

VILLA VOICE
6800 Mayfield Road
Mayfield Hts., Ohio
44124

NON-PROFIT ORG.
U.S. POSTAGE
PAID
Cleveland, Ohio
Permit No. 175



FRIDAY, MAY 4th

Choice of Baked Fish
or Baked Ham
Potatoes
Vegetable
Dessert

FRIDAY, MAY 11th

Choice of Baked Fish
or Breaded Veal Chop
Potatoes
Vegetable
Dessert

WEDNESDAY, MAY 16th

Luncheon

Senior Citizens Day
with Special Tribute
to Mothers

Cost per person \$5.00

FRIDAY, MAY 25th

Choice of Baked Fish
or Swiss Steak
Potatoes
Vegetable
Dessert

No dinner Friday, May 18th

See article on page 1 regarding
Senior Citizens Luncheon.

SEWING CLASS

It is so grand to finally have warm spring days and to rejoice over shedding all that warm clothing! In spite of bad weather, travel and illness, the sewing class has been busily at work. The dull Cleveland Tuesdays were lightened up watching the progress on Ida Michael's Cabbage Patch dolls. Yes, they are strange to make and decidedly funny-looking but when Ida lined up her three finished dolls we had to admit that we, too, had fallen in love with them. Are they cute! We are not sure her grandchildren will ever get them. Meanwhile Ida is busy making Cabbage-Patch doll dresses for the Boutique.

Anne Klein finally finished her quilted jacket made out of Frank's old ties. It is really a conversation piece-very beautiful. She is now finishing a very stunning rain poncho from a pattern she obtained from a total stranger on a trip to N. Carolina. When Anne admired this stranger's poncho, she drew a newspaper pattern from her own poncho. As a result, Anne has a beautiful new poncho and a beautiful new pen pal. Anne makes these lovely garments entirely by hand.

Dora Kohn is making a smart blazer jacket and skirt in a luscious aqua color. She will be all set for spring. Adele Minor rushed to finish a nifty jumper to wear to a wedding only to finally miss the wedding on account of illness. It surely wasn't fair, was it, Adele? Grace Sofia just finished a cute jumper for her daughter. Her family is surely lucky to have her to sew for them.

(Continued next col.)

Estelle Fillo has been so busy sewing that she is threatening to put a padlock on her sewing machine. Estelle's problem is that her daughter admires the things her mom makes and eventually ends up with them.

Other gals who have been using their nimble fingers on a variety of projects include Viola DelGreco, Kate Blumer, Gerry Ellsworth, Sylvia Bergman, Vera Rider and Mary Surman. As you can see, we are not afraid to tackle anything in this class. We like to be challenged and to be creative.

Sally Kinney

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MEN'S CLUB NEWS

Refreshments were served at 6:30 PM. Our president, Lee Olson, opened the meeting at 7:00 PM. There were 29 members present.

The minutes of the previous meeting were read and approved as was the treasurer's report.

Bill Pace's well intended gesture to donate a few drinks to the members for his birthday created a contraversial attitude. From the next meeting on, any donation will be accepted providing a charge is made by the Club. The amount of the charge is to be decided later. The majority voted to accept this motion.

Meeting adjourned at 7:15 PM.

Next meeting will be on Tuesday, May 8th, at 6:30 PM.

Secy. C. Barracatta

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THIS 'N' THAT

Congratulations to our bingo winners--Mary Taro, Hazel Barrett and Lou Vargo.

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Frances Iglewski is still in the hospital but improving every day. Hurry back, Frances.

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Mr. and Mrs. Joe Lombardo have returned from their long stay in Florida. Good to be back?

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Rosemary Belz spent the holidays with her daughter and family.

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Eileen Kelly has also returned from several months in Florida with her family.

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Thank you, thank you to the men who worked hard to fill the chuck holes. Now we will not have to go bump, bump everytime we come or go.

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Thank you to Sylvia Koptis for all of the decorations she put up for the holidays.

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Thanks to Katie Blundell for her donation to the Easter decorations.

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Did you know that Sylvia Koptis takes the bunny from the lobby to her apartment every evening so he will not be left alone? Thank you, Sylvia.

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The kitchen is in need of a rare item--coffee measuring scoops. If you have one laying around, we would be very happy to take it off your hands. Thank you.

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SING-A-LONG

Like to sing with a group? Then Friday, May 4th is the day for you to shine.

The Villa Serena (noted for its sing-a-longs) will gather everyone around the piano for an evening of song from the "oldies" to whatever the group wants to sing. Song sheets furnished in case you might forget some of the words so no excuse for not attending. We also take requests.

We assure you we will have a great pianist to lead the way. And he won't mind if you sing a bit off key.

See you in the red/blue room at 7:00 PM on Friday, May 4th with your voice all set to go.

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May we extend our sympathy to Helen Fekete and her family on the death of John.

Our sympathy also to Lou Vargo who recently lost his sister.

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MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

ACTIVITIES - MAY 1984

SPECIAL EVENTS

Page 14

	1	2	3	4
9-1 Sewing 9-12 Ceramics 2-3 Dancercise	10-12 Boutique 1-3 Boutique	10:00 Church Inspiration 3:30 Prof. Kall	1-3 Bridge	
7:30 Game night	7:00 Card Party	7:30 Game night	5:00 Dinner 7:00 Singing	
7	8	9	10	11
1:00 Bowling 1-3 Art Class 1-4 Knitting 3:30 Rosary	9-1 Sewing 9-12 Ceramics 2-3 Dancercise	10-12 Boutique 1-3 Boutique	10:00 Church Inspiration	1-3 Bridge
7:30 Pinochle	7:30 Game night	7:00 Travelog	7:30 Game night	5:00 Dinner 7:00 Concert
14	15	16	17	18
1:00 Bowling 1-3 Art Class 1-4 Knitting 3:30 Rosary	9-1 Sewing 9-12 Ceramics 2-3 Dancercise	12:00 Luncheon	10:00 Church Inspiration	1-3 Bridge
7:30 Pinochle	7:30 Game night	7:00 Card Party	7:	
21	22	23	24	
1:00 Bowling 1-3 Art Class 1-4 Knitting 3:30 Rosary	9-1 Sewing 9-12 Ceramics 2-3 Dancercise	10-12 Boutique 1-3 Boutique		
7:30 Pinochle	7:30 Game night	7:00 Prof. Kall		
28	29	30	31	
1:00 Bowling 1-3 Art Class 1-4 Knitting 3:30 Rosary	9-1 Sewing 9-12 Ceramics 2-3 Dancercise	10-12 Boutique 1-3 Boutique		
7:30 Pinochle	7:30 Game night	7:00 Card Party	7:	

