

EVERGREEN *News*



DEAR RESIDENTS

South Africa celebrates National Women's Day each year on 9 August. The day commemorates the 1956 march of approximately 20 000 women to the Union Buildings in Pretoria, and as a result, it remains the day which represents liberation, strength and equality to millions of South African women today.

Women are able to accomplish anything they set their minds to. Having to deal with oppression and inequality for centuries, there have been a ton of things women have had to fight for – like equal voting rights, equal pay, and to have their healthcare requirements met. A woman's philosophy is always informed by the imprint of these unique struggles.

One's philosophy is not best expressed in words; rather, it is expressed in the choices one makes... and the choices we make are ultimately our responsibility. Eleanor Roosevelt (whom Arthur quotes in his article below) was a politician in her own right and remains the longest serving first lady of the United States. In her day, few women were employed as journalists, and those that were, were only allowed to report on domestic topics. Eleanor wouldn't stand for that kind of thing. She took her responsibility personally and so she flatly refused to be interviewed by men; forcing newspapers to appoint women to posts that mattered.

Women's Day celebrates the rights of women, their strength and fortitude. It also honours older women - a senior citizen population that is all too easily neglected. At Evergreen Villages you'll find so many great women who bring qualities essential to healthy community functioning: vital qualities such as calm, persistence, care, deep friendship, humour, forgiveness and personal strength.

Eleanor Roosevelt was an astute observer; and was recorded as saying "What we all need is less vacation and more vocation." The impact of women who answer to vocational callings is renowned in all of our villages. There is something about a woman's strength that is a product of experience. Also, motherhood embeds a fortitude and determination in women. Evergreen would like to pay homage this Women's Day to all the moms we have in our villages, and to all our tireless, energetic, busy and caring women. Many serve in ways that go unnoticed: the generous heart is not always thanked for its consistency and energy. Yet it remains essential to the flourishing of communities.

It goes without saying that Evergreen wishes you the very best this Women's Day. You deserve it: we hope that you will treat yourself to a little relaxation and a nice cup of tea – the subject of Arthur Case's article below.



ANSWERING TO THE UNIQUE NEEDS OF WOMEN IN OUR COMMUNITY

Evergreen Group CEO: Arthur Case

It is my privilege to echo all that Derek has said: the stories we hear of what

'the Evergreen Community of women' have accomplished are simply extraordinary. It is my task here to reflect on Evergreen's obligations towards the retired fraternity of women in our villages. Our village communities are full of the most wonderful women, mothers, and wives. A number have buried husbands while others will still face this challenge. Research shows that our population is aging and that women tend to live longer than men. We can expect to have a growing population of women in the future.

Eleanor Roosevelt famously said that "a woman is like a tea bag - you can't tell how strong she is until you put her in hot water. A woman's mental and emotional strength-more often than not-is forged in the hot waters of life's challenges. Nonetheless,

women find themselves more vulnerable than men to a number of life challenges, particularly in later years.

Women need to feel and be safe and independent. At Evergreen things like maintenance and laborious tasks are no longer a concern because the benefit of purchasing into a life right scheme means that the developer ensures the upkeep of the property so that you don't have to.

As developers, we are also responsible for many other needs. I am reassured that at Evergreen, our village model and its various qualities answer them. I am also grateful to those in our management, health, maintenance and security staff teams who take direct responsibility for these needs every day. Women's Day gives us pause to consider the many women among our staff and our service providers, whose tireless care and attention is invaluable to everyone's enjoyment of living as well as their peace of mind.

Our health care partners (Unique Health) are a sizeable business run by a woman CEO, many of our village managers and those in key positions are women. Similarly, many women work behind the scenes at Evergreen and play vital roles in delivering what we can proudly name "an Evergreen Lifestyle".

EVERGREEN *Know your* Village

HOSPITALITY IS SECOND NATURE TO KIM WHITWORTH

With this month's focus on women, it is appropriate that we focus on our Evergreen Village Manager based at Diep River while also looking after our residents at Lake Michelle. Kim has spent her whole life in the 'Deep South' and this is where she met and married her high school sweetheart. Together they have a happy home with their twin girls, Jade and Isabella (aged 8).

Kim has always had a love for working with people: her journey started out in a restaurant at the age of 16. Although her intention was for this to be part-time, while studying her Paralegal Secretarial Diploma at Montrose Secretarial College, it became a full time crash-course in Management.

After many years within the restaurant industry she was able to put her studies into practice and became involved with the Amdec Group as a Conveyancing Assistant. Not long afterwards, Kim was given the opportunity to work at Evergreen Muizenberg as Village Administrator. This was the start of an exciting journey and after four years, she became the Village Manager of Evergreen Diep River, and - more recently - Evergreen at Lake Michelle.

Kim is always up for new challenges but thrives on her passion for seeing to people's needs in whatever way she can. When Kim is not working, she is spending quality time with her family and friends.



ADVERTISING LIVED EXPERIENCES - THE BENEFITS OF A MATURING BRAND

Evergreen is the first national retirement lifestyle brand in South Africa. By 'brand' we mean that we seek to replicate particular values that are dear to us and our communities and we have named the result 'Evergreen'. In a sense, this is both our name and our promise.

When we set out to build our brand, we needed to advertise the idea of these things before they were established. Now, nine years later, as a mature brand we can advertise the reality, and we did so by surfacing the lived experience of our residents, in the form of a testimonial campaign. Those of you who read the Cape newspapers will see this campaign, whilst many of you have had wonderful things to say to our marketing team: thank you for your time and your compliments! We're sure you'll really like the campaign!

