



THE VILLAGER

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What's in a Name?

SUSAN MCWHINNEY-MORSE

WHEN THE FOUNDERS OF BEACON HILL Village were ready to tell their friends and neighbors about the organization they had created that would help people remain in their own homes and stay in control of their lives as they grew older, they carefully considered what to call their organization.

The idea of a village was very much on their minds – a village where people knew one another, helped one another out and where all the amenities of a good life were located. What better to call it than “Beacon Hill Village?”

As the concept of “village life” began to take hold, we learned that people in Cambridge, MA, and Washington, DC, were creating villages fashioned on the Beacon Hill model. The Washington group was even calling theirs a village – Capitol Hill Village, to be exact.

Hurrah for our name!

Then we learned that our neighbors in other downtown Boston neighborhoods wished to join us, but felt it existed only for Beacon Hillers. Alas!

That was wrong. We invited our neighbors to join and considered changing

Please continue to page 6. ►



Jim Braude is welcomed by BHV President Hal Carroll at the annual gathering on October 14. See pages 2 and 7.

Atul Gawande to Speak at Beacon Hill Village's 15th Year Celebration



ATUL GAWANDE, PHYSICIAN AND PRIZE-winning author of *Being Mortal*, will be the guest speaker on February 13, 2017 as Beacon Hill Village celebrates its first 15 years of operation and shines a spotlight on the Village movement. There are now more than 200 villages across the country fashioned after Beacon Hill Village and dedicated to changing the experience of aging. And delegations from around the world continue to come to Boston to study the village model.

While the book's title alludes to death, the stories in it are actually about life. Gawande describes people's efforts to maintain autonomy as they age in the face of ingrained habits, cultural expectations and one-size-fits-all corporate offerings. Gawande describes his own parents' successes and failures in achieving autonomy and his own successes and failures as he tries to help them. He includes Beacon Hill Village as a model for assisting older adults in their efforts, which has often meant providing services and extending community to people who want to remain in their own homes and enjoy the rich stew of activities, attributes, attitudes and ages that engage Boston's older adult population.

To make this a more national event, Gawande's talk will be beamed simultaneously to other villages throughout the country. Stay tuned for more details. ■



(Left to right) Cynthia Alcorn, BHV Member Services Coordinator Janice Ruell, and Nancy Jeanne Martin having a great time at BHV's Second Annual Halloween Pot Luck Party.

BHV WELCOMES

BACK BAY Sandra Sizer
BEACON HILL Viola Hayhurst, Bejaye Madrey

From the Executive Director

Dear BHV Members:

EVERY DAY, OUR 350 BEACON HILL VILLAGE members follow their interests, connect with one another, and give back to our neighborhoods in meaningful ways. A recent call to the office illustrated just how curious, active, and willing to try new things our members are.

A new member, who joined Beacon Hill Village hoping to meet more people in Boston, got an unexpected bonus when she learned that she and another BHV member live down the block from each other. The two have connected and have enjoyed each other's company on multiple occasions, including on shopping trips (made easier by the fact that one of the members has a car) and at a free concert in the Back Bay that they learned about through Beacon Hill Village and to which they traveled together.

And as you'll see in this edition of *The Villager*, BHV was fortunate that a group of spirited members generously gave of their time and talents to plan a very successful annual member gathering. As a result of their tireless dedication, they created a vibrant and interesting event, which provided the perfect opportunity for members to connect with each other while enjoying a wonderful program and each other's company. (See page 7.)

After 15 years, Beacon Hill Village is thriving in new and vibrant ways because of our amazing community of engaged members who give back to their friends and neighborhoods in so many ways.

Warm regards,
Laura Connors

A Call to All Writers

Do you like to ask people questions? Do you enjoy keeping track of their answers? Do you enjoy telling stories?

How about writing?

If you've answered yes to these questions, you may want to consider helping BHV prepare its newsletters, press releases and news items for neighborhood newspapers.

Karen Cord Taylor, the editor of this newsletter, the former editor of the *Beacon Hill Times* and a columnist for several downtown newspapers and websites, is around to help you polish your skills in all these areas and add new voices to BHV publications.

