

Anchorage Senior Activity Center

2015 Annual Report



Mission and Policy Statement

The mission of the Anchor-Age Center, Inc., an Alaska Non-Profit Corporation, doing business as the Anchorage Senior Activity Center (“ASAC”), as stated in its Bylaws, is to enhance the quality of life of seniors by managing a well-equipped facility with a skilled staff that promotes fitness, health and social interaction in a wide range of activities and services.

It shall be the ASAC’s policy that its actions, endeavors and activities shall make a positive contribution to its mission and shall be in compliance with applicable laws, governmental regulations and agreements.

History and Background

The Anchorage Senior center opened in 1983 as a multi-purpose facility designed to serve the 50 and over population in the Anchorage Bowl. Members currently number approximately 2,500. An eleven member Board of Directors elected from the general membership serves as the governing body of the Center. Directors serve three year terms, and at least three are elected annually. This ensures that there is continuity in the overall operations of the Center and provides opportunity for more of the members to become involved if they choose.

The Anchorage Senior Center building is owned by the Municipality of Anchorage which contracts with Anchor-Age Center, Inc. for the management of the Center. Anchor-Age Center is a non-profit organization that operates the Anchorage Senior Center. The Anchorage Senior Activity Center enhances the quality of life for people 50 years old and older in the Anchorage Bowl and serves as a resource to:

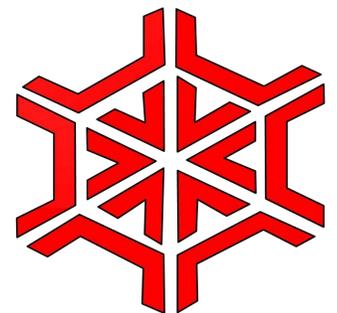
1. Encourage independence through socialization and the promotion of healthy lifestyles.
2. Assure that all seniors in the Community are aware of the various services for seniors at the Center and in the community.
3. Provide a central meeting place for senior organizations and others.

Program categories offered include but are not limited to: Preventative Health Services, Information and Assistance, Fitness Programs, Arctic Rose Restaurant, Arts and Crafts, Cards and other Socialization Games.

About our Logo

If you look closely at our logo you will notice that it is made of A’s arranged in a circle. The A’s stand for Anchorage and Alaska and Anchor-Age. The overall snowflake appearance represents the seemingly ever-present snow on the Chugach Range to the east of Anchorage.

Rick Mystrom, former owner of Mystrom Advertising and former mayor, donated the logo design to the senior center. An artist from the agency talked with many center members and attended several meetings as an observer, then developed the logo using that information and experience. We all will be forever indebted to them for their kind and thoughtful donation.



Letter From the Board President



Kris Warren

They say that one of the things you can count on in life is change. That certainly applies to what has occurred at ASAC during 2015. During Rebecca Parker's first year as General Manager, many positive changes have occurred. At her request, the Municipality's Facility Maintenance staff have spent many hours at the Center repainting and refurbishing most of the interior spaces in the building giving the place a much needed sprucing up. Much of the clutter that had accumulated over many years has been removed or properly stored. Thanks to Rebecca's contacts throughout the city, ASAC was presented with a truck load of barely used furniture at no cost which is noticeable throughout the facility. Similarly, her work with the Rasmuson Foundation secured funding for a new delivery van for the Kid Corps program which supplies a substantial funding source for the Center. A first ever fundraising gala was held last summer which brought significant revenue to the operating budget and, more importantly, great publicity for the Center's programs, activities and needs. These are just a few of the many changes we have witnessed over the past year and we look forward with anticipation to what the future holds for our Center.

Your Board of Directors has been busy too. We held a weekend workshop in April, during which we updated the 5 year plan. We developed a Board calendar to remind us of our responsibilities throughout the year. We modified our Bylaws and Standing Rules to reflect the reality of how the Board conducts business and changed the time frame during which the Board elects its officers.

We said goodbye to Karen Hunt, our former president who had to leave the Board in July. We can't thank Karen enough for the leadership and direction she provided in her short time as President. Many of the positive changes we have witnessed over the past 2 years would not have happened without her guidance and presence. As your new President, I am most grateful to Karen for the time I had to work with her and learn from her vast experience in serving on several important Boards throughout Anchorage.

Rebecca Mahaney was appointed to the Board to replace Karen and after my election to the President position, she was promptly elected to the vacant Treasurer position. In October, we said goodbye and thank you to three outgoing Board members: Tony Barrett, Bud Irwin and Betty Hendrickson. Although we miss these individuals' input into our Board meetings we are still glad to see them at various ASAC activities. We said hello to Judy Brady, Mary Shields and Lynn Paterna who replaced the outgoing board members. Incumbents Gary Wells and Rebecca Mahaney filled the two remaining vacated positions. As it turned out, we had 5 vacant positions and we had 5 nominations, so there was no need for an election process. Each of the nominees automatically became Board members.

One of the Boards highest priorities is that of funding for the Center. We are fortunate to have the support of the Municipal Administration which provides nearly 35% of our operating budget. But that leaves well over a million dollars that we need to raise to maintain the level of services that we provide to our members. We are also fortunate to have the Endowment Trust which also contributes over \$100,000 to our annual budget. However, considering the financial situation the state is facing we can no longer count on the state grants we previously received to help with our budget and we must look for funding elsewhere. This is why the Board made the difficult decision to increase membership dues and fitness fees for 2016 as a means to increase revenue. We will also be increasing our catering fees and certain other fees as deemed necessary.