BOUTIQUE

Every Wednesday a great group of busy ladies spend a day making things for the boutique. I admire this loyal group who so unselfishly and without complaint tackles whatever strange thing I ask of them. They are not even sure what it is for sometimes. It's fun to see the development of an item from beginning to end. It's also fun to share cute new ideas and projects. We have found that this is as much a class in marketing as it is a craft and sewing class. Also, as styles and tastes change, so we have to keep up with them. Who'd have thought a year ago that we would want to make and sell Cabbage-Patch doll dresses? Another thing we have been experimenting with is quilting and patchwork projects. Included in this will be some vests made out of ties. Clowns are popping up in various forms also. They are always fun to make.

Many of you have been under the impression that we will be selling Cabbage-Patch dolls for the boutique but, as I am sure you all realize, these dolls are covered by copyright laws so we cannot make and sell them. The pattern is available for one's own personal use (I have it) so, if anyone is dying for a Cabbage-Patch doll, they can join the sewing class on Tuesdays. We are making our adorable Amy dolls again for the boutique since you have all loved them so much.

(Cont. next col)

We invite you to come join us on Wednesdays even if you can only be here for part of the time. It's a fun volunteer job and a worthwhile one also.

Sally Kinney

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SPECIAL EVENTS

Friday, May 4th - Dinner 5:00
Sing-a-long 7:00

Sunday, May 6th - Dance Class
6:30

Friday, May 11th - Dinner 5:00
Concert 7:00

Wednesday, May 16th -
Luncheon 12:00

Program after Lunch

Friday, May 25th - Dinner 5:00

Card Party after dinner

Every Saturday at 7:30

Game night

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DID YOU KNOW...

When you reach the lovely age of 90 years, you do not just sit around and do nothing. There are still many ways of making the day interesting.

Barbara Herczog--629--has reached that age and she has devised a very interesting hobby. This mother of two daughters and three sons could think of many events in her life that she wanted her family to remember but when the family was together there was never the time to relate them. So she has obtained a tape recorder and in the quiet of her own apartment when some interesting memories visit her, she turns on the recorder and puts them on tape for posterity.

As a young lady, Barbara was employed by the International Institute, Youngstown Division, as a teacher and counselor. In this capacity, she personally taught more than 1500 Hungarian immigrants English so as to prepare them for American citizenship.

Her sight is a bit dimmer and she has given up a former hobby of dried flower arrangements. Instead she is building a treasury of memories for her family through her tapes. She is a very contented and fulfilled lady.

Dorothy Papcke

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Be Kind. Remember everyone you meet is fighting a hard battle.

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PROFESSOR Kall

Our afternoon hour with Prof. Kall was on April 5th, at 3:30. We discussed the New York state three way race for the delegates to the Democratic Convention. Also the "domed stadium" issue was discussed.

On April 25th, at 7:00 PM, instead of politics Prof. Kall is going to show his slides of the four seasons. His photography is his avocation and so we can look forward to this evening as a break in our ongoing election year discourses. Join us.

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BOWLING NEWS

The Villa Serena bowling team meets on Mondays at 1:00 at the Eastgate Coleseum.

We have several new members. Winifred Hellwig - 426; Rose Ann Taylor - 610 and Bernie Schilling - 711.

The Villa Serena Bowling Dinner will be on Friday, April 27th, at 5:00 PM.

Bowlers celebrating their birthdays were Jackson Walters, Joe Lessem and Bill Pace.

High 3 game winner is Rita Nerone with a score of 594. Claude Watts with a score of 229 is a 200 Club member.

Secy. Bill Pace

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Sign in a supervisor's office: Caution--be sure brain is engaged before putting mouth in gear.

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DINNER AND DANCE

On Friday, March 23rd, after a delicious dinner topped off with hot fudge sundaes, we filled the red/blue room to capacity to listen and dance to a swinging combo under the direction of Elmer Zelman on sax. The other members of the band were Hamilton Bell on guitar, Tom Frieze on drums and Chick Jacobs on piano. This was strictly dance night at the Villa and with Mary Calogero presiding in the absence of Mr. Chesler "a great time was had by all". The tunes were all toe tapping and the floor was crowded!

"Tie a Yellow Ribbon" and "Never on Sunday" were sung by Mary Calogero and Dorothy Papcke. What a duet!

Then on to the circle dances-- "Have Negala", "Tarantella" "Bird Dance" and "Alley Cat". What a superb group of dancers!

Birthdays were celebrated by many with our customary enthusiasm. Anna and Frank Klein were serenaded for their anniversary.

We concluded the evening with "I'll see you in my Dreams"--our customary sign-off.

See you next month?

Margaret Rose

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MALL TRIPS

Wed. May 9 -- Euclid Square

Wed. May 23 - Mentor Mall

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WOMEN AND BANNERS

The notice on our bulletin board said "a musical program and the Banner Lady" would be at the Villa on Friday, March 30th. Fred Heddleson played the organ for us--a very talented musician.

The "Banner Lady" is his wife and she explained what her title meant. Peggy Heddleson is a person who started making inspiring banners of felt and corduroy at a low ebb in her life. She visualizes the idea of what message she wants to convey and then cuts felt and, by hand, sews a message on colored backgrounds. She showed us at least 30 beautiful banners and the sayings went along with the design. She explained the inspiration behind them. We were all so impressed with her work that we had to stay and take a closer look at each piece. The hours she puts into each piece is artistry at its highest level.

The Heddlesons were introduced by Vi Karish our bridge instructor. Fred is Vi's brother and Peggy her sister-in-law.

