

From Salem Home to Salemtowne

While we called 2022 our Golden Anniversary because it marked 50 years on Salemtowne's present campus, our history actually dates back much further to the late 1800s when a group of women from all denominations from the town of Salem were brought together through kindness and compassion to establish Salem Home in order to help women in need in the community.

That wonderful Moravian tradition of offering kindness and compassion has been a guiding vision during our many decades since and remains a vital part of today's Salemtowne.

Former resident Lu Newman's book, *The Long, Long Road to Salemtowne*, gives details of the 12 Dorcas Circle women who pitched in to manage the daily operations of the Salem Home, providing food, wood and coal, and furnishings. Amidst changes in government regulations and associated costs, the Salem Home was closed in 1967 and the property was sold. It was this money that was earmarked for a new Moravian home.

In 1972, The Moravian Home opened to both male and female residents on land that had been part of the original die Wachau tract (Wachovia). The first 12 residents enjoyed many of the same services current residents enjoy: nice meals in the dining room, superb health care in the clinic, housekeeping, music programs, a library, a craft room, and a small chapel—and of course, wonderful volunteers. The Moravian Home became a licensed continuing care retirement community (CCRC) in 1990 and changed its name to Salemtowne in 1991, reflecting its early heritage in Salem and its transformation from one home into a growing community.

While the campus has expanded from the original 34-acre tract with one "home" to a growing community of more than 120 acres and a variety of residential living options and one non-residential option, the most important things have not changed. Continually bolstered by our Moravian values of warmth, respect, and fellowship through the years, Salemtowne has created an environment of belonging and support where lives flourish.

History of Salemtowne Logos



Salemtowne Today

120+ acre campus

**550+ campus residents
and Navigation at
Home members**

**73 cottages, 56 villas,
and 92 apartments**

32 assisted living

**20 memory care
assisted living**

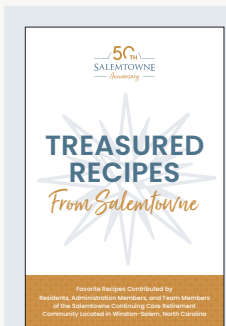
40 transitional rehabilitation

**60 skilled nursing in
3 neighborhoods**

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50th Anniversary Cookbook



A team of Salemtowne residents lovingly compiled a collection of our community's favorite recipes. *Treasured*

Recipes features more than 130 pages of recipes from residents, including cherished family dishes, delicious treats from the Salemtowne Culinary Services team, and more. The price of the cookbook is \$25. Cookbooks can be purchased in the Community Center Gift Shop at Salemtowne. Proceeds from the sale of the cookbook will support Resident Financial Assistance.

SALEMTOWNE'S *Future is Bright!*

By Mark Steele, Salemtowne President and CEO

Through all of Salemtowne's growth and history, we have been truly blessed by residents who care deeply about this community and their neighbors, by wonderful team members past and present who are dedicated to serving our residents, by volunteers who are committed to the Moravian tradition of caring for others, and by our highly engaged and committed board members.



When I came to Salemtowne nearly eight years ago, I immediately recognized the value of Salemtowne's rich history and its deep Moravian roots. I am thankful for the opportunity to help guide this community through a period of growth and change, even in the midst of the turbulence and uncertainty of a global pandemic and its aftermath.

As we look toward Salemtowne's next 50 years, I am excited to work with our Board of Trustees,

our residents, our team members, and the broader community as we continue to pursue our mission to promote the well-being of our residents by providing a caring environment that reflects the Moravian values of individual respect, hospitality, life-long learning, and love of the arts. Salemtowne has every intention of continuing to grow to meet the needs of seniors in our community and beyond.

Thank you to everyone who joined Salemtowne in celebrating our 50th year with so many truly meaningful events honoring our Moravian roots. I am grateful to be a part of this very special community.



Carol McElveen, Kent Morgan, Martha Morgan, Rita Floyd, Ben Floyd, Joan Noell, and Bill McElveen celebrate together.



Residents Marie Kiger, Nita Saylor, and Esther Tesh enjoy the evening together.

Salemtowne at 50: A GOLDEN CELEBRATION

On the evening of November 19, 2022, the Old Salem Visitor Center was aglow with residents, team members, board members, and leadership past and present, who gathered to celebrate the momentous occasion of Salemtowne's 50th anniversary. Moravian music played by Mary Lou Kapp Peeples on the Tannenberg organ was a fitting prelude along with a video of residents sharing what they love about Salemtowne.

Remarks from President and CEO, Mark Steele; Rev. Neil Routh, President of the Provincial Elders Conference; former board members; Merritt Vale, President and CEO of the Winston-Salem Symphony (who was followed by special music from a Symphony ensemble); John Geis, Chair, Salemtowne Board of Trustees; and Salemtowne Chaplain, Linda Browne preceded a reception with wonderful food and fellowship. One of the many highlights of the evening was when former Winston-Salem Mayor and Salemtowne resident Martha Wood enthusiastically read a Proclamation from current Mayor Allen Joines.