Continued from page 4

On behalf of your Board of Directors, we thank you, our members, for the many hours of volunteer work you perform around the Center. Your help is what allows us to operate the facility as efficiently as we do. We appreciate your support and always look forward to hearing your suggestions for improvement and new programs. You are always welcome to attend our Board meetings which are typically held the second Wednesday of each month at 10 AM.

A Benefit for the Anchorage Senior Activity Center



An Evening at the Atwood Estate

Letter From the General Manager

As new General Manager in September of 2014, our team developed an ambitious agenda for the next year that involved a series of projects with the support of a strong Board of Directors and a dedicated staff. We began by focusing on how we could make an impact on the senior center through esthetics and programs. With Karen Hunt as Board President, we were off and running.

We attended multiple meetings and hearings with the Mayor, Assembly, and Legislators to advocate for state and local funds for ASAC's facility Renovation. Knowing that funding would be challenging in both the private and public sectors, we forged ahead! We took our story to policy makers in Juneau and positioned the Center for future funding on the local level. Our hard work gained the approval of Mayor Sullivan and the Assembly, and local funding was restored at the same level as the previous year. We celebrated!

With eagerness, we began working on Accreditation with the National Institute of Senior Centers (NISC). With support from two University of Alaska interns, Nathan Nall and Kaylie Helvi, they made tremendous progress in answering a multitude of questions by NISC. Our goal was to submit by summer of 2015. The onsite visit by the NISC representative is scheduled for March of 2016.

To keep pace with the Kids Corp Program, ASAC was awarded a grant from the Rasmuson Foundation to purchase a new vehicle to transport hot meals daily serving 450 of Anchorage's preschoolers. Each morning we serve several schools in the area and meals leave our kitchen by 9:30 a.m. These are home cooked and nutritional meals. This means producing 9,500 meals a month and has remained a profitable operation for the Center.

The Municipality of Anchorage embraced us by painting walls in the Starlight Ballroom and other areas and replaced a countertop in the Arctic Rose dining room. More upgrades are coming in 2016.

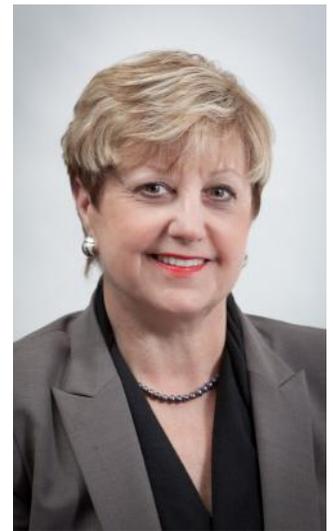
June 10th, we launched the first Garden Gala held at the home of John and Candace Hendrix. With 300 guests, music and a touch of rain, guests hovered under white tents to stay dry and warm. Even after the rain, the event netted \$38,000 for its auction and dinner. The sun came out and guests danced and celebrated the successful evening. We recognized our Honorary Chair, Arliss Sturgulewski, with a special song sung by a live band.

Employee training took place with an emphasis on Safety and Security issues and Communications in the Workplace. ASAC welcomed Bob Carmichael, BP Security and Safety Engineer who adopted the Center at no fee to the organization (thanks to interim Director Mary Shields for recruiting him). Mr. Carmichael issued a safety assessment for the facility and reported to the Board essential issues requiring our attention. We were most grateful for his valuable time and report—it made a difference!

ASAC Board and staff bid farewell and thanked outgoing Marie Lavigne, Municipality of Anchorage's Liaison to the Center from the Department of Health and Social Services and welcomed David Levy, Manager of Health and Social Services.

The Holidays were upon us and our staff worked tirelessly providing members and patrons a special holiday season. Companies hosted holiday parties and it was a festive occasion when Kris and Dawn Warren came dressed as Mr. and Mrs. Claus.

It is a privilege to be a part of the Anchorage Senior Activity Center and to work on behalf of its members and newcomers while supporting the Center's mission.



Rebecca Parker

Endowment Trust

A Short History and Explanation

The Anchor-Age Senior Endowment Fund was created June 1, 1985 by the Anchor-Age, Inc. (ASAC) Board of Directors and three ASAC members who agreed to serve as the original Trustees. These parties entered into a Trust Agreement that legally created what is now commonly called the Endowment Trust. The Trust is managed by a volunteer board of trustees who possess financial, trust and investment knowledge. These individuals are appointed by the ASAC Board to serve as Endowment Fund Trustees for renewable three year terms. It is the task of the Trustees to prudently invest the Trust's assets, fulfill the terms of the trust agreement and to ensure that the trust remains compliant with all applicable federal and state laws.

The purpose of the Endowment Trust is to provide a reliable, long-term source of funds to help meet the annual costs of operating the Anchorage Senior Activity Center. This is accomplished by prudently investing all donations in a well-diversified portfolio of marketable securities. This portfolio is guided by a professional money manager and overseen by the Trustees who meet quarterly to discuss and review the Trust's investments. The Endowment funds are in the custody of the money manager which maintains a best-practice and separation of duties.