If you are interested, let the BHV office know. ■



John Sears Political Forum Focuses on 2016 Presidential Election



BEACON HILL VILLAGE'S FIRST JOHN SEARS Political Forum, held on Monday, September 26, featured five political experts, focused on the 2016 presidential election and attracted more than 120 members of the public to the refurbished Rabb Hall auditorium at the Boston Public Library on Boylston Street.

The panel, from left, included award-winning foreign correspondent and *Boston Globe* foreign affairs columnist Stephen Kinzer; *Boston Globe* columnist Dante Ramos; Moderator of WGBH television's "Beat the Press" Emily Rooney (panel moderator); UMass Boston Vice Provost Ira Jackson; Beacon Hill Village President Hal Carroll; and attorney and former Massachusetts Republican Party chair Jennifer Nassour.

The forum was made possible by a bequest John Sears left to the Village when he died last year. ■

Jim Braude Speaks at Annual Meeting



JIM BRAUDE, HOST OF "GREATER BOSTON" on WGBH television and co-host with Margery Eagan of "Boston Public Radio" at WGBH radio, provided the keynote address to Beacon Hill Village members at their annual gathering on October 14 at the Women's Lunch Place. See page 7 for more about the gathering. ■

DECEMBER 2016 CALENDAR HIGHLIGHTS

Programs are one of the benefits of membership in Beacon Hill Village. Selected programs are open to guests of members, to prospective members who may be interested in joining the Village and to members of the public. Members have priority when registering for programs that have space limitations. BHV reserves the right to limit the number of programs that prospective members may attend. A reservation is required for all programs unless otherwise noted in the program description. Refunds will be made for cancellations received at least one week prior to an event unless tickets have been pre-purchased or non-refundable payments have been made and we are unable to fill your spot.

Friday, December 2 10:15 a.m. - 1 p.m.

Rose Art Museum – Sarah Sze: *Timekeeper, 2016*

Blurring the boundaries between sculpture, installation and painting, Sarah Sze builds intricate landscapes from the



ordinary minutiae of everyday life, yet on a grand architectural scale. A 2003 MacArthur Fellow and internationally admired artist, Sze grew up on Beacon Hill and is the daughter of BHV members Judy and Chia-Ming Sze. Our visit to the Rose Art Museum at Brandeis will include a student-led tour of Sze’s exhibit. *Meet at Café Tatte, 70 Charles Street, at 10:15 a.m., or Starbucks, 165 Newbury Street (between Dartmouth & Exeter), at 10:20 a.m. BHV members: \$30. Guests of BHV members and prospective members: \$45.*

Monday, December 5 7:30 p.m. concert; dinner at 5:45 p.m. First Monday at Jordan Hall

First Monday is the New England Conservatory’s free popular chamber music series. The December concert, performed by the Borromeo String Quartet and NEC Faculty, is titled “Sounds of South America” and honors the 100th birth year of Argentinian composer Alberto Ginastera. *Take the Green “E” Line to Symphony Hall. Dinner at Pho & I, 267 Huntington Avenue, at 5:45 p.m. Concert only, meet inside Jordan Hall, 30 Gainsborough Street. BHV members only. Free.*

Tuesday, December 6 10:30 a.m.

Boston Public Library: Tour of Johnson Building



Inviting and inspiring, the Central Library Renovation has transformed the way the public interacts with and accesses the Johnson Building and the services within. Designed by William Rawn Associates, the renovation has preserved the integrity of architect Phillip John-

son’s 1972 construction, while adding architectural features that make it more connected to the historic McKim building and to Boylston Street and more aligned with the BPL’s 21st century library mission. BHV is delighted to be able to offer our members a private tour of the renovated space. *Meet in the lobby of the Johnson Building, 900 Boylston Street, at 10:30 a.m. BHV members only. Free.*

Wednesday, December 7 7:30 p.m. concert; 5:45 p.m. dinner NEC Philharmonia

Guest Conductor Andrew Litton conducts works of Augusta Read Thomas, Rachmaninov, and Prokofiev at this free concert. *Take the Green “E” Line to Symphony Hall. Dinner at Pho & I, 267 Huntington Avenue, at 5:45 p.m. Concert only, meet inside Jordan Hall, 30 Gainsborough Street. BHV members only. Free.*

Thursday, December 8 10:30 a.m. - 1:30 p.m.

