

PARKER PRESS

WHAT'S INSIDE:

- Honor the Past, Embrace the Future
- Vision Quest
- Parker on Broadway
- Meet Wilma
- Artist Carol O'Neill



YESTERDAY AND TODAY



2017

Parker celebrates 110 years and launches new brand and #WithIt campaign



2014

The grand opening of Parker at Monroe, nursing care in the Small Home model



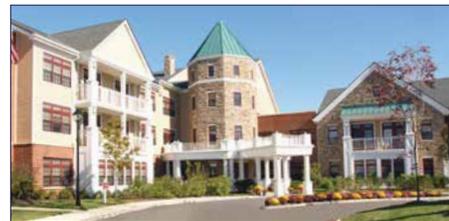
2008

Parker's Adult Day Center opens, expanding services to support people aging at home



2002

Under Roberto Muñiz's leadership, Parker opens Evergreen Way, a unique small home model focused on memory care



2007

Parker celebrates its 100th Anniversary and adds Parker at Stonegate Assisted Living Community and Parker at the Pavilion

1983

Parker opens its second location, Parker at River Road, in Piscataway, NJ



1954

NJ Department of Health and Senior Services designates Parker at Landing Lane a nonprofit nursing home for aging



1940's

General Robert Wood Johnson comes to Parker's aid, staying very involved for the next two decades



1907

Henrietta Parker establishes the Francis E. Parker Memorial Home in New Brunswick, NJ





HONOR THE PAST, EMBRACE THE FUTURE

On November 23, 1907, Henrietta Parker established the Francis E. Parker Memorial Home in New Brunswick, NJ.

Our first home was founded on values of family, community, and service. At the time Henrietta probably did not realize the extent of what she had created. She built something of a first in this country...a place that offered exceptional, affordable, personalized care to elders in a home-like setting.

Like Henrietta, we experience aging every day here at Parker. We are inspired by our residents and participants, colleagues and partners, and our entire community. It is the reason Parker has led the way in aging services — challenging, changing, and expanding the idea of what it means to grow older in America. We honor, with gratitude, Parker's past while embracing a future where everyone — regardless of age; young and old — joins together to discover ways to make aging manageable, relatable and enriching for all of society.

When I was honored to be named president and CEO of Parker in 1998, we made growing the business and the brand a strategic priority. I am pleased that 20 years later, our business continues to grow — in terms of our physical

footprint, our strategic partnerships, and our service philosophy.

I believe that if Henrietta Parker were alive today, she would be proud that Parker partners with colleges, medical schools and academic institutions. Our strategic partnerships have uniquely positioned us to play a part in the future of aging, with intriguing new programs and technologies. And, as thought leaders in the field of aging services, we will share our knowledge to benefit everyone.

Throughout Parker we see signs of the season — whether a Christmas tree, menorah, or other religious or cultural celebrations. By sharing our traditions, values and customs with one another, we are sharing what makes each of us unique. During December, we enjoy celebrating the holidays in each of our homes and services. It is truly a season of rejoicing and reflection.

Whatever your traditions, however you celebrate, I wish you and your loved ones a beautiful holiday season and a healthy and happy new year!

A stylized, handwritten signature in white ink, appearing to read 'Roberto Muñiz'.

Roberto Muñiz
Parker President and CEO

PR Newswire
a CISION company

Parker celebrates
110th anniversary,
launches "WithIt"
brand campaign

www.prnewswire.com

Parker
#WithIt

Lucy is the life of the party and Laurie leads it for Lucy and her friends

@Parkerlifeorg
Twitter Facebook LinkedIn

Parkerlife.org

PR Newswire
a CISION company

engage opportunity
everywhere

www.prnewswire.com

PR Newswire
a CISION company

engage opportunity
everywhere

www.prnewswire.com

at&t

THOMSON REUTERS

europa cafe

europa cafe

PARKER LIGHTS UP THE GREAT WHITE WAY — Story on Page 4

VISION QUEST

By Bill Hagaman, Chairman
Parker Board of Trustees



While working with Parker leadership on the branding project where we revisited the Parker mission, vision and values,

I was reminded of a favorite quote from an article that I read several years ago: “A compelling vision projects an image of how an organization intends to grow and serve its clients through individual, team, and organizational excellence.”

While Parker has always been our touchstone for growth and service to our community of elders, we all felt our mission and vision statements needed a refresh. It was time for a compelling new vision, that would effectively communicate who Parker is and who we strive to be in the future.