How it works: All donations to the Endowment Fund Trust are called corpus. When a donation is received, it is invested and ONLY the earnings from those donations can be used to fund the operations of the Center; the donations to the Trust (corpus) can never be spent, barring one exception. The ONLY exception is should the corpus ever earn no money whatsoever, then the Trust may pay its own expenses from the corpus. To date, all distributions from the Trust for either its own expenses or as contributions to ASAC, have come from the money earned by investing the corpus.

The amount that the Trustees may allocate from the Endowment Fund to the Center and how these funds may be spent are expressly stated in the Trust Agreement. The following is a brief explanation of the terms. When the market value (corpus plus earnings) reaches between \$2,000,000 and \$5,000,000 as of December 31st of any year, the Trust may distribute up to a maximum of 3% of the market value of the Trust to ASAC solely to operate ASAC. The amount available is a weighted average over the previous 5 years with the greatest weight on the most recent year. For 2015, the Trust has committed up to \$107,937.00 from earnings to ASAC for operating costs.

Thus far, most of the donations to the Trust have been monetary gifts which have been bequests through wills - a legacy gift to the future of ASAC. Anyone wishing to make a direct contribution may do so at the financial office of ASAC at any time.

Adapted from Senior Borealis July 2014, page 10. Used with permission.

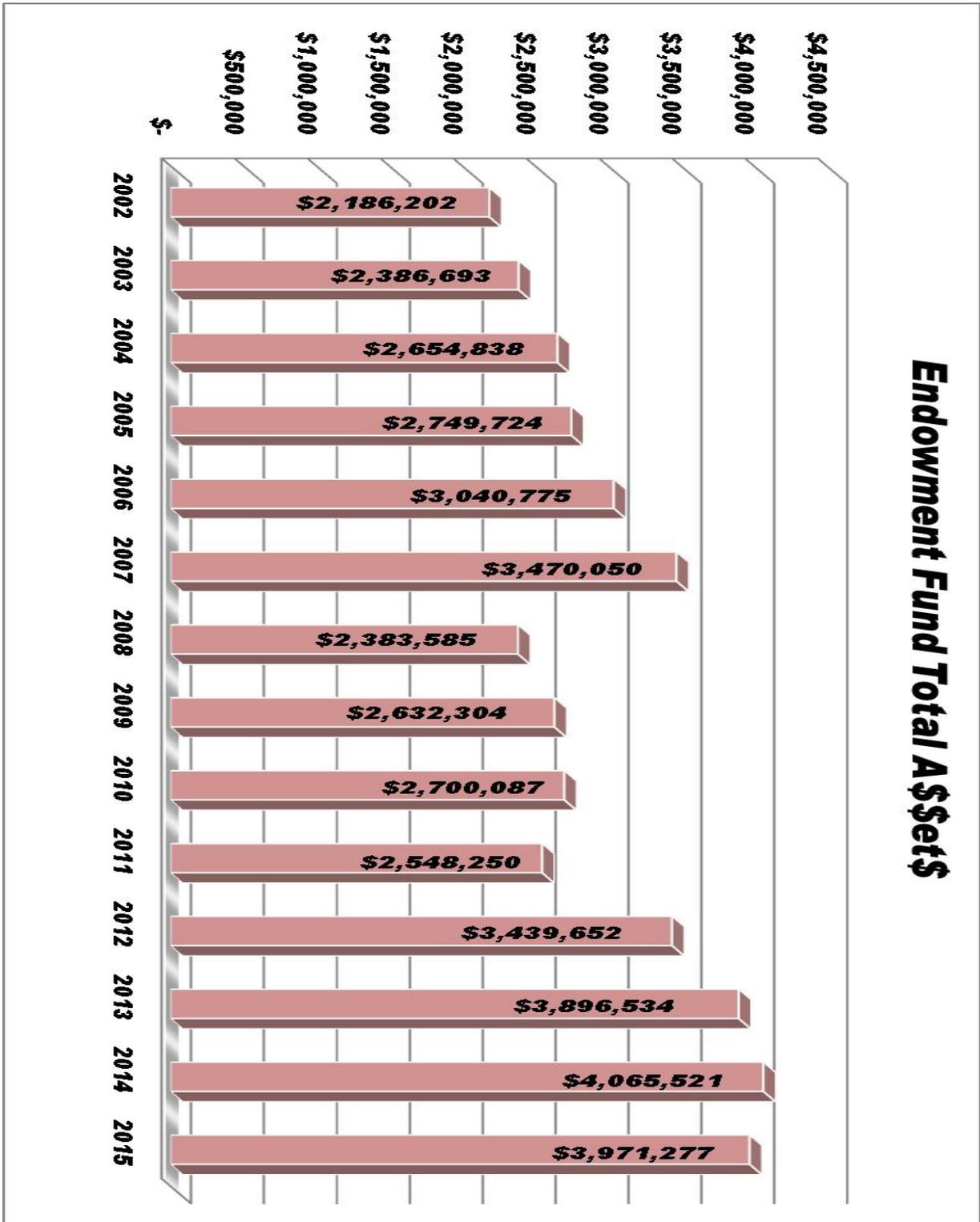
2015 Endowment Board of Trustees

Matt Blattmachr, Chair

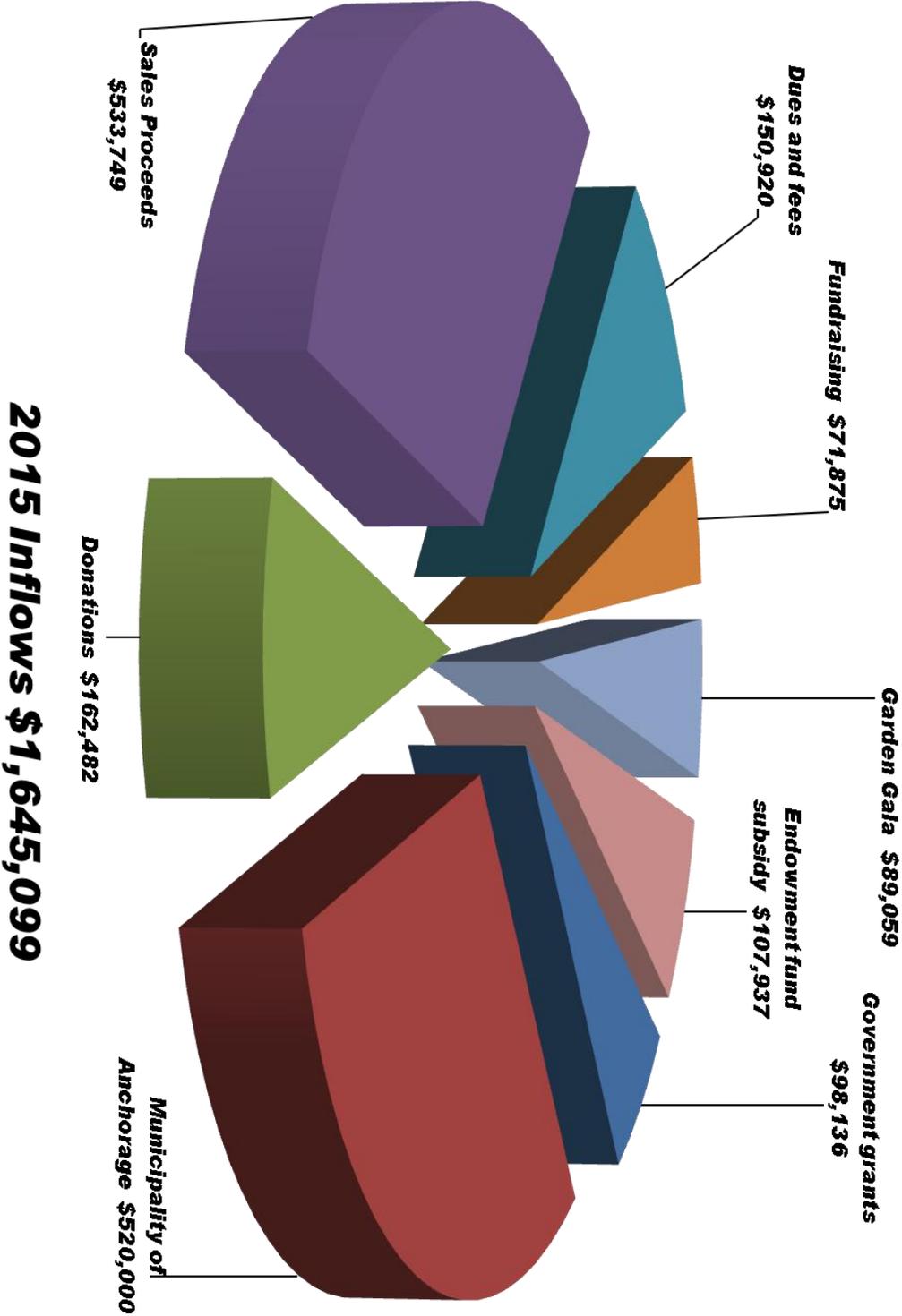
Keith Green, Co-Chair

Patricia Abney, Don Alspach, Lennie Dees, Ernie Hall, Judy Ireton,
Myrna Johnston, Bill Mans, Bob Tannahill, Janet Tempel, Virgil Vochoska
and Tonja Woelber, Esq.

