

September 2026

HOLISTICARE HOMES

SAVE OUR SANITY SOCIETY NEWSLETTER

In this issue...

- **Frivolous: Wonderfully Unnecessary**
- **Expert Interview: Mary Hay**
- **Resource Spotlight**
- **Care Partner Spotlight**



Frivolous: Wonderfully Unnecessary

The corners of my lips turned up immediately as I passed this store.

We all participate in acts of pleasure that are...frivolous and wonderfully unnecessary but absolutely needed for fun and sanity. As I gracefully, and not so gracefully age, I am finding a true appreciation for the finer things. One of these is simplicity in travel. ...if you call that a finer thing lol. Seems necessary, but clearly not all engineers understand that.

As you may know travel is enormously important to me. It recharges me and defines me in ways I cannot even explain. Exploration of Mother Nature, human nature, and a healthy appreciation for the wonderfully unnecessary. That's where I find joy.

I digress, back to simplicity in travel. I have an affinity with airports that make travel easier and more pleasant.

One of my newfound favorite airports is Minneapolis/St Paul.

"I'm heading to gate G4, how do I get there?"

"Well you have two choices, by foot or tram. I recommend foot if you have time, it's worth it."

"I like by foot, I'll use these two feet!"

This is intentional and by design. It's like being in a mall, with excellent and plentiful food choices even. Now a mall is not one of my favorite places. I am not a shopper. But a beautifully, thoughtfully and functionally designed space, that I enjoy and see the beauty in.

The hustle and bustle is real, but it feels different here than some other airports. Not nearly as frantic. It's pretty and easy to navigate by foot or tram. You realize that perhaps that's the point.

Not everything valuable is productive. Not every detour needs to lead somewhere. Sometimes the things that keep us sane are the things that serve no purpose beyond delight. A walk through a thoughtfully designed airport. A store called Frivolous. A trip taken simply because the world is big and beautiful and you haven't seen enough of it yet.

Maybe growing older is learning to stop apologizing for the wonderfully unnecessary. To recognize that joy itself is useful. That curiosity is worthwhile. That the small things that make us smile are not indulgences to be earned after all the important work is done.

They're part of what makes all the important work possible.

What Families Say About Us...

"The staff are friendly and helpful care givers. The facility is nice and my mom loves it compared to a nursing home. Would recommend it for sure." - Lon S.

Expert Interview with Mary Hay



https://www.youtube.com/watch?v=U-IPlymh_M4

I had the pleasure of interviewing Mary Hay, a speech-language pathologist with over 40 years of experience across outpatient clinics, assisted living, memory care, and other adult care settings.

Mary has spent decades working with individuals and families navigating communication changes related to dementia and neurological conditions—and in this conversation, she helps unpack what most families completely misunderstand about how communication actually changes over time.

You can watch a short clip from our conversation by scanning the QR code below, or typing in the URL.

We talked about:

- What speech-language pathologists actually do in adult and memory care settings
- What is happening neurologically when someone begins to lose verbal communication
- The forms of communication that often remain long after speech fades
- How small shifts in approach can completely change caregiver and family interactions
- Real-life examples where communication was re-established in a meaningful way between a resident and their loved one



Resource Spotlight



15+ PLANNING
TOOLS +
COMPLIMENTARY
GUIDE

THE COMPLETE GRAB & GO AGING PARENT CARE SYSTEM

SEPTEMBER ONLY PRICING: \$197

One time payment. Immediate digital access.
Fillable and printable. No subscription. No
recurring fees.

The price goes back to \$297 on October 1st with
no complimentary guide.

SCAN the QR Code to get your Complete Grab
& Go Aging Parent Care System TODAY!

[or visit https://shelley8care8.clickfunnels.com/aging-parent-care-system](https://shelley8care8.clickfunnels.com/aging-parent-care-system)



Let me tell you about Ben.

He came to talk about finding care for his grandmother Ruby. We never made it past my front door before the tears started. He had not been able to work in weeks. He was exhausted, overwhelmed and terrified of making the wrong call for someone he loved more than he knew how to say.

I want to tell you what happened next — because it is the reason I have spent the last several years building what I am about to share with you.

Ruby never made it to HolistiCare Homes. She passed away before the plan could come together.

And what stays with me — what I think about when I am tempted to soften any of this — is how Ben spent those last weeks with her.

He was there. Sitting right beside her, feeding her applesauce the afternoon I came to do my assessment. His family was around him. There was genuine love in that room, a quiet sense of we have your back — we are not going anywhere.

But his mind? That was somewhere else entirely.

