

Summer Newsletter

July 2022

The Choice is Yours

As an industry leader with a century's worth of experience, ECS appreciates the value of communication. That is why we are sharing a community-wide quarterly newsletter to keep residents, staff, and key stakeholders up to date and to celebrate the incredible people throughout our ECS family of communities.

Each newsletter will focus on one of our foundational pillars – choice, creativity, confidence, and connection. This issue our focus is on choice.

Though each community is unique as the residents and staff who live and work in them, we all share a common purpose. Our last quarter was a busy one, with many positive steps forward.

- The first phase of the 2021 financing plan closed in May. By November, annual debt service will be reduced by \$1.7m.
- Marketing activities have commenced for MonteCedro's expansion.
- The ECS brand was refreshed. Stay tuned for the story behind our brand refresh. Coming soon.

Everything we do is tailored to serve current and future generations of residents. Please keep an eye out for our Resident Survey coming in September. It will help us know what choices are important to you.

Wishing everyone a summer full of blessings, choices, and opportunities.

James Rothrock
President and CEO, ECS



Highlights

MonteCedro

New Resident Speaker Series: *Everyone has a Story*, is a hit!

The Covington Fitness Programs

flourish and so do our residents.

Twelve Oaks

Outdoor Music Concert. Acoustic band *Rosewood* plays for residents and their families.

The Canterbury Tuesdays with Mary.

Weekly luncheon evolves into a Bucket List event for Ladies club.



MonteCedro

Resident Speaker Series

Throughout history, from stories around the fire to inspirational parables, from the printing press to modern film, humans have been telling their stories. At MonteCedro, our new speaker series Everyone Has a Story allows residents to continue the tradition.

Each month, a new topic is chosen – last month was ‘first jobs.’ Residents then take turns in front of the audience, spending five minutes to tell their story. “It is a wonderful way to get to know each other on a different level,” says Jackie Stevens, Regional Director of Life Enrichment. “Hearing about people’s experiences

in their own words is very meaningful.”

For some residents, telling their story in front of others is a new experience. “We offer so many opportunities for residents to continue to learn and grow,” Jackie says. “I am constantly inspired by the courage of our residents and the choices they make.”

TwelveOaks

Outdoor Music Concert

A few months ago, singer/guitarist Fred Thomke performed a solo show at our community. He was such a hit with residents that we invited his band Rosewood to come last month and give a full concert. Playing nostalgic

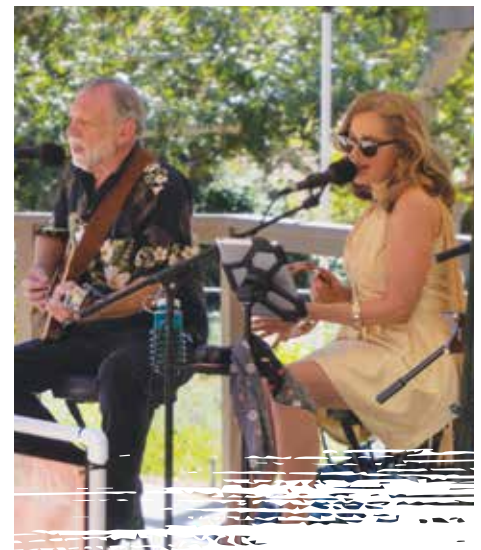
hits from the 60’s and 70’s, there was much laughter and a few tears of joy as residents and their families enjoyed the music and sang along.

Denise Gotto, Executive Director of Twelve Oaks says music brings joy and comfort to everyone, at any age. “Live music touches people in a way that few other experiences can. It was such a happy day.” As for future concerts, Denise says it is definitely in the cards. “The residents have already told me we have to bring them back,” she laughs.

The Covington

Fit as a Fiddle

The old adage, ‘you are what you do’ is never truer than when it comes to fitness. Staying physically active





is an important part of overall health and wellness. To be active, you must be proactive.

The Covington has many ways for residents to enjoy staying active and Tracy Beam, Director of Life Enrichment says that these days, Cardio Drumming, Tia Chi, and ZUMBA are all the rage. "Our residents take full advantage of all of our amenities."

The benefits of regular activity along with a balanced diet of daily freshly prepared food means residents have the energy to experience all that life has to offer. "We schedule excursions and events on a regular basis because our residents are keen to continue to learn and try new things," Tracy says.

The Canterbury

Tuesdays with Mary

Started in 2017, Tuesdays with Mary is a weekly luncheon for The Canterbury's Assisted Living Ladies. Named after one of the founding members, the weekly meeting evolved into a gathering where people could live out their dreams.

At that first event, a small pink bucket containing paper and pens was placed on the table. The ladies were asked to write down places they wanted to go and things they wanted to do. "One of the ladies wrote, "I would like to ride a carousel one more time." And so, she did! Thus, The Bucket List was born.



Since then, many wishes have been fulfilled and Dave Hone, Executive Director at The Canterbury, says the tradition continues. This month a resident who is a WWII veteran has asked to tour the USS Iowa which is docked in San Pedro. "I am sure it will be a very meaningful day for her," Dave says.

Choice

The importance of having choices in one's life cannot be overstated. Choice means having the ability to take care of your individual needs. Choice provides opportunity to seek out new experiences and learn new things. Choice means having the freedom to be you.

It is for all of these reasons that choice is a foundational pillar of our organization. At ECS communities, residents enjoy choices around healthcare, dining, activities, and lifestyle that allows them to live authentically and be at their best. It is the Art of Possibility.

Our stories



Sorority Sisters

Pat Beery and Shirley Forden have been friends for over 70 years. They first met as sorority members of Sigma Kappa on the campus of UCSB.

Shirley graduated as an Art Major and taught art in middle school. Pat received a degree in Early Childhood Education and became an elementary school teacher. Each married and raised a family but kept in touch over the years.

When it came time for the next stage of their lives, both chose The Covington. "There is so much to do here," Pat says. "It's like being back at our old sorority house," Shirley laughs, "but with more comfortable beds."

Investing in Education

ECS is committed to the continuing education of our team members.

Many of our team members have been with us for years and have reached their educational or career goals and are now working to support the educational goals of the next generation of their families.

Thus, we have created the Next Gen Fund for Education and Development. The funds will be used to support the educational goals of team members' dependants.

This is an important and exciting new development for our ECS family. Be on the lookout for more information, coming soon.

Upcoming Events

- **July 20 @ 2:00 PM**
Stories Around the Table:
How food enriches our lives
- **August 17 @ 2:00 PM**
Planning Your Future:
The benefits of Life Plan community living

Brand Update
We have completed the first phase of rebranding with updates to our website, marketing, and administrative materials.

Other areas will soon include vehicles, name badges, and outdoor signage. Completion is scheduled for the end of 2022.

For more details, please visit:
ecsforseniors.org/events