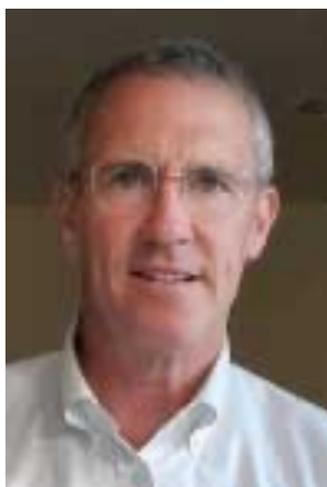




*A message from
TRAIL Board chair
Alex Taylor*

**Into 2021
we go!**



I suspect that, with few exceptions, at no time in our lives has a New Year been so welcomed. The American author Robert M. Pirsig once wrote, “The past exists in our memories, and the future in our plans. The present is our only reality.”

Past and Present

With thanks to Member and Volunteer Services Coordinator Sue Mellecker, and special gratitude to Susan Shullaw for her leadership as chair and acting executive director, as well as appreciation to the Board, our wonderful committee leaders, and volunteers, I am pleased to share that TRAIL’s membership is stable (and showing signs of growth); our committees remain active; our volunteers are engaged; our activities and events remain creatively engaging (albeit virtually); and we have welcomed Bob Untiedt as our new executive director.

Please join me to extend a special “thank you” and best wishes to Joy Smith and Marty Fields for their dedication and service as they leave the TRAIL Board to continue as active volunteers and enthusiastic members. Into vacated seats we welcome Allison Andrews, Joel Kratzer, and Terri Larson, and I encourage you to read more about them in this issue.

Future

Looking ahead is always a tenuous proposition, especially after last year (who would have guessed?), but we have reason to be bullish on TRAIL.

We’ve enlisted the help of Nick Westergaard and Sarah Moy at Brand Driven Digital to increase TRAIL’s awareness and visibility in the community in an effort to accelerate our membership growth and volunteer participation.

Along these lines, your active and continued evangelism and referrals of new members, volunteers, and corporate sponsorships are always welcomed. Don’t hesitate to enlist the support of our website, staff, and Board members to help you “spread the love.”

Anticipating the successful rollout of COVID vaccinations, plans are being discussed to incrementally reintroduce TRAIL face-to-face activities and events back into the schedule beginning as soon as this summer—something we can all look forward to.

And last, but not least, with the growth and changes over the past four years, it’s time for the Board and staff to undergo a comprehensive strategic planning process to align our organization and prepare for the next three to five years of success.

With all of this in mind, we can enthusiastically turn the page on 2020, breathe a collective sigh of relief, and optimistically blaze our TRAIL into 2021.

Three new Board members bring varied backgrounds

The TRAIL Board of Directors was joined this month by three new members who bring unique experience and expertise to TRAIL's volunteer leadership team. All were elected to three-year terms (2021-23) and are eager to put their skills to work on TRAIL's behalf.

Allison Andrews will be a familiar name to many, having served for a number of years on the TRAIL Volunteer Committee, an assignment she will continue as she begins her Board service. Allison is a neuro resource facilitator at the Brain Injury Alliance of Iowa. She holds a bachelor of psychology degree with a certificate in disability studies and certificate in aging and longevity studies from UI. She enjoys volunteering, being outdoors, and visiting with friends and family. You can learn more about her passion for



TRAIL—and her love for her grandfather—in the [video](#) she recorded for the TRAIL website.

Joel Kratzer, CPA, is a tax manager at the financial planning firm Terry Lockridge & Dunn, which he joined in 2014. Before moving to Iowa, Joel worked at Ernest & Young in Los Angeles as a tax senior. Originally from Ohio, Joel graduated with an associate of arts degree from Hesston College in 2008, a BA in accounting and business

administration from Eastern Mennonite University in 2010, and an MS in accounting from James Madison University in 2011. Joel has one sister, Jenna; she and her husband, Brian, have three children: Mason, Micah, and Madalyn. In his free time, Joel enjoys designing houses for close friends and editing photos and videos. He serves on the TRAIL Finance Committee.



Terri Larson came to Iowa City as an undergraduate, earning a BBA in business administration and an MA in higher education administration. She worked for ACT as a program coordinator, stayed home to take care of kids for eight years, and found her passion in real estate, where she is currently an owner/partner of Lepic-Kroeger, Realtors. She was a member of the *Press-Citizen's* Writers' Group for 20+ years, co-wrote a *Children's Guide to Eastern Iowa* many moons ago, and taught an undergraduate class at UI's Tippie College of Business for several semesters. Both her grandparents and mother retired to Iowa City, enjoying all our community has to offer. She is a member of the TRAIL Fundraising Committee.



Allison, Joel, and Terri look forward to meeting more of our members, volunteers, donors, and vendors, and to helping TRAIL grow and thrive in the years ahead. Please join us in welcoming them to the TRAIL community!

TRAIL committees need volunteers

Ready to volunteer with TRAIL or add to your volunteer activities? The following TRAIL committees are looking for interested people to serve. If you would like to volunteer, contact contact Executive Director Bob Untiedt at bob@trailofjohnsoncounty.org or 319-800-9003 if interested.

