

connection

FALL 2013

NEWS & HIGHLIGHTS FROM THE PRICE CENTER



Natalie Cole

Introducing the 23rd Annual Price Center Gala Headliner — the Unforgettable Natalie Cole

The 23rd edition of The Price Center Annual Gala promises to be an "Unforgettable" evening, thanks to just-announced headliner Natalie Cole.

The American singer, songwriter and actress has become one of the most beloved female performers of her generation for hits like "This Will Be (An Everlasting Love)" and "Our Love." The winner of 9 Grammy Awards, Cole is the daughter of legendary crooner Nat King Cole and scored a huge hit in the 1990s with a re-recording of her late father's classic "Unforgettable" as a duet.

"We are excited to have our biggest star ever this year with Natalie Cole," Gala Chairwoman Michelle Fineberg said. "Our goal this year is to have 800 people join us for this spectacular evening of entertainment, food and fun." The Gala is The Price Center's major fundraiser of the year.

Building on the runaway success of the bigger, better 2012 Gala, the Oct. 12th event will return to the elegant main ballroom of the Boston Marriott Copley Place. Last year's guests got a rare chance to see Broadway legend Bernadette Peters in an

intimate setting and this year will get the same opportunity with Natalie Cole.

There's even an added bonus: Price Center supporters who donate \$3,000 or more as sponsors will be invited to a special pre-show VIP reception to meet Natalie over drinks and hors d'oeuvres.

In addition to her musical brilliance, Natalie's personal story of struggle and of triumph after adversity also makes her a perfect selection as this year's Price Center Annual Gala headliner. After becoming a runaway R&B star in the 1970s, she battled addiction problems but successfully re-emerged as a pop star in the 1990s. She also began working in television after her comeback, with guest appearances on shows like "Touched by an Angel," "Law & Order: Special Victims Unit," and "Grey's Anatomy."

Cole was born in 1950 into a Los Angeles household that was essentially American musical royalty (she herself has referred to her family as "the black Kennedys"). As the daughter of Nat GALA, continued on page 3

JOIN US

Price Center Community Forum
with **Kerry Healey**

Tuesday, September 10, 2013
The Capital Grille, Chestnut Hill

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Michael Hurwitz (left) with his brother Stephen and wife Nancy at Humanity House

Donor Profile: A Family Affair

With a mother like Pearl Hurwitz, it's almost impossible to imagine that her son Michael and his family would be anything but ardent Price Center supporters and donors.

Back in 1937, when her son Stephen was born with a developmental disability, Pearl refused to have him institutionalized like so many other children of his generation and instead insisted he would be raised at home surrounded by loving family. Michael, the older brother, was just six at the time, but he still remembers his mother's resolve that Stephen be treated with dignity and respect.

"It was a time when people like my brother were very much considered kind of a shame on the family," said Michael, who lives in

A FAMILY AFFAIR, continued on page 3



Price Center Earns CARF Accreditation with Flying Colors

Call it the feel good story of the next three years.

CARF (the Commission on Accreditation of Rehabilitation Facilities) recently awarded The Price Center a 3-year accreditation, issuing a glowing report praising the agency's administration, staff, facilities and programs.

Perhaps most importantly, the report praised The Price Center for achieving its core mission of focusing on the needs of the individual to help them live a life of fulfillment and meaning.

"...Individuals receiving services are listened to and their personal goals and wishes for a meaningful and full life are honored by the staff members."

"It is evident that the rights of persons served are respected and protected by staff members," the report states. "A high level of dignity and respect is given to each and every person."

"It is abundantly clear that the individuals receiving services are listened to and their personal goals and wishes for a meaningful and full life are honored by the staff members," the report states.

The report called Price Center President Justin Sallaway "an experienced and knowledgeable individual who is dedicated to the advancement of persons with barriers to independence" and credited him with developing "many solid relationships" within the community.

The report also commended The Price Center for:

- Our ongoing strategic planning process and overall sound financial health;
- Our newly redesigned website and communication with families;
- Our positively-focused behavioral intervention programs, and;
- Our low staff turnover and excellent mentorship of new employees by veteran staffers.



Another Good Year in the Books

At the end of another fiscal year, I am glad to report that The Price Center had a good year, both fiscally and programmatically.

The year saw significant growth in our core employment and day habilitation programs, even as we continued with development of our Community Based Day Services Program. This program — which has been very popular with students turning 22 and transitioning into adult services — will make it easier for The Price Center to serve individuals on the autism spectrum.

