



Generations

Redefining Retirement

Generations Insider

8601 SE Causey Avenue • Portland, OR 97086 • (503) 652-0750

Jan/Feb/Mar 2014



As we begin 2014, with oodles of energy, ready to beat the best of our previous accomplishments, a good question to ask is *'Where are we at now?'* Here are a couple highlights:

- Highest employee wellness participation: TCV (28%!)
- Best recommend-to-others score: WLW (94%!)
- Greatest census growth: PDV!
- Highest resident satisfaction: CWV (89%!)
- Best-in-class nation-wide for dignity/cleanliness: TCV Rehab!

The answer then? We are ready for a great new year!

Our 2014 Message: Wellness!

Our mission is Enhancing Lives and Celebrating the Excitement of Living. This is a huge mission! There are so many ways to make this happen.

One major component to living well and loving life? Wellness! As you likely know, when we say "Wellness" we do not just mean physical fitness, but the whole spectrum of mind, body, and spirit (factors such as: physical, intellectual, spiritual, social, occupational, emotional).

These factors impact quality of living so greatly, that striving to help our residents find balance and vitality in their lives has always been a great focus of our dedicated Activity and Wellness teams.

As we continue toward our mission, we have decided to make Wellness a special area of focus in 2014! Expect to see information from our Wellness teams soon regarding new ways of measuring and tracking our residents' progress toward health/wellness goals. In the coming year we also plan to have greater integration of health and wellness throughout our campuses for both our residents and our fantastic staff!

Our founder, Wendell, explained it this way, *"One of the things that defines us is the family heritage. Our Wellness culture is the other thing."*

Support Team



Goofing around in the holiday spirit!



Betsy and Wendell visiting with TCV Villagers.



Rob sharing the Generations story.



The White and Gabriel families way back when shoulder pads were all the rage.



An Employee Moves in! Life on Campus

We found a person with a rare perspective - an employee who moved in! So we tracked her down to ask about the experience.

Joan: It was a huge relief when I decided to move in. I was coming from a large house on a large lot where the yard and house always needed work. I added up the bills on a house that I owned outright, compared it to expenses here, and it was a wash. I could spend money, sit alone in a big house, and fix stuff; or downsize to a condo and have similar problems; or I could be comfortable and surrounded by community here - it made sense to me.

There is no stigma for being one of the younger residents here. I have wonderful experiences with people who are a bit older than I. Truly, we are all just people and

someone being older or fragile doesn't change who we are. And no one cares here what you can't do. The attitude is that once we know what your challenges are, we will work and/or play around them. Do you want to play cards but can't hear very well? Have a seat and let's play. If you need to sit to play beanbag baseball or Wii bowling, we'll get you a chair and invite you to join us!

I think this goes back to Wendell - the philosophy that everyone is equal and deserving of respect and consideration. This campus is a microcosm of society, but that philosophy of respect you see more strongly than anything.

Any cons?

Joan: Well, I better not hedge on any rules. For example, if I didn't pick up after my dog one day, it would be all over campus. I have to be careful in conversation - I'm more staff than resident and I don't want to be a sheriff of TCV. I moved in because I wanted to be retired and have fun!





With our first 6 move-ins this last December, at long last WLV's Parkview Memory Care is open! Welcome to our new employees! We are delighted you have joined us.

Wellness, Wellbeing, Vitality: Never Underestimate Yourself

This last fall our Wellness teams traveled to San Diego to attend an ICAA Conference and came back glowing with inspiration and ready to share details.

One of the most fascinating speakers, Dr. Henry Lodge, author of *Younger Next Year*, explained that up to 70% of what we think of and treat as aging is actually decay at a cellular level. This decay does not have to happen.

Lodge showed how the way we live our lives sends signals to our cells to either regenerate or break down.

There are three basic ingredients to preventing or

even reversing this breakdown:

1. A reasonable Mediterranean-style diet (vegetables, whole grains, legumes, as a base, plus lean proteins)

2. Activity 6 days a week (strenuous enough to work up a good sweat, including a mix of two of those days strength training)

3. Managing stress (by means of social connection, meditation, or what works for you)

The best part of his findings? You can start making changes now, from wherever you are in your wellbeing, knowing that those adjustments offer *immediate* benefit to your cells!