Communications Committee—This committee welcomes new members to help meet TRAIL's membership, fundraising, public relations, and community service goals using social media, the TRAIL website, *TRAIL Guide* newsletter, and other means. New members with communications and marketing experience are especially needed.

Fundraising Committee—Working with the executive director, members of this committee raise charitable gifts to support TRAIL's financial stability through an annual fund campaign, major-gift solicitations, corporate sponsorships, grant writing, planned giving, and donor recognition. This committee seeks new members, including those with experience in fundraising, development communications, and donor management software.

Membership Committee—This committee recruits new members, assesses member satisfaction and the perceived value of member benefits, and monitors/maintains a high rate of member retention. COVID permitting, activities include public and private group presentations and special membership drives. The committee welcomes those with marketing and client-relations experience.

Vendor Services Committee—This committee oversees TRAIL's Prescreened Service Provider Program, including recruiting new service providers, completing and documenting all vetting procedures, keeping vendor records up to date, maintaining positive vendor relationships, and evaluating members' vendor experience. New members, particularly those with ties to the local business community, are desired.

Volunteer Profile: Victoria Steelman

What do some people do in retirement? Volunteer! That's exactly what Victoria Steelman did when she retired in March after 20 years as a clinical nurse specialist at UI Hospitals and Clinics, and 10 more years as University faculty.



"Because of the pandemic, I had four trips canceled, so that gave me the time to explore ways to give back to the community. The TRAIL opportunity appealed to me,

and it just seemed like a beautiful service to provide to people so they could stay in their homes," she says.

Typically, Victoria provides transportation to medical appointments for Full TRAIL members.

"It's even more important now that people have a dedicated driver. Traveling in a 'clean' environment, such as my car, instead of public transportation, minimizes their risk of encountering COVID," she says.

"Just meeting and hearing the stories of each member of the TRAIL family has enriched my life," she says. "I look forward to finding more time to volunteer, possibly as a Telephone Buddy."

Prior to retirement, Victoria spent 20 years in the perioperative nursing division, which covers operating and recovery areas. Then 10 years ago, she switched to teaching evidence-based practice to graduate students in the UI College of Nursing. That gave her the chance to do research on how to make the care of surgical patients safer.

But her retirement didn't last long.

"Just last week I went back to work at the hospital because they needed assistance rolling out the COVID vaccinations to health care workers," she says. "It's such an important initiative, and I wanted to be part of it."



At left: TRAIL member Lori Popp (sweet-treats recipient) and volunteer Dave Keeley

Ceil Miller B.: "Thank you!!!! My parents were delighted with the thoughtful (and tasty) gesture. You all have been our holiday angels this year. So grateful!"

Treats for TRAIL members

Five TRAIL volunteers delivered winter holiday care packages to 40 Full members in mid-December. Four additional TRAIL volunteers baked 45-50 dozen cookies, brownies, and candies to fill the boxes. Volunteers loved playing elves, and members enjoyed the goodies!

Not a member? Join us!

If you're a volunteer, donor, or vendor who's not yet become a TRAIL member, this message is for you: *Come on in!*

TRAIL's newly expanded **Affiliate benefit package** makes this an ideal time to join. In addition to gaining access to TRAIL's list of prescreened service providers and to TRAIL's enjoyable and varied member events, you'll be able to sample TRAIL's volunteer services. Our new "birthday benefit" makes TRAIL volunteers available to Affiliate members once during every 12-month membership period.

Join now, for example, and TRAIL volunteers could help dismantle and store your lingering holiday decorations. Come spring, TRAIL volunteers could pitch in when it's time to clean up your lawn and garden. Or call on our volunteers to help figure out a tech problem with your phone, computer, or TV service.

Want to learn more? Visit our [website](#) or call Sue in the TRAIL Office at 319-800-9003.

Thanks to our January—February newsletter sponsor

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A changing world? The pandemic and the future



Ro Foege

A recent *Wall Street Journal* article titled "How Covid-19 Will Change Aging and Retirement" focused on how the worldwide pandemic has and will continue to affect older adults. It included eight key points, including the fact that more older adults will want to age in their own homes and technology will be used increasingly for daily living and social connection. At TRAIL we wanted to know if this "national perspective" rang true for Iowa and contacted leaders familiar with aging in Iowa for their thoughts.

In this first of a series, we talked with Ro Foege, retired social worker, former Iowa state representative from the 29th District (1996 to 2008), and former director of the Iowa Department on Aging. Foege, who turned 82 in September, remains active serving in local and state organizations, including the Executive Council of AARP Iowa. Below is a summary of insights Foege shared.

What pandemic-related effects have you observed on the lives of older Iowans?

Well, certainly everyone is staying at home more and not having visitors in their homes. Like us, we have not had visitors, even family, since March. We have had socially distanced visits in the lobby and outdoors for brief times.

I know some people who live alone who feel very lonely and isolated because they haven't been able to get out of the house to events and to see friends and don't have or know how to use technology to help them feel more connected. We need to be sure to reach out to folks we know are isolated and help them.

