



GENERATIONS

Retirement Communities

Generations Insider

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Looking Forward by Looking Back

Philosopher and poet George Santayana, in his book "Reason in Common Sense" wrote, "Those who cannot remember the past are condemned to repeat it." While typically this statement is applied to politics and worldly conflicts, the same can be applied to the business setting. In looking forward into 2012, we will do well to remember the past and lessons learned from what's gone before.

This past year, we have learned that hard work and focus on the customer pays off, even in a down economy! While many in the profession of senior housing have had less than superlative results, our employees have consistently delighted our residents and their families. This has resulted in successful businesses in the face of a very tough economic climate.

We also learned this year that good customer service starts with service to one another. That is, our team orientation and caring for one another provides the framework to give five star service to our residents.



Lewis McCoy, VP Operations and Marketing

There are many examples (Google search "top stories of 2011") of bad behavior and disservice to our fellow man. I'm proud that Generations supports one another and builds each of us up. Our company turnover rates suggest our dramatic success in this key area.

We've also learned this year that the context matters for seniors making decisions about whether, where, or when to move from their home. With home prices sliding, unemployment stalling, and a double-dip recession threatening, this has led to concern from seniors about making now the time to move into senior retirement communities.

(Cont. on pp. 2)

Caught Ya ...

Red Handed

- "I would absolutely recommend the staff at Paradise Village. I have been very pleased and it has been everything I had hoped for!" PV Resident

- "All of the staff do an excellent job and always go the extra mile for us!" WLV Resident

- "I have never in my life been to a place and become a part of it like I have here! The staff here are the absolute best!" CWV Resident

- "The staff are the reason this is a great place to be. We are very happy here. The problem is people wait too long to get in here and then they are too old to enjoy it!" TCV Resident



(Cont. From pp. 1)

We cannot escape the fact that the recession has impacted their decision making. But with your commitment to quality, we have learned that the experience they have when visiting and touring our communities demonstrates to them that NOW really is the time to move and allow us to enhance and excite them. We've weathered one of the worst financial storms of the modern age; while times are tight, we've learned that you provide value beyond the many fears facing our prospective residents!

In the New Year, all of these lessons learned will pay further dividends. We need each person we employ to recognize that five star customer service – to each other and to our residents – is the cornerstone of our success. Innovation and change are sometimes quite important. But

daily, they cannot replace quality care, assertive friendliness, service recovery, anticipating needs, safety and security, and enthusiastic, positive staff! Looking forward, if we focus on these basic essentials our residents and our staff expect, we will find ourselves with even lower employee turnover and completely full communities.

This year, I welcome you to work like you own it. We need your unique and singular contribution to five star service. The following Insider highlights some of these moments from 2011. What will YOU provide our residents and your fellow staff members in 2012?



* Here's to a bright, happy, healthy, prosperous, fun, vital, service-filled, innovative, and amazing new year!*

Happy 2012!



Wheatland Village is Going to the ... Dogs!

Arch rivals, WSU Cougars and U of W Huskies have completed their annual battle of dominance on the football field. Wheatland Village residents and staff waged their own Cougar/Husky rivalry, feeding two great causes in our community. Participants designated their team alliance by placing donations in either the "Husky" or the "Cougar" box. The goal of collecting 800 lbs of food to benefit the BMAC Food Bank and Blue Mountain Humane Society was set ... and *exceeded, with close to 1,000 lbs being donated to date!* Even though the competition is officially over, donations continue to arrive daily. Bragging rights for 2012 go to

the U of W, the university flag proudly draped in the Village Square! Honors were presented at the Resident Council! Bravo, Wheatland!



Go Ducks!

Five Star Dining

Greetings from the WLV dining staff! We're growing in lots of different directions, all with the goal of an enhanced dining experience for our customers!

First, staff established a monthly Food Forum to elicit input and ideas from our customers. This forum has inspired new menu entrées and expanded variety.

Second, storage and food prep areas have been expanded, resulting in greater organization and improved staff efficiencies.

Third, serving staff are looking better than ever, sporting new uniforms. Bon Appetit!