Of course we also went through our annual rite of spring -worrying about the state budget. Thankfully, implementation of the Chapter 257 rate reforms has helped us quite a bit in funding our employment program and other day services. And it gets better: We are also anticipating residential rate reform to be implemented for our residential programs in the coming calendar year.

The Price Center Community Forum, a luncheon event that features business and community leaders, will continue to be a key part of our public outreach efforts. I'm personally looking forward to hearing Kerry Healey, the former Lt. Governor and now President-elect of Babson College, speak about entrepreneurship and community-building at the Sept. 10 event. The last event with Charlie Baker was a big success and we're hoping for another good turnout.

The Annual Gala, as always, will be our big event and this year's edition is shaping up nicely with

Natalie Cole as our headliner. The Gala Committee is very active in preparing for the event, which will return to our new site, the Boston Marriott Copley Place. This new venue allows us to accommodate more people, so please encourage all your friends to attend. We need everyone's help if we are going to reach our ambitious fundraising goals for the event.

On the personnel front, Director of Development Lois Cohen has left The Price Center. Rebecca Lynch, who has done such good work with our Employment Program around job development, has transferred to a position as Development Associate in our development office, where she will be working both on the Community Forum and Gala. I want to welcome Rebecca to this new role. We will be interviewing to find a new job developer for employment.

Finally, we are in the last stages of finishing our five year strategic plan and we will post it on our website when it is completed. Thanks to everyone who helped us with the plan. We are fortunate to have so many dedicated staff, family members and donors.

Thank you for your continued generosity and support.

Sincerely,

Justin Sallaway
President

Musicians Jazz Up Day Hab Program



Charlie enjoys the concert.

Participants and staff at the Newton Day Habilitation Program got a special treat on July 12 when Matt Mahoney and Kevin Greenstein from the band Semi-Good Lookin', swung by to play an hour of jazz hits to a packed house.

Matt, who lives in West Newton and plays the upright bass, came up with the idea after attending the Newton/Needham Chamber of Commerce Coffee Connect event sponsored by The Price Center.

Smiles abounded as Matt and Kevin (on the electric keyboard) played favorites like "A Few of My Favorite Things" and "Mack the Knife." Everyone at Border Street is eagerly looking forward to a repeat performance in the future.

Kerry Healey Speaks on Entrepreneurship and Community Building



Kerry Healey

Former Lt. Governor of Massachusetts and current Babson College President-elect Kerry Healey will be the next speaker at the Price Center Community Forum on Sept. 10, 2013.

Healey will deliver a talk titled "Entrepreneurial Thought and Action: Creating Opportunity, Building Committee" at the Capital Grille in Chestnut Hill. Guests will have the opportunity to network before the program and participate in a Q&A afterward.

Healey was recently named the first female President of Babson College. Babson, located in

Wellesley, is a recognized leader in entrepreneurial education and Healey will explore how entrepreneurs can create economic opportunities while helping build strong, vital communities at the same time.

The Price Center Community Forum is an event series featuring engaging speakers and panels built around the theme of creating robust, inclusive communities. High-profile speakers from the worlds of business, philanthropy, entertainment and public service share their wisdom and expertise and explore how robust communities thrive and grow by exemplifying The Price Center's core values — making sure every person has a place and is respected and valued for his or her unique contribution to society.

Healey has an impressive resume of public service. She served as the 70th Lieutenant Governor of the Commonwealth of Massachusetts from 2003 to 2007. After leaving office, she was a Fellow at the Harvard Kennedy School's Institute of Politics and Center for Public Leadership.

In 2008, she was appointed by Secretary of State Condoleezza Rice to the Executive Committee of the US Department of State's Public Private Partnership for Justice Reform in Afghanistan (PPP) and was reappointed in 2009 by Secretary of State Hillary Rodham Clinton. From 2010-2013, Healey founded and served as President of the Friends of the PPP, a non-profit that provides scholarships and training to Afghan lawyers. She serves on numerous nonprofit boards, including the Pioneer Institute, American University of Afghanistan and Caritas Cubana.

Respected Fox 25 Boston anchor and journalist Maria Stephanos returns to emcee her second Price Center Community Forum. Maria is known for her warm yet authoritative style and her insightful presentation of issues and questions.

Tickets for the event are \$50 and include a fabulous Capital Grille luncheon. They are available through The Price Center website at thepricecenter.org.

GALA, *continued from page 1*

King Cole and former Duke Ellington Orchestra singer Maria Hawkins Ellington, the young Natalie was exposed to the greatest singers of jazz, soul and blues virtually from birth. She performed on her father's Christmas album at the age of six and began performing publicly by the time she was 11.

