

# By the Way...

## Marketing Team Begins Major Awareness Campaign

Bridgehaven has begun a major awareness initiative for 2017! Here are the accomplishments of the team so far: In order to debunk the myth that Bridgehaven is “Louisville’s best kept secret,” an electronic billboard on I-65 at the Fairgrounds has promoted two big events at Bridgehaven! The next effort in this campaign was the writing of a number of “info-tisements” or “info-torials,” to place interesting text near our logos in various publications, including Business First newspaper and Solutions magazine. Bridgehaven was featured in the Partners in Philanthropy edition of Business First, and Ramona occasionally writes editorials for the Courier Journal, to great response!

Our Bridge Builder Luncheons have long been an effective tool for showing off our campus and having members tell their stories to guests. For the past year and a half, we’ve really ramped up the effort to pack these monthly events with 15-20 people, and we’ve successfully spread the message of Bridgehaven, received referrals, recruited a new Board member, and increased donations! We encourage our guests to take pictures and post them to social media to get our message across to all of their friends.

And finally, creation and debut of an awareness video, which also celebrated May’s Mental Health Awareness Month, took place just before Derby. It is attached to all our [social media](#), and has been widely shared by employees and Board members to get the word out. Producer/videographer [Jeff Hatfield](#) made our members and our message look fantastic, and more will follow.

We would appreciate your help in making our life-changing agency “top of mind” to potential members, referral sources and donors by logging on to our [website](#), [Facebook](#), [Instagram](#) or [Twitter](#) to learn and share!





"Miss Daisy" Allen

## Miss Daisy Does the Driving Here!

"Miss Daisy" Allen is an essential member of Bridgehaven's team! She oversees member participation in the program, collects clothing and other supplies needed by the members, and leads group activities to encourage focus and social interaction. Daisy's only surviving sibling, Carrie Stivers, annually performs a one-woman show for our members during Black History Month. Daisy also oversees the collection of wearable items and manages our annual Fashion Show, featuring members selecting and wearing those outfits!

Daisy started her work life in a nursing home, and observed that patients seemed to get better the more time she spent with them. She received hands-on training in the old General Hospital ER: she delivered a baby, performed CPR, responded to gunshot wounds and more. After she became a mental health technician, she completed her practicum right here at Bridgehaven! After 38 years here, she's still as enthusiastic as ever about her work.

"Being with our people is always the best part of my day. I teach them independent living; that's what they need. They have to get around on public transportation, know how to live in an apartment, personal care, learn to eat healthy food, whatever they need to know to achieve their goals." Daisy has taught health skills, led more than a dozen groups, contributed to person-centered planning, and helped members understand mental illness.

President and CEO Ramona Johnson had these inspiring words about Miss Allen: "Daisy is the cool in the summer, the warmth in the winter and the calm in the storm. She has a big heart and loves her job. It's hard to get her to take a vacation or a sick day! Members and staff can't speak highly enough of her. When she is not here the building seems very empty. Daisy embodies Bridgehaven's values of advocacy, respect, excellence, ethical practice and belief in recovery". Simply stated, she is loved by members and staff alike.

**Bridgehaven is forever grateful that Daisy chose to share her many talents with us!**

## Cooking with Petrol!

If you've ever been unable to find your way around a kitchen (writer included), your man of the hour is the inimitable Jeff H!

The 1970's were pivotal years in his life. Jeff had four scholarships in football, and graduated from high school with big dreams for a collegiate career. Then he was hit by a car trying to save his nephew's life, and lost his left leg. After a year's recuperation, Jeff began college with a prosthetic, and was intent on making a career for himself. He received an Associate's degree in philosophy, a Geriatric Technician 3 certification in nursing, and he became a sous chef! Carpal tunnel kept him out of the kitchen for five months, but he returned with gusto and is still preparing delicious meals for over 100 people each day at Bridgehaven.

Jeff cooked at Wayside Christian Mission, until unfortunate circumstances left him on the streets, sleeping on the porch of Phoenix Health Services for three years with six other men. They all preferred outdoor living, relying on others to provide meals, showers, clothing, blankets and tarps for the colder months. He even charged his electric wheelchair on the building's outlet, laughingly admitting that he "stole their electricity, it's true!"

A mental health counselor named Tim Welch ("shout out!") got Jeff back on track and led him to Bridgehaven, where he's been active for seven years. A new higher-tech prosthetic (his ninth) is giving Jeff some freedom from his wheelchair, and with it comes a personal freedom he's sought for many years.

"I used to do a lot of crying when I was first here, because I was broken. Bridgehaven helped me start working through my past, deal with depression and anxiety, and use my cooking training in the kitchen with Miss Jennifer (Judd, who oversees the Food Service Unit). It's been a life-changing experience. They helped me get my apartment, a job, and back on track with my own life."