Festival of Trees at Elm Bank

The Festival of Trees at Elm Bank offers beautifully decorated holiday trees donated and decorated by local businesses, garden clubs, and individuals. Snow Village is a display of model trains winding through villages and vignettes, including Christmas in Boston, Fenway Park, and hundreds of decorated houses and lights. *Meet at Café Tatte, 70 Charles Street, at 10:30 a.m., or Starbucks, 165 Newbury Street (between Dartmouth & Exeter), at 10:35 a.m. BHV members: \$35. Guests of BHV members and prospective members: \$50.*

Thursday, December 8 2 p.m. - 3:30 p.m.

Preparing for Winter

Looking for tips and tricks to deal with the coming winter season? Please come to BHV’s monthly Wellness Clinic to learn more about how to prepare for the season. Kate Sciacca, a volunteer nurse, will be discussing topics such as winter time depression, what to do in a snow storm, how to stay warm, what vaccines to get, common winter illnesses and what to do about them, and more. Kate will be available to meet with members one-on-one to check their blood pressure and other vital signs and to discuss health care questions after the presentation. *Meet at 74 Joy Street, first floor conference room. BHV members only.*

Thursday, December 8 4:30 p.m.

Maidens & Martinis: Pour House

Join the women of Beacon Hill Village for a late afternoon drink at the Pour House. Meet at 907 Boylston Street. Registration required. BHV members and their guests.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>GROCERY SHOPPING TRIPS Note new times! The times for BHV's regular grocery shopping trips on Tuesday and Friday have been changed from 9:30 a.m. and 11:30 a.m. to 10 a.m. and noon.</p> <p>TAXI COUPONS Come to the BHV office on Friday, December 9, between 11 and noon, to pick up your taxi coupons at this monthly distribution. Pay \$5 for a \$10 coupon book; maximum of two books per person, per month. BHV members only. 74 Joy Street, third floor.</p> <p>TRIP TO MARKET BASKET Door-to-door transportation to Market Basket in Chelsea on Wednesday, December 7 at 10 a.m. A driver will help carry your groceries. Space is limited. BHV members only: \$10.</p> <p>TRIP TO TRADER JOE'S Door-to-door transportation to Trader Joe's in Cambridge on Wednesday, December 7 at noon, and Wednesday, December 21, at 10 a.m. and noon. A driver will help carry your groceries. Space is limited. BHV members only: \$10.</p>	<p>NOTES</p>			<p>Meditation (8:45) Men's First Drink (4:00)</p> <p style="text-align: right;">1</p>	<p>Grocery Shop (10 & noon) Rose Art Museum: Sarah Sze (10:15-1) Total Fitness w/Cindy - Back Bay (11:45-12:45) Tai Chi (noon-1)</p> <p style="text-align: right;">2</p>	<p>TERRIFIC TUESDAYS Terrific Tuesdays meets on the first Tuesday of each month at 4 p.m. at 75 Chestnut Street to discuss and plan outings related to the arts. All BHV members welcome. Registration not required.</p> <p>MEN'S FIRST DRINK Men's First Drink continues its exploration of Boston's watering holes on Thursday, December 1, at 4 p.m. BHV members and their guests. Location TBD.</p> <p>MEDITATION Meets every Monday and Thursday at 8:45 a.m. (except as otherwise noted on the calendar) at the Beacon Hill home of BHV member Susan Cox. BHV members only.</p>