We'd appreciate it if you would visit our Facebook page, check out our campaign, and 'like' us. Please share the things you like with your friends and family.

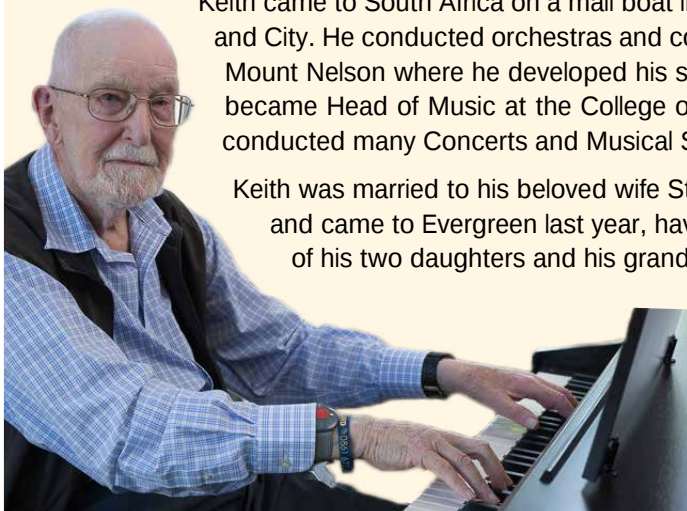


EVERGREEN'S GOT TALENT. KEITH JEWELL - STILL SPARKLING AT 90

Born in the UK, Evergreen Muizenberg resident Keith Jewell started to play piano at age 5 and made his first solo appearance on stage when he was 6. He studied piano, organ, cello, clarinet and conducting at the Royal Academy of Music in London where he became a freelance musician as solo performer, accompanist, conductor, teacher and lecturer - also making recordings with the BBC Symphony, Opera and Light Orchestras.

Keith came to South Africa on a mail boat in 1953 and took up posts as organist for the St. George's Cathedral and City. He conducted orchestras and concerts, whilst freelancing in the major hotels including the renowned Mount Nelson where he developed his style of linking numbers together creating non-stop listening. He also became Head of Music at the College of Education, Musical Director of the Waterfront Theatre School and conducted many Concerts and Musical Shows.

Keith was married to his beloved wife Stella ('the best thing that ever happened to me') for sixty three years, and came to Evergreen last year, having spent the last decade living in Portland, Oregon with family- one of his two daughters and his grandchildren. His other daughter and grandchild live in Cape Town.



Keith's love for music has been a love of a lifetime: he names Bach as his primary inspiration for classic romantic music, though his own catalogue contains a large variety of light jazz. Keith's playing the piano is a 'concert delight' to all at Evergreen. We get to watch a fantastically gifted man at play in the fields of his memory. Play on Keith, play on.

Village Life

SAVE THE DATE – BE READY TO ELECT NEXT YEAR’S RESCOM

AGMs are exciting events at Evergreen. Not only are they the perfect excuse for a get together and a chance to meet management, but they present everyone with the opportunity to acknowledge current Rescom efforts and to vote for next year’s Rescom members.

The dates for the AGM are :

Broadacres	Tuesday	8 August at 15h00	Diep River	Tuesday	15 August at 15h00
Lake Michelle	Thursday	17 August at 14h00	Bergvliet	Thursday	24 August at 15h00
Muizenberg	Monday	4 September at 15h00			

CHRISTMAS IN JULY

Once again, many villages beat the winter blues this year with a dose of Red and White and a load of yuletide spirit (or is it spirits?). Here is a selection of pictures to prove it.



Evergreen residents at Bergvliet.



Evergreen residents at Broadacres.



Evergreen residents at Muizenberg.

Evergreen Bergvliet

Our first Ladies brunch happened on the 12th July.
Arranged by Yvonne Whitford, this was a memorable and joyous occasion for all. Lots of fun, laughs and of course delicious food was thoroughly enjoyed.

Delicious menu offered to the ladies of Bergvliet.



Felicity Walker, Jill Newton, Paddy Oberhofer

Evergreen Broadacres - Team Evergreen



Members were kitted out in new branded t-shirts sponsored by Evergreen, encouraging residents to take part in various events coming up in September and November. We hope with the warmer weather this will encourage those sleepy heads out of their warm beds to take part in future walks and new residents will have found their feet.



Diep River: Resident Howard Oglesby celebrated his 94th birthday.



Broadacres: Eddy, Brian & John all celebrated their 80th birthday with cake and wine at their social evening.

FABULOUSLY FLORA – OUR 2017 PHOTOGRAPH COMPETITION

Thank you for the beautiful photos that we have received for the competition. With the tight water restrictions the beauty of nature still pops up.



Durban July Rose taken by Kiloran Townsend of Broadacres.

Kiloran Townsend - Broadacres



Beautiful pin leaves and red berries taken by Sue at Muizenberg.

Sue Beele - Muizenberg



Primulas taken by Wally Davey at Broadacres.

Wally Davey - Broadacres

I'd like to end this newsletter with a tribute to all the women of our world. We salute you. I do hope Keith Jewell will be tinkling the ivories at Muizenberg, delighting out female residents and staff this Women's Day.

Until next time, stay warm and active through the second half of winter.

Derek