

The Most Commonly Asked Questions About Deerfield

A Proposed Life-Care Retirement Community

People who are searching for the right retirement solution have many questions about their options. This column will give you answers to some of the most common questions about retirement options and Deerfield.

Q: "What is Deerfield?"

A: Deerfield will be a life-care retirement community in the Des Moines area for seniors with an active lifestyle who desire a plan for the future. Residents will be able to choose from apartment homes and townhomes in a wide variety of sizes, styles, and floor plans. The community is being developed by the nation's largest and most progressive forces in the retirement community industry, Life Care Retirement Communities, Inc. and Life Care Services LLC, both of Des Moines.

Q: "What will Deerfield offer me that I don't already have in my home?"

A: Deerfield will offer the warmth and comfort of home and community without the work. Convenient services such as maintenance, housekeeping, 24-hour security and scheduled transportation will give you more time to spend doing the things you enjoy. A full range of amenities such as restaurant-style dining, deli/soda shop, exercise and activity areas, an indoor swimming pool, guest accommodations, meeting rooms, a water feature and walking trails will be available as well as planned recreational and social activities.

Q: "Deerfield will be developed under the life-care concept, what does that mean for my future?"

A: Life-care means you will receive a residential lifestyle in beautiful apartments and townhomes with convenient on-site services, amenities and access to a full continuum of health care. Health care benefits include assisted living and nursing care for as long as needed, at virtually no additional cost. Life-care gives you the security and peace of mind knowing you've planned for the future.

Q: "Why should I become a member of the Priority Program?"

A: Deerfield recently began a Priority Program to measure interest and provide an opportunity for feedback regarding design and service packages. Members of the Priority Program will receive special introductory pricing, residence selection preference, and updated information about Deerfield. There has been a great deal of initial success with the Priority Program, which means if you're interested, call now for the best possible selection. A deposit is not required to enjoy the benefits of the Priority Program.

Q: "How do I get more information on Deerfield?"

A: The Deerfield Information Center is now open at 2220 Woodlands Parkway in the Woodlands Corner shopping center. For more information about Deerfield or benefits of the Priority Program, contact Ed Fletcher at (515) 267-0438.

DEERFIELD

A Proposed Life-Care Retirement Community

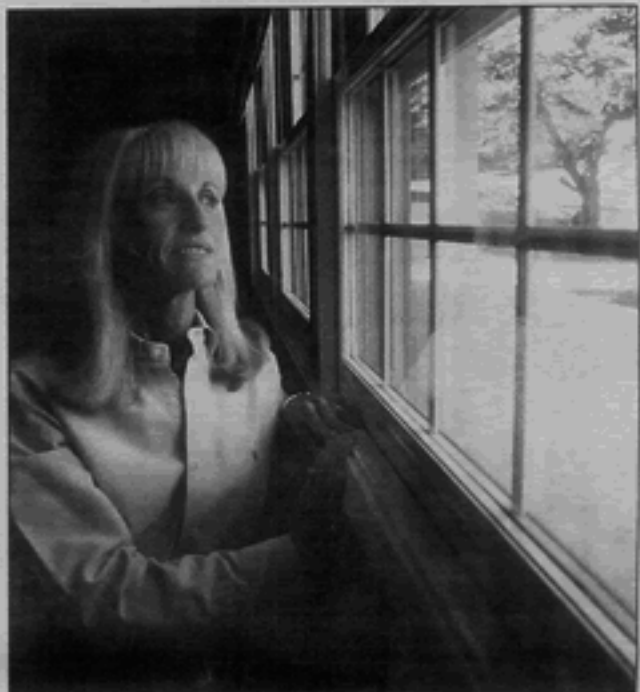
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Owned and operated by Life Care Retirement Communities, Inc., a non-profit organization.

GOAL ORIENTED:

"Coaching is never about the past; it's future driven," says Pam Woods, owner of WorkSmart Solutions in West Des Moines.



A different view

BY CHRIS DORSEY

After two decades coaching under the corporate umbrella, Pam Woods is taking her game to a new arena.

Pam Woods has a new view on life and the business world.

She has a corner office, but don't let the fact that this businesswoman's office is in the basement fool you. She likes the solace and peace that location provides. You could say it helps her to put on her game face, just like any good coach does before pursuing a goal.

But Woods doesn't bark out football plays or call for a pick and roll on the basketball court. The closest this coach's advice comes to the athletic arena is clock management. She says Americans lose a total of 9 million hours each day looking for items on their desk. She can fix that.