Never ever underestimate yourself. You have more abilities than you know. Use them well - your future self will thank you!

Wheatland Village



With the cutest chapel in town, who wouldn't get married at WLV?



Did we say it's cold outside at Walla Walla?



New bridge but same resident cutting the ribbon as at our opening 10 years ago!



Maintenance Dir. Tom Vandenberg said if we raised enough to support St. Mary's he'd dress up in pink - all the incentive we needed!



Memory Care's car!

Town Center



IT - Take Two

We have exciting news! We were not able to resolve our issues with Prime Care, so we cut our losses and are moving on.

As part of our separation arrangement, we agreed to avoid 'bad mouthing' Prime Care, so please keep this in mind as each of us represents our company in the public sphere.

Now on to the future - we are in transition stages with Covenant Technologies and are staying in the Citrix environment, so while a great deal of background activity will be happening, you will not see much on the surface. What you may notice as they transition in are improvements in wireless services, proactive monitoring of computer performance/needs, needed computer updates

remotely acquired, on-site visits and stronger virus protection.

We also believe this will bring a good help desk experience. You are invited to contact Covenant for any reason from simple to complex. There are 3 ways to contact Covenant for 24/7 support: phone (503) 715-3540, email at helpdesk@covenant-tech.net, or agent icon on your computer (instructions will be handed out in campus training sessions). Improvements!



With a heavy heart we mourn the loss of our muralist, Larry Kangas, who for more than a decade painted charm, whimsy, and wonder into our community interiors. We will always cherish the legacy of beauty he left behind.



Melody (standing right) on one of her family's adventures! (With Wendell in the hat, Betsy center, Rob kneeling on the left)

A Note From Melody Gabriel

I grew up traveling. It was a practice my parents adopted early on. It was important to them for us, Rob and I, to learn about and experience new environments, sites and people.

Working with seniors for 25 years, I am continually reminded of the wisdom of this philosophy. Those who seem to live life most fully, find pleasure in daily moments, and have the highest level of wellness speak of two particular personal principles they hold dear: family and travel.

Family seems an obvious choice, but travel initially felt surprising. Until they tell you their stories of life perspectives changed, fantastic learning opportunities found, and special moments of connection, reflection, challenge, and self discovery.

As our company grew, we

looked for ways to enhance our employees' lives. We took the advice of our seniors and our own family history and developed a 15-year anniversary trip as a special gift back to our team. (As our employees continued on with us we added a 25-year anniversary trip gift too!)

It has been an extraordinary privilege, an inspiration, and a great deal of fun to help plan and facilitate this benefit. This year we saw both Elizabeth Reining (taking her 2nd trip for her 25th anniversary) and Saras Wati, who was especially excited to see her brother overseas, travel with their families to Hawaii. Tsering Shalung took her family on a road trip, seeing sites like Yosemite and San Francisco's Fisherman's Wharf, and on to festivities in honor of the Dalai Lama's birthday. Nancy Fahrback flew to France to see sites and visit her daughter studying abroad.

How far off are you from your 15th, or even 25th, year anniversary? What adventure would enhance your life? What experience would broaden your perspective and create beautiful lifetime memories?

I greatly look forward to the time when your milestone anniversary is here and we plan an experience perfect for you!

CherryWood



Paradise Village



The marketing team in the holiday spirit!



Culture Day - The Philippines!



Culture Day - Mexico!



A beautiful submission to the Art Competition!



Bonnie and Clyde!



Climbing a Mountain: Marketing at Work

Our communities offer tremendous benefits to the people who live here. Some people just know this is the decision for them and join our Villages to start a new adventure. Others, when they first called us, did not start ready. They saw change, as described by *One On*

One's David Smith, as like climbing a mountain.

What is going through the minds of our future residents?

Even when situations make staying at home difficult or uncomfortable, leaving home can feel like leaving a sense of identity, comfort and memories. Often a person can feel more afraid of the change than of the problems at home.

Change can feel like a risk. Questions any of us would ask ourselves include: Will people like me? Can I afford it? What will I do with all my stuff?

What does our marketing team do when someone calls and seems to see even thinking about a change as like climbing a mountain? Like all of us, they stop and help.

