****

**FOR IMMEDIATE RELEASE**

Contact: Cary Sponaugle, PR and Marketing Specialist

(304) 463-4181; cary@cortlandacres.org

**Cortland Acres celebrates 40th anniversary and rolls out Vision 2030**

**Thomas, WV** – Cortland Acres recently hosted a Founders Dinner to celebrate 40 years of continuous service to the region and share their vision for the future. Attended by many business leaders, partners and civic leaders from around the area, the celebration kicked off with a salute to the past and acknowledged the wisdom of Cortland’s founders.

Cortland Acres Board President, Pat Nichols spoke of the tenacity and vision required of the founders to make Cortland Acres a reality back in the late 1960’s and early 1970’s. He identified visionaries such as long time Tucker County lawyer J. Pat Nichols, Miners & Merchants Bank President Don Roth, WV DHHR Administrator Roscoe Beall, National Bank of Parsons President Robert Minear, Father Snider of the St. Thomas parish, local businessman Carmen DiBacco, physician with clinics in Davis and Harman Dr. Bucher and dreamer Margaret Butcher from Hendricks. They all worked tirelessly to make Cortland a reality. While none of these visionaries are with us today, they accomplished what many believed impossible at the time

Today, the dream continues as passionate community members, Cortland leadership and employees continue what the founders began. Cortland Administrator, Beth Clevenger acknowledged the many people and business partners who contribute to Cortland’s success day in and day out.

“Tonight is a wonderful opportunity to thank each and every one of you in this room and many others that have had, and continue to have, important roles in Cortland’s success,” explains Clevenger. “Cortland depends on the services and expertise of many individuals and organizations; from building trades and clinical services, to the many supply vendors, financial and professional service providers as well as collaboration with the medical community to help us care for our residents and staff. All of us working together are central to our mission and our future.”

While celebrating the 40th anniversary milestone, Clevenger acknowledged that since its inception in 1978, Cortland has provided nursing home care to over 1,800 individuals. Pineview Apartments and The Pines senior-living community have served over 180 residents. And since 2005 a staggering 3,000 outpatients have received therapy in Cortland’s Rehab Center. Cortland is one of the regions largest employers providing stable and meaningful employment to 160 people. A conservative estimate puts Cortland’s cumulative impact to the region’s economy at over a quarter of a billion dollars.

The visionary spirit continues at Cortland Acres as they prepare for the future. After dinner, Director of Development, Dan Bucher unveiled Vision 2030: Leading the Way and outlined the three distinct components to impact the area - - healthcare, residential services and wellness / conservation.

The healthcare component includes a standalone healthcare complex that would host a variety of medical specialties – some provided on a periodic or rotating basis and others provided through telehealth technology. It would also include collaborative agreements with in-state teaching, research and tertiary care institutions and collaborations with the National Institute of Health (NIH) and Johns Hopkins Hospital. These relationships would allow residents of Cortland’s expanded campus and members of the community to access the best possible care and enter various health systems remotely.

The healthcare component would also move away from the single structure, long-term nursing care model currently being used to a smaller, independent, self-contained homes in order to create a more close-knit community of residents. Studies suggest that this model of care results in happier residents that stay healthy longer than traditional nursing homes. The original Cortland Acre facility would be remodeled to accommodate apartments for licensed assisted living and independent care.

In Cortland’s Vision 2030: Leading the Way, the residential services component would include a variety of retirement homes - - and an employee residential community to be incorporated into the expanded Cortland campus. A wide range of amenities and services would be available along with home configurations and floorplans. The over-55 residential options include contiguous homes with an on-site concierge. This level of service also includes delivered meals, housekeeping, and transportation. It would also provide immediate staff support to individuals who may require some degree of personal services such as medication monitoring, meal preparation, bathing, etc.

The employee residential community consists of both single family dwelling and multi-family units. In addition to traditional rental agreements, joining Cortland’s team would now give employees a path to home ownership.

The final piece to Vision 2030 centers on wellness and conservation. Walking trails will meander through the expanded 145-acre campus and ultimately connect to downtown Thomas. Expanded greenspace with natural habitat supports conservation, helps control surface water and inhibits the spread of pests. Recycling will become a campus-wide practice. Pavilions located throughout campus will host a variety of outdoor activities and a second greenhouse would dramatically increase vegetable production to be used by Cortland’s various kitchens. In partnership with WVU’s Agricultural department, fresh fruit would be harvested from an orchard located on campus and used throughout the campus.

Another exciting piece of the conservation component is a 5-acre solar farm that has been estimated to produce as much as 75% of the campus energy needs with provisions to increase capacity as needed. Cortland maintains a visible commitment to conservation and renewable energy sources and the solar farm is simply another example of that commitment.

Finally, Vision 2030: Leading the Way includes a large event center that could accommodate 600 for auditorium seating or 400 for banquet events. This facility would be a recognized shelter in times of disaster or crisis for purposes of the Office of Emergency Management, FEMA and the Office of Homeland Security. It would include an emergency power supply and an inventory of disaster relief supplies including cots, MREs, communication and other emergency equipment.

“Vision 2030: Leading the Way will require Cortland to expand from its current 35-acre campus to as much as 145-acres in the year 2030,” explains Bucher. “Cortland would become the largest employer in Tucker County with a workforce of over 250 and a budget over $25 million a year. This Vision is larger than any one person. So, what’s next? Some of the options described in the 2030 vision are in concept only. Others have infrastructure in place. And still others are waiting for those who embrace this Vision to say, I want to be a part of this movement, the community, and this life-changing opportunity. Cortland is prepared to Lead the Way.”

If you have any questions or would like to become involved in Cortland’s Vision 2030: Leading the Way, please contact Dan Bucher at (304) 463-4181 or email [Dan@cortlandacres.org](mailto:Dan@cortlandacres.org). As the American architect, Daniel Burnham said, “make no little plans; they have no magic to stir men’s blood…”

.

**Helping people age in healthy, affordable, and meaningful ways.**

# # #

Photo 1: Conceptual drawing for a proposed expanded Cortland Acres campus; Vision 2030: Leading the Way.

Photo 2: Leading the Way logo