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TRAVELOG

On April 4th, we visited a few of the hundreds of islands off the coast of Greece. Because of their location in the Aegean Sea, they have been occupied by the peoples of Africa and the mid East as well as the Europeans. The ruins from 2000 BC are part of their history. The Crusaders were there. This trip took us way back in history and was an interesting hour.

On May 9th we will visit England-London. Join us on our at home tours. Be here at 7:00 PM.

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Bonjour

CANADIAN CAPER

SEPTEMBER 6, 1984 to SEPTEMBER 12, 1984

SEVEN DAYS - SIX NIGHTS

DEPARTING VILLA SERENA ON THURSDAY MORNING, SEPTEMBER 6, 1984 -- SPENDING TWO NIGHTS IN TORONTO, TWO NIGHTS IN MONTREAL, ONE NIGHT IN QUEBEC AND ONE NIGHT IN OTTAWA.

YOU WILL BE DELIGHTED WITH LUNCH ATOP THE SKYLON IN NIAGARA FALLS - SEE TORONTO, MONTREAL, QUEBEC CITY, A TRIP INTO THE LAURENTIAN MOUNTAINS AND LAKES, A VISIT TO OTTAWA, THE NATIONAL CAPITAL OF CANADA, ALL ABOARD OUR BEAUTIFUL AIR CONDITIONED BUSES.

TRIP WILL INCLUDE SUPER DELUXE ACCOMODATIONS AT HOTELS OR MOTELS OF THE FINEST QUALITY, ALL BREAKFASTS AND ALL "SUPER" DINNERS. ALL SIGHTSEEING TRIPS, ALL TIPS AND LUGGAGE HANDLING.

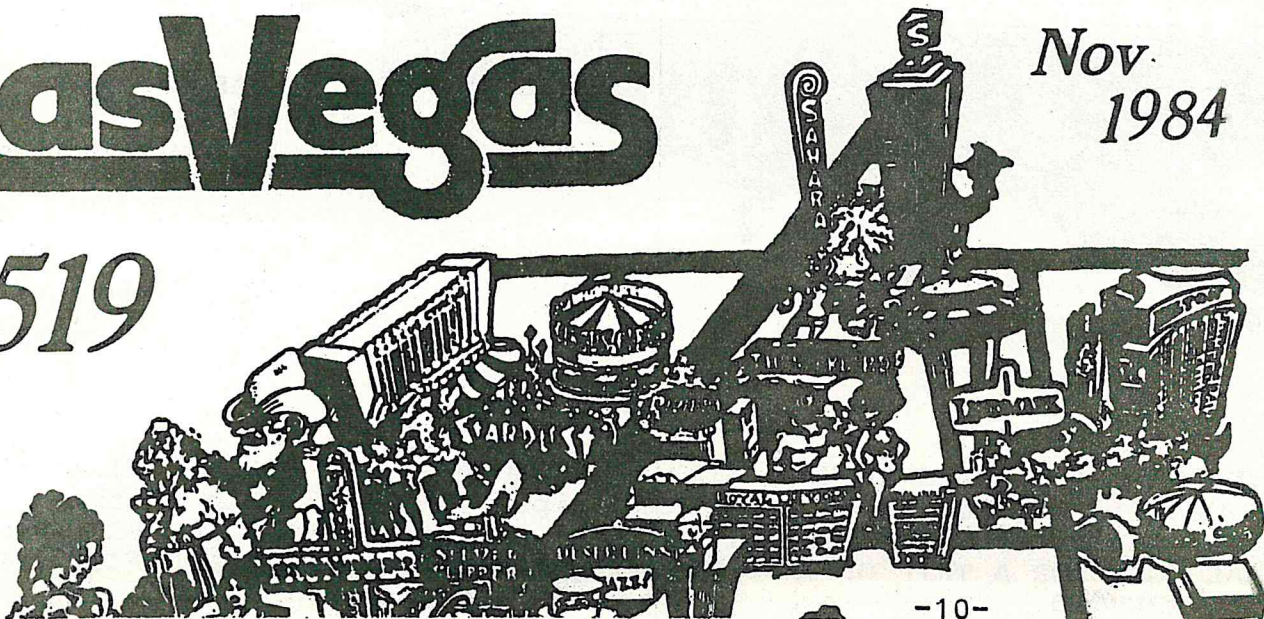
NO ONE WHO HAS BEEN ABOARD OUR PAST CANADIAN TRIPS HAS REGRETTED ONE MINUTE OF IT. YOU WILL HAVE MUCH FUN ABOARD THE BUS AND IT WILL BE A TRIP LONG REMEMBERED.

TOTAL COST OF THE TRIP AND MUCH MORE WILL BE \$519.00 PER PERSON.

villa serena GOES Las Vegas

Nov.
1984

\$519



ALASKA

VILLA SERENA GOES ALASKA -- YES!!!!!!!

ITS THE TRIP OF A "LIFETIME" -- DON'T MISS IT!!!!

LAND OF BEAUTY AND WONDER - JUNE 19th to JUNE 28th

ITS A TEN DAY TRIP WHICH WILL TAKE US FIRST TO VANCOUVER FOR A STAY OF TWO DAYS OF FUN, FOOD AND SIGHTSEEING.

THEN ABOARD THE S.S. RHAPSODY (A MAGNIFICENT SHIP) FOR A SEVEN DAY CRUISE THROUGH ALASKA WITH

STOPS AT

JUNEAU, SKAGWAY, KETCHIKAN

THROUGH

THE LYNN CANAL AND
GLACIER BAY.

FABULOUS FOOD,
ENTERTAINMENT AND

MORE IS YOURS FOR 7 DAY

ABOARD THE

S. S. RHAPSODY



THE ENTIRE TRIP INCLUDING FLIGHT, STAY IN VANCOUVER, ALL FOOD, CRUISE TIPS AND GRATUITIES (except for the ship tips) FROM THE VILLA SERENA AND RETURN WILL BE APPROXIMATELY \$1,800.00. A BARGAIN PRICE COMPARED TO THE ACTUAL COST FOR A TRIP OF THIS MAGNITUDE - SIGN UP IN THE OFFICE IF YOU ARE INTERESTED.