The Extra Mile

Our Royal Anne staff leaped at an opportunity to be FISHy. There was a new couple moving to the Assisted Living at CWV and it was obvious they were nervous and reluctant to make the transition. Bisi, LauraLee, Betty, Zenfira, Ina, Denis, and Cassandra got into a huddle and said "let's make their day!" "What happened next," says Donise, "is truly amazing!" Two of the girls took the wife into the bathroom of their new apartment and dressed her all up, hair, makeup, jewelry, the works, while the rest of the team took the husband to get shaved, put on cologne, and all dressed up. (cont. on pp. 5)



Fine Dining, CWV style!

CherryWood Employees Know How to Party

The Annual CherryWood Village holiday party was the best and most beautiful yet! Mostly, the excitement was due to our awesome employees! Get 'em all together and they'll make it merry! And oh how merry it was!

The buffet was graced with a gourmet turkey dinner, the room was adorned with fragrant fir

boughs and candles, and the guests were all dressed to the nines! Our residents blessed us with generous Christmas bonuses. There was laughter and fun had by all! Notably, Bruce Ross got a little "wrapped up" in all the merriment, while Gretchen Strode and Tina Robertson cheered him on.

CherryWood is looking forward to more laughter and fun this new year! Whoohoo!



Bridget Phipps, Megan Fuhrer, and Nicole Hunt in party mode



Project Love Comes to Paradise Village

Back in 1997, a wheelchair-bound elderly senior struggling with cancer was living in a care facility. Part-time caregiver, Adela Crosby, happened to be working with this gentleman and loved helping beyond her job description. In fact, she loved being a part of the activities program, delighting residents with fun things to do every day.

Sensing that this gentleman could use some more meaningful things to do, Adela began working with him to fix toys which she intended on giving away to less-fortunate kids. So, during her lunch hour, this resident would brighten at the chance to help.

Years later, that small act of kindness has blossomed into Project Love, a doll workshop and toy repository for needy children operating in nine different senior communities. This charity operation provides opportunities for residents and donors to give smiles to kids in facilities like the Ronald McDonald House and Rady Children's Hospital.

Paradise Village welcomed Adela to our employ in September last year. Adela not only works as a caregiver in the Cedars Assisted Living, but

continues to manage this worthy charity foundation. And residents at Cedars benefit from Project Love by participating in a workshop every Saturday, where they continue to make dolls, toys, bears, and blankets, just as Adela did back in 1997 with her first fortunate resident!

We applaud Adela Crosby for going the extra mile!



Adela Crosby, founder of Project Love, working with Cedars Assisted Living residents

Also applauding Adela's effort are Paradise Village residents and staff. Cedars resident Ruth Mason says, "When I'm working on the dolls, I don't think about my pain." Ruth directly benefits from the project, with improved physical functioning.

"We're fortunate to have Adela working for our residents," says Executive Director Norm Smith. "With Adela, the residents receive extra time, love, and attention that they deserve. What a joy to see Project Love in action!"

Extra Mile (cont.)

One of the girls went to the garden to pick some flowers for him to give to his wife. They then informed the couple that they are going on a date! The couple met up in their living room, he gave her the flowers and they embraced with words of endearment as their eyes fill with tears. They then preceded to the dining room for their first dinner date in years. To this day, the couple still talks of this day and how they "will remember it always."

Positive Thought

"Don't let what you cannot do interfere with what you can do."
—John Wooden

TCV Picnic Fun



Town Center Village Staff Shine

What's the difference between 4 star and 5 star service? TCV shares a few examples of how they do this each day.

- It was about 4 a.m. on a cold and dark Cookie Day morning - our annual Cookie Day where a cookie and a cold carton of milk is offered to each visitor to our campus. A new door-to-door paper delivery man came through the gate and was not in a great mood. It was early, dark and he likely had already run out of coffee. Having never been here before, he was understandably overwhelmed by the large scale of our campus. So flustered was he that he didn't even take a cookie or milk. He was directed to the Terrace and then told if he needed further

help that our receptionist would be in the office. He came back to the gatehouse on his way out and was in a noticeably different mood. He asked if the gatehouse attendant could, "... tell somebody important, the girl at the desk is the best!" She took her time to walk him to each room he was delivering to, explained how the building is laid out and was so nice, he needed somebody "important" to know about her. Interestingly, he then happily took his cookie and milk. Sandy Warrick then made sure receptionist Yelena Lapteva heard the praise and also told fellow managers about the experience. Sandy and Yelena, Thank you!

