"If at first an idea is not absurd, then there is no hope for it.”  - Albert Einstein
Are you serving the seniors of today and attracting the seniors of tomorrow?
Nutritional Services
Meals On Wheels

Phone# (231) 725-0044
Toll Free 1-800-442-6769
Serving Muskegon, Oceana & Ottawa Counties

Oceana
Muskegon
Ottawa

BUDGET $3.2 Million

AgeWell SERVICES
meals motion morale
PROBLEMS .....  
• Less Federal and State Dollars  
• Lack of Community Resources  
• Older Facilities and Kitchens  
• Older Adults vs. Boomers  
• Competition  
• Image  

KABOOM!
• CAPACITY - Now and Future

• RESOURCES
• BRANDING
• CREDIBILITY

MISSION
TRENDS
Spy on the Competition
BOOMERS!
Health Clubs/Hospitals
Community Living Centers
Restaurants
Libraries
Best Practices
MODELS, Associations
1. PROGRAMMING

- physical
- occupational
- emotional
- spiritual
- intellectual
- social

wellness WORKS

- nutritional
- environmental
2. MENU

Sustainable vs. Subsidized

Ambiance

Customer Service/Satisfaction

Food & Related Activities
3. TECHNOLOGY

Intake
Forms
Sign in
Sheets
Money
Boxes

Apps
E-NEWS
Web Sites
GPS

Touch Screen Kiosk
Dining Scan Cards / POS
TV Screen Monitors
Interactive Bulletin Board
4. STAFF

Hire for Attitude,
Train for Skill
Certifications, Specialties

Building
RELATIONSHIPS
Cheers Atmosphere
Welcome, Personal,
Appreciated, FUN

USE NAMES
5. MARKETING

Brand or Re-Brand
Advertise
Cultivate
A collaboration of 4 Non-Profit Agencies –
Something for every STAGE & PHASE of Aging!
Creating TOGETHER what none of us could have created on our own.

Sharing Some Staff
Sharing Some Equipment
Sharing Rooms
Group Purchasing
Fundraising Together
COLLABORATING!
A multi-agency activity center for older adults and their families

Name is a LOCATION - between Tanglewood & Park Streets!
CHANGED OUR AGENCY NAME

Meals on Wheels

Congregate Centers

Wellness Works Programs
Hot. Frozen, Chilled MEALS

Breakfast, Lunch, Dinner

CHOICES FOR HOMEBOUND

FUNDING SOURCE – PACE PROGRAM

SPECIAL DIETS

HEALTHY OPTIONS… full pay program

Varying Styles @ Congregate Sites
Tanglewood Café & CoffeeShop

Tanglewood PARK

BREAKFAST MENU
(Served from 7am-11am)

EGGS & MORE

SIGNED CITRUS CRANBERRY WALNUT BREAD

Traditional French Toast (1.50)

Veggie Hash Brown Potatoes (1.00)

Prune Pancakes (1.00)

Blueberry Pancakes (1.25)

Breakfast Pancakes (2.00)

Breakfast Omelets (2.00)

SOLD FASHIONED OATMEAL

Gold in Tempo! Start your day with healthy way!

Free[x]:
Buy 10 Café Specialty Drinks
at Chez Nous Café and receive your 10th drink FREE!
# Tanglewood Park Cafe

**Congregate Dining**

## Tanglewood Park Cafe Menu

<table>
<thead>
<tr>
<th>Date</th>
<th>Dinner Options</th>
<th>BEVERAGE CHOICES</th>
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</table>
| **JULY 14th** | Oven Roasted Pork Loin or Premium Roasted Turkey  
Add 3 selections: Candied Sweet Potatoes, Green Beans, Coleslaw, Fresh Fruit Medley  
Includes: Dinner Roll and Butter, Mini Pudding Parfait, Choice of Beverage | MILK—Fat Free or 2%  
Brewed Coffee  
Tea |
| **JULY 21st** | Beef Pot Roast or Focaccia Chicken  
Add 3 selections: Baby Carrots, Fresh Asparagus, Mashed Red Skin Potatoes & Gravy, Fresh Fruit Medley  
Includes: Dinner Roll and Butter, Mini Chocolate Sundae, Choice of Beverage | MILK—Fat Free or 2%  
Brewed Coffee  
Tea |
| **JULY 28th** | Char-Grilled Seasoned Chicken Breast or Premium Bavarian Ham  
Add 3 selections: Jasmine Rice, Steamed Broccoli, Tossed Salad, Hubbard Squash, Fresh Fruit Medley  
Includes: Dinner Roll and Butter, Mini Pudding Parfait | MILK—Fat Free or 2%  
Brewed Coffee  
Tea |
| **August 4th** | Boston Crabmeat Pollock or Char-Grilled Seasoned Chicken Breast  
Add 3 selections: Baked Macaroni & Cheese, Tossed Salad, Coleslaw, Buttered Peas, Fresh Fruit Medley  
Includes: Dinner Roll and Butter, Mini Caramel Sundae | MILK—Fat Free or 2%  
Brewed Coffee  
Tea |
TOUCH SCREEN CHECK IN

Today’s Events

Open 7am – 7 pm
Exercise ROOM

Health Assessments
Personal Training
Interns from College
Fitness Classes
One size doesn’t fit all

Looking for more of a challenge? ……Consider this:

**Beginning**
- Sit ‘N Fit
- Gentle Yoga
- Stretch ‘N More

**Easy**
- Early Bird Stretch
- Step it Up
  - Drums Alive
  - Golden Beat
- Combo 15
- Balance & Stretch
  - Intro to Tai Chi

**Moderate**
- Tai Chi
- Tai Chi Fan
- Strength Training
- Line Dancing 1
- Silver Fun & Fit
- Yoga 2
- Yoga 2
- Zumba Gold
- Drums Alive

**Challenging**
- Zumba
- Abs ‘N Cardio
- Line Dancing 2
- Clogging
- AgeWell Power
- Yoga 3
- Zumba Toning
- Pickleball
Fine Arts & Lifelong Learning

- Art Classes
- Support Groups
- Book Club
- Bible Study
- Caregiver Support
- MUSIC
- Sign Language Classes
Do you Tweet, Twitter or Flickr?

EVIDENCE BASED PROGRAMS

MMAP Office
GAME ROOM

Wii

Table Tennis

Pickleball

Cards & Games

Table Shuffleboard
NUTRITION CENTER

Registered Dietitians

Nutrition Assessment

Nutrition Education Materials

Counseling

Internships for Students

Healthy Eating Classes
COLLABORATION

Opened doors to solve problems

- Less Federal and State Dollars
- Lack of Community Resources
- Older Facilities and Kitchens
- Older Adults vs. Boomers
- Competition
- Image
FOOD at Congregate Locations:
Choices and Option Menus
Food Kiosks
Soup & Entrée Salad Choices
Breakfast, Lunch or Dinner
“Mocktail” Hours Socials
Restaurants – Cooks on site
Frozen meals & no reservations

PROGRAMS:
Variety – Wellness Works
Different Hours
Health Based - CDSM
Charging Fees
Clubs

TECHNOLOGY, MARKETING, RESOURCES
Meals on Wheels ???

Remains our **CORE SERVICE**

Awareness

Volunteers

Fundraising & Donors

Media Interest

Opportunities to sustain & for Meals
WHERE TO START

PROBLEMS

IMAGE - CREDIBILITY
MARKET/OUTREACH
COLLABORATIONS
EXCITEMENT
AgeWell @ Tanglewood Park!
CONTACT INFO:

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      www.tanglewoodpark.info

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