"QUEEN OF THE MAY"

Would you believe it as you step out of doors (and we sincerely hope that you do every day) and look around that there really were flowers and grass and green leaves beneath those mountains of snow. It didn't seem possible, now did it. Shining yellow daffodils, multi-colored crocus, tall dignified tulips, cuddly soft violets and showers of breathtaking pink and white blossoms in the orchard. Bright blue skies, with soft sailboats of clouds playing hide and seek with a warming golden sun. What do you know! If you stop and think about it for a minute ins't this gorgeous time in nature just like our own lives. If you can just be patient and look and listen very carefully suddenly the loveliness of May and spring will "pop" out of the cold worriesome dark corners for you. Lets go back to the old fashioned custom of hanging a basket of love and friendship on many doors, if only a note of cheer. Get out of doors, dance to the music of Mother Nature, life is so good, enjoy it to the fullest.

May is Mothers Day--need we be reminded--a fervent prayer for all mothers, especially our young mothers God bless them, let them know that they're really OK. May is Memorial Day--lest we forget--all of those lovely young men who fought the "war to end all wars" have they died in vain? Don't you cast your vote for May as Queen of the whole year?

Eileen Bentler

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WEDNESDAY CARD PARTY

The last card party in March was the 28th. We had a good turnout, forty nice people. The winners were Mae Brazis, Chuck Robertson, May Luke, Ellen Guarnieri, Loretta Copeland and Minnie Prokop.

The only card party in April was a replica of the March party. Now comes May or Mae, but there are four Mays in the building, to my knowledge. One Mae Brazis is my assistant. So for April 11th, the winners were Mary Clark, Hilda Griffin, Loretta Copeland, Ethel Blakney, Evelyn DeFlorientis and Edna Carr.

The dates for the May card parties are May 2nd, 16th and 30th. See you then.

Leonard Shoemaker

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DANCE CLASS

Only two sessions remain in the series of Ballroom Dance Classes here at the Villa Serena.

The next class will be held on April 29th at 6:30 PM.

Due to the fact that Mother's Day falls on May 13, the final session will be held at 6:30 PM on Sunday, May 6th. This will be in the form of a "Dance Party" and will incorporate all of the dances that have been taught, including the Fox Trot, the Cha-Cha and the Big Band Swing. A few surprises will be tossed in for good measure.

All who registered for the dance course are urged to join in this final fun fling on Sunday, May 6th.

Gene Bluhm

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REMEMBER WALTER?

At our Christmas Party at which time we had an unofficial dedication of our beautiful piano, it was my pleasure to announce that a substantial sum of money toward the purchase of the piano came from a bequest from the Estate of Walter Nye.

This past week, I accepted a check in the amount of \$2,000 in behalf of the Villa Serena from Mr. Nye's estate.

To those of us who knew Walter Nye from the first day he came to the Villa Serena as an employee, we found a man of great ability, great sensitivity, great pride in his work and above all a great love for the Villa Serena.

Walter Nye's life was a memorial unto itself and now for the years to come there will be a living memorial from which all of us will glean pleasure and have an opportunity to reflect on the memory of a beautiful human being.

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PINOCHLE WINNERS

April 2

Loretta Copeland	575	\$2.00
E. DeFlorentis	556	1.75
Pauline Kubik	555	1.25
Mary Blasko	554	1.00

April 9

Christine Stuky	585	1.75
Mary Blasko	570	1.50
C. Robertson	553	1.00
Rene Brown	547	.75

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PASSOVER DINNER

Friday, April 13th, we sat down with eager anticipation to colorful tables with "bunny" decorations made by Maggie Strache and Clara Colson. Mr. Chesler greeted us and explained the meaning of Passover and Seder meal. We started with wine and matso ball soup, on to chicken and completed our meal with Passover cake. Everything was perfect.

It was wonderful to have Mr. Chesler back and looking so well after his stay in the hospital. He attributed his recovery to the novenas from St. Francis Church and the prayers from the Temple.

At 7:30 we filled the red/blue room to hear the Cleveland East Suburbanaires in barbershop harmony. They truly came on "loud and clear". The program was varied and they sang many of our favorites. "Sing out a Song" and "Sweet Adeline" for example.

Birthdays were celebrated and as an added attraction each birthday lady could pick a gentlem from the chorus to sing to her. Chester and Therese Ference celebrated their anniversary.

Mary Calogero was taking a well deserved vacation at this time.

An excellent program enjoyed by everyone.

Margaret Rose

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hood of \$10,000 or \$12,000 a year. So when they come to rent an elderly apartment at 30% of their income, that's \$250 or more.

"Is a 550-square foot efficiency worth \$250?" he asks.

"Have we made any progress in the past 20 years? No! Elders are younger, but we're back to the equations of 20 years ago. As the nation ages (6,000 people are turning 65 every day), we're having multiple senior citizen families with 88-year-old parents and 68-year-old children. We're not providing their housing needs. We must move into the area of sheltered housing for those over 75-85 who need cleaning, meals, laundry and other services.

"People at 65 don't consider themselves old," says Chesler, who knows whereof he speaks. "They want to do things, to dress young and to change their image."

"Senior Citizen Wants the Return of His Dignity"

"The greatest need for the senior citizen today is the return of his dignity and his image."