Chaplain Linda Browne and resident Lillian Nordenholz share a laugh.



Residents Flo Wilhelm and Bub and Karen Manning lead the reception line.



John Dewees greets Bert Simpson and Sam Owen at the Visitor Center.



Long tenured team members joined in the festive occasion.



Music was enjoyed by an ensemble from the Winston-Salem Symphony.

CELEBRATING SALEMTOWNE'S

LEGACY FAMILIES



Third generation resident Monroe Bowles with his mother on a Salem towne outing in the late 90s.

Third generation Salem towne resident Monroe Bowles vividly remembers seeing his grandfather, Charles Masten, ride a horse around a Salem towne parking lot celebrating his 101st birthday on May 26, 1983. This made perfect sense as his grandfather never drove a car and spent many years on a horse patrolling Salem Lake, which bordered his family farm.

“My family has a long Moravian tradition, and like my grandfather and mother before me, it never entered my mind to go anywhere other than Salem towne,” Monroe said.

“I joined The Towne Club waiting list group a while back and then jumped at the opportunity to move to Salem towne when a cottage became available in February 2022. I’m very happy here, and I know my mother would be pleased to know I’m at Salem towne.”

Sarah Catron and Ruth Askins—a pair of sisters who are current Salem towne residents—also have a family legacy at Salem towne. Their mother, Ada Swann, lived at Salem towne from 1988 to 1998. Sarah’s husband, David, was a Salem towne resident from 2015 to 2017. And the two sisters have cousins who live at Salem towne.

“My family home was a short distance from Salem towne, and I visited my mother here almost every day,” Sarah said. “I remember our mother saying, ‘They wear us out with all the holiday events at Salem towne.’ Our mother loved it here, especially the indoor walking, and she remained active and healthy here for years.

When it came time to think about a senior living community for my husband and me, there was no doubt it would be Salem towne.”

Sarah’s sister Ruth moved to Salem towne in 2019. “I realized that I was getting too old to live by myself and had a family discussion with my children at Christmas,” Ruth said. “They remembered that their grandmother loved every minute at Salem towne and wanted me to move here. Plus, they liked that I would be close to Sarah. Now my sons are nearing retirement age themselves, and I already joke with them about it being time to move to Salem towne.”



Resident Sarah Catron with her mother Ada Swann at a Salem towne Family Picnic in 1989.



(from left) Residents John and Jim Middleton enjoy spending time together at Salem towne.

Another pair of Salem towne siblings, John and Jim Middleton, first chose Salem towne for their parents when a move to a safer environment became necessary for them. The Middleton family was familiar with Salem towne from other relatives having lived here.

“My wife Judy had Parkinson’s at the time our parents were here,” John said. “She needed assistance and moved into the health care center in 2015, where she stayed until she died in early 2021. I was on a waiting list for a cottage and moved here in 2018. Everything I asked for when I moved here, Salem towne did. Salem towne exceeded my expectations.”

“I had visited our parents and John here before my wife Ann and I decided to move here in August 2021,” Jim said. “The people who work here are so wonderful. If you participate in everything that’s available at Salem towne, your life will be more than fulfilled. We’re trying to get all our relatives to move here!”

Current resident Nancy Crawford holds a special place in Salem towne history—her mother, Muriel Naser, was the eighth person to move to the senior community in spring

1973 shortly after its opening as The Moravian Home in December 1972.

“My husband heard about a new senior community being built, and we thought it would be a safe place for her to go. She was so happy during her years here. I visited often and also volunteered in the Louise Haywood Service League in the early years of Salem towne. One of things I did was to sell flower bulbs to help purchase needed items for Salem towne residents.”

“I came to Salem towne for rehab about eight years ago and ended up moving here,” Nancy said. “It feels ‘at home’ to be here. I dine with the same people every day, and we’re a big family,” Nancy said. “I like it here so much more than being all by myself. We have a good time here. And my son and his wife are on The Towne Club waiting list now to join me at Salem towne!”

While several Salem towne residents share the special privilege of having a sibling who also lives at Salem towne, more than two dozen current residents had parents, grandparents, aunts, uncles, or cousins who lived at Salem towne before them.



Resident Nancy Crawford with her mother, Muriel Naser, on her move-in day in 1973.

A Look Back at 2022: *Salemtowne at 50*

In honor of the 50th anniversary, Salemtowne offered special events throughout the year that embraced its Moravian roots.



March 10: Moravian Ecclesiastical Architecture in Wachovia

John Larson, retired Old Salem Historian, shared his insight into the Moravians of Wachovia through his lens of “place” particularly focusing on Moravian Ecclesiastical Architecture in Wachovia.