Her Massachusetts connection began at age 15, when she enrolled at the elite Northfield Mount Hermon School after her father's death to lung cancer. She later attended UMass Amherst, graduating with a degree in Child Psychology.

Performing, however, was in her blood. After graduation, she began performing in clubs with her band, Black Magic, and caught the attention of a couple of Chicago-based music producers, Chuck Jackson and Marvin Yancey. The trio returned to Cole's hometown of Los Angeles, where Natalie signed a deal with Capitol Records, her father's old label.

A string of hits followed, including "This Will Be" and "Inseparable," earning her a Grammy Award for Best New Artist, a string of gold and platinum albums and appearances on television specials including "Sinatra and Friends." In 1979, at the tender age of 29, she was awarded her own star on the Hollywood Walk of Fame.

After a career and personal detour during the 1980s, Natalie came back strong in 1989 with a

platinum album, "Everlasting," which featured the top 10 single "I Live For Your Love" and a dance cover of Bruce Springsteen's "Pink Cadillac." In 1991 she solidified her comeback with the album "Unforgettable...with Love," which eventually sold 7 million copies in the US, becoming her best seller and winning a Grammy for Album of the Year.

"Unforgettable" marked Natalie's full embrace of her past, and included her own vocal arrangements of several of her father's songs and piano performances by her uncle, Ike Cole. The title song blended her late father's vocal performance with her own and became a runaway hit.

Since then, Natalie has continued to be a strong performer and a survivor, battling through liver and kidney disease and eventually having a kidney transplant in 2009. Later that year, she not only made a stage comeback at the Hollywood Bowl, but also achieved a lifelong dream of performing at the Christmas Extravaganza with the Mormon Tabernacle Choir.

Doors for Natalie's performance at The Price Center Gala will open at 6:15 p.m. After the show, guests will enjoy creative drinks, gourmet food and more musical entertainment.

Tickets and sponsorships may be purchased online at thepricecenter.org or by telephone from The Price Center Development Office at 617-244-0065.

A FAMILY AFFAIR, *continued from page 1*

South Natick. "But she was a very firm believer that they shouldn't be institutionalized, that they should be out in the community."

His mother went on to become the head of both Massachusetts ARC and Boston ARC, lobbying the State House for rights for the disabled. Meanwhile, Stephen Hurwitz, 76, has been a shining community integration success story for nearly 40 years, thanks to The Price Center's support at his Humanity House home in Brookline.

Over the years Stephen has become a beloved fixture in nearby Coolidge corner. Living with both dignity and independence, he has regularly made the rounds of his favorite merchants, including a shoe store and a hair salon. Recent issues with mobility though, have limited Stephen's excursions into the busy village center. However, Michael Hurwitz said that those needs that Stephen cannot provide for himself are ably fulfilled by The Price Center's staff at Humanity House.

"If it were not for The Price Center, all this responsibility would become our (family's) responsibility," he said. "They've been fabulous. Very caring."

Michael says while he isn't rich, he considers donating to The Price Center (he and two other siblings give through a family trust) an essential part of carrying on his mother's legacy of caring for people like his brother.

"We feel it's very important to do what we can to help," he said. "There's always a need."

A Job Well Done is Well Rewarded

After accepting an award in honor of sixteen years of employment at General Dynamics, Kurt Schemmel smiled shyly, waved to his co-workers and declared: "And now it's time to go back to work!"

Sixteen years ago, Kurt began working his daily shift in the cafeteria at General Dynamics. He quickly became a fixture in the building, greeting customers, wiping trays and keeping the area tidy.

The Price Center's Work\$mart employment program supported Kurt over the years, making sure he received job coaching, and that his employer's business needs were being met. The placement has been highly successful, both for the employer and for Kurt, who has earned a regular paycheck and been a part of the General Dynamics family for so many years.

So when General Dynamics received an award for accommodating workers with special needs from the MetroWest Work Opportunities Coalition in May, they decided to turn it over to Kurt.

"I wanted to share the award with Kurt and the rest of the General Dynamics community because we are all family and are all in this together," Vice President of Financial Services Don Davies said. "It just seemed like the right thing to do."

On June 25, General Dynamics hosted their own congratulatory event — with Kurt as the honoree. Don and the chef manager, Andy Shafer, handed



(L to R) General Dynamics Vice President of Financial Services Don Davies, Kurt Schemmel, Chef Manager Andy Shafer

over the MWOC award to Kurt in front of dozens of employees and Kurt's parents, Judy and Franz Schemmel.

The award hangs in the cafeteria at General Dynamics, a testament to Kurt's years of hard work and General Dynamics' commitment to his success.

Justin Sallaway, President

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