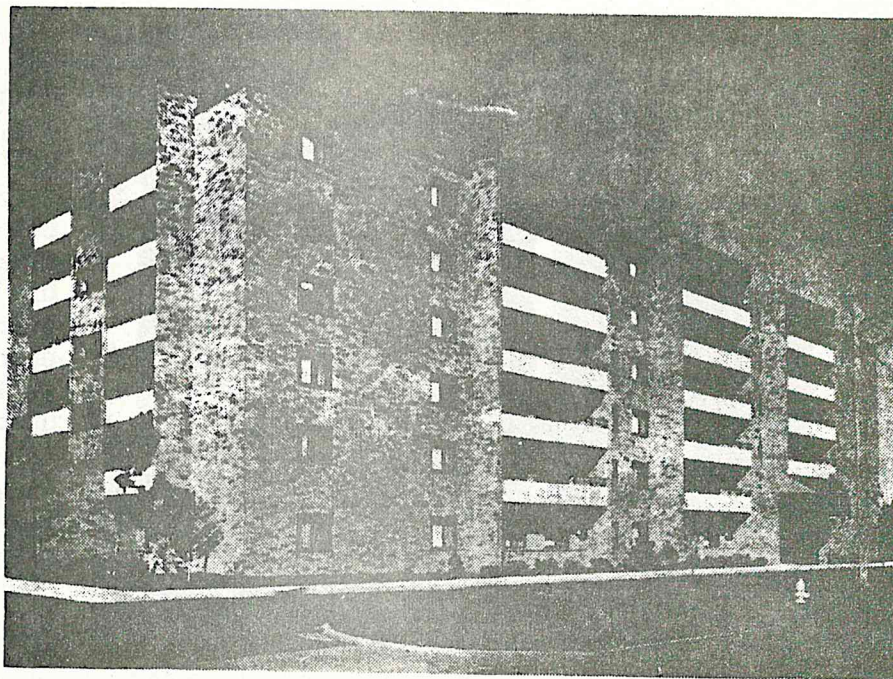
The Cheslers, who live in University Heights, have a son, Louis, who is a TV writer and producer, a daughter, Ellen Mallow, chief of staff to the New York City Council president, and Barbara, assistant athletic director of Manhattanville College.

Howard and Celia sometimes think back to the days when Boy Scouting was Howard's avocation. He was then on the Boy Scout Council of America.

But all this changed that day when Frank Alesci walked in the door. His avocation suddenly switched from serving the young to serving the elderly.

But somehow that goal of being a singer/entertainer wasn't ever really quite lost.

Probably the greatest joy for Howard Isham Chesler is when he is planning or emceeding a



Chesler is now administrator of Shaker Place Apartments in Warrensville Twp.

senior citizens' program. And on those occasions when he, himself, sings, he gives it everything he's got, including a zest for life and the gut joy of making people happy.

A product of Ansel Rd. Temple, Chesler was a childhood student and admirer of Rabbi Hillel Silver. He quotes the words of the late rabbi as a tenet by which he lives:

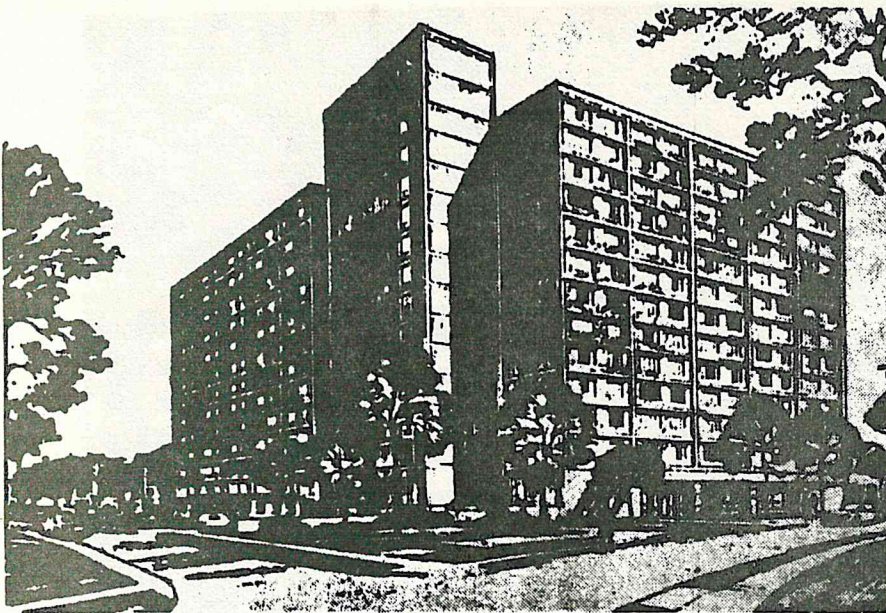
"Whatever is worth doing, make it meaningful and do it with dignity."

"I believe in the dignity of man," Chesler concludes. □

MINISTERS FOR MAY

Thursdays - 10:00 AM

- May 3 - Rev. Roger Spence
Church of the Epiphany
- May 10 - Rev. Milton Smith
S. Euclid Methodist Church
- May 17 - Rev. Wm. Neil
Hillcrest Methodist Church
- May 24 - Rev. Robert Cline
Messiah Lutheran Church
- May 31 - Rev. Harry Bigelow
Lyndhurst Presbyterian Church



Also under Chesler's administration is Musicians Towers In Cleveland Hts.

One thing led to another. Chesler had, by now, developed the reputation of being an expert on the needs of the elderly in housing and life style.

Mayor Ralph Perk appointed him to serve on the Commission on Aging, which experience gave him more insight into the areas of financing and health.

When Governor James Rhodes appointed him to the Ohio Commission, he had an opportunity to study both urban and rural elderly living. This, in turn, put him in touch with such people as nursing home operators.

About three years ago, Chesler was asked by the National Council on Aging to chair the National Institute of Senior Housing, a conglomerate of independent living facilities, sheltered care

facilities and nursing homes, primarily focused on independent living.

About a year ago, Gattozzi and Gattozzi retained Chesler as administrator of the new Shaker Place Apartments at 3600 Warrensville Center Rd., in Warrensville Township.

Built under the 221 D3 program, all 80 of Shaker Place's one-bedroom apartments is rented under Section 8, wherein the tenants pay 30% of their gross income as rent.

Shaker Place is an attractive building with a large first-floor area for amenities and programming.

His philosophy? Chesler questions whether the government and social service agencies are headed in the right direction.

Citing the fact that there are 600,000 Ohioans between 60 and 65 and 1,155,000 over 65, with 462,000 of these over 75, he charges:

"Someone has convinced the powers that be that we must take all senior citizens, put them in a blender and come up with an average of what senior citizens need. Actually, we have to separate senior citizens based upon their individual needs."