	<p>Meditation (8:45) Calendar Mailing (10:30) Total Fitness w/Cindy (11-noon) First Monday at Jordan Hall (7:30 concert; dinner at 5:45)</p> <p style="text-align: right;">5</p>	<p>Total Fitness w/Cindy - Back Bay (10-11) Grocery Shop (10 & noon) Boston Public Library: Tour of the Johnson Building (10:30) Terrific Tuesdays (4:00)</p> <p style="text-align: right;">6</p>	<p>Market Basket (10:00) Total Fitness w/Cindy (11-noon) Trader Joe's (noon) Bridge w/ Steve (3:30-5:30) NEC Philharmonic (7:30 p.m. concert; 5:45 p.m. dinner)</p> <p style="text-align: right;">7</p>	<p>Meditation (8:45) Festival of Trees at Elm Bank (10:30 a.m. - 1:30 p.m.) Preparing for Winter (2 - 3:30) Maidens & Martinis: Pour House (4:30)</p> <p style="text-align: right;">8</p>	<p>Grocery Shop (10 & noon) Taxi Coupons (11-noon) Total Fitness w/Cindy - Back Bay (11:45-12:45) Tai Chi (noon-1)</p> <p style="text-align: right;">9</p>	
	<p>Meditation (8:45) Total Fitness w/Cindy (11-noon) Holidays Party (5:30-7)</p> <p style="text-align: right;">12</p>	<p>Grocery Shop (10 & noon) Total Fitness w/Cindy - Back Bay (10-11)</p> <p style="text-align: right;">13</p>	<p>Total Fitness w/Cindy (11-noon) Living Well/Ending Well: Wills and the Gift of Information (2-4)</p> <p style="text-align: right;">14</p>	<p>Meditation (8:45) Candlepin Bowling (10:30-1)</p> <p style="text-align: right;">15</p>	<p>Grocery Shop (10 & noon) Total Fitness w/Cindy - Back Bay (11:45-12:45) Tai Chi (noon-1) Back Bay Ringers (7:30)</p> <p style="text-align: right;">16</p>	
	<p>Meditation (8:45) Total Fitness w/Cindy (11-noon) Tour of the Boston Athenaeum & David Chester French Sculpture (11 a.m. - 12:15 p.m. & lunch) Lunch Group: Parker House (12:30)</p> <p style="text-align: right;">19</p>	<p>Grocery Shop (10 & noon) Total Fitness w/Cindy - Back Bay (10-11)</p> <p style="text-align: right;">20</p>	<p>Trader Joe's (10 & noon) Total Fitness w/Cindy (11-noon) Museum of Natural History: Glass Flowers (2:30)</p> <p style="text-align: right;">21</p>	<p>Meditation (8:45)</p> <p style="text-align: right;">22</p>	<p>Grocery Shop (10 & noon) Total Fitness w/Cindy - Back Bay (11:45-12:45) Tai Chi (noon-1)</p> <p style="text-align: right;">23</p>	
<p>Christmas</p> <p style="text-align: right;">25</p>	<p>BHV Office Closed First Day of Kwanzaa Meditation cancelled Total Fitness w/Cindy (11-noon)</p> <p style="text-align: right;">26</p>	<p>Grocery Shop (10 & noon) Total Fitness w/Cindy - Back Bay (10-11)</p> <p style="text-align: right;">27</p>	<p>Total Fitness w/Cindy (11-noon)</p> <p style="text-align: right;">28</p>	<p>Meditation (8:45)</p> <p style="text-align: right;">29</p>	<p>Grocery Shop(10 & noon) Total Fitness w/Cindy - Back Bay cancelled Tai Chi (noon-1)</p> <p style="text-align: right;">30</p>	<p>Christmas Eve First Night of Chanukah</p> <p style="text-align: right;">24</p>
<p>New Year's Day Last Day of Kwanzaa</p> <p style="text-align: right;">January 1, 2017</p>	<p>Registration required for all programs unless otherwise indicated.</p>	<p>HEALTH & WELLNESS: Beacon Hill Athletic Club (\$5/class) North Station, 261 Friend Street: Aerial Conditioning (Fri at 8:30) North End, 85 Atlantic Avenue: Total Body Strength (Mon at 8:30 and Fri at 8:15); Muscle (Wed & Thurs at 8:30); Stretching (Thurs at 9:30); Rejuvenating Yoga (Tues & Thurs at noon; Restorative Yoga (Wed at noon); Gentle Yoga (Fri at 9:15) Beacon Hill, 3 Hancock Street: Senior Conditioning (Mon & Thurs at 10)</p>	<p>Total Fitness w/Cindy Sullivan Beacon House, 19 Myrtle Street, Mon & Wed, 11 a.m. - noon. \$5 for BHV members Total Fitness w/Cindy Sullivan - Back Bay First Church Boston, 66 Marlborough Street (at the corner of Berkeley). Tues, 10 - 11 a.m. and Fri, 11:45 a.m.-12:45 p.m., \$5 for BHV members</p>	<p>Tai Chi w/Joshua Grant Beacon House, 19 Myrtle Street \$200 for BHV members for 10-session class Individual classes: \$25/class Email Joshua at gulong16@gmail.com for more information.</p>	<p>New Year's Eve Last Night of Chanukah</p> <p style="text-align: right;">31</p>	



