

FOR IMMEDIATE RELEASE

Contact: Mark Brewer
Lutheran Life Communities Foundation
mbrewer@lutheranlifecommunities.org
800 W. Oakton
Arlington Heights, IL 60004
(847) 368-7515
Fax: (847) 368-7351

Pamela Beckett Joins Pleasant View

Ottawa, Ill. - November 25, 2009 - Pleasant View, a Lutheran Life Community, announces the appointment of Pamela Beckett as the Foundation Regional Director for Pleasant View.

Beckett's role is to seek private gifts on behalf of Pleasant View as it launches a series of service and building enhancements to offer even more to LaSalle County's senior community.

Prior to her position at Pleasant View, Beckett had a 14-year career with Easter Seals, beginning as Vice President of Client Services in Peoria, and most recently as President and CEO of Easter Seals of LaSalle and Bureau Counties. Under Beckett's leadership, Easter Seals more than doubled its annual fund-raising, expanded therapy services to include locations in Princeton and Peru, significantly increased the size and scope of the KidsCan childcare program, secured funding for the establishment of the Autism Resource Center for Excellence, and expanded education and referral services to include a mobile disability awareness center, Easter Seals in Motion. In addition, she served as a liaison to the State of Illinois on matters of early intervention for infants and toddlers with special needs and was a consultant to many of the Easter Seals affiliates throughout Illinois.

Previous to Easter Seals, Beckett had an 18-year career with MetLife in Naperville.

Lutheran Life Communities' President and CEO, Roger W. Paulsberg, says, "Pamela has the right background and expertise to help strengthen relationships in the community with those who are interested in helping extend Pleasant View's success into the future. She's keenly aware of how Pleasant View has touched the lives of so many families for generations."

Beckett says, "Pleasant View has such a rich history in Ottawa and I want to be a part of the energy and excitement here."

According to Cindy Duncan, Administrator at Pleasant View, the upcoming growth includes Hearthstone, a state-of-the-art assisted living center, and up to 40 villas on the Pleasant View

campus for independent living. She says that Pleasant View's skilled nursing building will be converted to all private rooms. Skilled nursing services will focus on short-term care such as rehabilitation from major surgeries. She notes that long-term care will also be available, but as in-home services for seniors become more popular, the demand for long-term care has significantly decreased.

Pleasant View was established in 1896 as Pleasant View Luther College and was converted to a senior care center in 1937. Pleasant View has Ottawa's only state-certified Alzheimer's program, and is also the only faith-based, not-for-profit continuing care retirement community in LaSalle County.

Lutheran Life Communities owns and operates five continuing care retirement communities in Illinois and Indiana. Its roots extend back to 1892 when the Lutheran Home opened in Arlington Heights. The Lutheran Life Communities Foundation is the preferred channel for all private gifts made for the benefit of Pleasant View.

Pamela currently serves on the Board of Directors for the Ottawa Noon Rotary and the Member Services Team of the Ottawa Area Chamber of Commerce. She is a member of the Association of Fundraising Professionals, the Association of Lutheran Development Executives and the Ottawa Elks Association.

A native of Centerville, Ohio, Beckett attended Miami University, Oxford, Ohio, and currently lives in Ottawa.

END