The process of discovering our updated mission and vision took months of effort. We had to discuss, pinpoint and agree upon Parker’s new direction—that encompassed providing excellent, broadening services, and sharing our knowledge with others, as thought leaders in the field of aging services.

With the support of our branding agency, we discovered our new vision, which succinctly guides Parker’s path for now and into the future: **We make aging part of life.** The vision communicates who we are and what we want to become; we provide excellent aging services to improve the lives of the people we serve, and we strive to modify the media and society’s skewed and untrue view of aging. It may take a while, but I’m confident that we’ll get there.

PARKER LIGHTS UP THE GREAT WHITE WAY

By Daniel Carr

Parker has taken Lucy Douglas, a participant in Parker’s Adult Day Club at Home program, and Laurie Peters, manager of

the program, to some unlikely places. On May 11th, their beautiful faces were smiling down on New York City’s Times Square to mark Parker’s 110th anniversary milestone by reminding everyone to be **#WithIt**, which is not defined by age, but by attitude.

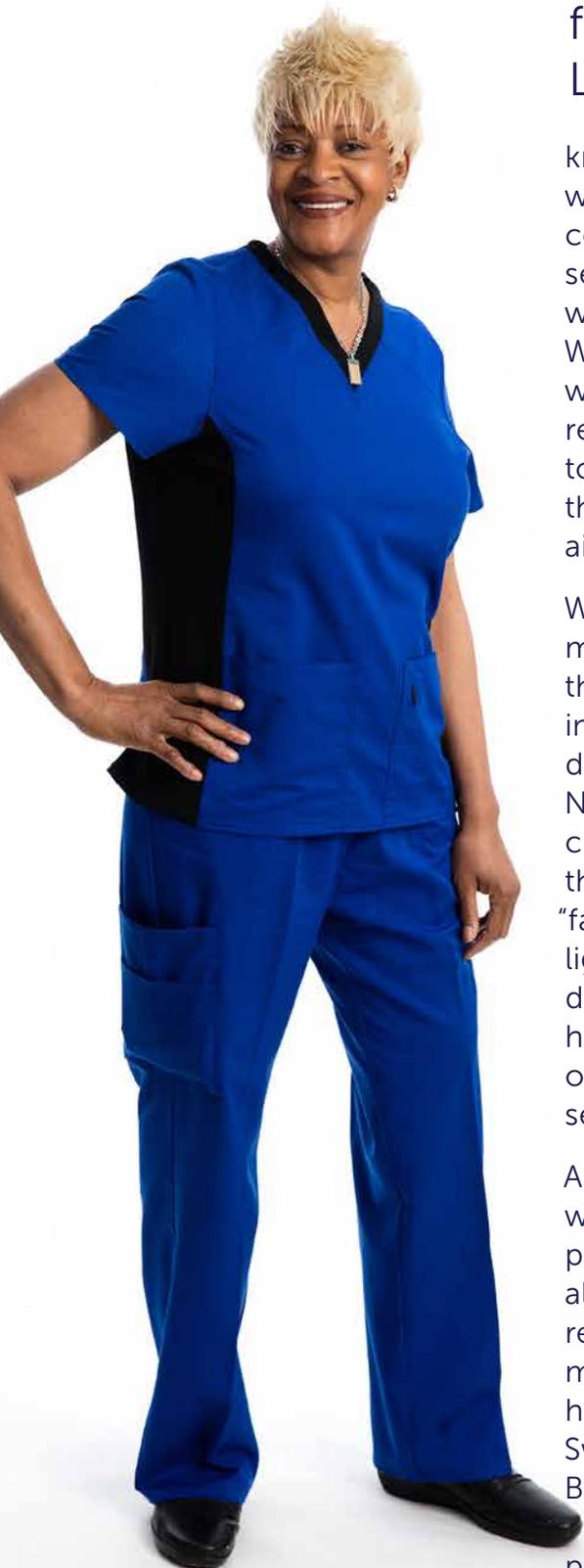
Through the Parker Day Club at Home program, Lucy was able to get to know more residents in the community that she has been a part of for years. She loves the activities, the social opportunities it brings, and praises the program’s mental health benefits, too.

Ever since Lucy joined the program, she has become a “cheerleader” for Parker and tells new residents about this great opportunity in their community. “[The Parker Day Club at Home program] is something that I look forward to on Fridays. If someone asks me to do something on a Friday, I say ‘I can do it after two o’clock!’”

In relaying the story of how she became manager of this program, Laurie explains that while taking a class to become a certified activity director, the instructor remarked that somewhere far down the line seniors will be offered activities in their homes. She remembers thinking, “I hope that I’m still in this field when that happens, I would love to be involved.”

