. I had a good teacher,” says Betsy of her time spent with Ruth. “I couldn’t show her any favorites,” adds Ruth, “but she was a good worker. We had a lot of fun in those days.”

While many things about the organization have changed throughout the years, much has remained the same. “The physical plants, structure, and procedures have changed, while the care for people, the dedication of the staff, and our faith-based foundation have stayed the same,” says Ruth. “Our faith-based foundation has always been here and will always be here. It’s a cornerstone of what we do,” adds Betsy.

Though each served in leadership roles, they share the same view of their place in the organization. “Many hands make light work—



Ruth started at \$3.50/hour and worked 3-11pm passing medicine.



Ruth Gabrielson, left, and her daughter Betsy Warburton, right, have been integral to Bethany Life’s service and leadership.

that’s what Grandma used to say,” says Betsy. “Many people tend to think that a place is successful because of the CEO’s leadership, but it takes every single person in the organization to make it work. I’m just here to support others—that’s really how I see my role.” “That’s exactly how I saw my role,” adds Ruth. Both agree that it takes an entire community to make an organization like Bethany Life successful. “There are so many people who have touched this

(continued on next page)

Thank you, Maripat!



Maripat Higgins of Roland has been volunteering for Bethany Life for three years. She spends Wednesday mornings and Saturday afternoons helping customers and pricing items at Affordables in downtown Story City. All proceeds from the store benefit the Bethany Life Foundation. In addition to her time at Affordables, Maripat contributes her quilting talents on Tuesdays. Proceeds from the items quilted and created also benefit the Bethany Life Foundation.

Her husband, Bob, recently served a term on the Board of Directors, which is what made her aware of and interested in volunteer opportunities.

Outside of volunteering for Bethany Life, Maripat teaches Sunday School at Bergen Lutheran Church in Roland and Faith Formation at St. Cecilia in Ames. She has four children and four grandchildren. We thank you, Maripat, for your contributions to Bethany Life.

(continued from previous page)
place that we’ll never be able to thank. Every single one has contributed to what we are today,” says Betsy.

True to the family-friendly culture of the organization, it’s evident that to the Gabrielsons, family is important. “My husband was one of our biggest fans. On snowy nights he’d go out and pick up staff so they could get to work,” says Ruth. The family still enjoys spending time together. “We have a great family,” says Ruth. “Each of them has a genuine care and concern for older adults.”

Reflecting on her career and years past, Ruth says of her time, “I feel blessed because I had all those years



with employment right here in Story City and I loved it. That’s really a blessing. My husband used to say if you can work your whole life at something you really love, what can be better than that?”

“I had the incredible privilege of working in the original building- a big old brick building with no air conditioning. It was filled with character but there weren’t elevators to every level. I used to take my breaks on the verandah - we’d have supper out there. I remember the men’s pool hall where the men would spend their afternoons visiting and playing pool.” -Betsy

100 Years of Bethany Life



The photo on the left shows the new nurses station in the new addition.



An interior view of the new lounge.



1930

First Chapel built

1967

33-resident nursing unit built

1984

Cedar Place constructed with 50 tenants

2001

17-bed memory care unit (north wing) built, & Timberland Village independent and assisted living facility constructed

2010

Home Technology added

2013

LifeChoices® at Bethany launched

Est. 1914

Story City Sunset Home Hospital & Sanitarium

1964

50th Anniversary



1977

129-resident nursing unit added

1990

17-bed memory care unit built

2003

12 twin-home units constructed

2009

Home Services established

2012

Bethany Life opens third Memory Care neighborhood

2014

Bethany Life's 100th Birthday



Building Tomorrow Campaign

Levels of Giving

To give a gift, please contact:
Larry Elphic
515-509-3299
larry@bethanylife.org

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\$100,000	Two donors needed with household naming available (\$200,000)
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Sanitarium and Old People’s Home

In the end of April 1913, Story City was full of contractors from all over the state, bidding on construction of the Sanitarium as well as the hotel and auditorium block. The contract for the Sanitarium was let to C.F. Reimer & Co. of Marshalltown, who offered to put up the building without heating and plumbing for \$19,493. Towards the end of May, the contract for plumbing and heating was awarded to T.T. Holm. His bid was lowest, being \$4,800.

The Sanitarium and Old People’s Home was the last building to be completed in the Sanitarium Addition. The Sanitarium was located where Bethany Manor is today, 212 Lafayette Ave.

The funds to build the Sanitarium were raised from local donations. By May 8th, 1913 the total sum subscribed to date was \$27,500, donated by about 550 people, making an average subscription of \$50. A considerable part of this amount was not available at that

time, as many of the subscriptions were made on a two, three, or four year payment plan. Not one cent of the subscriptions was spent in hiring solicitors. Every dollar that was donated went directly into the building of the Sanitarium. At that time, two-thirds of the money subscribed had been given by people in or near Story City and five acres of land had been donated to the institution by local people.