Holidays Party

Monday, December 12 5:30 - 7 p.m.

Holidays Party

Celebrate the holiday season, **Christmas**, **Chanukah**, **Kwanzaa**, and the **New Year**, with fellow BHV members at our Annual Holidays Party. Enjoy drinks, hors d'oeuvres and interesting conversation at this always fun and festive event. *Meet at The Church of the Advent, 30 Brimmer Street, in the community hall. BHV members only. Free.*

Wednesday, December 14 2 - 4 p.m.

Living Well/Ending Well: Wills (2-3 p.m.) and The Gift of Information (3-4 p.m.)

Recent changes in Massachusetts law make administering a will easier and more flexible for people with modest and/or uncomplicated estates. So there is less reason for anyone not to have a will. Come hear about these changes from BHV member Steve Roop to understand better how they might benefit you and perhaps even help you recruit that special person you hope will agree to settle your affairs after your death. In her session on the Gift of Information, BHV member Betsy Peterson will provide a brief overview of key documents most of us should have – health care proxy and power of attorney, to name two – and some suggestions for easing the task of a family member, friend, or executor, in handling your affairs. *You may register for one or both of these programs. Meet at AARP, One Beacon Street, 23rd floor. BHV members only. Free.*



Living Well/Ending Well

Thursday, December 15 10:30 a.m. - 1:30 p.m.

Candlepin Bowling

Join BHV members for candlepin bowling at Sacco's Bowl Haven in Davis Square, Somerville. Lunch at the Flatbread Company. Cost for bowling approximately \$10. *Meet at the turnstiles at Charles/MGH at 10:30 a.m. BHV members and their guests.*



Candlepin Bowling

Friday, December 16 7:30 p.m. concert

Back Bay Ringers

Back Bay Ringers, one of the premier handbell organizations in the Northeast, will be performing a holiday concert at the First Church of Boston. The group performs on a six-octave range of handbells and handchimes. *Meet at the First Church of Boston, 68 Marlborough Street (between Berkeley and Clarendon Streets), at 7:10 p.m. (seats are not reserved) for 7:30 p.m. concert. BHV members and their guests: \$15.*



Back Bay Ringers

Monday, December 19 11 a.m. - 12:15 p.m. & lunch

Boston Athenaeum: Daniel Chester French

America's foremost sculptor of public monuments from the late 1870s to the late 1920s, Daniel Chester French was also proficient at modeling the female figure, an aspect of his career rarely acknowledged. *Daniel Chester French: The Female Form Revealed* explores French's career primarily as seen in a group of preliminary models and studies made for major public commissions as well as some of his more intimate and personal works. We'll have a docent-led gallery talk followed by a tour of the Athenaeum. Lunch (pay individually) at Parker's Restaurant at the Omni Parker Hotel (see below). *Meet at the Boston Athenaeum, 10 1/2 Beacon Street. BHV members and their guests: \$10.*



Daniel Chester French

Monday, December 19 12:30 p.m.

Lunch Group: Parker's Restaurant

Parker's Restaurant is an upscale restaurant at the historic Omni Parker Hotel. Executive Chef Gerry Tice celebrates nostalgic cuisine with contemporary flair at the birthplace of the Boston Cream Pie, the Parker House Roll and Boston Scrod. *Meet at 60 School Street, where you'll be joined by BHV members after their tour of the Boston Athenaeum (see above). BHV members and their guests.*



Wednesday, December 21 2:30 p.m.