Jeff recently lost his left eye. It's another hurdle to overcome, but in typical fashion, he's already planning whether the patch will have a pirate flag or an eye on it!



Jeff H. in his element!

**Well done, Jeff! We especially love your delicious soups and salads!**

# Major Thanks!

**Humana  
Foundation**

**\$100,000**  
*Bridges to Health Clinic*

**OUTFRONT**  
media

Donation of  
Digital Billboards

Louisville Bats Baseball



Donation of  
Community Night Tickets

## Staff Members - More than They Appear at Bridgehaven!

### Jenni Oglesby, Executive Office Manager ...

...volunteered with the Louisville Ballet in many capacities, including as a dresser for the Baryshnikov/Twyla Tharp tour! She was literally on stage with the dancers, albeit in the wings! Check out Jenni's collection of ballet shoes, all of which were made for people wearing size 3's!



### Ruby McClesky, APRN...

...almost lost a finger in a knife accident, preparing turnips without a cutting board. She had surgery three times, all of which helped her decide to be a nurse. Thanks to that experience, she's in a great career doing what she loves most, which is working at Bridgehaven! Her plastic surgery career didn't work out so well...

### Ramona Johnson, President/CEO...

...is a Lieutenant in the US Public Health Service, one of the seven uniformed services, and served three years active duty out of college as a nurse at the National Institutes of Mental Health. Ramona and her husband challenged Mt. LeConte in the Smokies - they climbed to the top of and back in the same day! To top it off, she's hiked over 300 miles of trails in the Great Smoky Mountains National Park. Over-achievement has always been Ramona's passion!

### Trudy North -Wollak, LCSW...

...has consulted a psychic, tripped and fell into the next row at Actor's Theater, was a ride hostess on the Earthquake Ride at Cedar Point Amusement Park, hiked the Grand Canyon, and swam in the Aegean Sea (hopefully AFTER consulting the psychic!).

### Arti Ortega, Clinical Manager...

...was detained for over eight hours on her trip to Cuba. Apparently Arti was mistaken for Che Guevara's niece, and was assigned a "keeper" for the duration of her stay. Seeing as how she is Cuban, Arti was able to smuggle ten boxes of Cohibas back into the US. Wait until next time, Arti. Big Brother is watching.

### Tara Bassett, Marketing/Communications Specialist...

...travelled the world for 20 years, singing USO with the likes of Bob Hope, with command performances for HSH Princess Grace of Monaco, HRH Queen Elizabeth II of England, and other luminaries. She also fell out of at least three trees, did CPR on three people with a 66% success rate, and blew up a well while dreamily smoking and observing the colorful oil on the water's surface. Grounded for the summer, she was...

**Upcoming Events  
Mark Your Calendars Now!**

**Family Picnic**  
September 15

**St. James Art Show**  
October 6-8

**Bridge Builder Breakfast**  
November 29

**Bridge Builder  
Awareness Luncheons**  
(Complementary!)  
July 12  
August 9  
September 13  
October 11  
November 8

Call 502-585-9462  
or email [dmetcalf@bridgehaven.org](mailto:dmetcalf@bridgehaven.org)  
for more information  
(Reservations required due to space)

**Bridgehaven**  
MENTAL HEALTH SERVICES

*Providing Hope and Recovery*



***Bridgehaven Board of Directors***

Sarah Acland	Paul Halloran
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## Our Mission

Bridgehaven provides hope and recovery through innovative, comprehensive, community-based mental health services to adults living with mental illness.

Bridgehaven's Community Based Psychosocial Rehabilitation Programs and Outpatient Mental Health Programs are accredited by CARF.

Bridgehaven is a member agency of Metro United Way.

In accordance with Federal law, this agency does not discriminate on the basis of race, color, national origin, sex, age or disability.

To file a complaint:  
Bridgehaven  
Attn: Ramona Johnson,  
950 S 1st Street  
Louisville KY 40203  
502-585-9444

### ***One Man's Junk...***

PLEASE donate your old car to benefit Bridgehaven! We will put the proceeds to good use! Contact Dan for more information at 502-585-9462 or [dmetcalf@bridgehaven.org](mailto:dmetcalf@bridgehaven.org)

### ***Leave a Legacy***

Making a donation through a planned gift is a wonderful way to create a legacy of support for those who need it most.

Contact us at [dmetcalf@bridgehaven.org](mailto:dmetcalf@bridgehaven.org) or 502-585-9462 for assistance, guidance or questions. The legacy you secure today will ensure meaningful lives for so many in the future.