

ECS Newsletter

Fall 2025

Creating choice in how we live each day

According to the experts at the National Investment Center for Seniors Housing & Care (NIC), demand for senior housing is at an all-time high. NIC's assessment rings true at ECS, where we have a current waitlist of nearly 400 depositors and 94% occupancy across all communities.

Yet at ECS, we know that choice matters. Every person is unique, which is why ECS provides a wide variety of options so residents can live life on their terms.

Lifestyle preferences, resources, and health conditions vary greatly, so providing choice in residential and wellness options is essential. To create even greater choice, ECS is investing more than \$300 million in expansion and improvements to its premier Life Plan Communities and the development of a new, middle-market, rental community in Glendale. Because ECS believes that all seniors should be able to live in safe and dignified housing, ECS also supports the development of affordable housing for seniors in Los Angeles and Orange Counties, two of which have been recently completed and house more than 120 seniors.

Creating choice requires creative thinking and efficient design based on the knowledge of what is important to current and future residents. Knowledge and innovations led to the development of ECS's hallmark programs — Creative Living and Choice Custom Care — as well as enhancements in culinary services. These programs and services offer engaging social and educational experiences, with as little or as much assistance as needed to maintain one's health and well-being, and nutritious and delicious meals in a variety of settings.

ECS's culinary service provider Morrison Living says, "For us, innovation is a whole-body experience aimed at customizing a flexible experience for all who live and work in our communities." This quote sums up, in only one sentence, the shared value and importance of innovation in creating choice.

James Rothrock
President and CEO



Highlights

This newsletter features stories of the investments in our communities that provide choice to seniors in Southern California.

The Covington

The power of choice

MonteCedro

The community welcomes its new Executive Director

The Canterbury

New Care Suites coming

Community

MonteCedro celebrates its heroes



The Covington

The power of choice

In recent months, you may have noticed ECS making an effort to offload routine responsibilities for residents, so they can spend time pursuing meaningful activities of their choosing — from education and the arts to fitness and community engagement. The Covington's "For You" Concierge-like program delivers everyday support, enhancing the convenience, autonomy and quality of life for residents.

"Choice is one of the great things that we offer," says Cash Benton, Executive Director of The Covington. From support with cooking and cleaning to car washing, laundry, transportation and meal delivery, the services are as extensive as the needs of residents.*

The range of services assist not just daily activities, but health-related support as well. "We prioritize individualized care."

**Some fees may apply.*

One of the many options that The Covington offers is private one-on-one caregivers. Residents may need support for a few hours a day, or around the clock. It could be helping getting dressed or showering assistance. That extra help can make all the difference to both residents and their families. If someone is recovering from time in the hospital, they have the support they need when they need it. Their needs may shift over time, and their assistance can reflect this change. As residents feel stronger, they may no longer require help with their showering, but may want someone to walk their dog, for example.

In addition, Hoag Health provides a variety of medical professionals who come to The Covington, so residents can be seen in the clinic or even in their own home.

One of the most popular aspects of Choice Custom Care is medication management. "It's grown tremendously over the past few years," Cash says. Medication management can support getting refills, making sure people take their medication on time and monitoring for any adverse changes.

Cash reflects on the range of options. "All our services are designed to keep residents living in their homes, and continue their style of living. It's help when you need it so you can age in place," Cash says. And it keeps resident choice at the heart of The Covington's services.



MonteCedro

MonteCedro welcomes its new Executive Director

In August, we welcomed Adam Peña as the new Executive Director at MonteCedro.

ECS leadership worked with a national search firm to find the right candidate. ECS also invited the input and feedback on the candidates from the residents themselves.

As Sharon Pewtress, SVP and COO explains, the recruiter "listened to the priorities of the community, and the kind of leadership and mentorship we were looking for." The search wasn't just about finding a new leader; it was about honoring the spirit of MonteCedro.

This spirit was on full display when the two final candidates were invited to a Town Hall to meet the residents. "The residents had great questions," Sharon says.



Both the community and the ECS leadership team agreed on the preferred candidate.

For Adam, the feeling was mutual. When the recruiter first contacted him, he was drawn to the fact that ECS is a mission-driven, nonprofit organization. But what truly made an impact was the community itself. He was impressed by the dedication of the Resident Committee and struck by the "energy and spirit" of the team member to resident dynamic.