Glass Flowers: Museum of Natural History

One of Harvard's most famous treasures is the internationally acclaimed Ware Collection of Blaschka Glass Models of Plants, the "Glass Flowers." Recently reopened after extensive restoration, this unique collection of over 4,000 models, representing more than 830 plant species, was created by glass artisans Leopold and Rudolf Blaschka, a father and son from Dresden, Germany. Admission is free for Massachusetts residents between 3-5 pm on Wednesdays. Bring ID. *Meet at Charles/MGH station at 2:30 p.m. for the short train ride to Harvard Square and 4/10 mile walk to the Museum. BHV members and their guests.*



Glass Flowers

Living Well Series Kicked Off in October

BETSY PETERSON, MURRAY FRANK AND KAREN GARVIN decided to start a small book group. With Joan Bragen, Steve Roop and Elizabeth Cook they ended up creating something much bigger and for a wider audience, a series of programs that eventually became known as LivingWell/EndingWell.

Their interest was piqued by books they had read about aging. Aging raises issues that people deal with at all stages of their lives – how to keep healthy and safe, how to choose the best housing, to name a few. Older adults also face new challenges – dealing with possibly diminished physical and mental abilities and planning for the end of life. Planning positively for matters of aging, the group believed, is being responsible and taking charge of one's life. It is part of achieving the autonomy that Atul Gawande addressed in *Being Mortal* and will address at BHV's 15th anniversary celebration on February 13.

The first program in the series was a session on hearing and sight loss. It will continue with more health programs, sessions on how to manage winter, estate planning, maintaining a home and mobility. It will end with "Honoring the Dead" on May 3. The speakers are experts from the Village and from other walks of life: lawyers, architects, elder specialists and clergy, among others. Locations will vary.

The next program will be held on November 16. The monthly Wellness Clinics led by Kate Sciacca, RN, at 74 Joy Street, are integrated into the series. Each month the calendar will show the programs, and you can register in the normal fashion via the website (www.beaconhillvillage.org) or by calling the office at 617. 723.9713. ■

What's in a Name? continued from page 1.

our name to make it reflect several neighborhoods. But it was too late.

In 2006, a *New York Times* writer became intrigued with our concept of "village life" and wrote about Beacon Hill Village in a full page article on the front page of the Living section. What followed was a tsunami: literally one thousand e-mails and telephone calls poured into the office from all over the country in one week, asking whether other villages existed, how to start a village, and if they could they come and visit. They wanted to replicate the Beacon Hill model. How could we change our name?

Shortly after the *New York Times* article appeared, representatives from Capitol Impact Partners, a Washington, DC, organization that specializes in helping entrepreneurial endeavors in the field of aging, came to visit. Their proposal? A joint venture in which they would supply the financial and technical support and Beacon Hill Village the knowledge to develop villages across the country. That collaboration resulted in the formation of a national organization called the Village to Village Network and the development of more than 200 villages across the country as well as in Australia, Finland, and England.

Today, as Beacon Hill Village celebrates its 15th year, we are also celebrating what has become a national movement: the Village Movement. It all began here, on Beacon Hill, with 60 members in January 2002. Now more than 40,000 individuals participate in "village life" across the country.

What's in a name? Fame. A national movement. A great deal of pride. And most importantly, a dramatic change in the experience of aging. We are healthier, happier, and more engaged in life than ever before. Just call it a village. ■



Taking Charge

KATE SCIACCA

WE ALL MAKE PLANS and decisions every day – making a date to meet a friend for lunch, deciding what percentage milk to buy, planning for a grocery shopping trip. But what about plans that will

affect the later years in our lives?

In the past decade, research has shown that failure to make plans for the end of life negatively impacts the way we live the last part of life, the relationships we have with our family, the way in which we die, and the impact our death has on our loved ones.

If it is so important and so many of us want to direct our own end-of-life plans, why is it so hard to talk about them? One reason is that they are very personal; what one person holds as important may be insignificant to another. And in a system where medical practitioners feel constrained to see as many patients as possible, there simply isn't time at a yearly exam to discuss these very important issues. In this way, the health care system fails. But that doesn't mean that there's nothing we can do.