Commenting on Mort Weisberg's predictions (Properties, Aug. '83) that there will be much more congregate living for the elderly, Chesler recalls that Marie McGuire, undersecretary of housing in the Eisenhower administration, "came up with this concept 16 or 17 years ago."

"Those organizations," he asserts, "that attempted campus living found problems. People lived longer than anticipated and caused financial problems for the organizations."

He likens this concept to a giant slide in which the senior citizen slides down from independent living to sheltered living to the nursing home.

"There must be a better way to go," opines Chesler. "The greatest need is in the sheltered care facilities."

Chesler Sees "A New Breed" of Senior Citizen

The government is failing to realize that we now have a new breed of senior citizen, Chesler asserts:

1. He or she is American-born.
2. He or she is a high school graduate.
3. He or she has been employed, so is under social security and possibly a pension plan, and has accumulated some life savings.

"Men and women are living longer," he continues. "Husbands and wives are living longer and when they reach retirement their incomes are in the neighbor-

PROPERTIES

REMINDER--Have you checked your membership card recently? Be sure to get your dues paid before your membership expires.

RESIDENTS--Please turn in your license numbers and new telephone numbers so our files will be up-to-date.

When the project approached 70% completion, Alesci once more sought Chesler's advice. All the members of the Foundation were business people in their own rights. "Who," he asked, "would serve as full-time administrator?"

Chesler promised that he, himself, would get personally involved in the rental and management process.

"In those days," Chesler recalls, "no community even wanted a senior citizen building in their midst. The image was that of an old, senile, smelly group of residents. They couldn't believe that we could build a nice building for the well elderly."

But Chesler had remembered some of the hotel atmospheres he had encountered on visits to Florida.

"For the first time, we created a building for the elderly that was not an institution. It was fashionable, livable, beautiful . . . and with a complete program of activities."

On February 1st, 1984, Villa Serena, at 6800 Mayfield Rd., entered its 18th year. And there is no question that Chesler's decision had been correct. There



has never been a vacancy. And the Villa has become a popular senior citizen center for the entire Hillcrest area with a present membership of 540 persons.

As a result of his fantastic success with Villa Serena, Chesler was asked by both the Musicians Union and Jennings and Churella to take over the management of the newly built 240-unit Musicians Towers at 2727 Lancashire Rd., in Cleveland Heights.

This high-rise for the elderly was built under the FHA 236

program which subsidized the difference between 3% and the going financing rate for non-profit and limited profit projects.

And Chesler set about the task of removing another senior citizen project from the stigma of seeming to be a quasi nursing home.

FROM THE EDITOR'S DESK

This is addressed to the members of the Villa Serena. Would you like to write for the Villa Voice? We, Mr. Chesler, Mary Calogero and I, would like to have any of you who care to, write for the Villa Voice. This is your paper, too.

It does not matter whether or not you are a good writer. We would just like to get your views or thoughts on whatever you care to comment on. If you can write poetry, that would also be welcome. Our purpose is to include the members in our activities.

Please feel free to contact us if you are interested.

G. Devney

FEBRUARY 1984

Permission
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PROPERTIES
MAGAZINE
February, 1984

MEET Howard Chesler...

Administrator of Villa Serena, Musicians Towers and Shaker Place and Renowned Advocate of the Elderly



HOWARD CHESLER

Howard Isham Chesler may be a frustrated entertainer, but the joy he helps bring to the lives of elderly people gives him a sense of fulfillment he never anticipated.

While a student at Glenville High School, his goal was to become a singer. Could this be because he was the namesake of Isham Jones, the famous band leader/composer? He *did* sing a lot in those days in places such as Wildwood and in various choirs.

But, somehow, as he moved on to college, his friends were mostly politicians, all of them lawyers, and this is the direction he, too, decided to go. The Ohio Northern and Cleveland Marshall Law Schools were his choice.

It was about this time that he met Celia. They married and she continued to attend school while he went into practice as an attorney.

But sometimes our lives are less changed by our own dreams than by the dreams of others. We can feel we have complete control of our lives. Then somebody opens the door and walks into our destiny . . . and life is never really the same.

By GENE BLUHM

A little more than 20 years ago, Howard Chesler was at work in his law offices in the Society National Bank Building when an elderly man opened the door and asked to see him.

His name was Frank Alesci. It seemed he had been to four or five other attorneys and none could help him.

Chesler asked this stranger what his problem was, but the man named Alesci said that first he must tell two stories; both about dreams.

Chesler rubbed his chin in puzzlement but told him to go ahead. And the stranger proceeded to tell the story of St. Francis.

How Two People's Dreams Set a Plan in Motion

It seems that when Francis was a young ne'er-do-well, he fell asleep one time at his home in Assisi, and the Lord spoke to him, saying: "Francis! You're 33 years of age. Your father was a success before you. It's time *you* started doing something."

Upon awaking, Francis went into the forest, made his peace with God, returned home with some sackcloth and went to work for the Lord.

The second dream was that of Frank Alesci. He went to sleep in his Harvard Ave. home and the Lord spoke to him.

"Frank!" spoke the voice. "America has been good to you. Now it's time for you to do something good for your country."

Upon awaking, Alesci knew exactly what he must do. He

must build some housing for the elderly. He immediately turned his grocery business over to his children, chartered the St. Francis Foundation and set out to seek an attorney.

Up to now, at least, none had been able to help him. The last attorney he had seen had recommended Chesler because of his civic background, his well known sensitivity to people and his contacts with Washington. What could Chesler do to help him get started?

Chesler pondered the request.

For starters, he replied, he wouldn't charge his normal attorney's fee.

Housing for the elderly was a totally foreign field for Chesler. So he packed his overnight bags and headed for Washington to visit some of his contacts at HUD.

He learned that there was an FHA program called "202" and returned to Cleveland armed with the details. One stipulation was that it must be non-profit and that the sponsorship, whoever that might be, must assume full responsibility.

Thus it was that Villa Serena, Inc., was formed, a plot of land located in Mayfield Heights and an application obtained.

Washington came through with a letter of commitment for a direct 3% loan for a 240-unit high-rise apartment for the elderly, with 36 one-bedroom suites and the rest efficiencies. The ratio of one-bedrooms to efficiencies was a Chesler coup in itself. HUD had been reluctant to include that many bedroom suites until Chesler convinced them of the need.