He was there in spirit and in body, but he was running through the conversation from earlier that day, trying to decide if he had made the right decision, wondering where he should visit next, running through the list of questions he had forgotten to ask. The logistics had followed him right into the room and they would not let go.

He was missing it. Sitting right there beside Ruby — and missing it.

That is the cost nobody talks about when families put off getting prepared. Not the chaos of searching through drawers for a medication list at midnight. Not the stress of coordinating siblings who cannot agree. It is the irreplaceable time with someone you love that gets swallowed by everything that should have already been figured out.

Preparation is not about paperwork. It is about protecting the time that cannot be replaced.

I want to tell you about someone else.

I ran into Harriet not long ago. She had toured HolistiCare Homes but for whatever reason chose a larger facility for her husband Jim. When I saw her she pulled me aside and confessed that she was thinking about bringing him home.

I asked her why.

She said she did not trust them to care for him properly. She was driving there three times a day — checking that his hearing aids were in, making sure he had eaten enough at lunch, going back at bedtime to make sure someone had put his favorite blanket on him before lights out.

The relief she was supposed to feel when Jim moved in never came. It just turned into a different kind of pressure and a different kind of worry.

Now here is what I want to be fair about. We do not know for certain whether the facility was failing Jim or whether Harriet simply could not let go of the responsibility — some people genuinely struggle to trust that anyone else can care for their person the way they can. That is real and it is human and I understand it completely.

But here is the thing. There must be some validity to what Harriet was seeing. Because she could see with her own eyes that his hearing aids were not in. She could see that his favorite blanket was not on him at night. Those are not assumptions. Those are visible. Those are the small, basic, dignity-preserving things that tell you everything about whether a place truly sees your person — or simply manages them.

Harriet chose the wrong place. And now she is paying for it in the only currency that actually matters. Time. Presence. Peace of mind.

Two families. Two very different situations. The same lesson underneath both of them.

Being unprepared — whether that means not having the documents in order, not knowing what to look for on a tour or not having the conversations before a crisis forces everyone's hand — costs you in ways that cannot be undone.

I have watched this happen for nearly thirty years. And I have spent the last several years building something designed to change it.

It is called the **Complete Grab & Go Aging Parent Care System**.

It is a complete, organized system — fillable digitally and printable — built around the real moments families face when a parent is aging and needs more care. The emergency information first responders need the moment they arrive.

The tracking tools that replace everyone's best recollection with documented facts. The guides for the conversations that keep getting postponed. The checklists that protect your family when the legal and medical paperwork needs to be current and is not.

Everything your family needs. In one place. Before you need it.

The **Complete Grab & Go Aging Parent Care System** is available now through **September 30th for \$197** — that is \$100 off the regular price of \$297.

Every order placed before September 30th also includes a complimentary physical copy of my ***Making the Right Move*** guide mailed directly to you at no additional cost.

The guide helps you understand your choices.

This system helps your family prepare to make them by helping you document what is happening now, talk through future care decisions and put the information everyone will need in one place—before an acute illness leaves you searching through drawers, calling siblings and answering life-changing questions under pressure.

You do not have to keep doing this alone — and you do not have to keep doing it unprepared.

On October 1, the price becomes \$297 and the guide will no longer be complimentary, so get yours today **by scanning the QR code on the previous page or visiting this URL: <https://shelley8ca1c8.clickfunnels.com/aging-parent-care-system>**

You can also call **574-607-8120** if you would prefer to place your order by phone. You do not even have to speak with anyone if you don't want to, just choose option one for the free prerecorded message, then leave a message with your name and address. We will mail it to you.

If Mom or Dad is not “at that point yet,” good. The best time to prepare is before your family has one week—or one night—to find everything and decide what happens next.

Care Partner Spotlight: Briana



Luckily for me, working at HolistiCare has become a family affair for Briana's family. Her older sister was one of our very first employees. Then her brother joined our team. And eventually, he referred his little sister Briana to us.

I think I am running out of family members for referrals. Briana is still in high school, and this is her very first job. That makes what I'm about to say even more impressive: she has a level of dependability that you simply cannot teach. She shows up...on time. Anyone who has ever managed employees knows just how valuable that is.

Over the past five months, we've also had the privilege of watching Briana slowly crawl out of that shy little shell she arrived in.

She's initiating more conversations, becoming more confident and eager to show us what she's learned.

One of my favorite parts of having younger team members is knowing that our job is bigger than teaching them how to be a good Care Partner.

For some of them, we get to help teach what it means to be a good employee, a dependable teammate and a person other people can count on, not to mention all the life skills!

Those are skills she'll carry long after high school and wherever life takes her. And watching that growth happen right in front of us is pretty darn cool.