Endowment Fund Chart

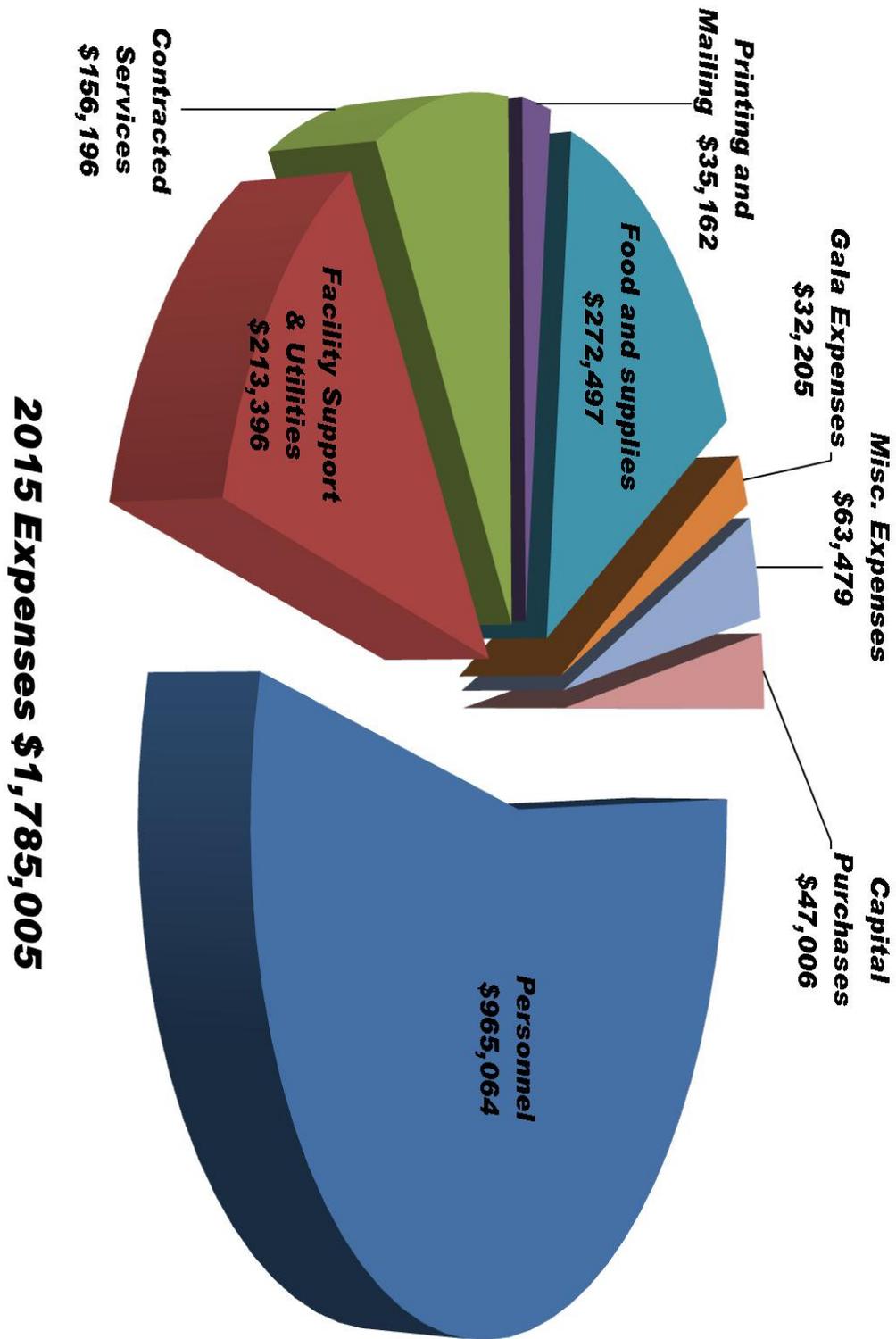


Financials—Inflows



2015 financials are unaudited figures. 2015 Audited financials will be available once the audit is complete later this year.

Financials—Expenses



2015 financials are unaudited figures. 2015 Audited financials will be available once the audit is complete later this year.

Corporate & Individual Donors

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 AARP Sourdough Chapter
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Mary E Dyson	Randy Ruedrich	William Hardham	
	Ray Tinjum		

Gifts In Memory Of:

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Bonnie Fineman
Elizabeth Okrent
LTK Engineering Svc
Kathleen Eaton
Michele and Keith Saylor

Marlene Leslie

M. Leslie Family Trust
AK Integrated Media
Mary Reischl

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Charitable Gift Fund

Delphine Elgee-Gage

Celeste Benson

Sally Garris

Kathy & Jim Roberts

Vincent H. Casey

Mary L. Boxx

Arctic Rose Restaurant and Catering

In 2015 in addition to operating a restaurant weekdays with daily specials between 11 a.m. and 2 p.m., the Arctic Rose Restaurant and Catering provided food for many special events. These included the annual Mended Hearts Picnic in July and local company Christmas parties, weekly luncheons and one-time events such as memorial services, weddings and special luncheons for the legislators or mayor. We continue to upgrade the quality of catering offered and look forward to an even busier 2016!

Anchorage Senior Activity Center Catering Menu

- + Special Occasions
- Meetings
- Conferences
- Weddings
- Receptions
- Celebrations
- Bazaars & Festivals
- Banquets
- Holiday Parties
- and much more



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Anchorage Senior
Activity Center

1300 E 19th Ave Anchorage, AK 99501

In 2015, ASAC was proud to host the first annual Anchorage Senior Activity Center Garden Gala at the Atwood Mansion. John and Candace Hendrix, the new owners of the Atwood Estate, donated the grounds for the event. From all accounts, the three hundred attendees had a wonderful time. We received help from the community with services such as a Master of Ceremonies, ASAC Craft Room, and countless volunteers from several organizations. They all pitched in to ensure our guests had a wonderful evening. ASAC's Staff also donated numerous hours to make this a successful fundraiser for the Center. We received countless donations from the companies we work with every day and businesses from all over Anchorage either donated or discounted their goods to help us achieve the goal. Members of our Board of Directors donated their time and also goods to help our cause.

This year our total income from ticket sales, donations and auction items was \$89,059. We look forward to greeting next summer on the grounds of the beautiful Atwood Estate with our next Garden Gala to be held on June 8th, 2016.

Noel Bazaar:

This year the Noel Bazaar had seventy-two crafters purchase tables. Special musical performances by the Primetime Dancers, Aurora Harp Ensemble, ASAC Chorus and 4 Strong Winds as well as a visit from Mr. and Mrs. Claus added to the holiday spirit. Total vendor space income was \$5,290. Next year our goal is to revamp the floor plan, application and pricing. This will help serve our vendors and the Center in a more efficient way.