PROPERTIES

A birthday, an anniversary--may it be a beautiful happy time for each of you. The Board of Trustees and the Villa Serena staff.

MAY BIRTHDAYS

FLOWER: Lily of the Valley

BIRTHSTONE: Emerald

May

2 Louis Balasz 218
3 Helen Burns 725
4 Margaret Harding 625
6 Helen Biro 213
8 Dorothy Jacobs 601
11 Lad Cimler 506
Colette Comisky 825
14 Mario Minichiello 512
Alfred Ruehmy 204
16 Joseph Bentler 807
18 Leona Smith 832
19 Jeanette Cardello 501
Mary Rak 730
20 Julia Balasz 218
21 Fay Levitt 707
23 Evelyn DeFlorentis 705
26 Ruth Schenck 210
28 Margaret Rose 731

ANNIVERSARIES

2 Mr. & Mrs. Leslie Kubat
3 Mr. & Mrs. Sam Gordon
Mr. & Mrs. Melvin White
4 Mr. & Mrs. Nick Vourdakis
6 Mr. & Mrs. Leslie Mihaly
8 Mr. & Mrs. Harold Spengler
14 Mr. & Mrs. Joseph Bernatt 718
15 Mr. & Mrs. Ray Baker
23 Mr. & Mrs. Vernon Morgan
27 Mr. & Mrs. Charles Stella
28 Mr. & Mrs. Sol Berke
Mr. & Mrs. George Lisy 216
Mr. & Mrs. Claude Watts

(Birthdays continued)

29 Leslie Kubat
30 Philip Cardella
Mary Petruccio
Irene Winegar
31 Angela O'Loughlin

May

1 William Wiltshire
Betty Kam
2 Santina Misarra
Elmer Wenner
4 Robert Dunn
Sam Gordon
Helen Reiber
5 Lottie Finkleman
6 Marie Kovatch
7 Veda Gawenda
Elmer Pekarik
Adele Young
8 Frank Neroni
Agnes Urban
9 Sophia Klein
Mary Taddeo
10 Helene Berger
Sol Smukler
Lillian Sylvester
Rose Wahl
13 Jule Cahill
Jean Gold
14 Franklin Reichwein
15 Antoinette Mandato
William Stauffer
Josephine Stella
16 Bernice Kirk
17 Josephine Leanza
20 Valaria Adams
Ann Juhazs
21 Ethel Matthews
Anna Szaly
22 Josephine Kivi
23 Elma Brehm
Virginia Paine
24 Rose Cordas
Norm Maneri
25 Pauline Douglas
Ida Kochmit
Leroy Leighton
Mary Oddo
Caroline Weiss
26 Goldie Karns
27 Zoltan Gorta
28 Dorothy Leanza
Alva Mark
Hilma Schoenbrum
Bert Taranto

T H E V I L L A V O I C E

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THE VILLA SERENA SENIOR
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* * * * *

FRIDAY CARD PARTY

The time has rolled around again for us to have one of our big card parties. Yes, on Friday, May 25th, after dinner you can join your friends for an evening of cards--the game of your choice.

The cost is a mere 50¢ for a whole evening of entertainment. Refreshments will be served during the evening. Door prizes are an added attraction. Where else but at the Villa Serena could you have fun at such a nominal cost. Gather your friends and make up a table. Don't forget Friday, May 25th, at 6:00 PM.

* * * * *

SENIOR CITIZENS DAY CELEBRATION

The 3rd Tuesday of May has been designated by our President and the State of Ohio as official "Senior Citizens Day".

In recognition of this, the Villa Serena is going to serve a luncheon on Wednesday, May 16th, to be followed by a program of entertainment in keeping within the meaning of this important day.

All seniors are invited to spend the day with us and to get into the spirit of things.

It will be a fun day devoted to the accomplishments of senior citizens and a day to pay tribute to the many contributions they have made both to our community and to our country.

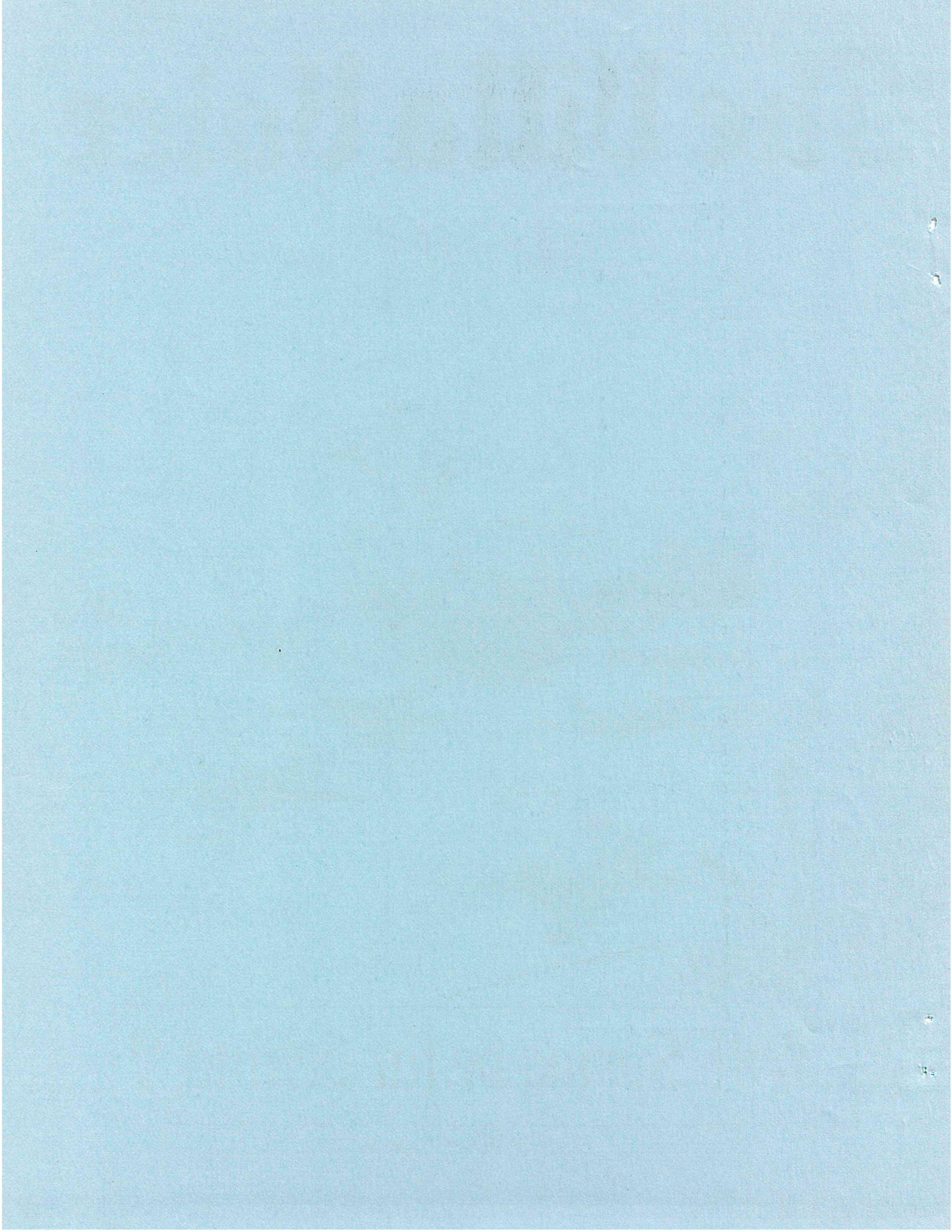
Luncheon and the program will be \$5.00 per person. Be sure to note the date, Wednesday, May 16, at 12:00 for a great luncheon.