The first step we can take in thinking about how to plan for the close of our own lives is to examine what we hold to be most important. While we may need advice from a medical professional to make specific medical decisions, it is important to think about what we cherish in life and what gives our life meaning. Is it being outdoors, listening to music, being with friends and family? Taking the time to reflect upon these matters may be the most important thing we can do to be confident when the time comes to make end-of-life decisions. By having considered and having confidence about what we hold to be most important, we are armed with an invaluable tool to navigate the aging process and make decisions regarding the way we choose to live at the end of our lives. ■

IN MEMORIAM Frances Burke George Sprague John Ward

2016 Annual Member Gathering a Huge Success

A DEDICATED COMMITTEE OF BHV MEMBERS, led by Murray Frank and Karen Garvin, planned and executed this year's annual gathering, which was attended by some 120 members. In addition to an informative talk and lively question & answer session with Jim Braude (see page 2), members were also entertained by Boston's "Piano Kid," treated to hors d'oeuvres and beverages, solved a puzzle introducing the Village's new logo, and participated in a drawing for three different weekend stays in Vermont,

Nantucket, and Provincetown, generously donated by committee members Roger and Susan Cox, Barbara Lindeman, and Murray Frank. Other committee members included Reese and Stan Berman, Joanne Cooper, Charley Davidson, Joan Doucette, Judy Fitzsimmons, Susan McWhinney-Morse, Cynthia & Ken Scott, and Glenda Tall.

Special thanks to the Women's Lunch Place for allowing us to use their beautiful space. ■



(Pictured left to right) **First row:** Committee members Karen Garvin, Joanne Cooper, and Joan Doucette served refreshments during the gathering. Glenda Tall designed and installed decorations. Joanne Cooper and Reese Berman prepped name tags that highlighted new members and founders. Sylvia Blumenthal, right, convinces Judy Siegel, left, and Alma Berson to take a chance on the "Weekend Getaway" drawing. **Second row:** Enjoying the gathering at the Women's Lunch Place. **Third row:** Elena Kingsland asks Jim Braude a question during his question and answer session. Boston's "Piano Kid," Bradley Bartlett-Roche, assists Committee Co-Chair Murray Frank in drawing a winning ticket. John Achatz helps his table solve the logo puzzle.



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THE VILLAGER *design by Joanne Legge*

A New Logo for a Growing Organization

YOU PROBABLY IMMEDIATELY RECOGNIZE THE yellow “M” that has become “the golden arches.” When you see an apple with a bite out of it, you probably think of computers without realizing it. It’s likely that you can distinguish the four silver, interlocking circles of Audi from the five colorful interlocking circles that signify the Olympics.

That’s what a logo, also known as a logotype, does – it helps viewers recognize the entity that logo symbolizes. It also usually conveys a graphic message that may be as simple as the “M” in McDonald’s or historical, as in Audi’s circles, which represent the four companies that founded it.

Beacon Hill Village needed a logo that would immediately bring to mind the organization and its mission and also convey its place in the city. It already had a logo that was created when BHV was new and serving only Beacon Hill’s older adults. But as the organization expanded, adapted and better understood its mission, members felt it needed a new graphic symbol that would incorporate its increasingly important status in downtown Boston’s communities.

So the marketing committee designated Doug Fitzsimmons, John Achatz, and Marion Nierintz to create a new logo that would reflect BHV’s urbanity, its community building, its downtown Boston neighborhoods and its dynamism.

They chose Alan Pafenbach, the creative director at the advertising agency SapientNitro, to pull their ideas together



At the annual meeting, Roger Cox assembled the puzzle that introduced BHV’s new logo to members.

in one graphic symbol, which was unveiled at the October Annual Meeting. (Alan also happens to be Executive Director Laura Connors’ cousin, which helped persuade him to do the work.)

This logo should last for at least another 15 years of growth, change and service. Thank you, Alan, for providing color, movement and vigor in the new graphic symbol of the Village. ■