Holiday Dinner:

2015 brought changes for the annual Holiday Dinner. Due to modifications to the operating budget, we charged for the dinner this year. Advanced prices for members were \$10, \$15 for non-member, children were \$5, and 90 Plus Club Members were free. Tickets the day of the event were \$20 per adult and \$5 for children. Mr. and Mrs. Claus were on hand to pass out candy canes. Alpha Lota Sorority, Spenard Lions Club, and the Girl Scouts served the meals and helped with clean up. Again, they showed how much they value the center through their continued support. This event could not take place without them. Ticket sales and donations came to \$2,970.

Holiday Raffle:

The 2015 Holiday Raffle drawing was held at the Annual Holiday Dinner. The prizes included a grand prize of two round trip tickets on Alaska Airlines. Other prizes included two round trip tickets on the Alaska Railroad from Anchorage to Seward, an overnight stay and dinner for two at the Best Western Golden Lion Hotel to name a few. This brought in \$4,260 to the center's operating budget.

Monthly Dances:

Our members asked for the dances to be brought back; we held our first dance in September. Each month is a new opportunity to reach out to our members and the community. We hear and support our member requests. We have a new theme each month, serve delicious meals and provide great music. We will continue to build on our successes.

Fitness Department

By Kyle Dennis
Fitness Manager

What another great year for the fitness department! I am so grateful to have such experienced and reliable trainers, a dedicated fitness committee and volunteer group, and of course outstanding members. Together we continue to improve the quality and longevity of life for all those who participate.

Goals:

Three main goals had been set for 2015 by my predecessor, Kirk Burke.

- Increase Class Attendance
- Increase Usage and Sign In Count For Weight Room
- Continue Community Outreach

Objective 1: Increase Class Attendance

Assuming the position at the end of the year, I had quickly observed how influential the fitness department is to our members here at ASAC. Thriving on the benefits of exercise, the comradery and the diversity of classes and equipment, our members continue to see success in multiple facets.

Within the fitness department, we offer a variety of 15 different classes, with 38 available classes per week. We have seen a great increase in most all of our classes this past year. Highlighted below are our four most popular classes, each seeing a tremendous increase from 2014 through 2015.

<u>Total Check-ins</u>	<u>2014</u>	<u>2015</u>	<u>Increase</u>
Dance Cardio:	410	959	549
Tai Chi Fall Prevention:	489	1,208	719
Chair Yoga:	1,623	1,811	188
Chair Exercise:	1,177	1,863	686

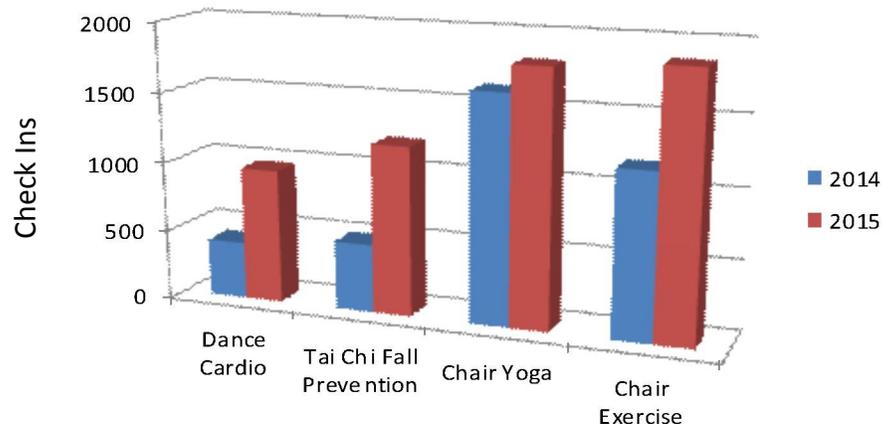
Objective 2: Increase Usage and Sign In Count For Weight Room

Kirk was adamant on increasing the overall usage of the weight room facility, as we still had room for growth. Since assuming this position, I have continued this philosophy, encouraging members to check in, while promoting our facility and all its amenities through several avenues of marketing strategy.

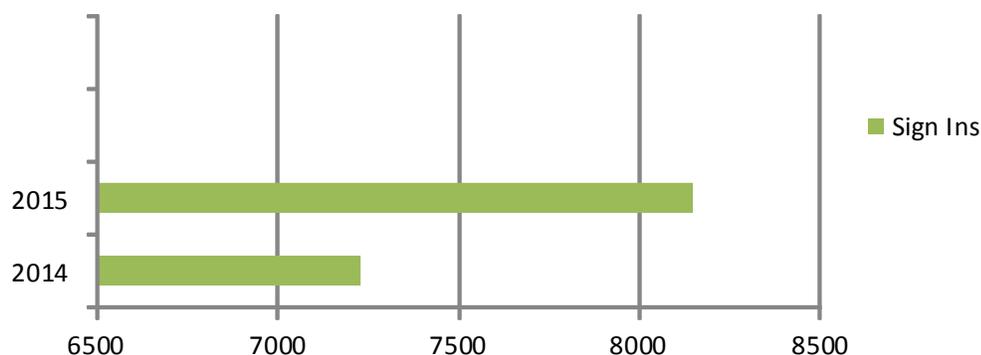
Looking at the numbers, we went from 7,235 total sign ins in 2014 to 8,151 total sign ins in 2015!

That is an increase of **916** sign ins!