* * * * *

CONCERT

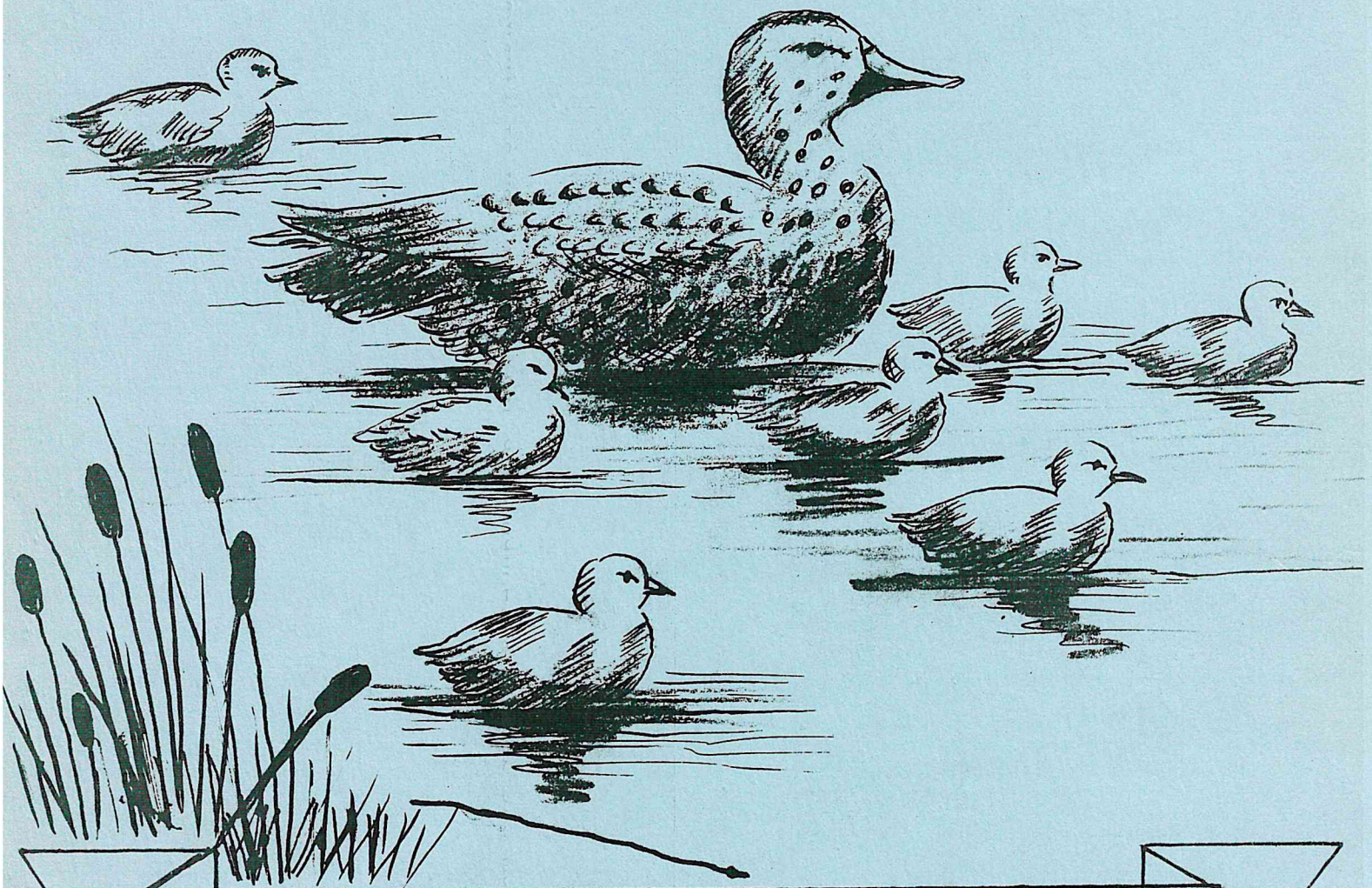
Mark your calendars to remind you of the concert to be held on Friday, May 11th at 7:00 PM. All people enjoy some sort of music whether it be chamber, piano, organ or rock and roll. The star of the concert has not been announced. Why not join us for dinner at 5:00 and then just relax to the music. Are you curious? You will find out at 7:00 PM on Friday, May 11th. See you then.

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The Villa Voice

MAY 1984



"...Will Spring be far behind?"

Morgan