Do you foresee any of these persisting into coming years?

I think individuals will rethink signing up for large senior living facilities because being in your own home seems to have been "safer" in terms of avoiding infection with coronavirus. Also, senior living facilities will be more likely to either reduce in size (number of living units) or compartmentalize within a bigger structure.

Technology has been fabulous. We do a lot of Zoom meetings and FaceTime—for business and social reasons. I even "saw" my cardiologist via telehealth the other day. I think telehealth is here to stay and we will be using it more and more—even without a pandemic.

What societal changes do you envision that could improve the lives of older Iowans?

There needs to be an increase in the availability and number of services offered for in-home living for older adults, especially to avoid placement in nursing homes. Caring for and providing services for people in their homes has been shown to be less expensive than in institutional settings. I anticipate that improving care for Iowa's older adults should become a legislative agenda that could include for example pay increases for in-home care workers and tax incentives for family caregivers.

In the next issue of TRAIL Guide: Brad Anderson of AARP Iowa will share his thoughts on how the pandemic will continue to affect older adults.

COVID vaccine information resources

- ◆ **Johnson County Public Health (JCPH)** provides an online [Coronavirus Information Hub](#). With its **Vaccine Watch Wednesdays**, the department is sharing weekly updates about the COVID vaccine through videos, local news media, social media, and community partners. To view current and past videos, visit the link above. Questions are welcome. Call JCPH at 319-356-6040 or email jcpublichealth@johnsoncountyiowa.gov.
- ◆ **Centers for Disease Control and Prevention (CDC)** [Frequently Asked Questions](#)
- ◆ **Iowa Department of Public Health** [COVID-19 Vaccine Information](#)
- ◆ **Mercy Iowa City** [COVID-19 Vaccine](#)
- ◆ **University of Iowa Hospitals and Clinics** [Coronavirus \(COVID-19\) Resources](#)

Welcome New Members!

TRAIL is about building community, which means establishing and strengthening the bonds that connect us. That process starts with getting to know your fellow TRAIL members. At right is a list of TRAIL members we welcomed in 2020. With the addition of these members, the TRAIL community now boasts 215 members!

You can send individual notes of welcome by finding member contact information in the Membership Directory section of the TRAIL member website (Member Documents tab). Going forward, new members will be listed quarterly, with their permission, in the *TRAIL Guide* newsletter.

We send a BIG thank you to these new members and all members who renewed their memberships and helped support TRAIL in 2020, especially with the challenges brought on by the COVID-19 pandemic.

Please help us spread the word and recruit new members who can also enjoy the benefits of being a TRAIL member, including volunteer services, social and educational opportunities, and a strong and growing community of friends.

Jenean Arnold and Jan Wielert
Barbara and Gregory Black
Bonnie and Doug Boothroy
Harvey and Maxine Miller
Margaret (Peggy) and Marc Mills
Ed Williams and Susan Ahrens

Donna Angell
Victoria (Vicki) Bachman
Jeanne Bancroft
Ewa Bardach
Colleen Bryant
Donna Chandler
Nora Garda
Pamela Kautz
Marguee Miller
Mary Ann Miller
Jan Myatt
Jim Olson
Bob Untiedt

TRAIL EVENT CALENDAR • JANUARY—FEBRUARY 2021

NOTE: These events are virtual, that is, they are being held online. More details and registration information for each event can be found on [TRAIL's online calendar](#).

New events are added frequently, so check the online calendar often to stay up-to-date.

The TRAIL Office will be closed on Monday, January 18, for Martin Luther King, Jr. Day

Information about local events celebrating Dr. King's life can be found on the [City of Iowa City website](#).

[Wonderful Books: Sharing Our Favorites](#)

Monday, January 18, 1 to 2 PM

Come join us on Zoom to talk about books you have read recently or suggest a book that the group might enjoy.

[Art Movements & Style: Romanticism to Abstract Expressionism](#)

Wednesday, January 20, 3 to 4 PM

In this Zoom presentation, Amanda Lensing of the Stanley Museum of Art will discuss well-known art movements as demonstrated by pieces from the Stanley's own collections.

[Pet Stories!](#)

Tuesday, January 26, 4 to 5 PM

Settle down with your favorite beverage and we'll talk about our pets. Even if you don't currently have a pet, you may have wonderful stories to share!

[TRAIL Virtual Event Pick: Gaudi's Barcelona](#)

Saturday, January 30, 4 to 6:30 PM

This immersive virtual tour will share the art and architecture of Barcelona and four of Antoni Gaudi's emblematic projects.

[TRAIL Virtual Event Pick: "Archived Love"—Stories from UI Special Collections](#)

Friday, February 12, noon to 1 PM

In this online presentation, librarians from UI Special Collections will highlight some of their favorite stories of love from the collection.

[TRAIL Volunteer Orientation via Zoom](#)

Saturday, February 13, 10 to 11 AM

TRAIL volunteers make a difference in the lives of older adults in a variety of ways. Learn how you can get involved—on your own schedule—by attending this online session. And feel free to invite a friend!