They understand that change is a process that must be talked through. Our marketing team supportively listens and interviews, reflects back values and concerns, helps recognize possible risks of a current living situation, and explores ways to begin the process of change. They create an open and safe environment for the caller to examine issues and weigh pros and cons. They ask thoughtful questions to help the caller visualize their situation: What will life be like if I stay at home? What is my typical day versus my ideal day?

Whatever the choice the caller might make, our team works hard to make sure that they are not alone on the side of that mountain. Our team holds out a hand for the journey.

Turns out our communities offer tremendous benefits to those who don't live here too! Our mission can enhance the lives of everyone!

Happy Anniversary

Milestone Anniversaries

Here's wishing you a very happy anniversary! Thank you for every moment you have made someone's day. Thank you for choosing to be a part of our team!

Celebrating 10 Years of Service:

TCV: Vicky Bate

CWV: Lauralee Cook

Celebrating 5 Years of Service:

TCV: Zenaida Martin, Madeline Hufana

WLV: Brady Edwards

PDV: Laura Runkle, Carol White, Mirasol Bersabe, Sheryll Chicano, Irina Anderson, Melinda Manongdo

Celebrating 1 Year of Service:

CWV: Megan Stocker, Yana Paliakova, Lexy Ruben, Heather Gaskill

PDV: Shantelle Madden-Link, Ivette Santana, Callie Williams, Axumawit Zewde, Susan Mirador, Meklit Ayele, Maria Alvarado, Ashley Teague, Nicholas Atchison, Mark White, Genie Silva, Bradley Stewart, Kennia Alejandre, Sandy Vargas, Sandra Romero, Isai Hernandez, Joseph Junk, Lourdes Sanchez

WLV: Braden Gies

Celebrating 1 Year of Service (continued):

TCV: Evangeline Coyle, Melissa Kanen, Raisa Barsukoff, Makenzie Chapman, Tristan Gilmore, Ingrid Borland, Jami Cusma, Clara Graybeal, Lauren Beckwith, Curtis Schwartz, Sheryl Houx-Smith, Morgan Pinkston, Katerina Shkvarkoyskaya, Courtnie Arnell, Yohannes Alemayehu, Lance Bean, Michelle Carlos, Marisela Hernandez, Tanya Helmik

Employee Spotlight

10 Years!

Vicky Bate - What can we say? Vicky keeps TCV's rehab safe and sparkly clean, role models wellness and kindness, and for staff events brings her family for the fun. We just love her and are lucky she chooses to be on our team!

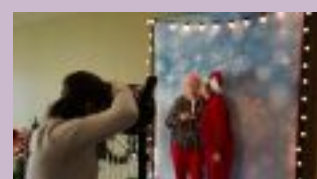
10 Years!

Lauralee Cook - Again, how lucky are we? Lauralee leads our caregiving team with compassion and excellence, carefully trains new members to the CWV team, and regularly makes our day!

Vicky and Lauralee - thank you for 10 great years and here's to many more!

Open House!

Holiday fun!



 find us on facebook!

Jan/Feb/Mar 2014

One Last Thought on 70 Years of Service



The original White Family residential community in Grants Pass, Ore., 1943.

In 2013 we had the rare pleasure to celebrate 70 years of service.

While this company was begun by a couple of people (Mabel and Alonzo) with a passion for making a difference in the lives of others, our communities most certainly have lived on with such great success because of the thousands of employees who have built careers and legacies about that same goal - to make a difference.

For example, while walking through TCV recently we saw this: A resident in a wheelchair glanced up at an employee with concern and asked, “Are you sure it is okay?” With a sincere expression the staffer leaned in and replied softly,



Mackensie Woods stopping, despite a heavy tray of drinks, to enjoy a chuckle with residents and to be truly present in the moment.

“It’s just fine. You and I are the only ones who will know.” Charmed, the resident smiled.

The simple beauty of this moment captures a piece of what makes us - all of us together - work. We make the choice to be meaningful and supportive. We make the choice to find the ‘play’ opportunities and share joy. We make the choice to take responsibility for our thoughts and actions and to individually be the best at what we do, so that together we can be greater. And we choose this again and again, every single day, even when it is difficult.

So our final thought on such a significant anniversary year? Awe. It is with awe that we look back at every year that leads up to today. And we just wish Mabel and Alonzo could see us now.