March 24 & March 31: Tour of Moravian Churches

Salemtowne Resident Rev. Bill McElveen led a tour of six local Moravian churches including a discussion of each church’s history and significance. Churches included the Gemeinhaus, Historic Bethabara Park, Bethania Moravian Church, Unity Moravian Church, Calvary Moravian Church, Home Moravian Church, and St. Philips Moravian Church



April 5: Lovefeast Lore, Past and Present

The Rev. Dr. Nola Reed Knouse, Director of The Moravian Music Foundation, led a discussion about the history of Lovefeast, and how it is celebrated in different locations and times.



April 27: How Moravian History Shapes our Moravian Identity

Rev. Ginny Tobiassen, Pastor Home Moravian Church, examined why Moravians often know more about their history than members of other denominations, including how Moravian identity is expressed in life and mission together.



April 12: Face to Face Speaker Forum with Dr. Sanjay Gupta

Salemtowne served as Presenting Sponsor of Wake Forest’s Face to Face Speaker Forum event with Dr. Sanjay Gupta, a neurosurgeon and multiple Emmy-award-winning chief medical correspondent for CNN.



May 4: 50th Anniversary Lovefeast

In celebration of Salemtowne’s 50th anniversary, we raised our hearts and voices in thanksgiving to God with a special Lovefeast. We celebrated our fascinating history, as well as looked with hope to the future of our community. Friedland Moravian Church Dieners have served Lovefeasts at Salemtowne for 33 years.



June 9: Martha Bassett

Martha Bassett brought her caramel-toned alto sounds—ranging from Americana to jazz, folk and country gospel—to Salemtowne’s campus for an outdoor concert for residents and special guests.



June 23: RiverRun Screening

The RiverRun International Film Festival presented a special 50-anniversary screening of What’s Up Doc at Salemtowne. Released in 1972, the comedy film stars Barbra Streisand and Ryan O’Neal.



July 12: Even As We Breathe

Bookmarks presented author Annette Clapsaddle, the first enrolled member of the Eastern Band of Cherokee Indians (EBCI) to publish a novel.



July 14: Exploring Cherokee-Moravian History

Moravian Scholar Anna Smith shared research that revealed the existence of several Cherokee girls who attended Salem Academy and College, before and after the Cherokees were forcibly removed from the Southeast on what today is known as the Trail of Tears.



September 27: The Remarkable Women of Early Salem

Salem Academy history teacher Michelle Hopkins Lawrence presented a lecture titled, “The Remarkable Women of Early Salem,” focusing on the German Moravian women who played an important role in the history of the town of Salem.

November 1: Making History at Salemtowne

A Chapter of In Elder Words Vol 1, an oral history of former Salemtowne resident, Lu Newman and team member Tammy Sizemore was shown. This was also the kickoff for Treasured Recipes of Salemtowne, a resident produced 50th Anniversary cookbook.



November 2: Screening of in Elder Words

Created by Violet Wilcox and Martha Wood, the special screening of in Elder Words celebrated Salemtowne’s 50th anniversary with the introduction of Volume II, Chapters 1 and 2. Salemtowne stars include Edna Johnson, Barry and Joyce Swayne, Cathleen Trinidad, Doris Helvey, Eleanor Schoulda, and Andy Scott.



November 17: Honoring Pieces of Our Past – Talk & Tour

A presentation by Johanna Brown, Curator of Moravian Decorative

Arts & Director of Collections at Old Salem Museums & Gardens, called “Such a Scene of Industry in Such a Small Place: Moravian Decorative Art in North Carolina” followed by a community tour of treasured Salemtowne antiques.



Holiday Lights *at Salemtowne*

On December 4, 2022, residents celebrated Salemtowne's 50th birthday with cake and a champagne toast followed by a tree lighting and Christmas carols. The evening was capped off with trolley rides around the campus to enjoy special holiday lights.



Volunteer Beth Baldwin (end of table) leading candle trimming at Salemtowne in the 1990s.



Residents learning to trim candles in 2022 at Salemtowne.

A Tradition of Candle Trimming

Salemtowne and the Home Moravian Church's Mary Ann Fogle Service League formed a group of Salemtowne residents this year that met once a month beginning in June to help trim candles for the traditional Moravian Lovefeasts held in December. For decades, the Mary Ann Fogle Service League has been contributing proceeds from selling thousands of candles to churches and schools—including Salem College and Wake Forest University—to Salemtowne's Residents' Assistance Fund.

Donna Hurt, daughter of longtime Salemtowne resident and Mary Ann Fogle Service League member Mary Dull, and other service league members taught residents the art of candle trimming. Many people

in Winston-Salem know Mary as a candlemaker extraordinaire. For many years, she made thousands upon thousands of beautifully trimmed candles in her cottage at Salemtowne and many more candles at Home Moravian Church with the help of the Mary Ann Fogle Service League.

Resident Council President and event organizer Joan Lide said, "Salemtowne residents enjoyed a special time of fellowship each month while preparing candles for the centuries-old tradition of Moravian Christmas Lovefeasts. It was meaningful to take part in this contribution to the Moravian tradition at Salemtowne, especially as a way of honoring our 50th anniversary."