In the beginning of June, the contract to build the Sanitarium was given to the Cole Bros. of Ames. The Marshalltown contractor who originally received the contract got cold feet and forfeited his deposit of \$500 rather than go ahead with the job. N.M. Nelson received the contract for excavation.

A large crowd was on hand on Friday, October 31, the day selected for the laying of the



cornerstone of the Sanitarium. By this point the building was now under cover and was being plastered. The ceremony began at 1:30 in the afternoon with the program outlined as follows: music, Story City Band; opening remarks, President O.S. Boyd; addresses by Rev. T.T. Heimarck, Rev. H. Solum; address and cornerstone laying by Prof. J.N. Kildahl of Northfield, MN.

By December 18th the structure was near completion with only some interior finish yet to be done. The Sanitarium and Old People’s Home opened in 1914 and 11 people were admitted that year. Over the first 10 years, 61 people were admitted to the home.

By Kate Feil, Director
Story City Historical Society



NEW IN 1914

- Keepers Dolly Duds Designs
- The Tango
- \$100 Bill
- Two-Speed Harley Davidson (Ideal Machine for Sidecar use)

POPULAR NAMES

- | | |
|-----------|-----------|
| Elsie | Henry |
| Edith | Albert |
| Alice | Charles |
| Dorothy | Frederick |
| Annie | Thomas |
| Florence | James |
| Margaret | George |
| Elizabeth | John |
| Mary | William |



POPULAR SONGS

- “Can’t You Hear Me Callin’ Caroline”
- “Goodbye Girls, I’m Through” (from Chin-Chin)
- “I Love the Ladies”
- “A Tango Dream”
- “A Little Bit of Heaven, Shure They Call It Ireland”

BORN IN 1914

- | | |
|-------------------|-------------------------|
| George Reeves | “Gone with the Wind” |
| Norman Lloyd | “Dead’s Poet Society” |
| Robert Wise | “The Sound of Music” |
| Beatrice Straight | “Poltergeist” |
| Ruth White | “To Kill a Mockingbird” |

HISTORICAL EVENTS IN 1914

- | | |
|--------|---|
| Feb 16 | First airplane flight (LA to SF) |
| Apr 22 | Babe Ruth’s 1st professional game (as a pitcher) is a 6-hit 6-0 win |
| May 9 | President Wilson proclaims Mother’s Day |
| Jul 28 | WWI began when Austria-Hungary declares war on Serbia |
| Jul 29 | First transcontinental phone link made between NYC & SF |
| Aug15 | Panama Canal opens |
| Oct 19 | Post Office uses 1st automobile to collect and deliver mail |
| Dec 21 | First feature-length silent film comedy “Tillie’s Punctured Romance” released (Charlie Chaplin) |

Our Member Churches

- Ascension Lutheran, Ames
- Bergen Lutheran, Roland
- Bethany Lutheran, Kelley
- Bethany Lutheran, McCallsburg
- Bethel Lutheran, Story City
- Bethesda Lutheran, Ames
- Bethesda Lutheran, Jewell
- Capitol Hill Lutheran, Des Moines
- Elim Lutheran, Randall

- Fjeldberg Lutheran, Huxley
- Gilbert Lutheran, Gilbert
- Grace United Methodist, Story City
- Immanuel Lutheran, Story City
- Our Savior’s Lutheran, Radcliffe
- Our Savior’s Lutheran, Stanhope
- Palestine Lutheran, Huxley
- Salem Lutheran, Radcliffe
- Salem Lutheran, Roland

- St. Andrew’s Lutheran, Ames
- St. Cecilia Catholic, Ames
- St. Peter & Paul, Gilbert
- St. Paul’s Lutheran, Jewell
- St. Paul Lutheran, Williams
- St. Petri Lutheran, Story City
- Stavanger Free Lutheran, Garden City
- Trinity Lutheran, Ellsworth
- Zion Lutheran, Radcliffe



The original program - written entirely in Norwegian

Bethany Manor
212 Lafayette Avenue
Story City, Iowa 50248
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Fax: 515.733.5293
E-mail: office@bethanylife.org



Cedar Place
812 Cedar Street
Story City, Iowa 50248
515.733.2904
Fax: 515.733.6111

Timberland Village
725 Timberland Drive
Story City, Iowa 50248
515.733.6500
Fax: 515.733.9376

Bethany Life Foundation
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Story City, Iowa 50248
515.733.4325
Fax: 515.733.5293
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SAVE THE DATE!



100 Year Anniversary Celebration

April 27th • 3:00–5:00
212 Lafayette Ave., Story City

Bethany Life



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