- One staff member heard from a resident that the bulb in her nightlight had burnt out. According to the resident, she would just have to wait another week to fix it, as her daughter was out of town. The staff member recognized the unique type of bulb needed and when out shopping that evening, purchased the right bulb and delivered it to the resident. A simple act "made" the resident's week! Thank you, Heather!

- In our rehab unit, one of our CNAs noticed a family member who had been sitting dutifully by his wife's bedside. Beyond just noticing that he had been sitting there for some time, she noticed that he was sitting in a chair that looked very uncomfortable. Upon not finding any suitable replacement chairs, she contacted the maintenance department to find something better. (Cont. pp. 7)

Listen Up!

How important is the act of listening? Well, if you're like most people, we seem to take listening for granted, assuming we're listening just fine.

But really, truly listening, is an art form. And, when done well, listening is a gift that you give to others each and every time you get into a conversation.

Ask yourself this year how you can be a better listener to your coworkers, your customer and your family. They will truly receive a gift when you listen well!

A few tips for listening intently:

1. Take responsibility for the conversation. Don't be passive, but active in listening.

2. Seek first to understand, then to be understood.

3. Rephrase what you hear and do not assume you know what the other person is saying without clarification.

4. Put down your gadgets - stay away from e-mail, text, and other intrusive and noisy distractions.

5. Maintain eye contact.

Enjoy your conversation. Chances are you'll receive some surprising benefits by focusing on being a better listener this year!

Happy Anniversaries!!!

We are so proud of each of you and love to celebrate your milestones of service to our residents and each other! Thank you to the following staff who have turned 1, 5, 10 ...

One year - WLW: Crystal Arriola, Xandra Hill, Adrianna Ruiz-Garcia, Elisha Serrano, Zach Fry, Debbi Smith. PV: Chistian Tidmore, Brant Zimny, Lerifel Hernandez, Kristine Cordero, Viviana Plascencia, Nelia Sciaratta, Michelle Bobadilla, Jenny Aguinaldo, Martha O'Brien, Vicki Coronilla, Maureen Cherry, Scott Flack, Beatriz Lapensee. CWV: Rina Namwar, Sarah Tebbs, Aniko David, Jacqueline May, Sarah Roberts, Anna Mains, Noel Railton, Joanna Burrow, Chad Larson. TCV: Joan Bidstrup, Rubista Casumo-Mason, Vicki Robbins, Joseph Casumo, Holly Suda, Grace Ramirez, Scott Arbogast, Alex Sosa, Karmen Tait, Joelle Zavodsky, Hau Nguyen, Whitney Wolfe, Alma Blanco, Tiffany Watson, Janet Morrow.

Five year - CWV: Michelle Bell, Patricia Aguilar Moreno. TCV: Gregory Lilly, Dolores Macalino, William Rardin, Dante Paronda, Ricardo Liveta

Ten year - TCV: Fernando Bravo, Elena Hoffman

15 year - TCV: Sharon De La Rosa, Novie Herradura

(TCV Cont. pp. 6)

They went to work immediately and found a comfortable reclining chair to replace it. The look of genuine surprise and relief he had was a satisfying reward for their efforts. Thank you, Faruk and Gina!

- Recently, members of our wait staff were observed sitting and chatting with a resident at the end of the lunch rush while they were wrapping silverware. They could have chosen to sit on the other side of the room, but instead they chose to take the opportunity to sit, talk, and most importantly, listen! Later, this resident was heard saying that this made her day. Thank you, Josh and Victor!

Jan/Feb/Mar 2012



Happy New Year from the White and Gabriel Families

Generations' Mission

Enhancing Lives and Celebrating the Excitement of Living!

Our Vision

To exceed the expectations of all those we serve every day.

Our Values

- That providing kind, considerate and ethical service is a privilege.
- That everyone will be treated with respect, dignity and individuality.
- That everyone will be supported to achieve their full potential.
- That we will be responsive in recognizing and supporting the changing needs of those we serve.
- That through learning and working together, we will develop and deliver quality services.
- That we will cherish a positive attitude, having fun, being fully present and making each day the best for those we serve.