ASAC FITNESS CLASS ATTENDANCE



Fitness Weight Room Attendance



Objective 3: Continue Community Outreach

Our third main goal for the year was to maintain exposure to the community. Throughout the year we were able to reach more health fairs, participate in the Heart Walk for the first time and reach circles such as CME church. Continuing to work with the community on a personal level, to show just how much we care for our members, is what the Senior Center is all about.

Other Highlights from 2015

- A total of **2,920 increased check ins** for our 7 most popular classes
- **\$5,365** total raised for the Charity Walk
- Hours of operation expanded to Saturdays
- 3 new classes added to the existing schedule
- New kettlebell weights for classes, allowing for more functional movement with added variety for our members
- 2 high quality Precore treadmills donated (over \$4,000 total)

Summary

Looking back at our goals for 2015, we can see that all were accomplished. We were able to make incredible gains in our class attendance, some even doubling. Our second objective was completed in seeing existing members more frequently as well as adding new members to the program to increase our total check in count. Finally, we continued to extend our presence within the community, helping others and guiding them to a program which has proven to yield success.

A big thanks to all of our Staff here at ASAC! Everyone had part to play in the success of the Fitness Department, and it is greatly appreciated. Thank you to Kirk Burke, whose passion and work ethic made all of these goals possible. Thank you to Tim, Brittany, and Vicki, for your dedication, knowledge and so much more. You all go above and beyond in all you do, and it shows immensely. Thank you to our volunteers and fitness committee, who constantly dedicate their precious time to enrich the program. We are fortunate to have you. And most of all, thank you to the members. You are the heart and soul of the place we care so much about!

Gift Shop

By Judy Joseph
Gift Shop Manager

This was the first year the craft room and the gift shop had a big sale during the library's semiannual book sale and we had a great turn out for both departments. The craft room sales for the 4 day period came to \$1,893 and the gift shop brought in \$1,271. I plan to make these sales a regular event as long as they are successful.

In May, one of our long time members (Mary Frances) donated 2 large trunks to the gift shop filled with vintage costume jewelry. This wonderful donation made a lot of money for the Center and also made a lot of ladies happy.

We have been invited again to participate in the Saturday Markets event for 2016. This will be our 7th season of selling creations made by the ladies in the craft room. The first year we had a booth was in 2010 and we brought in \$2,314. Last year (2015) we really out did ourselves by making a grand total of \$7,810 which is well over any previous year.

In late summer the gift shop was the recipient of a very large donation of pewter jewelry, animal charms, goblets and a variety of miscellaneous items. We've sold quite a bit of it so far and also have given some away for door prizes.

In November the gift shop opened an account with Alaska Wild Berries Products so our customers can purchase the candy for themselves or for gifts. Hopefully once the word is out that the gift shop carries these fine candies, our sales will improve with the possibility of it becoming a regular staple on our shelves.



Health and Wellness Department responsibilities were expanded and now include Nutrition, Health Services, Support & Referrals, Transportation, Fitness and Outreach to seniors in the greater Anchorage area. We look forward to meeting you, speaking to you about issues, needs, suggestions and stories you'd like to share. Our door is always open.

Nutrition:

- Distribute Commodity Supplemental Food Program (CSFP) on a monthly basis
(We are trained and certified by the Food Bank of Alaska)
- Act as a resource for nutritional information and education provided through a registered dietician
- Provide Farmers Market Coupons to seniors as a liaison of the Cooperative Extension Services
- Answer Medicare Beneficiary questions in conjunction with the Medicare Information Office

Health Services:

- Organize Health Fairs
- Provide Annual Flu Shot Clinics
- Provide health centered educational events, presentations and programs for seniors such as Fall Prevention and Brain Olympics
- Host monthly meetings for Alzheimer's Resource Center, Brain Matters, American Lung Association, Better Breathers/COPD and Certified Pure Therapeutic Grade Essential Oil classes
- Offer daily blood pressure and glucose monitoring both onsite and at select outreach sites
- Monthly services by physicians, dentists, audiologists, opticians and diabetic care specialists
- Coordinate CPR/1st Aid certified training classes given by American Red Cross
- Emergency Medical Services for accidents and other medical emergencies
- Provide Foot care, Beauty Magic, Healing Touch and Haircutting services
- Provide Legal and Financial Consultation services

Support & Referral Services:

- Provide durable medical equipment including wheelchairs, assorted walkers, canes, bedside commodes and transfer seats for short term loan
- Provide information and resources for support groups focused on Stroke, Arthritis, Parkinson's, Caregiving, and Better Breathers/COPD
- Provide support, referral and report to the following: Senior Fraud, Therapy Services, Mental Health Services, Aging and Disability Resource Center, Dept. of Health and Social Services, Senior Care of Alaska, Medicare and Adult Protective Services
- Network with statewide agencies that serve seniors: AgeNet, ADRC, Cook Inlet Housing, Alaska Commission on Aging, Older Persons Action Group (OPAG), Alaska Housing Finance Corporation (AHFC), Mabel T Caverly Senior Center, Alaska Retiree Chapter, Neighborworks and Salvation Army

Transportation:

- Maintain positive and updated information with Anchor-Rides

Fitness:

- Provide support for the Fitness Manager and all fitness activities
- Provide administrative support for the Personal Trainer/Orthopedic Massage Specialist