Adam, who originally studied history with the goal of becoming a teacher, was inspired to change his career path after working in a skilled nursing home. He was captivated by "the idea of helping seniors and being a resource to family members," and his commitment to nonprofit work shines through. "After all," he says, "we are guests in their home."

With ongoing campus improvements—including the MonteCedro Phase II construction targeted for completion in Summer 2026—Adam's leadership is poised to help residents and staff explore the next chapter of possibility.

Adam takes over from Maureen (Mo) Beith, who was the interim Executive Director of MonteCedro through June 2025.

We thank Mo for her dedication and commitment to supporting MonteCedro and ECS during this time of transition.

The Canterbury

New Care Suites coming

The Canterbury will be offering even more choice next year. "Our goal is to provide residents with the options they need, when and where they want them," says Dave Hone, Executive Director of The Canterbury.

"We are renovating our Care Suites starting in October," Dave says. A total of 15 care suites will be refreshed, with plans to have the new suites available in summer 2026. With the availability of the new Care Suites, those who need acute, short-term care following hospitalization for example, can now recover in their own community.

Dave says that when completed, the new suites will have a more

home-like feel, and align with the style of The Canterbury. In addition, the amenity spaces will be enhanced, so the dining area and the activity area will feel even more comfortable and welcoming.

When someone is coming home from the hospital, it can require a lot of planning to ensure they are getting the care and support they need. This new level of care will provide choice to residents and peace of mind to families. "It will decrease the burden on families," Dave says.

These improved suites will help increase the confidence families have that their loved ones are receiving the care they need, in a warm, inviting environment. They will allow residents to receive the level of care required to help them get back to living in their home, safely. "For us, it really provides residents with choice," Dave says.

In addition, services such as medication management support residents once they return to their home.

The suites are another creative commitment to residents. We make space for them to age in place as they choose," Dave says.



MonteCedro Hero's Celebration

The night of January 7, 2025 is one residents of MonteCedro will not forget. The Eaton fire raged through Altadena, yet, miraculously, the community of MonteCedro was saved.

When residents returned to their homes, they noticed that the American flag that had been flying over the community had been singed. Carol Reynolds, President of the MonteCedro Residents Council wanted to replace it with a new flag, and considered what to do with the existing flag.

"I thought we could give the flag to one person who was here that evening, but that didn't seem right. Those individuals who were on duty on the evening of January 7 went so far above and beyond what was required, so I thought of hosting a Heroes Celebration instead," Carol says. With Carol's vision, on the six-month anniversary of the evacuation, the MonteCedro community recognized the dedication of eight remarkable individuals.

"I spoke with each person individually to hear their stories," Carol says. "They truly put us ahead of themselves."

Two team members who stayed to help residents lost their own homes that evening. "Their dedication was unbelievable." Bruno Molina's home was nearby and under threat from the fires, but he never left MonteCedro. Another team member's home was in the neighborhood. He went to check on his disabled father and his wife, then once he knew they were being evacuated safely, came back to MonteCedro to help.

"The husband of one of our care partners came to the community. He walked up to Bruno and asked "What do you need me to do?" He stayed until everyone was safe," Carol says. Richard Esguerra, one of the community's chefs, arrived and realized



the potential danger. He turned off the gas lines to secure the kitchen, then helped with the evacuation. Richard went to the Memory Care area of the community and supported moving residents who were in wheelchairs or on gurneys.

Carol says, "we folded the old flag in a triangle, like they do when you retire a flag. We framed it in a walnut case and will be mounting it on a wall with a plaque including the names of our heroes. It will be a permanent reminder of those eight individuals who put our safety above their own."

On the day of the recognition celebration, the eight heroes were seated in the first row of the auditorium. Carol told a story about each one. They were given a standing ovation.

The residents and the community of MonteCedro are profoundly grateful for the dedication of Maggie Curiel, Dominique Guitron, Gilbert Guitron, Richard Esguerra, Bruno Molina, Bernal Diaz, Ron Marshall and Celina Miranda. "They will always be in MonteCedro's hearts," Carol says.

1. Dominique and Gilbert Guitron
2. The framed flag and plaque
3. The heroes of MonteCedro