47 YEARS MAKING AGING PART OF LIFE

By Fern Marder



When Wilma Matchett accompanied her friend Jackie to an interview at Parker at Landing Lane 47 years ago, little did she

know this chance encounter would result in a near half-century career in aging services. “My friend’s interview was running late and long,” Wilma recounts, “so while I was waiting in the lobby, a receptionist asked if I wanted to fill out an application.” I was thrilled to be hired as a nurse’s aide at Francis E. Parker Home.”

What surprised Wilma the most about working with the aged—and continues to inspire her after almost five decades tenure as a Certified Nursing Assistant—is “the closeness between you and the residents.” Noting Parker’s “family atmosphere,” Wilma lights up herself when she describes how the members of her second family “get a smile on their face whenever they see you.”

A self-professed shopaholic who believes in the healing powers of retail therapy, Wilma also counts as favorite hobbies reading, crossword puzzles, massage and music (reserving high praise for a recent Keith Sweat show she caught at New Brunswick’s State Theater).

“The [residents and program participants] that are “WithIt”

are the ones who like to go out and have fun, and sing and dance and just have someone to talk to and connect with,” Wilma says when asked about the personal meaning Parker’s brand campaign holds for her. “The key is closeness, connection, and companionship.”

And Wilma continues to pay those qualities forward, inspiring her 26-year-old great-niece, Sasha—whom she’s raised like a daughter, and who, with her eight-year-old son Nah-Mair, continues to live with Wilma—to pursue a career in aging services. After expressing early interest in becoming a lawyer (“and not so much as wanting to touch a cotton ball!” Wilma jokes), Sasha enrolled in nursing school. “She said, ‘Mom, you’ve been a nurse’s aide for years,’” says Wilma. ““And I’ve been to Parker and seen the atmosphere there: I see the way the residents smile and light up when they see you. I love to see that, and I want to be part of it.”

That’s pride. That’s legacy. That’s inspiration. And that’s **#WithIt**.

CAROL O'NEILL: A LOOK AT A CELEBRATED ARTIST

By Daniel Carr



It's easy to get lost in a Carol O'Neill collage; it's the countless pathways the eyes can follow and the clear and positive emotion

evoked through the work. For her, it's the greatest satisfaction: "I get the most pleasure out of working with collages when all the pieces come together and I get to see it finished," explains O'Neill.

Ms. O'Neill, an award-winning artist, has lived in Highland Park for much of her life and moved to Parker at River Road in August. She is a member of the Arts Collective of Highland Park and served as Middlesex County Administrative Director of the Arts High School and the Middle School of the Arts. She is particularly proud of her exhibit at Johnson and Johnson's Rotunda Gallery in 2015.

Carol's work was featured at New Brunswick's Alfa Art Gallery earlier this fall with her collection

entitled "Carolesque-Eclectic Art." After attending the opening reception and viewing her work, it becomes clear what makes a work "Carolesque" — her commanding use of colors, layers, and imagery lend to provocative, meaningful, and unique pieces of art.

Some works, such as the award-winning "Inside Doors," present three open doors besides picture frames and a plain room with windows. Although at first glance it seems imprisoning, the darker colors used in the collage are overtaken by the white elements. This provides a sense of hope that overwhelms any shadows we see.

Carol continues to create collages to express her views and her feelings. Like her art, she is provocative, meaningful, and **#WithIt**.

We invite you to let us know what being **#WithIt** means to you and share your own **#WithIt** stories with our community [@parkerlifeorg](https://www.parkerlife.org) | [Twitter](#) [Facebook](#) [Instagram](#)

Happy Holidays



Check out our
Holiday Video Message
on [ParkerLife.org](https://www.parkerlife.org) or
[Parker's YouTube Channel](#)



From All of Us at Parker



Share what aging means to you, and see the stories that are changing the conversation about aging in America.

Follow our **#WithIt** campaign at [@parkerlifeorg](https://www.parkerlife.org) |   



we make aging part of **life**

To learn more about Parker please visit: [Parkerlife.org](https://www.parkerlife.org) or contact (732) 902-4200

Home Office: 1421 River Road | Piscataway, NJ 08854

Parker is a nonprofit, New Jersey-based aging services organization that is committed to changing perceptions about aging, empowering older Americans, and making aging part of **life**. For over a century, Parker has led the way in aging services—challenging, changing, and expanding the idea of what it means to grow older in America.