Like any good coach, she sees the problem and develops a game plan, then issues the challenge to her clients to make the solution come to fruition.

"Coaching only works for people, who are willing to change, have a gap in a problem area and are willing to experiment," says Woods, who owns WorkSmart Solutions in West Des Moines. "If they are

not willing to do these things, nothing will happen."

These are the principles she follows in her workplace and were a part of her life for more than 21 years working in Des Moines' insurance industry. She boasts the reputation and experience to back up her advice after holding two high management positions at Interstate Assurance Co.

"Pam immediately impressed me, and continues to amaze me with her ability to recognize and identify problems or hurdles, and to formulate efficient, often novel and savvy ways of approaching and surmounting roadblocks, be they personal or professional," says Roy Park, president of The Park Group, who has known Woods for 12 years. "She also possesses superior organizational skills, which she has encapsulated into a formula which can be of benefit to anyone who feels frustrated, burned out, torn between home and work pressures, or otherwise lacking satisfaction in their lives."

She was willing to experiment with this new endeavor, which prompted her to

leave her duties in December 2000 as vice president of corporate services and chief human resources officer for U.S. operations for Interstate Assurance. It's this knowledge she gained in advancing herself up her own career ladder for the past two decades that she is willing to share with clients.

While at Interstate, Woods put in 70 to 80 hours a week, and flew back and forth regularly between Chicago and Des Moines. She learned the importance of organization and time management. She perfected multi-tasking to an art form.

It's a fact that some people are more organized than others. Organization is a skill, Woods says, something that is learned, much like mathematics. And though not

many colleges or schools teach this skill, Wood believes everyone can acquire it with the right coaching.

She isn't a consultant or a therapist. She stresses there is a difference among the three titles.

"Coaching is never about the past; it's future driven," Woods says. "Therapy deals with the past. Consulting is a transfer of information. Consultants tell you the answer to the problem. Coaches pull the answers from within the client. I believe the coach's job is to ask the important questions, which will direct the client where they need to go."

That is the attitude she took into her first coaching gig in January because she

believes long-term solutions are individual-ly driven. It's almost a discipline, one she continues to keep her focus on personally as she expands her client base in Des Moines.

And the reason her business is growing is due to the results she has achieved in just a short period of time. She takes her job personally, and is driven to see her clients succeed.

"Coaching works because I will give you my undivided attention. Even your closest friends can't focus on you all of the time and often discussions between friends involve the sharing of mutual issues rather than a concentration just on you," Woods says. "I not only give clients what they

expect, but more. That is my personal goal."

She knows how to achieve goals, both in the workplace and personally. She held corner offices in corporate America for the better part of two decades. And away from the workplace, she can push herself to new heights through mountain climbing, diving, swimming near sharks and crewing large sailboats.

Despite all of her hobbies that keep her adrenaline pumping, Woods says stepping into this new arena is the scariest thing she has ever done. But like any good coach, she doesn't let the day's challenges get her down. Instead, she learns how to make the most of every opportunity — and she says she can teach you to do the same. ■

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BACHELOR OF LIBERAL STUDIES ACROSS IOWA

Information meeting July 17 at 6 p.m.

You've completed your associate's degree... what's the next step?

You know that a bachelor's degree can increase your opportunities and open the door to a better future. Employers are looking for communication and critical thinking skills that a liberal arts degree imparts.

But did you know that you can complete a Bachelor of Liberal Studies degree from one of Iowa's Regents Universities without attending class in Ames, Cedar Falls, or Iowa City?

BLS ACROSS IOWA is a cooperative effort of Iowa's Regents Universities, in collaboration with Iowa's community colleges, to deliver baccalaureate-level degree-completion courses over the Iowa Communications Network (ICN). Through the ICN and a variety of distance learning options, you may complete all requirements without attending classes on a university campus.

Beginning August 2001, the three universities plan to deliver junior- and senior level courses via the ICN to classrooms in or near your community over a three-year period. Two courses will be offered on Monday and Wednesday evenings each fall and spring semester. One course will be offered each summer.

Plan to attend an information meeting Tuesday, July 17, 6:00-7:30 p.m. at one of these ICN sites:
Des Moines, Hoover High School, Library (4800 Aurora Avenue)
Iowa State University, N147 Lagomarcino Hall

For more information, contact a
BLS ACROSS IOWA adviser:
Iowa State University
(800) 262-0015 or Katherine@iastate.edu
The University of Iowa
(800) 272-6430 or angela-ward@uiowa.edu
The University of Northern Iowa
(800) 648-3864 or michelle.clark@uni.edu

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