Outreach

- Provide weekly blood pressure, glucose and weight monitoring services to Senior Housing and Assisted Living Facilities. Assisting five sites presently
- Coordinate various services with the University of Alaska (UAA), Alaska Career College (ACC), Creighton University, American Heart Association, Alzheimer's Resource Center, and American Lung Association
- Participate in meetings with various organizations and governmental agencies
- Disperse information gathered from various organizations and governmental agencies to staff and members of ASAC

Membership Department

by Julie McFarland, Membership Coordinator
And Bobbie Taylor, Special Projects/Membership Outreach

2015 Annual Report Membership Outreach

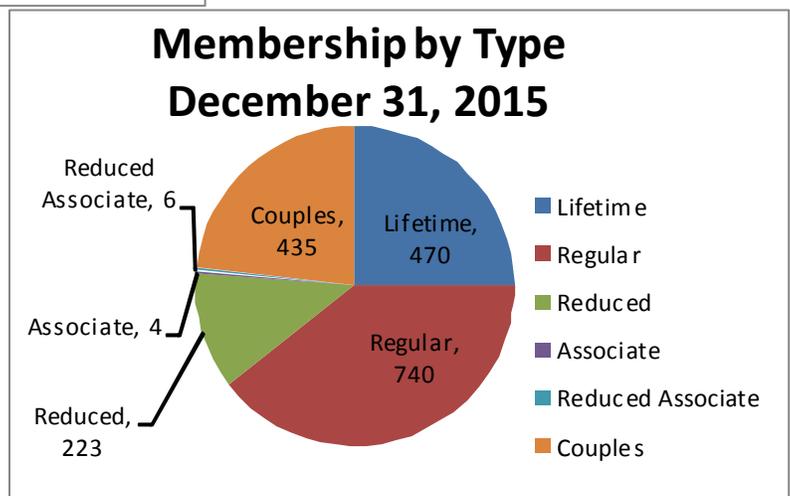
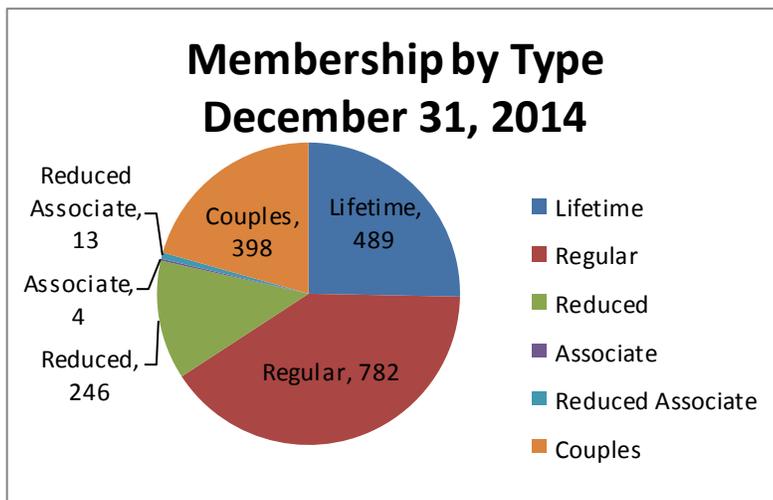
In 2015, the new Membership Committee was established, consisting of Judy Brady, Lynn Paterna, Julie McFarland and Bobbie Taylor. The Committee implemented the Monthly Membership Campaign. Each month we develop a new theme, slogan, flyers, and distribution of that information. We utilize email, Constant Contact, Community Calendars, Borealis Newsletter and posters throughout the Center. All of us try and drop flyers off at the local grocery stores, coffee houses, etc.

We have stepped up our appearances on local television programs. At this point we have been on KTUU and KTVA promoting the center and dispelling some long held misconceptions of our facility in that we are a living facility.

Taking advantage of outreach opportunities is a continuing process. Our goal is to speak with a variety of organizations including Rotary, Kiwanis, Elks, AMVETS, VFW's, Downtown Partnership, etc.

Giving tours of the Center is a regular component in gaining new members. Every staff member has assisted in this process. We have increased our presence in the lobby with membership packets, as well as manning the Membership desk as often as possible.

The Membership Committee will continue these efforts and take advantage of all opportunities that come our way.



“There’s nothing Stronger than the
Heart of a Volunteer”

The Anchorage Senior Activity Center Volunteer Department fulfilled our mission in 2015 focusing on our volunteer base to keep seniors active and healthy while participating within meaningful rolls in the Center. Utilizing our ASAC member volunteers, as well as a significant community volunteer base we are able to create, maintain and provide activities for the Seniors of Anchorage. Our strong volunteer teams of all ages also supported ASAC for special events such as the Garden Gala, our annual Noel Bazaar, Holiday Dinner, various Fur Rondy programs, Veterans week and numerous Catering Events which also offer monetary support to ASAC. This department is critical to the upkeep of the center working in rolls like gardeners, food servers, maintenance and cleaning teams. The Volunteers at ASAC had a phenomenal year!
Thank you!



“We thank you from the bottom of our hearts for your contributions. Without you, this would not be possible.”

2015-2016 ASAC Board of Directors



From Left to Right: Vice President Nancy Groszek, Gordon Glaser, Secretary Theresa Hoffmann, Mary E. Shields, Judy Brady, Maria James, Sid Atwood, Treasurer Rebecca Mahaney, President Kris Warren, Lynn Paterna. Not pictured: Gary Wells.

Gary Wells



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